



ADEL ALI ABDUL JALIL EL OGUBI

Emerging Digital Literacy Market Benefits from Certiport IC³

After embargo, ICT penetrates Libyan government and brings digital literacy to a nation

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In 2004, the United States eased a 15-year economic embargo against Libya, opening dialogue on trade, investment and economic reform and encouraging Libya's reintegration in the global marketplace. While trade restrictions were in place, Libya's access to information and communications technology (ICT) was limited, causing a considerable gap in ICT knowledge and skills among its citizens. As economic modernization within Libya occurs, Al-Shamelah, a training and qualification organization, worked to close the ICT skills gap by introducing Certiport® Internet and Computing Core Certification (IC³®) to the country.

"Technology is very rapid," explained Adel Ali Abdul Jalil el Ogubi, director of the training division of the Libyan General People's Committee for Manpower and Training and general manager of Al Shamelah Company. "Every day there are new things. We are working to give Libya a new face and to put it at the forefront of countries using technology. Libya is a good country that can develop people who can be competitive anywhere in the world."

As the digital literacy market emerged in Libya, Ogubi made plans to build brand recognition and loyalty for IC³. He focused his attention on the Libyan government, an unprecedented ICT training and certification task considering its size. First, Ogubi invited government managers to seminars, where he presented IC³. By showing IC³ success in other countries and accrediting the program with the Libyan National Centre for Standardization and Metrology, Ogubi proved to this difficult market that IC³ was an effective ICT solution.

"We are very lucky to drive IC³ in Libya as an exclusive distributor," he said. "We are now well-known to the government."

With his good relations with members of government, Ogubi successfully positioned the certification as a new, supported, recognizable requirement for Libya. After meetings with the Ministries of Public Security, Justice and Health, he signed agreements to enhance computing skills of 4,000-5,000 public employees using IC³.

As Ogubi continues to inform government officials, ministries, businesses and individuals about the benefits of IC³, he predicts thousands more will certify. "We have signed accords with J&B Company; Libyan Iron and Steel Company, which is an authorized testing center and plans to train 9,000 employees; the Ministry of Education, which plans to certify 2,000 computer teachers; Al-Waha Petroleum Company and many other private businesses," he said.

Already individuals from different ministries who have earned IC³ have obtained job promotions because of their efforts. They also use their computing skills at home, making ICT available to their families and communities.

ABOUT CERTIPOINT

Certiport prepares individuals with current and relevant digital skills and credentials for the competitive global workforce. These solutions are delivered by more than 12,000 Certiport Centers worldwide and include Certiport Internet and Computing Core Certification (IC³®), the official Microsoft® Office certification programs and the Adobe® Certified Associate certification program. For more information, visit www.certiport.com.

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