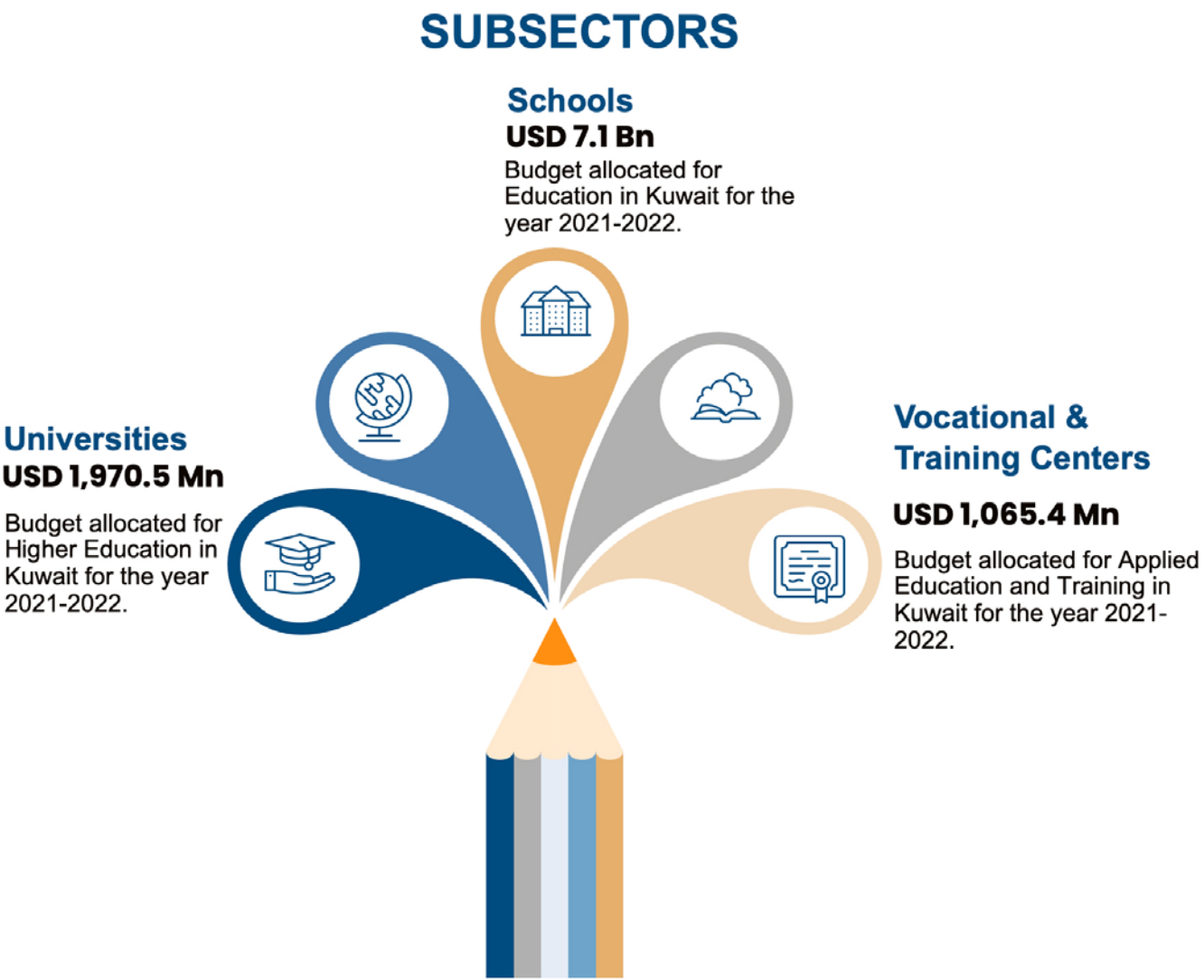




Education & Training Sector

Sector Overview

The demand for quality education services has been increasing in Kuwait. The government of Kuwait intends to operate schools and universities in Kuwait that have partnerships with leading international brands. A number of educational projects have been launched by the government on a PPP basis, especially in upcoming cities.



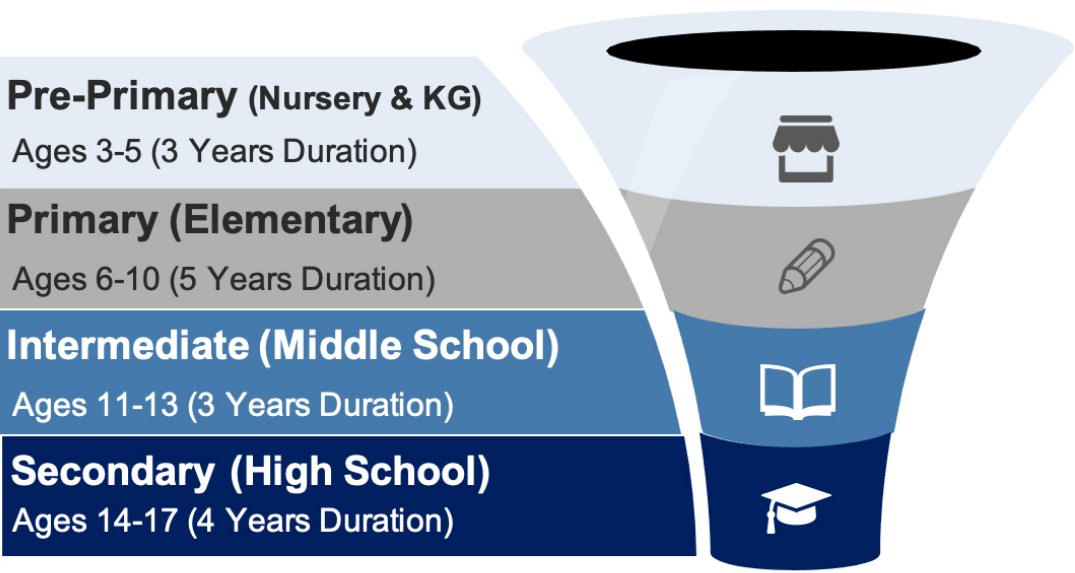
Kuwait offers interested investors a host of investment opportunities in the educational sector covering schools, universities, and training institutes and centers projects that contribute to attaining the goals of the National Vision 2035 and its development plans.



Schools

MARKET FACTORS

- Kuwait has a population of approximately 4.63 Mn people. Nearly 24% of the population is within the age group of 0-19 years.¹
- The population of Kuwait is highly literate with 97% of the population having the ability to read and write.¹

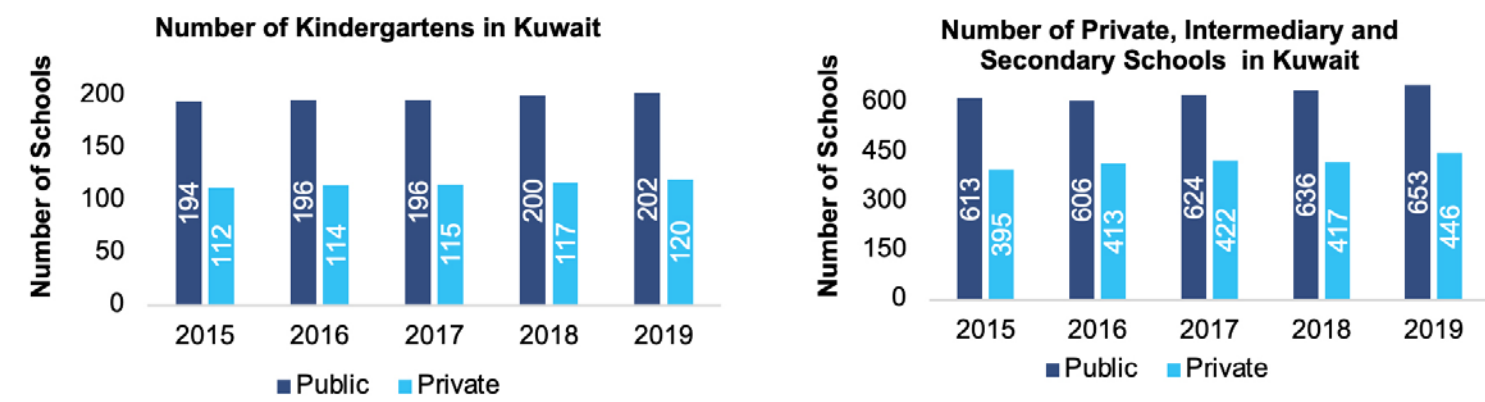


- The Kuwaiti government has allocated funds of nearly USD 7.11 Bn in the 2021-2022 budget towards education.²
- The educational system of Kuwait includes Public Schools and Private Schools. While public schools mostly cater to the local Kuwaiti community, private schools cater to both the Kuwaiti and expatriate community in Kuwait. Private schools include American, English, French, German, Pakistani, Indian, and Philippines schools.
- The schools in Kuwait have a four-tier system including the below:

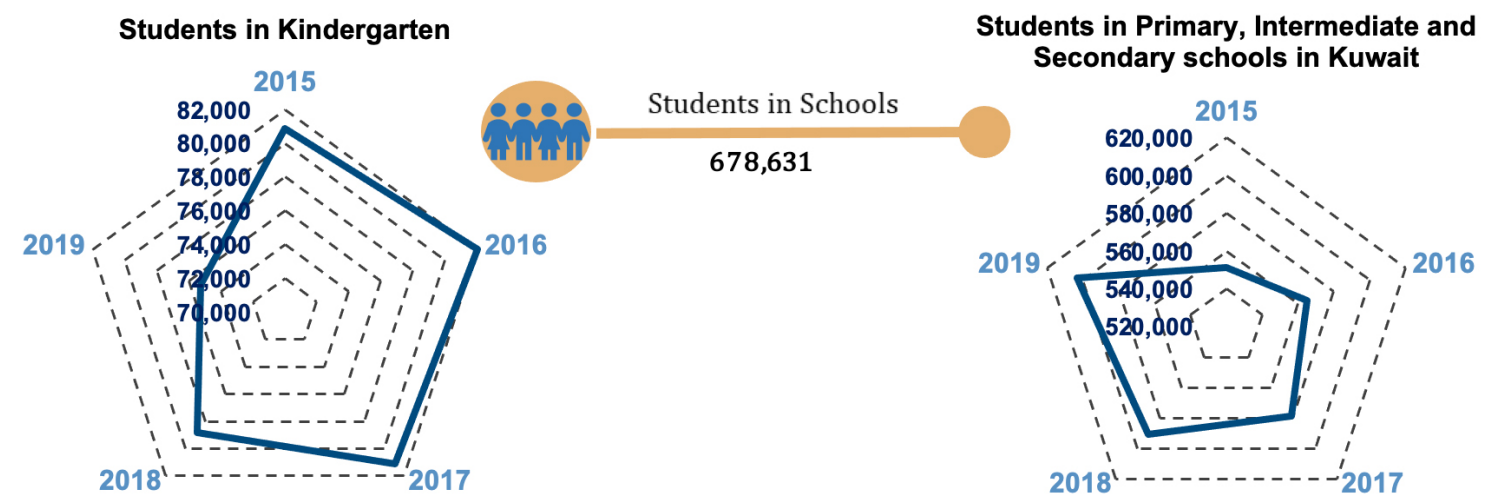
Education Levels	Public	Private
Pre-Primary	3 – 5 years	3 – 5 years
Primary	6 – 10 years	6 – 10 years
Intermediate	11 – 14 years	11 – 13 years
Secondary	15 – 17 years	14 – 17 years

- The schools are regulated by the Ministry of Education in Kuwait, which controls all aspects from licensing and curriculum approvals to student capacity and school fees.³

- Number of schools in the country⁴:



- Number of students enrolled in the schools⁴:



- The student to teacher ratio for the kindergarten was 8.04 and for the Primary, Intermediate and Secondary schools was 7.7 in Kuwait.⁴



- In term of fees, the American and British schools tend to be much more expensive than the Indian and Pakistani schools.⁵

Schools	Average Fees (USD)
American Schools	9,800 – 14,900
Canadian Schools	10,500 – 14,800
British Schools	6,600 – 12,125
Indian Schools	1,240 – 1600

- A 3.0% fee hike is permitted annually for private schools and any higher increase in fees requires prior permission from the Ministry of Education.
- The following initiatives are being undertaken by the government⁶:

Project Name	Cost (USD Mn)	% of GDP
Establishment of an Integrated System for Educational Reform (Includes on campus and online systems)	605.6	0.51%
Establishment of National Education Standards	10.3	0.01%
Conducting local and international studies to measure and evaluate the education system in the state of Kuwait	10.4	0.01%
Project for application of total quality standards in schools in the country	10.0	0.01%

- A number of educational institutions are being developed on a PPP basis by the government in the upcoming residential cities, they include⁷:

City	School	Area (sqm)
Sabah Al Ahmed City	Private School	17,694
Jaber Al Ahmed City	Private School	8,891.399
Jaber Al Ahmed City	Private School	7,903.270
Jaber Al Ahmed City	Private School	9,297.380

The schools vary and are expected to cater to Arab and Non-Arab students. Tenders are currently being invited from investors with international experience to develop them.

Sources: ¹PACI, ²MOF, ³MOE, ⁴CSB, ⁵Alpen Capital, ⁶Kuwait Vision 2035 Development Plan, ⁷PAHW.



Universities

MARKET FACTORS

- The Kuwaiti government has allocated funds of USD 1,970.5 Mn in the 2021-2022 budget towards higher education.¹
- Funds for external and internal scholarships of USD 1,629.8 Mn were allocated as part of the 2021-2022 budget.¹
- The government offers substantial subsidies (USD 2,644.5 Mn)¹ as well as scholarships in the educational sector to support quality education in Kuwait.
- The private universities in Kuwait are overseen and regulated by the Private Universities Council (PUC). Investors must meet all the mandates of (PUC) to obtain a license for establishing a university.

- There are currently 2 public universities and 15 licensed private universities in Kuwait, they include:

Public ²	Kuwait University
	Abdullah Al Salem University
Private ³	Kuwait International Law College
	American International University
	American University of Middle East
	American University of Kuwait
	Gulf University of Science and Technology
	Kuwait Technical College
	Algonquin Canadian College in Kuwait
	Kuwait College of Science and Technology
	American College of the Middle East
	Australian College of Kuwait
	International University of Science and Technology in Kuwait
	Maastricht Business School – Kuwait
	Arab Open University – Kuwait Branch
	Box Hill Kuwait College for Girls
	College of Aviation Technology

- There are currently 5 private universities proposed to be developed upon satisfying the requirements of the PUC in Kuwait, they include:

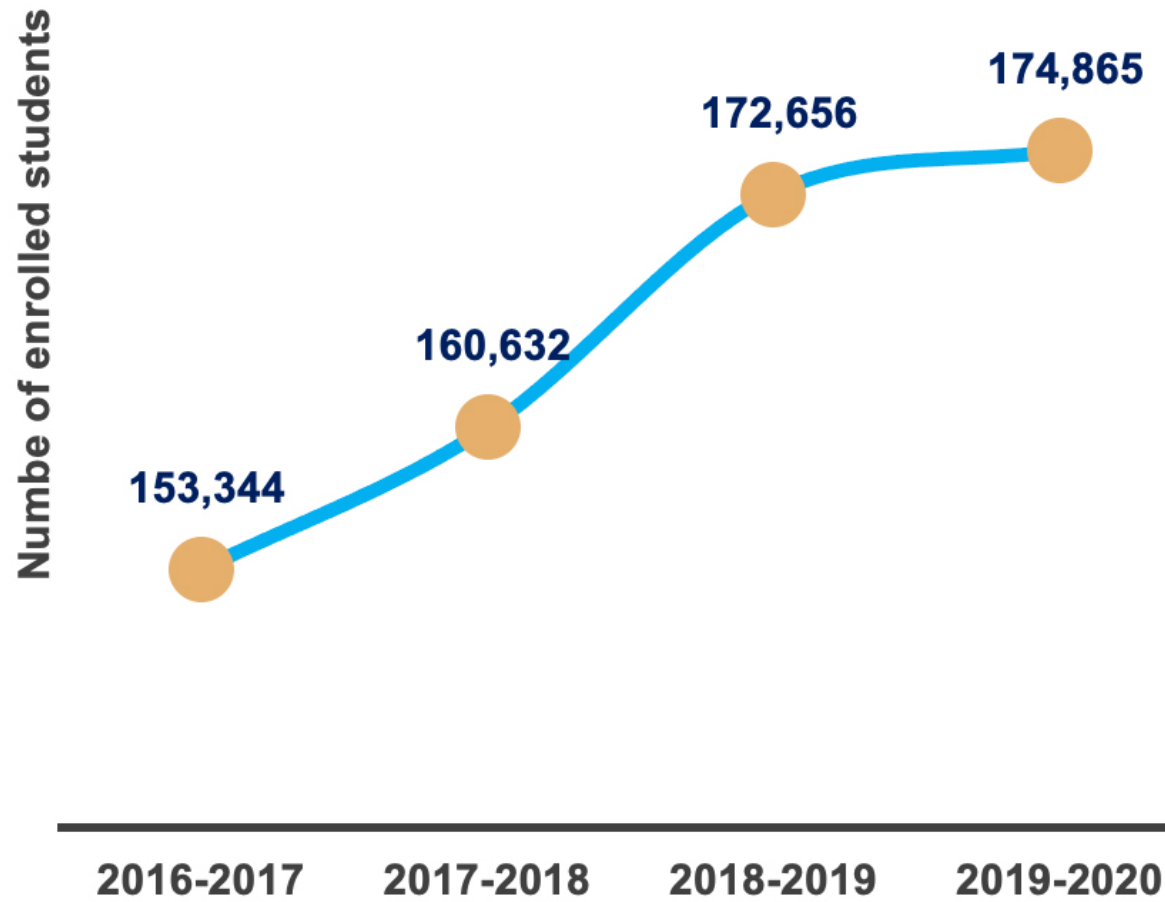
Private ³	Technical University of Munich in Kuwait
	University College of Management in Kuwait
	Canadian University of Kuwait
	The British College of Kuwait
	American University of Medical Sciences

- The government launched several initiatives to improve the educational services including the Unification of the Candidate Test System in the country through the National University Admission Tests at a cost of USD 12 Mn, the development of the Sabah Al-Salem University City at a cost of USD 9.2 Bn⁴ and the Jaber Al Ahmed Private University on a PPP basis to be developed in Jaber Al Ahmed City encompassing an area of 88,977 sqm.⁵

Sources: ¹MOF, ²MOHE, ³PUC, ⁴Kuwait Vision 2035 Development Plan, ⁵PAHW, ⁶PACI, ⁷CSB.



Public and Private Universities⁷



Vocational & Training Centers

MARKET FACTORS

- Approximately 9.1% of the population of the country are within the age group of 15–29 years.¹ The population within this age group are expected to enter the country’s workforce.
- The government of Kuwait caters to the training needs of citizens through the Public Authority for Applied Education and Training (PAAET). The government allocated USD 1,065.4 Mn budget in the fiscal year FY 2021/2022, for PAAET activities.²

Portfolio Management Programs	IT Programs	Project Management Programs	Finance Programs
(CMSA) Capital Market & Securities Analyst	Certified Cloud Security Professional	Project Management Professional	Certified Financial Planner
Advanced Portfolio Management Professional	Certified Information System Security Professional	Certified Associate in Project Management	Chartered Financial Analyst
Investment & Portfolio Management	Certified Data Professional	Certified Scrum Master	Chartered Financial Consultant
Portfolio Management Professional	Certified Information Security Management	Certified Project Management Partitioner	Certified Fund Specialist
	Oracle Database	Master Project Manager	Certified Government Financial Manager
		Certified Project Director	Certified International Investment Analyst

- PAAET is the governing authority that issues licenses to the private companies for practicing training activities in the country.
- PAAET provides training programs in several fields, of which³:
 - Telecommunication & Air Navigation
 - Electricity & Water
 - Nursing
 - Secretarial & Office Works
 - Industrial Training
 - Establishment Training
 - Vocational Training

Sources: ¹PACI, ²MOF, ³PAAET, ⁴CSB.



Media & Marketing Sector



Sector Overview

The Kuwaiti market has one of the largest mobile phone and internet penetration rates in the region. The population is young, educated and technology savvy. Most of them have access to social media and other channels and thereby receive and consume a lot of information digitally. This has increased the potential for e-commerce, application development, digital promotion of companies products and services, and raising awareness of various government e-services and its utilization.



SUBSECTORS



Digital Media Marketing

Market estimated to have reached USD 250 Mn in 2021.



Digital Content Creation

Global Digital Content Creation market size is expected to reach about USD 38.2 Bn by 2030.



Online Portals & Application Stores

USD 900 Mn dedicated for nationwide initiatives to develop the country's digital ecosystem

Kuwait offers interested investors a host of investment opportunities in digital media marketing, digital content creation, and online portals and application stores within Kuwait digital transformation efforts to attain the goals of the National Vision 2035 and its development plans.



Digital Media Marketing

MARKET FACTORS

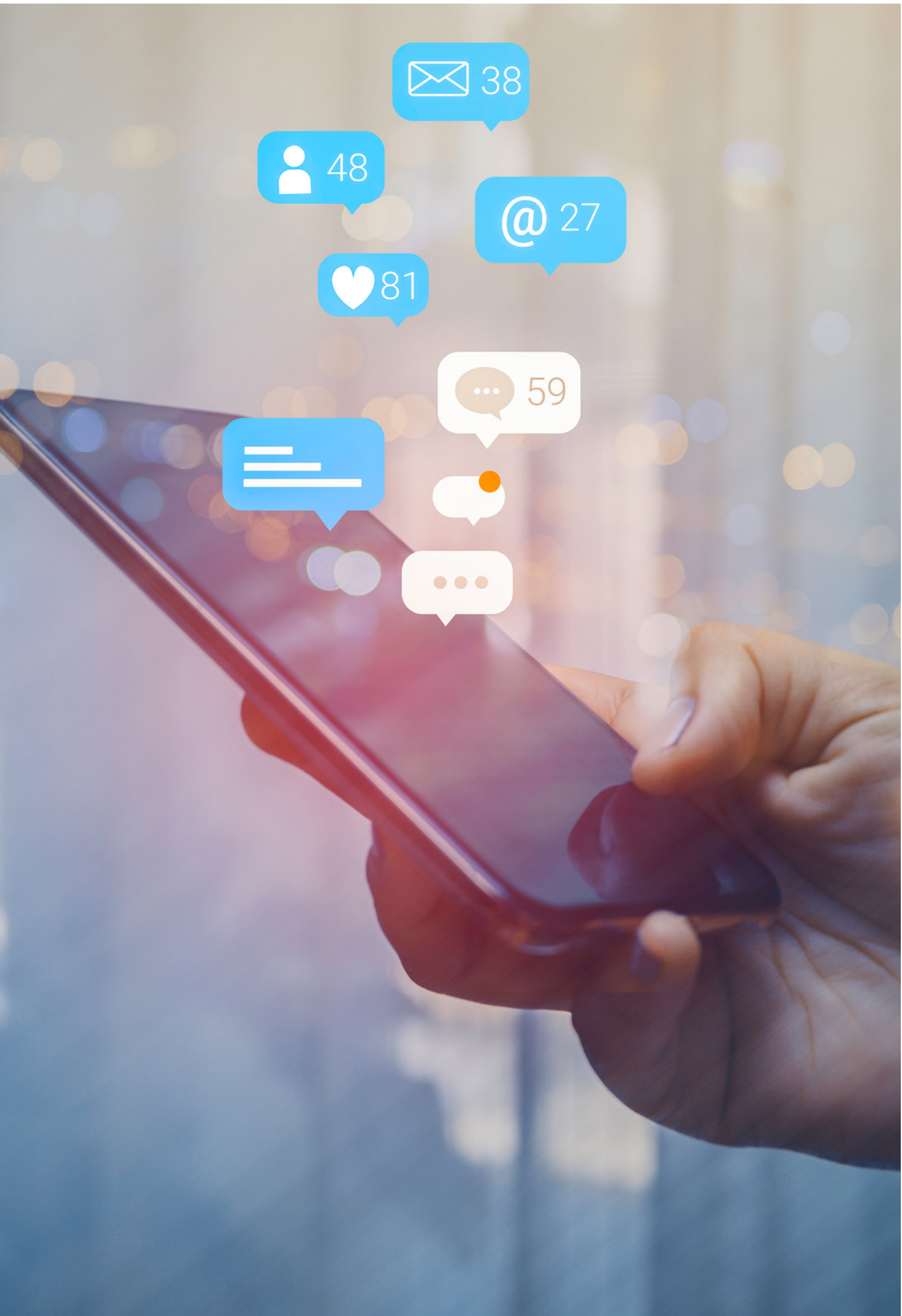
- Digital media marketing is the promotion of products, services and associated brands on the internet and through other forms of digital communication, which include Social Media Marketing (SMM), Search Engine Optimization (SEO), Search Engine Marketing (SEM), Email Marketing, Marketing Automation, Digital Advertising and Content Marketing.
- The Kuwaiti population is highly educated and prefer to consume information over various digital multimedia platforms.
- Kuwait has one of the highest mobile and internet penetrations globally, with 99.6% of individuals use the internet while mobile cellular subscription was 178.5% per 100 inhabitants.¹
- Around 97.7% of the individuals utilize the internet daily, and 95.1% of individuals have social media accounts and the high penetration of social media platforms such as Facebook, Twitter, Snapchat, and Instagram coupled with the adoption of multimedia platforms like WhatsApp. The digital advertising space is in its growth phase and has immense potential because.³
- Kuwait had the third largest advertising expenditure in the GCC, with about USD 480 Mn in advertising spending in 2020.²
- While COVID-19 and its related restrictions caused the linear advertising sales to drop by 20% in 2020 to USD 260 Mn, digital advertising sales grew by 4% during the same period, and digital advertising sales are expected to accelerate by more than 10% in 2021 to reach USD 250 Mn.²
- Existing players within the sector include international firms who mostly cater to in-house digital marketing requirements.

- The top 3 sectors in the MENA Region that use Digital Marketing to drive business includes Hygiene and Beauty care, Food and Telecommunication.

INVESTMENT OPPORTUNITIES

- Kuwait is expected to offer several lucrative investment opportunities to interested investors within the digital media marketing with potential of more growth in this segment.

Sources : ¹CITRA, ²Magna Intelligence, ³IPSOS Group.



Digital Content Creation

MARKET FACTORS

- Digital content creation is the ability to develop written or visual content about topics that appeal to potential consumers. Digital content includes e-books, videos, audios, movies, pictures, and infographics.
- The Kuwaiti population is very active on social media and is bombarded by a huge volume of digital content daily with 84% of households own a portable device such as laptops and tablets and 76.8% of households own at least one type of smart device such as a smart TV.¹
- There is a high appetite for digital content in the Kuwaiti market, as youth comprise highest share of the population (>50% is under the age of 35), with high income per capita and strong purchasing power, that enables them to own the latest gadgets in the market and access the best internet services available.
- The advent of Netflix, Amazon Prime as well as other interactive applications like TikTok, has created further scope for content creation and consumption in the market. In Kuwait, the most used broadcast playback applications for 2021 was Tik Tok with 35.9% users, followed by YouTube with 32.5% users and Netflix with 11.5% users.²
- The Global Digital Content Creation market size is expected to reach about USD 38.2 Bn by 2030 and is forecasted to grow at an annual rate of about 12%.³

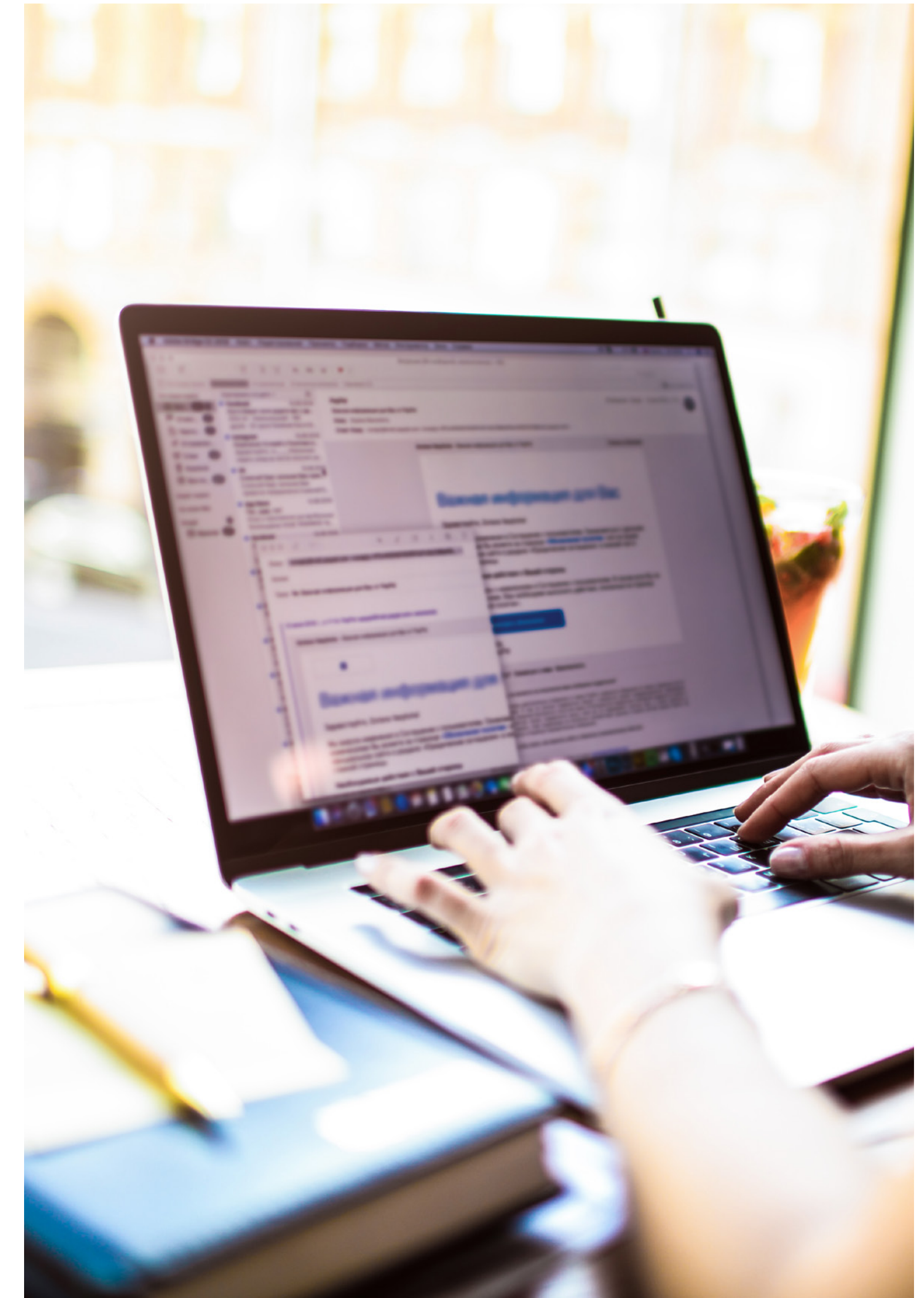
INVESTMENT OPPORTUNITIES

- Digital Content Creation in Kuwait is at an emerging phase with few players prevalent in an expanding market. The market offers opportunities for interested investors to launch digital content

creation software applications that could help them tap into the market to grow regionally and globally.

- Opportunities are also available for hardware manufacturers to launch products in the market that are compatible with digital content software allowing for technological advances and product improvements.

Sources: ¹CITRA, ²Arab Times, ³Presswire.



Online Portals & Application Stores

MARKET FACTORS

- Online Portals and Application Stores provide consumers with access to many products and services. While online portals are usually web based, application stores give consumers the ability to download and operate applications separately onto a device.
- Kuwait has dedicated over USD 900 Mn in the year 2020 specifically for nationwide initiatives that will directly contribute to a stronger digital ecosystem and transform the country's infrastructure.²
- Kuwait has witnessed substantial growth in e-commerce in the past years with several locals launching successful companies in Kuwait and the Middle East. Some of them include Talabat, Carriage, Boutiqat, Myfatoorah, Floward and Just Clean.
- A number of existing local and international businesses in Kuwait have also gone digital and launched online portals and applications to promote the sale of their products and services.
- The local population has willingly accepted e-payments as a mode of settling financial transactions, which has further boosted e-commerce in the country.
- A few young Tech Entrepreneurs are launching new products and services in the market actively, encouraged, financed, and supported by venture capitalists and the government.
- Following the pandemic, the government of Kuwait digitalized a number of its services through portals and application stores, thereby showing the intent to adopt technology in the public sector. The initiatives include applications such as Sahel, Shlonik, Kuwait Mosafer, Kuwait Mobile ID and Immune.

INVESTMENT OPPORTUNITIES

- Kuwait is expected to offer several lucrative investment opportunities to interested investors within the online portals and application stores.

Sources: ¹CITRA, ²KFAS.

