

SEMOS

education



Market

The 21st century is a world of information – communication connections. Everything begins and ends with the IT solutions, giving identity to the business, the brand and the product. The market is full of endless possibilities for the purchaser and the vendor who connect the East and the West by meeting online and together creating a value. There are no secrets but only professionals who take strong steps towards their goal by using the benefits of the IT industry.

Semos Education represents a complete educational service in the Republic of Macedonia, in the area of information technology, management, business education, graphic and web design.

With its 55% share in the informal education, the educational programs of Semos Education complement the formal education system in the Republic of Macedonia, gradually entering the value system of each individual, and directly influencing the entire society through the business community.

In order to remain competitive on the market, throughout the years, the company has been reaching strategic decisions in two directions:

Investing in licenses for authorized training center obtained from the world recognized software companies, and conquering the markets in the region by establishing a company in Albania, as well as the markets in the Scandinavian countries.

Semos Education realizes its vision by continuous maintenance of the quality in the educational process and observing the standards established by the world recognized software companies.

Achievements

From June 1995 till present day, Semos Education has developed a strategy of positioning the brand in accordance with the world highest achievements in the IT industry. The company, individually or in groups, wins prestigious awards which confirm the

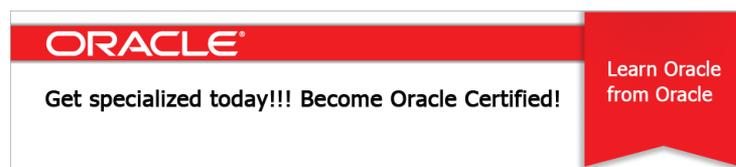
highest level of quality and competitiveness on the market.

In 2011 in Astana, Kazakhstan, on the Business Forum of the European Bank for Reconstruction and Development, the General Director of the company, Valentina Taseva, won the first award “Women in Business – Outstanding Achievement in Industry”.

In October 2010, The Hacker Halted conference in Miami, the management of EC-Council granted the award “Best Newcomer” to the company

years-long experience in their areas, undergoing through rigorous evaluation procedures and passing exams depending on the requirements set by the appropriate vendor.

The introduction of the program of the most eminent brand Cisco, opened the possibility for expansion on the Kosovo and Albania markets. For a short period of time, the company has successfully realized the first attempt to enter the Scandinavian market by offering official training for support of the digital IP-TV technologies in



Semos Education for the year 2010.

In the course of its 5 year existence, the students of the College have won the first places in the design category with their posters on the topic: “Enter the business world! Become an entrepreneur!” and “Anticorruption”, as well as with the preparation of the campaign entitled “Old habits for better future”. On international level, we won the second prize for the theme “Tolerance – global challenge”.

Throughout the years, Semos Education has acquired a partnership status concerning the most eminent software names, such as: Microsoft, Oracle, Java, Adobe, Autodesk, EC – Council. It is worth mentioning the Microsoft status, beginning from Learning Associate to Gold Partner.

History

The tradition of Semos Education in the area of computer training dates back to 1995. The beginning is associated with the organization of courses for Microsoft Office end-users, which were quickly expanded with certification trainings for IT specialists, programs in the College for graphic and web design and Children’s education center.

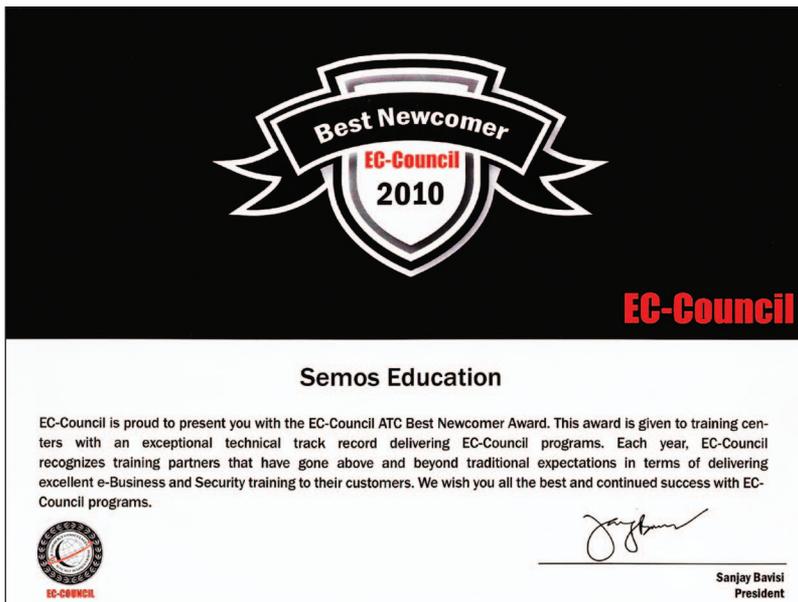
Throughout the years, Semos Education has been establishing the standards in the area of the computer education, so that today it can offer most contemporary conditions for attending the curricula, remote learning laboratories and impeccable services.

The computer training is conducted by 55 highly educated, expert trainers, with

Denmark. In the period between 2010 and 2011, the company offered its best Microsoft and Oracle experts to conduct official trainings in Norway. In 2011, Semos Education offered the information security, as a top-subject on the market, in Romania and Poland.

The successful project of Semos Education resulted in establishing a new education company in the area of managing and conducting businesses, Clear-View BTC, established in 2005, operating today as an independent educational institution.





Product

Semos Education offers official and tailored trainings for various target groups, professions and profiles of all ages. In accordance with the curricula goals, the trainings can be long-term and short-term. The curricula are practice-oriented, suited according to the demand and offer on the labor market, whereas the final result consists of earning internationally recognized certificates. Trainings are conducted by competent trainers having appropriate title and/or certificate in their area.

The official IT trainings are intended for professional improvement of individuals in the area of IT technologies and the same are realized in line

and happenings, and to take active participation in all top networks of educational institutions in the world.

The conquering of the market implies attaining a position not only on the physical space, but also on the virtual one. Semos Education develops strategies for an education tailored to the contemporary courses of studying, through the

endless possibilities of the Internet worlds and focusing on the new generation trends in the studying. The innovative attending of lectures from home or from the office, via the enabled access to the classrooms and laboratories of Semos Education, or via any virtual laboratory in the world, represents a basis for the endless possibilities of the education. The development does not stop here – the future consists of further presentation and introduction of the world brands which are not present in Macedonia yet, as well as continuous development, training and certification of the human resources. The trainers are the biggest treasure



intended for the end-users of various profiles in the campaigns for short-term trainings.

Our true clients are the children too, but the advertising messages are intended for their parents, such as "Prepare your child for the future" and "Your child can be excellent: developer, designer, IT specialist, photographer".

However, we are most recognizable in the direct sales.

The promotion of students from the College is conducted every year by organizing a final exhibition, as an event in various cultural localities throughout the country.

Brand Values

The brand means trust and quality. The result is the actual value. In our company, the knowledge connects everyone. The team and the individual create a successful whole.

Semos Education creates the future of the success. The conquering of world brands, behind which stands the signature of the prestigious brands, is only a proof that the Company has the know-how concerning the core value in the competitiveness on the greatest markets which do not acknowledge the right of a mistake in the 21st century.

With good reason, only the best stay on the top.



with the licensed program for curricula of the world vendor Microsoft, Cisco, Oracle, EC-Council and Autodesk. The licensed trainings for successful running and managing projects are obtained from the vendors ITIL and Project Management Institute.

The tailored trainings for end users refer to the applications: Microsoft Office, Adobe, Graphisoft, VB.NET, C and C++.

The programs of the College for graphic and web design are characterized with unique concept and practice-orientation towards art and techniques. They are oriented towards researches and development of new achievements in the graphic design and multimedia.

The Children's education center is tailored for special-purpose trainings for students between the age of 8 and 15, and includes courses for IT programs, Art programs and Math.

Beside trainings, the company also regularly offers certifications for the purpose of acquiring internationally recognized certificate in the appropriate area through the vendors Prometric, VUE and Certiport.

Recent Developments

The vision of Semos Education is to become part of the global changes, to follow the world technological trends

(most important resource) of the company and Semos shall continue to invest in them.

Promotion

Semos Education owes its success to the long-term devotion to the preparation of campaigns for promoting the brand, services, novelties, status benefits of the company and the professional staff.

The marketing and promotion constitute significant part of the everyday activities. The beginnings were mainly oriented towards press advertising, while today they result in intensive usage of the new media marketing channels, such as: the social networks, the contextual advertising, notification of clients via mail on monthly basis, or presence on the most popular internet portals.

Semos Education continually strengthens its brand by promoting its services in the press, through unique designs enriched with direct and clear messages to the client.

In line with the Microsoft standards and the advertising rules, we use the actual campaigns by undertaking them with the original design and slogans. We would emphasize the last ones "Virtualization Training. Are your skills keeping up?", "Cloud is the future. Get Ready". One recognizable slogan for the future students of the College is "The creativity is inside of You. Show it!", while "Study more. Go further" and "Enhance your competitiveness on the labor market" are only part of the slogans

However, the value is not only constituted of the world of the money and power, but the social responsibility as well, which means taking care of the people at the system margins. Semos Education continually develops education by including the disabled persons, for their easier integration in the society.

www.semoskoc.com.mk

THINGS YOU DIDN'T KNOW ABOUT...

SEMOS EDUCATION

- More than 40.000 attendants have passed through the school desks of Semos Education.
- The number of realized licensed trainings today exceeds 20.000.
- More than 900 exams in Prometric and VUE testing center have been held in the last three years.
- The Oracle – Java developers are the in the highest demand in the world.
- Up to 2010, only 3% of the Oracle – Java developers obtained official certificate in Macedonia.
- Up to 2015, 90% of the work positions in Europe shall include computer knowledge at work.
- In 2015, there shall be a deficit of 385.000 computer education profiles – future potential employees in Europe.

