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## **Imprint**

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## *Preface*

The working world is changing. Globalisation and the transformation into a knowledge-based society continue to fuel increasingly dynamic developments, resulting in ever-changing requirements for vocational qualifications. Furthermore, the standard of vocational qualifications constantly creates new challenges for both companies and individuals. Current and future job markets not only require sound technical knowledge, but familiarity with modern technology and a high level of teamwork and problem-solving skills.

Consequently, the strategic development of a skilled workforce has become increasingly important. Efficient and high-quality technical and vocational education and training, as well as ongoing professional training are essential for industries in order to ensure productivity and competitiveness in a global economy. Training is also essential for young people and adults, because it ensures their employability and future career prospects. Last but not least, it contributes to sustaining a country's social stability.

Germany is a competent partner for skills development. The brand “Training – Made in Germany” stands for quality and excellence in technical and vocational education and training as well as further professional training. It is internationally recognised for its demand-driven and practice-oriented approach. More than 20.000 German public-sector, private and not-for-profit organisations offer a wide range of training concepts and programmes. They are varied enough to meet both individual and corporate demands.

This brochure presents eight success stories of partnerships and joint ventures between companies from Asia, Latin America and Eastern Europe with German training organisations. Read about their experiences with their German partners and understand why they chose a German partner.

Let them inspire you to also benefit from “Training – Made in Germany”.

Sabine Gummersbach-Majoroh  
Director, iMOVE



## Christiani Sharpline Technical Training, India – German partner enhances competitive edge

In India, many areas that are critical to economic growth, have to cope with large and growing mismatches between the skills that employers need and the skills that employees have. The manufacturing industry, which saw a growth rate of 12 percent in the last three years is one of them. The example illustrates that the shortfall is a by-product of India's economic success, which has fueled the demand for new skill-intensive goods and services. The dearth of skills is manifesting itself in a variety of ways: productivity losses and idle capital, soaring wage costs outstripping productivity increases and increased turnover of sought-after workers. If not resolved, the issue may turn into an economy-wide bottleneck, seriously holding back expansion.

Only 5 per cent of the Indian labour force in the age group 20 to 24 years has obtained vocational skills compared with 60 to 95 per cent in most industrialised countries. The Indian education system focuses on general academic

education. Every year, about 12 million young people enter the Indian employment market, but at the 5,000 already existing public Industrial Training Institutes (ITIs), only 900,000 places are available. Therefore, like many other organisations, the Sharpline Automation Group in Mumbai has already spent a lot of time and money for training its staff in-house.

Sharpline was founded in 1995 and has 300 employees. It focuses on retrofitting machines for the automotive, aerospace, oil, and power industry, i.e. equipping the machines with a computer-based control system. The company also plans to manufacture machine tools in the near future. In order to modernise its vocational training measures, Sharpline started to consider adopting international experience and models. Strategic alliances and mutually beneficial partnerships were and still are regarded as vital for success in this field.

In 2007, Sharpline was introduced to the German training provider Christiani by Siemens, an important business partner of both the Indian and the German company. Christiani provides technical education manuals, interactive computer-based instructional software, and practical training products for a variety of industries. The methods of technical learning, which are deeply



# “The German method of technical learning appealed to us immediately”.

*“The cooperation with a German partner enhances our competitive edge, because in India Germany is considered to be a technological leader in the manufacturing industry”.*

Shamir K. Sanyal,  
Chief Executive Officer, Christiani  
Sharpline Technical Training Pvt. Ltd.,  
Mumbai/New Bombay, India



rooted in the so-called dual system in Germany, appealed to Sharpline immediately. Long-standing experience in the field of vocational education which is directly linked to market demands, a strong practical component and the integration of professional, social, and methodical competencies, characterises the kind of know-how the German partner can provide.

After a very successful presentation of both partners at IMTEX 2007 in Bangalore, the largest machine tool exhibition in India, the cooperation plans led to founding a new company, Christiani Sharpline Technical Training (CSTT). Sharpline highly appreciates that Christiani has made very serious attempts to understand the needs of the Indian industry. Apart from that, there is a tremendous amount of trust among the partners which bridges cultural distances.

The concept of a joint venture between a vocational training provider and a machine retrofitting specialist, in order to benefit the manufacturing industry, is unheard of in India. The cooperation with a German partner enhances the competitive edge of the joint venture, because in India, Germany is considered to be a technological leader in the manufacturing industry. This image of Germany rubs off on the joint venture. This is also partly the

reason why we could acquire many new interesting business contacts at the Global Summit on Skills Development, which was organised by the Confederation of Indian Industry. With the help of iMOVE, official exhibition partner at that trade fair, we had the chance to present our products and services to a large audience.

During the first four months of the cooperation, we provided short-term seminars on CNC technology and mechatronics for more than 100 trainees, both students and professionals. The seminars were conducted by local trainers, who in turn were trained by Christiani and Siemens experts in Germany. Christiani vocational training products will also be promoted to upgrade existing training institutes. The books and training kits are already in wide-spread use in many training departments of the fast growing automotive sector in India. Among our customers are major companies like Maruti Suzuki, Mahindra & Mahindra, and ISPAT Steel.

**Christiani  
Sharpline**

Area of Business: Technical training  
for the manufacturing industry

Staff: 10

Internet: [www.cstt.in](http://www.cstt.in)



## PSB Academy, Singapore – Benefitting from a German brand of international repute

Established in 1964, PSB Academy is one of the largest education and training institutions for Singapore's workforce. We offer a comprehensive range of internationally recognised education programmes – from pre-primary to post-graduate courses and customised corporate training and consulting services, which take into account both human resources and corporate processes. Most of our customers are in the manufacturing and service industries, but we also provide training and consulting for government agencies.

As we expand our business across the Asia-Pacific region, we now provide learning opportunities for close to 50,000 students each year. More than 6,500 companies have so far benefitted from what we offer. Our students come from 26 different countries and we serve corporate clients from the Middle East, Mongolia, and the United Arab Emirates. We offer our courses and training classes in English, Chinese, Malay, Bahasa Indonesia, Vietnamese, and Persian.

In 2006, our parent company PSB corporation, market leader for the certification of management systems in the Asia-Pacific region, was bought by the German company TÜV SÜD, one of the world's leading providers of certification and technical services. Various synergies arise from the cooperation of the two organisations and enable us to take advantage of the vast opportunities for testing, certification, consulting, and training in Asia. TÜV SÜD has about 11,000 employees in over 600 locations worldwide. Their specialists optimise technology, systems, and know-how for their customers and aim at setting benchmarks for excellence in testing and certification. If a German company produces goods for the German market, TÜV SÜD makes sure that all required norms and standards are observed, even if the goods are manufactured in China or India. To strengthen the competencies of technical staff, TÜV SÜD also offers a large variety of vocational training modules which are run by TÜV SÜD Akademie.

By becoming a member of the TÜV SÜD Group, we also benefit from their excellent reputation in the field of technical know-how. In the field of academic studies, we have a strong focus on engineering and related subjects. There is a great demand for engineers all over Asia and TÜV's excellent reputation with regard to technical know-how, enhances our competitive edge to a large extent.



Area of Business: Education programmes,  
corporate training and consulting services  
for all industries

Staff: 365

Internet: [www.psb-academy.edu.sg](http://www.psb-academy.edu.sg)

# “The strong image of a German brand enhances our standing”.

*“Working with a German partner has opened up new and exciting business opportunities for us”.*

*Dr. Steve Lai,  
Chief Executive Officer (CEO),  
PSB Academy Pte. Ltd.  
(A member of TÜV SÜD Group),  
Singapore*



In the field of corporate training, we have established an intensive cooperation with TÜV SÜD Akademie. We can provide trainers and training material to TÜV SÜD Akademie and support their clients in the Asia-Pacific region. This has opened up new and exciting business opportunities for us.

As a member of the TÜV SÜD Group, PSB Academy can offer its customers both German expertise and excellent knowledge of the industry. Understanding the needs of the industry is of crucial importance for us as an education and training provider. In addition, the strong image of TÜV SÜD as an internationally reputed German testing and certification brand enhances the standing of PSB Academy in our target markets.

Together with TÜV SÜD Asia-Pacific, we manage an in-house management development programme to facilitate know-how transfer and networking among the TÜV SÜD staff in the Asia-Pacific region. Currently, we are creating an internship programme for talented students to get acquainted with the work of TÜV SÜD.

TÜV SÜD makes every effort to establish exams and degrees in the field of corporate training which are internationally recognised. That would not only increase the quality of learning process, employees would no longer be confined to work within their national boundaries. We strongly support this approach to certify programmes in the corporate training sector so that employers can better assess the skills and knowledge of their employees.

We are impressed that the German government supports the internationalisation of German training providers by establishing the initiative iMOVE. As a neutral and independent government body, iMOVE promotes international cooperation and facilitates business relations among companies and organisations in the field of vocational and technical training. We recommend using iMOVE services.





## WiedzaNet, Poland – Moulding tailor-made solutions with German software

During the last few years, it has become more and more difficult to recruit well-trained experts in many industries in Poland. In addition, multinational companies complain that a considerable number of employees lack the knowledge of foreign languages, especially English. There are qualification needs in the field of oral and written communication, as the ties among the European countries become closer and closer and the need to communicate effectively is more pressing than ever. Moreover, companies with offices at various locations demand uniform training standards for all of their employees. That is why our e-learning instruments are in high demand.

Language teaching is not our sole branch of business, but one very important part of the e-learning solutions we offer. WiedzaNet focuses on training which ranges from ready-made training

courses to tailor-made programmes, blended-learning, mentor supervision as well as employee development management.

We are the leading producer and provider of learning software in Poland. Among our products are over 6,000 e-training courses, 3-D-training games, virtual classrooms, and knowledge portals. While most of our customers come from the corporate sector, the number of services we provide for the public sector is rapidly increasing.

Apart from developing language multimedia programmes for children, we focus on distributing the computer language training (CLT) of our German partner, digital publishing. We got in contact at a trade fair and started to establish a successful cooperation in the summer of 2007. We became digital publishing's distributor of CLT for Poland and Central Europe. CLT, which was awarded a number of renowned prizes, is based on a blended learning concept. It offers individual support by online tutors and allows participants to learn whenever and wherever they want. More than five million students in over 80 countries worldwide benefit from this learning instrument.



# “Our German partner understands our customers’ needs”.

*“Product quality and product adaptability are our greatest assets”.*

*Piotr Rypson,  
International Business Development  
Director and Member of the  
Management Board, WiedzaNet SA,  
Warsaw, Poland*



We have started a major training project for one of the biggest Polish banks called Pekao, which belongs to the Italian UniCredit Group. The bank’s employees improve their knowledge of the English language with the help of CLT. The training comprises the use of interactive training software, cooperation with qualified tutors online and traditional classroom training in the Lingwejon language school. Thus, our students are challenged in various ways, which increases the efficiency of the learning process. Currently 2,000 students are trained with the help of CLT in Poland. Classes last at least six months.

In Poland, the competition among providers for language learning is fierce, because Poland has more language schools per person than any other country. Under these conditions, product quality and product adaptability are our greatest assets. In this respect we are very content with our German partner. In cooperation with digital publishing we are able to create tailor-made offers to meet the specific needs of our customers. And „tailor-made“ refers to all aspects of the learning and the business process; it comprises solutions in the field of content, technology, price, and service. We have already been cooperating with companies from the USA, Great Britain, Switzerland, Romania, Bulgaria, Slovakia, and France. But this kind of flexibility could not be achieved with any other partner from

abroad. What makes digital publishing stand out is a profound understanding of the needs our customers have, which are also our needs, and the willingness to bring its products into line with these needs.

In the light of an ever accelerating globalisation process, we welcome all efforts to support and facilitate the cooperation of international partners. The German Ministry of Education and Research has set up the initiative iMOVE, which helps training providers establish personal contacts and business relations with interested parties from abroad. Based on our experience, we strongly recommend considering strategic alliances with German partners. iMOVE facilitates the process. Information about iMOVE services can be found on their homepage. They organise trade fair presentations, conferences and trade missions abroad. And their multilingual training database features profiles, programmes, and services of approximately 200 German training providers.



Area of Business: E-learning solutions for the banking, telecommunications and pharmaceutical industries and the public sector  
Staff: 90  
Internet: [www.wiedzanet.pl](http://www.wiedzanet.pl)



## Beijing Municipal Bureau of Radio and Television (BRTB), China – Successful matchmaking in the media sector

The Beijing Municipal Bureau of Radio and Television (BRTB) is a public authority for the administration of media organisations and institutions in the Beijing region. Among these are the Radio Beijing Corporation (RBC) with 600 employees and the Beijing Television Station (BTV) with 2,500 employees. They provide various programmes for over 17 million people who live in the city and the region of Beijing and for 300 million people in other parts of China.

RBC broadcasts on eight regular radio frequencies, 15 cable FM channels and 16 digital channels with a total broadcasting time of 353 hours. The market share of the eight regular channels amounts to almost 70 percent in Beijing's broadcasting region. RBC has created an associating broadcasting network of music radio stations in 23 major Chinese cities and cooperates management-wise with various other radio stations in China. It also works closely with dozens of media organisations in countries like the United States, Great Britain, Canada, Australia, Singapore, the Republic of Korea, and Japan.

BTV, the telecast center for the 2008 Olympics, is taking full advantage of Beijing's unique position as the political and cultural center of China in strengthening its competitive edge. BTV also cooperates with other regional TV stations and is currently working on a project to create a cooperation network of regional media providers in China. It has 13 channels and also broadcasts to North America and other parts of Asia.

At a trade fair in Beijing, I got in touch with iMOVE, who provides information about German training providers with international services. A couple of months later, BRTB started looking for a training opportunity in order to broaden the leadership know-how of their management staff. I contacted iMOVE and that forged the first link to Macromedia, a private college for media and communication training in Germany.

Macromedia offers bachelor studies for the media industry. Among its target groups are managers, journalists and media designers. Macromedia offers classes on several campuses in Germany which are equipped with the latest technology and facilities. In cooperation with Macromedia, we finally organised a three-week training and exchange project for 15 high-ranking media managers.



Area of Business: Media Administration  
Staff: 90  
Internet: [www.bjrt.gov.cn](http://www.bjrt.gov.cn)

# “Close contact promotes mutual understanding, respect and exchange”.

*“We enjoyed German friendliness and hospitality”.*

Xudong Chen,  
Training & Exchange Project Manager,  
Beijing Municipal Bureau  
of Radio and Television (BRTB),  
Beijing, China



The first part of the training took place in China. A Macromedia trainer from Germany offered information about modern leadership qualities and working methods in the media sector. The training dealt with topics like personality development, motivation and creativity, team building, change management, issue management, and coaching. During their following study trip to Germany, the managers had a chance to visit several media organisations like film production companies, newspaper editorial offices, radio and TV stations. On several Macromedia campuses they were informed about the various training and career opportunities which Macromedia offers.

The BRTB managers were not only introduced to the highly sophisticated German media system and the German media landscape, but were also exposed to popular German culture and the mentality of the German people. Precision, discipline and team spirit are among the major characteristics of the Germans. Our employees enjoyed gaining first-hand experience in dealing with members of a different cultural group. This kind of experience had a great impact on their image of Germany and the German people. Such close contact promotes mutual understanding, respect and exchange.

Macromedia operates on a high level of professionalism. We enjoyed their friendliness and hospitality, which made it a lot easier for our employees to cope with the wealth of new impressions they faced in Germany. We felt that the Macromedia staff was acquainted with the Chinese media system and very well prepared to work with people from China.

We appreciate Macromedia as an active and attractive partner in the training sector. The great success of our cooperation has resulted in the decision to repeat the training project on similar terms. We have already invited Macromedia to discuss our further cooperation in China.





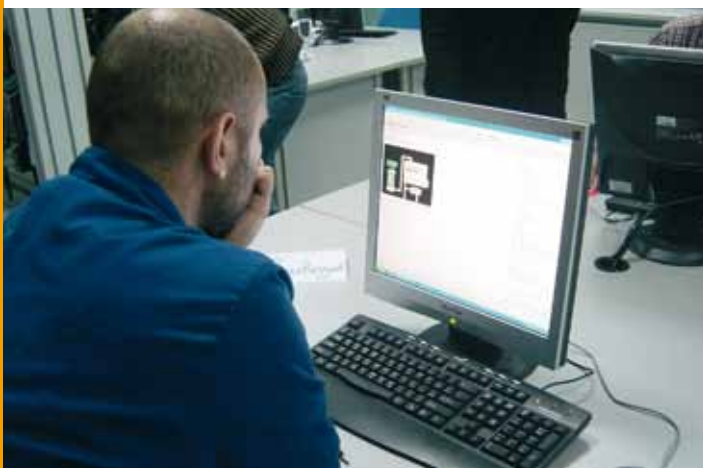
## **FACT Centre for Mechatronics Training, Lebanon – Access to German experience and equipment**

A good knowledge of mechatronics is the basis for working with modern automation systems, which in turn serves to optimise availability, quality and product pricing. In order to increase productivity, it is not enough to acquire modern technical equipment. Highly qualified technicians and skilled workers are indispensable. Unfortunately, there is a wide gap in Lebanon between the skills of graduates from technical schools and universities and the demands of the job market. This is partly due to a lack of communication between the private industrial sector and the education sector. As a result, specialised technical training is unavailable in many regions of our country.

Zeenni's Trading Agency and Industries and the German company Festo Didactic bridge this gap. Zeenni's was founded in 1945. We produce

a variety of goods such as cosmetics, plastics, detergents and potato pellets. In order to improve the skills of employees in the field of mechatronics and automation and to overcome the shortage of technical workers, Zeenni's decided to establish its own training centre. Festo Didactic was chosen as a partner because of Germany's highly reputed industrial training and the high quality of German products. Negotiations started in September 2007 and the decision to proceed with the collaboration was made in March 2008. In July 2008 we received the equipment. The trainers received six months training. At the beginning of 2009, we started our training business and are presently developing the skills of 30 technicians. Quick decisions like this can only be realised in the private sector in Lebanon.

We train machine operators, maintenance personnel and engineers for the chemical, electronics and food industries. Experts in the field of mechanics, electronics and informatics cooperate closely in our training institution. In contrast to other centers for vocational training, which concentrate on theoretical



# “Vocational training is the key to a brighter future”.

*“The lack of skilled workers is becoming a crucial issue in the Middle East”.*

*Ibrahim Mallat,  
Director, FACT Centre for  
Mechatronics Training,  
Bsarma-El Koura, Lebanon*



learning, our focus is hands-on training. All industries in Lebanon crave employees with practical skills. We see our center as a means of bringing employee competencies into line with what the industry really needs.

FACT stands for Festo Authorized and Certified Training Centre. This means that our institution is authorised to offer Festo-branded expertise and know-how. It also means that we have access to forty years of Festo experience in technical training. Therefore, training methods, concepts and equipment are state-of-the-art. Industrial components form a central part of the didactic equipment. Our labs are designed according to international standards and Festo provides assistance with curriculum development.

I visited iMOVE in Bonn in July 2006 and appreciate their being a competent and trustworthy supporter of international cooperation in the field of vocational education and training. As vocational training is becoming a crucial issue in the Middle East,

iMOVE has increased its efforts to strengthen the collaboration of German and Arab institutions and companies actively involved in vocational training. In December 2008, iMOVE and partners hosted the conference “Building a German-Arab Partnership in Skills Development” in Amman, the capital of Jordan. More than 20 training providers from Germany attended the conference and I had the opportunity to present our training center and our successful cooperation. The fact that the conference was completely booked up shows how pressing the issue really is: About 22 per cent of the Arab population is between 15 and 24 years of age and employment must be found for these young people. For many of them, vocational training will be the key to a brighter future.

**F.A.C.T**  
Festo Authorized and Certified  
Training Centre

Area of Business: Technical Training  
for Mechatronics  
Staff: 10  
Internet: [www.festo-didactic.com](http://www.festo-didactic.com)





## **persolog danadria, Slovenia – Personality development with know-how from Germany**

The training market in Eastern Europe is expanding at an incredible pace. Quite a number of companies recognise that, in the long run, investing in human resources is their key to success. In times of downsizing, it is especially crucial to keep the right people in the right positions. Because wages are high, employees should be chosen with care. Personality profiles help us make the right choices. More and more companies are taking this into account and are acting accordingly.

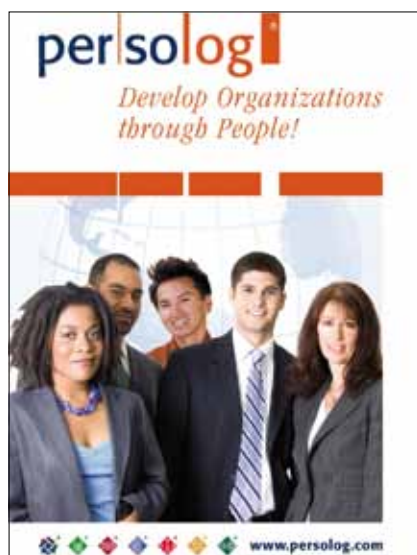
As a Slovenian training provider, we were aiming at broadening our horizon and expanding our business. Right from the beginning, we considered a cooperation with an experienced partner, probably on a licensing basis. As we are located

only 20 kilometres from the Austrian and Italian borders, we also checked into potential partners beyond our national borders.

After some extensive market research in the field of personality development instruments, it turned out that the German company persolog had a range of high quality products pertaining specifically to our market demands. Persolog's tools are used to assess personalities, which makes it easier to find the most effective group of people to form a team.

We successfully applied to become one of persolog's international licensees. In this context, it was quite helpful that our network not only included trainers, but also IT experts and translators of various languages from neighboring countries. According to our licensing agreement, we now hold the exclusive rights to market persolog products in Slovenia, Croatia, and Serbia, for which we pay royalties in return. With the help of persolog, we are focusing our activities on personality profiles and working hard to become the number one choice for companies in our target markets.

At the beginning of our cooperation, we spent three weeks together in Germany and Slovenia to undergo intensive training, while getting to know each other better through personal contacts. We learned more about persolog's working style: always on time, attention to detail, disciplined, well-organised and trustworthy. And we appreciate their talented and skilled international staff.



**persolog**  
 | Publisher for  
 | Management Systems  
 | Academy  
 | Consulting

**Area of Business: Personality development instruments for all industries**  
**Staff: 5**  
**Internet: [www.persolog.si](http://www.persolog.si)**  
**[www.poslovniatlet.si](http://www.poslovniatlet.si)**

# “Cooperating with a German partner is profitable in many respects”.

*“The demands of our licensor help us to move faster”.*

Janez Hudovernik,  
General Manager,  
persolog danadria d.o.o.,  
Spodnje Laze near Bled,  
Slovenia



In order to maintain our common high quality standards, all licensees meet with persolog representatives from Germany twice a year at sales and marketing meetings. We provide each other with valuable information, which helps us move forward together on common ground. This allows us to deal with and solve issues harmoniously.

The licensees establish pricing and the range of products they offer. They also design their own web page to support their sales activities. The technology, corporate design and corporate identity are created and made available by the licensor.

Upon our return, we started translating the German training material into the Slovenian language. This included adjusting all the words and pictures to the cultural conditions in our target markets. Proper personality profiles can only be obtained if the training instruments fit the cultural background of their users.

Cooperating with a German partner is profitable in many ways. First of all the Slovenian economy is closely linked to that of Germany. In fact, many companies from Germany have subsidiaries or even independent companies in Slovenia. The existing joint networks provide lucrative synergies. Moreover, German companies are well known for their reliability and high quality products.

Thus, our customers are immensely interested in what we have on offer.

Communication and professional cooperation function very well, due not only to our similar cultural background. We appreciate persolog’s excellent and friendly support on every level. Although our licensor can be quite demanding at times, we are well aware that these demands help us move forward faster and to become better organised.

Moreover, the predecessor of persolog worked as a licensee before becoming a licensor. Therefore, they understand the needs of the distributor very well. The internationalisation process of persolog was supported by iMOVE. This initiative was established by the German Ministry of Education and Research to build bridges between German training providers and international business partners. Today, we not only profit from the experience of our licensor but also from iMOVE’s competencies and contacts in the field of international business.





## **GSI SLV-TR Welding Technology Test and Occupational Training Center, Turkey – Permanent transfer of know-how from Germany**

My first contact with the German Society for Welding Technology International (GSI) dates back to 1991. I was a research assistant at the Middle East Technical University (METU) in Ankara, working on a Turkish-German project to do with welding technology and non-destructive testing. Both the German Welding Society (DVS) and the German Society for Non-Destructive Testing (DGZfP) cooperated with my university. As a result of this cooperation, the Welding Technology and Non-Destructive Training and Research Center was founded. I continued to work there until October 1995.

German welding technology has a first-class reputation worldwide. In order to maintain their high standards, the Germans have created

a large network of research institutions in the welding sector. At the same time, they focus on training so that the latest research results are disseminated quickly and with sustainability. From my student years up to now, my work has benefited from continuous contact with German partners.

In 1992, I received a scholarship from the Carl Duisberg Gesellschaft which was funded by the German government. I had the opportunity to study in Germany for 15 months and to gain direct access to their know-how in various famous welding and technology organisations and institutions. After four months in Cologne, where I attended a German language course, I proceeded to study “European Welding Engineering” at a training center in Munich, followed by some research activity at a federal institute in Berlin. When I returned to Ankara in July 1993, I was promoted to head of the research center’s welding technology unit at my university.



# “Cooperation developed quite naturally”

*“We want to continue our cooperation on an ongoing basis”*

Özgür Akcam,  
General Manager, GSI SLV-TR Welding  
Technology Test and Occupational  
Training Center Ltd.,  
Ankara, Turkey



My stay in Germany was the first of many. I continued to attend courses, seminars and training sessions in Germany. In Stuttgart, for example, I was trained to become an assessor in laboratory accreditation systems. In 1995, I finally worked as quality manager of my training and research center.

I left university that same year and accepted a job offer from a company in Ankara. At the same time one of our German partners, the Training and Testing Institute for Welding Technology Berlin-Brandenburg, asked me to become their representative in Turkey. In due course, this representative office developed into a training and certification organisation. So far, we have had more than 1,000 trainees and have certified more than 50 Turkish companies. In October 2008, together with our German partners from GSI, we finally decided to found our own company and to continue with our activities on a new basis. We offer various services for the welding industry: personnel certification and company certification according to German, European and international standards, monitoring of welded constructions, welding engineering services and consultancy on welding and allied processes. Most of our customers are from the welding industry and produce steel construction or aluminium vehicles and vehicle

parts. Our trainees are mostly mechanical, metallurgical and civil engineers with a welding background; we aim to establish international diploma programmes for them.

After all these years of close contact with German partners, it feels natural for me to work with them on an ongoing basis. Many German companies are quite active in Turkey; German engineering and technical training enjoy a very good reputation and are highly respected in our country. German training providers for the welding industry have been supported by iMOVE for years. Recognising and taking advantage of the fact that the vocational training sector is growing very rapidly in Turkey, iMOVE has already organised a trade mission of German training providers to various Turkish cities. As a result of their efforts, our cooperation is only one in a number of similar technological and training partnerships.



Area of Business: Personnel Certification,  
Company Certification, Engineering Service,  
Consultancy, and Training for the Welding Industry  
Staff: 5

Internet: [www.gsi.com.tr](http://www.gsi.com.tr)





## SENAI School Theobaldo De Nigris, Brazil – Complementing the resources of our German partner perfectly

The National Service for Industrial Apprenticeship (known by its Portuguese acronym, SENAI) is a private institution for technical education with two million students and 696 campuses throughout Brazil. SENAI was established in 1942, by federal law, as a private cooperative institution of Brazilian industries devoted to vocational education and training of young people and adult workers for industrial trades.

As part of Brazil's National Confederation of Industry, SENAI supports 28 economic sectors. It is maintained by means of "compulsory contributions" from industrial companies, which correspond to one per cent of employees' wages. Since it opened, SENAI has graduated more than 45 million students. It is the largest professional training organisation in Latin America. Regular training courses are available at all educational levels and range from offers for apprentices (primary level) and technicians (secondary level) to managers (third level).

The SENAI School Theobaldo De Nigris in Sao Paulo specialises in vocational training in the field of graphic arts, pulp and paper. Founded in 1971, our school became the first institution in Latin America to offer a degree in Graphic Technology in 1998. We have 1,000 matriculants in regular courses. We also offer continuing education and on-demand training. Last year, more than 3,500 students took advantage of these short-term courses.

The need for formal graphic arts training in Brazil became evident as early as 1945 when more than half the printing establishments in the country were located in the city of Sao Paulo. These businesses employed approximately 12,000 workers. Despite the large number of labourers, few were qualified professionals. In most cases, the companies were obliged to hire foreign professionals who passed on their knowledge while carrying out their work.

Today professions, software and equipment in the print media industry are subject to accelerating changes. Companies in this industry have to keep up with technological progress and respond to innovations immediately. Vocational education and training in the printing industry are very expensive because of the high costs for setup and equipment operation. To help



Area of Business: Vocational Training in Graphic Arts, Pulp and Paper

Staff: 145

Internet: [www.sp.senai.br](http://www.sp.senai.br)

*“We aim at learning from and with each other”.*

*“Our cooperation ensures that technology and knowledge are always up to date”.*

*Professor Manoel Manteigas de Oliveira,  
Head of SENAI School  
Theobaldo De Nigris,  
Sao Paulo, Brazil*



master the challenges in the print media industry, the German printing press producer Heidelberg has founded the Print Media Academy (PMA) which has 19 locations worldwide. PMA offers a comprehensive programme of training courses and seminars on the latest technological innovations and the principles and techniques of successful management. Their programme is also available in iMOVE’s multilingual training database which contains the profiles and services of 200 German training providers. Students can profit from strategic developments in the printing industry, improve their selling and leadership skills and gain insights into the latest trends in their field of work.

To ensure that the training at our school is always up to date, we have arranged partnerships with various Brazilian and foreign companies and associations. Such partnerships are based on donations and loans of material, equipment and software, teacher training and cooperation in disseminating technical skills. Our partnership with Heidelberg’s Print Media Academy is crucial because of their status as technology leader and their strong focus

on vocational education. Heidelberg is very well-known in Brazil and considered a traditional and highly esteemed brand among Brazilian printers and the print shop community.

Today, thanks to our cooperation, which dates back to the year 2000, we are fully equipped with state-of-the-art technology for pre-press, offset and finishing. The PMA resources complement our resources perfectly, so that together we can supply our students with high-quality training and our industry with well-trained employees.

Recently, SENAI opened a new school for vocational education for the graphic arts industry. We have already expanded our partnership with Print Media Academy to include training in this facility.





## iMOVE

iMOVE is an initiative of the Federal Ministry of Education and Research, designed to help Germany-based training organisations succeed in international markets by promoting “Training – Made in Germany” abroad.

### Our services:

- Overseas trade missions, trade fairs, workshops, and matchmaking events
- Seminars on opportunities in overseas markets
- Strategic planning workshops
- Conferences and networking events
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- Success stories
- Online information platform available in Arabic, Chinese, English, French, German, Russian, Spanish
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