

## Omar Dweek



**Please give details of all diving industry related interests, whether remunerated or not, and any other potential conflicts of interest**

### Career History

- **Diving experience**  
In 2003, I have started to learn recreational diving with PADI, three years later I have started my diving career as PADI Dive master at huge diving operation in the south of the Red Sea where I had to do three dives a day for many years with different nationalities who wanted to discover diving in Red Sea, it was great opportunity to build a huge experience in recreational diving, in 2009 I have been selected to run this huge operation so I could also gain experience in diving operation management. I have learned commercial diving in 2010 and I have been certified as IMCA Diver 50m (surface supply on Air) and IMCA diver Medic (recompression chamber operator) from West Coast Diving School in South Africa, I have worked as commercial diver in both Egypt and Libya for some years and then I have shifted to recreational diving again in 2014 but this time as a freelancer liveaboard guide with some famous liveaboard companies in the Red Sea.
- **Leadership experience**  
In 2018, I have worked for chamber of Diving and Water Sports (CDWS) as Membership & Training Manager, CDWS is a non-profit organisation, founded by Egypt's Ministry of Tourism in 2007 with a goal to improve quality, safety and standard of services in the diving and water sports industry, as well as to preserve the unique environment of the Red Sea. CDWS is the partner of the Austrian Standards plus Ltd. for the certification system of the European Underwater Federation (EUF) in accordance with the EN 14467 / ISO 24803 for recreational diving providers and ISO 13289 for the conduct of snorkeling excursions, also it is exclusively the sole inspection

and auditing body in Egypt and the official representative for the diving and water sports sector on local and international levels. At CDWS I reported to both Secretary General and Board of Directors, I lead team of 8 employees working in Membership Department who were responsible for the following:

- Issuing membership letters for members (Dive centres, snorkel centres and safari boats) who apply for ministry of tourism license to provide diving and snorkelling services to tourists.
  - Issuing ISO certificates for dive and snorkelling centres through Austrian standards institute
  - Tracking illegal centres and boats by inspection and cooperate with ministry of tourism to close them.
  - Issuing working licenses for professional divers and snorkelers in Egypt who work for CDWS members after applying CDWS Exams.
  - Informing members with penalties have been applied by CDWS board on their professional employees who are involved in water activity accidents and receive their licenses back after quality assurance department investigation.
  - Provide updated membership monthly report to CDWS board
  - Provide updates and CDWS regulation to members by using social media in both Arabic and English.
  - Tracking CDWS exam results
  - of all registered diving organization's members in Egypt and evaluate their instructors
  - Increase membership by encouraging illegal centres and turn to be legal.
  - Representing CDWS in Red Sea and South Sinai and cooperating with Red Sea authorities (red sea governor, coast guards, tourism police military intelligence.
  - Create, run and develop CDWS new training program in May 2018.
  - Create training schedule that includes all areas of practice.
  - Build rapport with trainers and members who provide their classrooms for training participants.
  - Gather feedback from trainers and trainees.
  - Design and apply assessment tools to measure training effectiveness.
  - Provide monthly training report to CDWS board
  - Manage and maintain training facilities and equipment
- Experience with BSAC  
Since BSAC Egypt is founded in 2020, I crossed over from PADI OWSI to BSAC OWI and I continued my diving education with BSAC until I become BSAC diving and snorkeling instructor trainer. My role now at BSAC Egypt is

Lead Instructor, so I am responsible for running the following BSAC courses and events:

- Snorkelling Instructor Training Course & Assessment (SITCA) and (ASITCA)
- Instructor foundation course (IFC)
- Open Water Instructor course (OWIC)
- Practical instructor Exam (PIE)
- Theory Instructor Exam (TIE)
- Commercial instructor course (CIC)

**What do you think are the key challenges facing BSAC, and what should we be doing to address them?**

Problem

I believe that the most challenge faces BSAC is the decreasing in number of BSAC members; it saw a significant increase from 1965 to 1995, where it reached a maximum of 52000 members. Since 1995 the number of members has shown a constant decline to only 27000 members in 2019, maybe it is less now in 2023. On the other hand, in 1995 PADI has started to grow and expand by existing in sunny holiday's markets.

True Story

BSAC kept encouraging individuals (in UK) to learn diving with BSAC while PADI was targeting Dive Centres in sunny holidays markets specially in Egypt, Thailand, Maldives and Philippine, each destination has hundreds of Dive Centres along coast, these Dive Centres have thousands of professionals (Dive Instructors) who teach diving courses and also they have sales Reps who sell diving courses to all beach users (individuals), the sales reps brought UK customers who want to learn diving, dive instructor taught them PADI Open Water course as the dive centre management asked, when customers got back home they wanted to continue education, so they either choose to get PADI Advanced Open Water at home through any available PADI Dive centre or maybe they wait for the next travel vacation, but unfortunately they will never continue education with BSAC at home. Also PADI offers diving material in many languages in order to sell diving courses easily to all nationalities, so sales reps could sell PADI courses easily to Chinese or Hungarians on the beach! Facts Before the launch of BSAC new strategy we should consider the following three facts:

- Most of people learn diving while sunny holidays, only few people learn diving at home, PADI numbers prove that, so focusing on overseas markets is the only way for growing and expanding, thousands of diving courses are done in these markets every month.

- The targeted customer for any dive organisation should be the Dive Centres in sunny holiday's markets, individual are the final customers.
- Offering translated material in different languages is a must for expanding and growing, offering material only in English will not be enough.

## Solution

BSAC can solve the problem of decreasing in number its members by:

- Convincing dive centres in these sunny holiday's markets to sell BSAC courses
- Supporting and coaching exist BSAC franchisers in these markets
- Having new franchises under different terms
- Offering BSAC material in different languages

## **Please describe how you would contribute to any / all of these areas**

I believe that BSAC council can benefit from me as I have quite long experience in the following areas of knowledge:

- Diving Training Agencies
- International business development and partnering
- Commercial diving/retail

BSAC Egypt and BSAC UK are facing the same challenges, both aims to achieve the same goal which is increasing in number of BSAC members. To achieve this goal, BSAC has to:

- Convince dive centres in the sunny holiday's markets to sell BSAC courses  
The dive centres management in the sunny holiday's markets accept converting to BSAC when:
  - BSAC offers its material in cheaper price, this is the one of the strength point of BSAC, BSAC material is the cheapest comparing to all other dive organisation while PADI is the most expensive, all PADI dive centres are complaining, so BSAC has big opportunity here to compete.
  - BSAC recommends these dive centres for UK divers.
- Support and coach existing BSAC franchisers in these markets
  - Franchisee has to have a minimum level of resident Instructor trainer who is available to teach immediately to avoid asking BSAC to send someone from UK.
  - BSAC should encourage franchisees to target and focus on dive centres not individuals.

- Have new franchises under different terms
  - When giving franchise, money is not the only important thing that BSAC should look at; I believe that franchisee has to own at least one dive centre which can be used as a role model centre that represents BSAC in the market, also it will help in creating awareness of BSAC in this new markets.
  - BSAC should not be waiting for franchisees; we should approach them to open new business in new markets such as Saudi Arabia as it is considered to be the future of the Red Sea.
- Offer BSAC material in different languages
  - Based on targeted markets and the franchisees that BSAC has, BSAC needs to translate its material (at least the ocean diver grade) into the following languages:
    - German
    - French
    - Italian
    - Russian
    - Spanish
    - Korean
    - Japanese
    - Arabic
  - That will help dive centres selling BSAC courses to all nationalities who visit these sunny holiday's markets.

### **Personal statement**

I have created a business plan in Jan 2020; this business plan has been provided to the previous BSAC chair in order to be evaluated by BSAC UK before launching BSAC Egypt, my business plan was contain of the following areas:

- opportunity
- expectation
- problems
- solution
- targeted market and customers competition with other dive organisation

BSAC Egypt sticks to this plan snice 3 years, so it succeeded and we could achieve the following goals:

- BSAC brand becomes well-known brand in Egyptian market
- BSAC becomes the first in Snorkelling as we certified hundreds of professional snorkel guides who crossed over from PADI, SSI and SDI

- BSAC Egypt build up good reputation because our students can pass CDWS exam easily compared to professionals from other dive organisations
- BSAC Egypt is about owning and running its own BSAC role model dive centre in Hurghada
- BSAC Egypt is cooperating with BSAC centre adviser in order to receive UK divers on daily bases operation and also liveaboard, for the dive centres it sounded like BSAC Egypt is bringing UK guests to Red Sea and this is the message that we wanted to send.
- BSAC Egypt started to sell BSAC OWIC to Egyptian professionals who work for the dive centres because of the great reputation that BSAC had in snorkeling
- After having resident instructor trainer in 2022, we become ready to convince dive centre managements in the Red Sea to convert to BSAC, we had to wait 3 years for having resident instructor trainer

Although it would be an honor selecting me to be a BSAC council member I will never stop supporting BSAC if I am not being selected because I consider BSAC Egypt as my own future project and if I succeed in my project, BSAC brand will grow and expand internationally.

Wish me Luck

Thank You

Omar Dweek  
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