

Ford hosts career days at plants

Ford Motor Company of Southern Africa (FMCSA) recently held its annual Ford Careers Day. Careers Day is a career information initiative targeted at employees' children and school learners and who wish to obtain information regarding various career opportunities, including those in the automotive industry.



Ford believes that this will help learners to choose a career that they understand and this will in turn make the application process easier.

The project saw 78 Grade 11 and 12 learners spending the day at the Silverton assembly plant in Pretoria, while a further 40 Grade 11 learners will be hosted at the engine plant in Struandale, Port Elizabeth.

The group was presented with practical information on the various career opportunities available in the automotive industry, encompassing a diverse range of specialist fields, including engineering, manufacturing and assembly operations, finance, human resources, marketing, management and quality assurance.

Information on study opportunities

Various tertiary institutions were also on site for the Careers Day in Pretoria, including Tshwane University of Technology and the University of Johannesburg. They were provided with information on available study opportunities and entry requirements in their fields of interest. Students from the Port Elizabeth community, employees' children as well as representatives from universities and colleges will be providing similar information insights during their tour of the Struandale plant.

"The Careers Day programme is evidence of Ford's aim to invest in the future of young people in South Africa," says president and CEO, Jeff Nemeth. "Education forms a significant part of our commitment to South Africa, our commitment to the future of this country and we trust this effort will go a long way in helping the learners make informed career decisions. This will ensure a better future not only for them, but for the rest of the country, while assisting with the development of essential skills, particularly in the crucial engineering and manufacturing sectors."