SEMOS *education*

Market

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

With a share of 55% percent in the non-formal education, the educational programs of Semos Education complement the formal education system in Republic of Macedonia, gradually entering the system of values of each individual, and via the business community directly influence the society.

In order to remain competitive on the market, over the years, the company made strategic decisions in several directions: investment in licenses for authorized training center of world renowned software companies, researches on meeting the client needs, permanent education of employees and trainers, investment in the most modern computer laboratories.

Its vision, Semos Education achieves with continual maintanance of the quality of the educational process and respecting the standards implied by the world renowned software companies. The company regularly conducts market researches to control the quality of the provided services while providing clear view of the educational needs of the exisiting and potential clients.

Achievements

As of June 1995 until today Semos Education develops a strategy of positioning the brand in accordance with the highest international achievements in the IT industry. Individually and as a group the company receives prestigious awards which confirm the high quality level and market competitiveness.

In 2013 in Reykjavik, on the Microsoft Leading Learning Partners Summit, Semos Education received the first award for best marketing solution, for the campaign "I Chose Semos Education". The campaign promoted the summer schools, during which via free Microsoft exams the scholarship winners were selected. LLPA is the largest educational center network which includes the best and largest educational centers of each country.

In 2011 in Astana, Kazakhstan on the business forum of the European Bank for Reconstruction and Development the General Manager of the company Valentina Taseva received the first award "Women in Business – Outstanding Achievement in Industry".

In 2010 on the Hacker Halted conference in Miami, the management of the EC-Council awarded Semos Education with the "Best Newcomer" for 2010.

In the 10 year existence of the Academy for design, students were the best in the category of poster design on the subject: "Enter the Business World! Become an Entrepreneur!" and "Anti-corruption" and also for the campaign "Old Habits for a Better Future". On international level the Academy received the second prize on the subject "Tolerance – a Global Achievement".

Semos Education, over the years, acquired partnership status with the largest software vendors such as Microsoft, Cisco, Oracle, Java, Adobe, Autodesk, EC – Council, VMware.

History

With tradition in the computer training since 1995 Semos Education is the first and largest, leading training center in the region, with 20 educational programs, over 270 different courses, 61 certified trainers and over 50,000 clients. The company shares knowledge in the IT area for over 21 years and believes that the learning process is an experience which can exert powerful transformation in the individual and in the companies.

The onset is associated with organizing courses for end users and for children for Microsoft Office, which then rapidly in the period until 2004 are supplemented with certified trainings for IT professionals when Semos Education becomes authorized training center of Microsoft, Autodesk, Adobe and Cisco.

In 2005 as a result of a successful project, Semos Education establishes a new educational company in the area of managing and running businesses, Clear View BTC which today operates as an independent educational institution.

The Academy for Graphic and Web Design was established in 2006. In the same year the company began to offer training for Project Management.

The possibility of expansion in the markets of Kosovo and Albania was first noticed in 2007. In a short time the company successfully implemented the first attempt to penetrate the European markets.

Between 2009 and 2010 Semos Education accomplished several more partnerships that will provide authorized training for EC-Council, Java and Oracle.

Between 2010 and 2011, the information security as a top issue in the market, is offered by Semos Education on the European markets intensifying the export activities of the company.

Soon after this, Semos Education introduces the service for distance learning in real time. Since then until today, the company regularly exports its services worldwide through trainers conducting training abroad or through distance learning link.

Product

Over the years, Semos Education establishes standards in the area of computer education and today has modern work conditions for monitoring teaching and distance learning laboratories.

Semos Education provides official and adapted trainings for several target groups, professions and profiles, as well as for all ages. According to the teaching units, the trainings can be long and short term. The curricula are practically oriented, according to the need and demand of the labor market, and the end result is obtaining internationally valid certificates. The trainings are held by 55 highly educated and experienced training staff, with years of professional experience in their area of expertise, undergoing rigorous evaluation procedures and taking exams depending on the requirements set by the respective vendor.

The official IT trainings are intended for professional development of individuals in the IT technologies area and they are implemented according to licensed teaching program set by global vendors Microsoft, Cisco, Oracle, EC-Council, VMware, Adobe and Autodesk. The licensed trainings for successful management and project management are set by the vendors ITIL, Agile, ISTQB and Project Management Institute.

The customized trainings for end users are for the applications: Microsoft Office, basic programming courses, Android and iOS courses.

The programs in the Academy for Graphic and Web Design are characterized by uniqueness of their conception and practical orientation to art and technique. They are aimed at research and development of new advances in the graphic design and multimedia.

The Children's Educational Center is suited for dedicated training between the ages of 8 and 15 years and includes courses from IT and Art programs.

Apart from the trainings, certifications are regularly offered to obtain an internationally valid certificate in the relevant area via the vendors VUE and Certiport.

Recent Developments

Semos Education develops a strategy for education adapted to the modern flows of learning, via the unlimited possibilities of the Internet worlds, with a focus on the learning trends of the new generations. The innovative monitoring teaching from home or office through access to the classrooms and laboratories of Semos Education, or through any virtual laboratory worldwide is a basis for limitless educational opportunities.

Since 2015 Semos Education is organizing the LLPA competition for best IT developer and IT Pro in Macedonia offering winner's potential prize – Trip to the biggest Microsoft conference in USA.

As from 2012 the company introduced a career system through which all students attending training are provided with employment opportunity or practice in one of the many companies that Semos Education has signed a memorandum of cooperation with.

Since 2011 Semos Education is awarding 2 full scholarships for the Academy for design, 2 full Microsoft scholarships and 1 full Cisco scholarship to the students demonstrating best results on the tests.

Semos Education continually extends practices in the area of social responsibility through a number of innovative projects that the company intends to engage in the teaching activities. Some of them are: support of Informatics competitions, the projects of the Academy for design and the projects including assistance to individuals who are at the margins of the system.

The development does not stop here - the future is in further promotion and introduction of brands that are not present in Macedonia for the time being, as well as continuous development, training and certification of human resources. The people are the most important resource of the company and it will proceed with continuous investment in them.

Promotion

Semos Education is fully committed to understanding customer needs and finding ways to respond to their demands. On the other hand the IT activity imposes a need for education and informing the clients on all latest developments in the fastest growing industry in the world. The slogan "We Share Knowledge" fully reflects the educational mission of the company.

The promotional activities occupy a large part of the daily activities. The beginnings which were mainly oriented towards ATL promotions and services presentation via the traditional media: press, TV/RA, billboards and print campaign today result in intensive use of digital media such as the social networks, contextual advertising, monthly reporting to clients via e-mail or the presence on the most popular internet portals. Semos Education easily establishes interaction with their clients through the new digital channels of communication.

Semos Education uses the BTL promotion via organization of open days, free lectures and conferences, where the company has a direct opportunity to meet the potential clients to find out their needs and adequately address them.

As for the method of creating campaigns, according to the strict standards and advertising rules of the vendors-partners with Semos Education, original campaigns are used, adapted to the Macedonian market.

Brand Values

According to a research conducted in 2016 in Republic of Macedonia, the brand Semos Education has 82.3% recognition among citizens and the company is perceived as a modern company that offers quality training by world standards.

The partnership with world famous brands from the IT industry attributes added value to the brand which in turn incorporates a guarantee that the client will obtain knowledge as the most valuable asset an individual can posses.

www.semosedu.com.mk

Semos Education

- There is almost no company in Macedonia whose employees have not received training in Semos Education.

- 90% of all work positions in Europe until 2020 will require knowledge of computer operation.

- In 2017 in Europe there will be lack of 385,000 computer educated profiles – potential future employees.

- The training in Semos Education can be attended from any place in the world, in real time via video link.

- Semos Education is an official training partner for authorized training of Microsoft, Cisco, Oracle, EC-Council, VMware Adobe and Autodesk.

- Semos Education has 7 classrooms with total capacity 80 seats and a total number of 78 employees and trainers.

- In a period of 21 years more than 55,000 clients were educated in Semos Education.