

Under the patronage of the Deputy Prime Minister for Human Development and the Minister of Health and Population,” and in collaboration with the Ministries of “Social Solidarity,” “Higher Education and Scientific Research,” “Investment and Foreign Trade,” and “Labour”.

CIRA Education Launches CIRA Care: The Middle East’s First Initiative Dedicated to the Care Economy



Cairo, January 12th 2025: Under the esteemed patronage and in the presence of H.E. Prof. Dr. Khaled Abdel Ghaffar, Deputy Prime Minister for Human Development and Minister of Health and Population, in the presence of H.E. Dr. Maya Morsy, Minister of Social Solidarity, H.E. Eng. Hassan El-Khatib, Minister of Investment and Foreign Trade, and H.E. Mr. Mohamed Gebran, Minister of Labor, CIRA Education proudly announces the launch of CIRA Care, the first initiative in the Middle East dedicated to revolutionizing the Care Economy in Egypt, which represents 11.5% of employment, providing 381 million jobs globally. This transformative project focuses on addressing the core pillars of the care economy: childcare, elder care, healthcare, and disability support, with the goal of attracting foreign investment, creating local talent, and positioning Egypt as a leading exporter of skilled care workers.

CIRA Care's comprehensive framework for caregiver development encompasses training, internationally recognized certification, and strategic job placement. In collaboration with esteemed institutions, CIRA Care designs specialized training programs that equip candidates with the essential knowledge and skills to thrive within the demanding care sector. Upon successful completion, individuals attain professional certifications that adhere to international standards, signifying their competence and dedication. CIRA Care's commitment extends beyond initial placement, with dedicated hubs facilitating seamless job connections. Furthermore, the organization provides robust aftercare support, including tailored upskilling programs, ensuring continuous professional development and adaptation to the ever-evolving needs of the care sector. This holistic approach cultivates a workforce of highly skilled and adaptable professionals who are poised to excel in their roles and contribute significantly to the well-being of those in their care.

The launch featured a signing ceremony for 13 Memoranda of Understanding with globally recognized and reputable educational institutions, vocational training providers, development agencies, and human resource organizations including Mohawk College, Texas International Education Consortium (TIEC), Thompson Rivers University, Bow Valley College, Amideast, Emirates Scholar Research Center, SIS – Middle East for Training Services S.A.E, Egyptian Nursing Syndicate, Upscale, Badr University in Cairo (BUC), Badr University in Assiut (BUA), Saxony Egypt University (SEU), and Innovvete for Education.

The launch was also attended by ministers, ambassadors, heads of donor agencies, representatives from the World Bank, IFC, UN agencies, USAID, GIZ and prominent public figures in the healthcare, disability, and education sectors. This strong foundation of collaboration is a reflection of CIRA Care's commitment to deliver comprehensive and effective solutions tailored to the region's unique needs.

Dr. Hassan El Kalla, Chairman of CIRA Education, highlighted the importance of this initiative, stating: "We are immensely grateful for the unwavering support from the government, which has played a crucial role in the success of this initiative. Additionally, we deeply appreciate the invaluable contributions of our esteemed partners, whose collaboration is integral to the success of CIRA Care. At CIRA Education, our mission has always been to empower individuals and foster sustainable development. Through the launch of CIRA Care, we are putting this mission into action by fostering job creation, driving economic growth, and empowering communities for long-term development."

Mr. Mohamed El Kalla, CEO of CIRA Education, stated: "Today, we gather as partners in an ambitious vision aiming to shape a better future for the Care Economy in Egypt. We look forward to building success stories that will inspire future generations. Therefore, we view CIRA Care as more than just an initiative or project; it is a comprehensive vision based on a deep understanding of the growing care market, both in Egypt and across the region. As global demand for care services rises, we are working to ensure that we are ready with comprehensive and innovative solutions that focus on addressing the core pillars of the Care Economy, positioning Egypt as a leading exporter of skilled labor."

Ms. Sarah El Kalla, CEO of CIRA Technology and Deputy CEO of CIRA Education, stated: "CIRA Care is so much more than an initiative, it's a reflection of our passion and commitment to making a real difference in people's lives. This initiative comes from the heart, driven by a belief that empowering caregivers and improving care services can transform entire communities. By focusing on the core pillars of the Care Economy, we're not just addressing local needs; we're showcasing the incredible talent and potential Egypt has to offer to the world. For me, this is about building a brighter, more compassionate future for everyone."

For her part, **Ms. Dina Abdel Wahab, Founder and Managing Director of Innovvete for Education**, stated: "As we launch CIRA Care, I'm deeply inspired by the potential to transform lives, especially for children and adults with disabilities. This isn't just about offering services; it's

about building a community where education and caregiving come together to uplift everyone. By supporting our educators and caregivers, we're working to create a space where every child is nurtured and every ability is celebrated. Our goal is to foster an inclusive future where diversity enriches us all, bringing positive change across Egypt and beyond."

As demand for care services rises, driven by aging populations and increasing disability prevalence, approximately 2.3 billion people will require care by 2030. The World Health Organization projects a global shortfall of 10 million health workers by 2030, highlighting the urgent need for skilled care professionals—an opportunity CIRA Care seeks to address. Hence, CIRA Care aims to redefine the standards of care in the Middle East through implementing the 5R Framework for care work recognition, amending labor laws for informal workers, establishing vocational training programs, fostering public-private partnerships to expand care infrastructure, improving access to care services, and attracting talent through scholarships and international agreements.

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About CIRA Education

Established in 1992, CIRA Education is the largest driver of human capital development in Egypt, dedicated to nurturing the next generation of leaders, innovators, and changemakers. With a belief in the transformative power of education, CIRA Education focuses on unlocking potential and fostering growth across all levels of learning. The company manages and operates 30 schools, three universities, and 9 Pre-Schools/Enrichment Centers in 12 different governorates, providing high-quality educational services to more than 60,000 students around Egypt.

CIRA Education offers a diverse portfolio of curricula in the K-12 sector, including British, American, Canadian, French, and German systems, alongside the Egyptian National curriculum. By cultivating skills, knowledge, and character, CIRA Education empowers students to thrive in an ever-evolving world and contribute meaningfully to the progress of their communities and the nation. The PreK student body is 668 students, while K-12 sector has more than 34,000 students. As for higher education, currently has almost 20,000 students in 26 different faculties, according to 2024/2025 academic year's numbers.

About CIRA Care

CIRA Care is an innovative business venture by CIRA Education, marking the first initiative in the Middle East dedicated to serving the Care Economy. As an extension of CIRA Education's longstanding commitment to community development and economic sustainability, CIRA Care is focused on improving the quality of life through impactful care services and empowering a highly skilled workforce.

About Mohawk College:

Mohawk College, located in Hamilton, Ontario, offers over 150 programs across four campuses, including full-time, part-time, apprenticeship, diploma, degree, and graduate certificate options. Serving more than 30,000 students annually, the College is a leader in work-integrated learning, with programs designed to meet workforce demands and adapt to the future of work. Key areas of focus include applied health sciences, climate action, sustainability, and technology. Mohawk is committed to internationalization, fostering global partnerships, student mobility opportunities, and intercultural learning. With state-of-the-art facilities, expert faculty, and community-based learning, Mohawk prepares students for success in a connected, globalized world.

About TIEC:

Since 1985, the Texas International Education Consortium (TIEC), a non-profit organization, has been working on behalf of our members to build international partnerships and a global network of friends and sponsors to bring opportunities to Texas and share Texas expertise around the world. Our consortium unites prominent Texas higher education institutions and esteemed international affiliates, forming a network that embodies the strength of shared expertise. With a collective faculty of nearly 70,000 and a student community exceeding 600,000, our consortium resonates with an unwavering dedication to advancing international education.

About Thompson Rivers:

Thompson Rivers University (TRU) is a dynamic institution that blends innovation with a strong commitment to student success. Located in Kamloops, BC, TRU offers a wide range of programs designed to equip students with the skills needed for a rapidly changing world. With a focus on global perspectives and preparing students for an interconnected future, TRU provides opportunities for experiential learning and cross-cultural exchanges that enhance their educational experience. The university's inclusive community, commitment to research, and sustainable practices make it a leader in higher education, empowering students to thrive both locally and globally.

About Bow Valley:

Bow Valley College is Calgary's college with local impact and global reach. We are inspiring the leaders of tomorrow. Everything we do is to empower students to achieve success through high-quality, career-relevant programs, and personalized wrap-around supports. Bow Valley College offers a range of career-focused programs supporting the care economy, health and wellness, technology, business and entertainment arts. With a focus on student success, over 94% of graduates report satisfaction with their educational experience and program quality. We are here to launch, advance, and evolve careers, with our impact felt locally and globally.

About Emirates Scholar:

Emirates Scholar Center for Research and Studies (ESCRS) is an independent center that seeks to enrich public dialogue, and decision support, and to promote academic research related to future trends. ESCRS was established to take responsibility for research development in the United Arab Emirates and the Arab region. With a focus on fostering collaboration among researchers, scholars, and professionals worldwide, ESRC supports the dissemination of knowledge across various disciplines. It publishes peer-reviewed journals, organizes conferences, and provides platforms for academic engagement. Committed to promoting

impactful research and academic growth, ESRC empowers individuals and institutions to contribute to global progress and innovation.

About SIS Middle East:

Saxony International School (SIS) in Egypt encompasses a diverse range of educational institutions and pioneering projects. SIS Cairo West serves as our flagship German school, offering a comprehensive education from kindergarten to grade 12, adhering to the same high standards as nearly 40 schools and kindergartens from SIS Germany. SIS Middle East is revolutionizing vocational education in Egypt, particularly in the automotive sector, through the application of the renowned German dual system. The portfolio has recently expanded to include SEU - Saxony Egypt University, a German university embracing the innovative dual system. Additionally, a Telc language center enables learners to obtain internationally recognized language certifications.

About Amideast:

Founded in 1951, Amideast® is a leading American nonprofit organization engaged in international education, training, and development activities in the Middle East and North Africa. We believe that self-forged, fulfilled lives lead to understanding, mutual respect, and a more peaceful, productive world. Headquartered in Washington, DC, Amideast operates a network of offices in countries such as Egypt, Jordan, Morocco, and the UAE. Its programs aim to empower individuals and communities, contributing to a more peaceful and productive world.

About the Nursing Syndicate:

The Egyptian Nursing Syndicate is the official representative of nursing professionals in Egypt, dedicated to protecting the professional and social interests of its members. The syndicate plays a pivotal role in regulating and promoting the nursing profession in Egypt and works closely with national and international partners to enhance professional development and recognition of Egyptian nursing professionals. It provides comprehensive support in areas such as vocational training, credential recognition, and social security. Through collaborations with international partners like MIMC, the syndicate aims to create safe and sustainable job opportunities for its members abroad and to promote the professional excellence of Egyptian nursing professionals globally.

About Upscale:

Upscale is an innovative platform that embodies the "Triangle of Trust" by connecting specialized professionals, empowered leaders, & forward-thinking companies. Through CSR-backed partnerships, companies invest in developing future-ready talent, while professionals gain access to immediate job opportunities and career growth.

Upscale fosters sustainable partnerships that create measurable value while redefining "GREEN PR" as a driver of meaningful, long-term impact.

Upscale bridges education and employment through AI-driven recruitment, tailored CSR training, and verified skill showcases, connecting professionals with certifications, streamlining hiring, and empowering communities with job-ready talent.

About BUC:

Badr University in Cairo was established in 2014 and has more than 20,000 students to date. Since then, BUC has launched a total of 16 schools including School of Medicine. With over 7 global rankings, BUC has been ranked as one of the top innovative universities by The World University Ranking for Innovation (WURI). BUC is committed to providing various and distinguished educational programs to prepare graduates to compete in the job market, engage in scientific research and contribute to community development. With the state of the art facilities and a glorious campus, BUC provides a vibrant student life and an inviting presence to study, socialize and prepare the students for the real world.

About BUA:

Badr University in Assiut (BUA), established in 2021, is a leading educational institution in Upper Egypt, offering a wide range of faculties. The university is committed to delivering high-quality education through state-of-the-art facilities, such as advanced laboratories, modern lecture halls, and extensive libraries.

It also fosters scientific innovation and research, empowering students with the skills needed to excel in their fields. With a strong focus on sustainable development, Badr University plays a pivotal role in shaping the future of education and progress in the region.

About Saxony Egypt University:

Saxony Egypt University for Applied Science and Technology (SEU) is a private technological university with German partnership. Following the dual education system in Germany, SEU aims to be a catalyst for economic prosperity, social cohesion, and environmental sustainability in Egypt and beyond. With a curriculum embracing 60% practical work, SEU is committed to foster immediate employability, societal integration, and personal success and therefore allowing contribution to a sustainable future by preparing graduates for the Egyptian, European, and global job markets.

About Innovvete for Education:

Innovvete for Education, founded in September 2020 by Dina Abdel Wahab, is a leading Egyptian organization revolutionizing early childhood. Partnering with CIRA Education, Egypt's largest driver of human capital development, and Nahdet Misr Group, the Arab region's leading publishing powerhouse, Innovvete develops innovative, affordable, and high-quality educational programs. Dedicated to empowering children to realize their full potential, Innovvete implements diverse methodologies, including play-based learning, inquiry-driven approaches, and STEAM curriculums. Its brands, including STEAMulation Hub, Discovery Campus, and KidzGround cater to diverse needs, fostering creativity, curiosity, and lifelong learning. Anchored by values of innovation, excellence, and collaboration, Innovvete is committed to transforming education in Egypt and the region.

