



# 2023 Copperbelt Agricultural Mining Industrial Networking Enterprise (CAMINEX) Trade Show

**KVTC/ HCM EXHIBITION**

30th May 2023 to 1st June 2023



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# INTRODUCTION



In accordance with project activity 3.3, which focuses on establishing a career service centre at Kitwe Vocational Training Centre (KVTC), there is an urgent need to actively engage the industry in order to foster collaboration and explore prospective Memorandum of Understandings (MoUs).

In this regard, by building career service centre this will help to bridge the gap between academia and industry. By actively engaging the industry, we hope to establish synergies that will benefit both students and construct mutually beneficial programs that provide students with practical experience while fulfilling the business's workforce needs.

KVTC, in collaboration with Hitachi Construction Machinery (HCM) Zambia, participated in the 2023 Copperbelt Agricultural Mining Industrial Networking Enterprise (CAMINEX) trade show in Kitwe, Zambia, from May 30th to June 1st, to showcase and raise awareness about the Heavy Equipment Operator (HEO) training courses.

## AIM

The major goal of this awareness campaign was to disseminate and market the HEO training courses by reaching out to potential students and industrial firms/companies. This was done in order to attract potential students and collaborations that will allow KVTC students to obtain hands-on experience through attachments, internships, and apprenticeships.

## CAMPAIGN TARGET

This campaign specifically targeted various stakeholders, including

- Zambian youths,
- Construction and mining companies,
- Institutions and firms involved in heavy equipment engineering and supply, agriculture, transport, manufacturing, as well as the media.

By reaching out to these specific groups, the campaign sought to create awareness and generate interest in the HEO training courses.

The exhibition and campaign activities were carried out by delegates from HCM Zambia and staff from KVTC, accompanied by a KVTC alumna. The KVTC staff members who participated in the campaign were as follows:

#	Position	Name	Company/Institution
1	Project Staff	Mr. Frank Malenji	KVTC
2	Business Development Officer	Mr. Prince Tembo	KVTC
3	Female Role Model	Ms. Phoebe Namusokwe	KVTC Alumna
4	Project Staff	Ms. Kalenda Nankonde	KVTC

## HIGHLIGHT OF CAMINEX TRADE SHOW

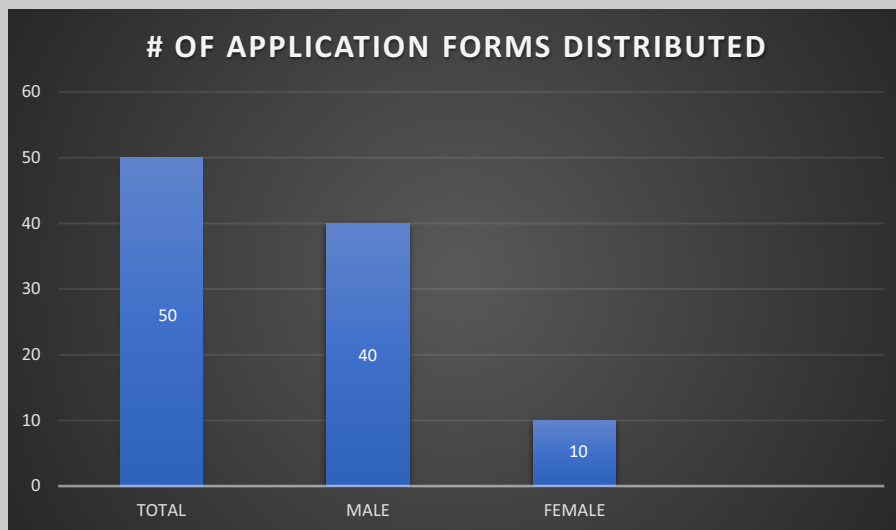
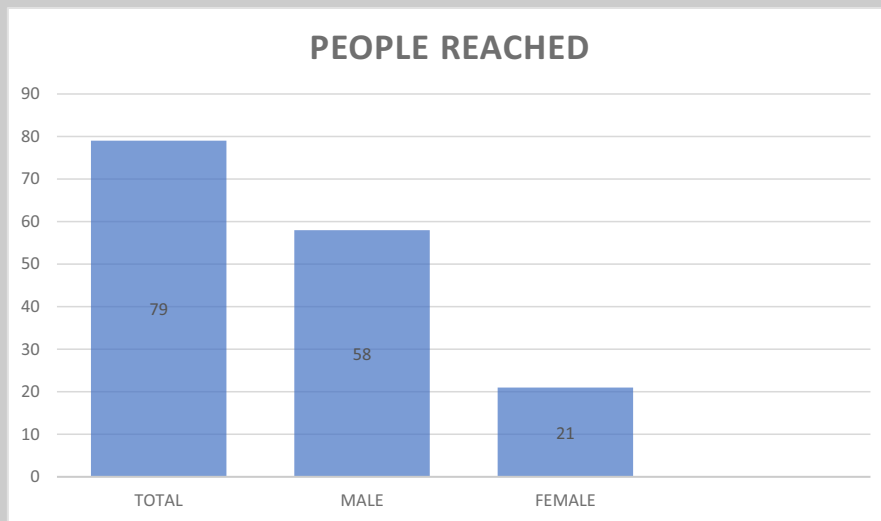
During the exhibition, the KVTC team set up a stand that included a logbook for tracking individuals that visited the stand and were interested in the HEO training courses. Additionally, application forms were provided for individuals interested in applying for the HEO training courses. Many people visited the stand and completed application forms. The graphs on the following page provide a summary of the visitors to the stand and the applicants, categorized by gender.



During the trade show, we had the opportunity to engage a total of 79 individuals, consisting of 58 males and 21 females. It is worth noting that the majority of these individuals were youths, highlighting the significance of our outreach efforts among youths.

Furthermore, out of the 79 people we interacted with a significant number of 50 individuals expressed their interest by filling out application forms for the HEO training courses. Among these applicants there were 40 males and 10 females.

It is important to emphasize that the individuals who completed the application forms specifically requested to be contacted when the training for the HEO courses commences.



During interactions at the exhibition stand, several key points were noted from the individuals and firms who visited. They raised the following queries and sought information regarding the HEO training courses:

- When the HEO training courses will commence
- How much will be training on each machine cost
- What are the entry qualifications
- What is the duration
- What brand of machine will be used for training
- Are the training courses TEVETA accredited
- What are the benefits of training with KVTC



## HCM Zambia Staff and KVTC Staff pose for group picture

### CHALLENGES

Despite the engagement and inquiries, the trade show also presented some challenges. These challenges included:

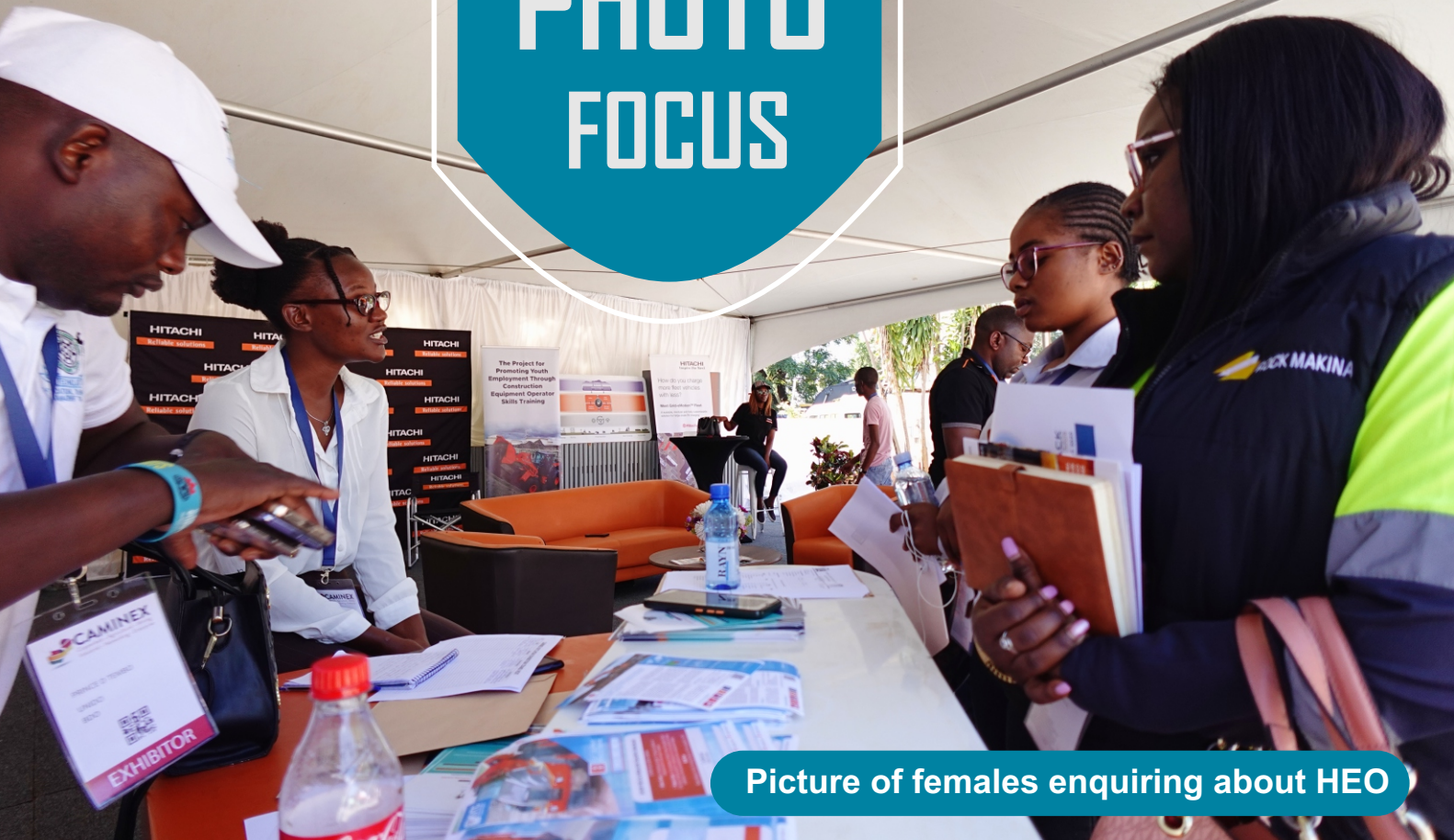
- Low turnout of mining and construction companies: There was a limited presence of mining and construction companies at the trade show, resulting in a lower engagement than anticipated.
- Lack of Suitable Personnel for Collaboration Discussions: Many of the personnel present at the trade show were primarily focused on sales and lacked the authority or knowledge to engage in detailed discussions about potential collaborations.

### RECOMMENDATIONS

Based on these challenges, the following recommendations are proposed:

- Provide detailed brochures that highlight the specifics of the HEO training courses offered at KVTC.
- Participate more in trade shows: In order to enhance visibility and reach a wider range of industry stakeholders and youths.
- Schedule meetings with firms at later dates if suitable persons are not available to discuss collaborations.

# PHOTO FOCUS



Picture of females enquiring about HEO



Picture of Males youth enquiring about HEO



Female Model Motivating Female Youths on the benefits of participating in the male dominated industry



Picture of Females youth Applying for HEO course



Guardians Getting HEO application forms for Their children.



Picture of Media House Intrested in Knowing About HEO



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