



Developing Skills for Employability with German Partners

8 Success Stories from Arab Countries

**iMOVE[®]**

TRAINING – MADE IN GERMANY

AN INITIATIVE OF THE



Federal Ministry
of Education
and Research

Contents

Imprint	4
Preface	5
SKZ German quality standards pave the way for public projects	6
Festo Didactic German partner acts as an intermediary between industry and higher education	8
consultant-net Unternehmensberatung GmbH Employees acting as brand ambassadors	10
gpdm Providing direct experience of German training	12
Water-Energy-Building – Training & Transfer (WEB-TT) Vocational education and training opens up access to environmentally friendly technologies	14
Wacker Academy Global networking solves local problems	16
ELABO TrainingsSysteme GmbH (ETS) An intelligent infrastructure for modern transfer of knowledge	18
Gesellschaft für Schweißtechnik International mbH (GSI) Vocational training strengthens export power of industry	20
iMOVE	22

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Preface

Vocational education and training established the direction of travel for companies, regions and entire countries. The availability of skilled workers determines the level of performance and the ability to innovate within a globally competitive environment. This has an effect both on the economic power of a country and on the kind of social stability which is able to offer the foundations of prosperity for broad sections of the population.

The overall population of the Middle East will reach a total of 650 million by the middle of the century. This represents a virtual doubling of the number of inhabitants. The processes of societal transformation of the recent past, coupled with demographic developments and a rate of youth unemployment which has already reached a high level, require a rapid realignment and expansion of many of the structures and systems of the Middle East and North African Region. Vocational training is of outstanding significance in this regard.

Many new projects providing training for the labour market have already been instigated. They are making an important contribution towards sustainable development in societies which are young in both senses of the word. Thorough and lasting VET reform can open up the labour market for young people and help alleviate high levels of youth unemployment.

“Training – Made in Germany” offers the necessary know-how to meet this challenge. Germany has a long-standing tradition in vocational education and training and enjoys a high reputation for the demand-driven and practical orientation of its qualification programmes. The integration of professional, social and methodical competencies characterises the kind of knowledge German partners can provide.

The initiative iMOVE was established by the Federal Ministry of Education and Research in 2001, in order to promote international business relations of German training providers with international public and private organisations. iMOVE services include a multilingual database which contains information about German training providers, seminars, trainings, and trade visits abroad.

This brochure presents eight success stories of skill development realised in a joint effort by Arab and German partners. With its wide range of training offers and its strong emphasis on employability, “Training – Made in Germany“ has the potential to successfully support and promote ongoing transformation processes of Arab training systems.

Markus Milwa
Acting Director, iMOVE



SKZ

German quality standards pave the way for public projects

Products made of plastic are a permanent accompaniment to our daily existence and mostly remain with us throughout our lives. We rely on their functionality, practicality and durability. The German Plastics Center SKZ has been providing services to the plastics industry for half a century.

The work the SKZ carries out is based on four main pillars. It conducts tests to ensure the quality of products, procedures, processing techniques and tools. Extensive research brings about improvement in products and production technologies and enables development to take place in accordance with the needs of the market. Certification of management systems constitutes an important instrument for increasing performance and for achieving greater corporate success. Finally, the SKZ is the market leader in continuing training and knowledge transfer in the plastics sector and trains more than 10,000 participants in the courses and seminars it holds each year.

The SKZ has been supporting German companies abroad since the 1970s. Such companies are reliant on well trained locally based skilled workers. The SKZ provides staff training to enable full advantage to be taken of the benefits which plastics offer whilst placing a particular emphasis on compliance with safety standards. It has been delivering training services at a local level in several countries since the 1990s. Operations in Dubai began in 2008, since which time around 250 skilled workers have undergone training. The success it has enjoyed has already been presented at the “iMOVE Seminar on the Target Market United Arab Emirates” staged in the spring of 2011.

A construction boom is underway in many Arab countries, and there is a considerable degree of interest in applying the high German quality standards to building works. In contrast to the situation in Germany, there is no statutory requirement in the Arab region for welders to hold particular licences. Notwithstanding this, many public invitations for tender now stipulate that companies wishing to take part in the bidding process must demonstrate the qualification of their staff via a recognised examination. The certificates issued by the SKZ in Dubai are held in high esteem by dint of the fact that they comply with German quality standards.

SKZ

Internet: www.skz.de

Qualified skilled workers enable all the benefits of a material to be exploited.



The training programme comprises certified courses for the welding of plastic gas and water supply pipes and for the manufacture of plastic liner sheets. These sealing materials were originally developed for waste disposal sites and are used in Dubai for such purposes as the securing of water features in hotel facilities, where they prevent drainage and seepage into the ground of such a precious resource.

The SKZ also offers country-specific conferences and congresses to specialist audiences. This involves interaction with top-ranking and expert speakers at a national and international level and enables the SKZ to foster innovative transfer of knowledge within the plastics industry. The main focus of interest of such events is on materials and process technology, although overarching branch-related and management topics are also covered.

The SKZ cooperates with local partners in its international activities. Its partner in Dubai is the company BMC Gulf Trading and Contract LLC, which has formed a joint venture together with the SKZ. This was set up in 1998 and offers technical engineering services for industrial and private projects across the whole of the Middle East with a particular emphasis on the United Arab Emirates.

The SKZ's Dubai-based partner began by assuming responsibility for acquisition of participants and for the organisation of the training courses. Its premises also house the training centre.

The high degree of demand means that one member of the SKZ's staff has been permanently deployed locally to take care of the organisation of training units.

The success which the SKZ has achieved in Dubai thus far establishes the ideal foundations for an expansion of activities in the Arab region. Plans are in place to establish a dedicated SKZ Academy in Abu Dhabi in order to be able to offer even better training to skilled workers in the United Arab Emirates and its neighbouring states.





Festo Didactic

German partner acts as an intermediary between industry and higher education

Festo was founded in Esslingen in 1925 and is a leading player in the field of pneumatic and electrical drive technology and mechatronics for industry and in the area of process automation across a diverse range of branches including the automotive, food, textiles and packaging sectors. It has 14,600 staff worldwide who generate a turnover of 1.8 billion euros.

The company was quick to recognise the great need for practical technical training for various technologies and processes, and established the subsidiary Festo Didactic for this purpose as long ago as 1965. Training provision at Festo Didactic extends well beyond the application of Festo's product range.

Festo Didactic has a global workforce of 500, including 150 in Germany. Total annual turnover is 90 million euros, half of this being achieved in Germany. The company maintains active operations in a total of 176 countries via

59 foreign branches and 40 representatives and does business in over 30 different languages.

Festo Didactic sets up its own workshops as well as acting on behalf of companies, universities, chambers and ministries to establish training centres and laboratories. It is a training provider which takes account of the concerns and requirements of local industry in a targeted way. Years of experience in the preparation of international market studies have provided Festo Didactic with a precise awareness of the demands which companies make of their workers. This font of knowledge acts as a resource for the planning and implementation of training institutions which produce qualified skilled workers.

One particularly successful example of such a training centre is to be found at the University of Damascus, the oldest and largest institute of higher education in Syria. The university was seeking to intensify its cooperation with Syrian industry, and to this end engaged Festo Didactic in 2008 to design and establish an appropriate training infrastructure. This training centre is today operating at full capacity eleven hours a day and six days per week.



FESTO

Internet: www.festo-didactic.com

ty to trade and industry as well as branch dependence are important success factors.



It consists of three large training halls in which around 40 people can be taught at the same time. The wishes of the most important local branches, textiles, food, packaging and engineering, have been taken into account in the way in which the individual training stations have been equipped. The University Departments of Industrial Automation, Mechanical Engineering, Electrical Engineering, IT und Textiles all take advantage of the facility. Such multiple use fosters synergetic cooperation between faculties in many areas. Interested parties from industry are also able to book the training centre for their own seminars, and this further intensifies the transfer of know-how between teaching and practice.

18 university staff members have become official trainers by visiting Germany for Festo Didactic training on the special infrastructure of the training centre. Such a large number of qualified and highly motivated trainers ensures that the facility is highly accessible. Even after completion of the training centre and official adoption by the university, Festo Didactic is and remains a closely involved partner and a regular point of contact for updates of software and learning materials.

Festo Didactic has been active in many Arab states for a number of years. Demographic developments in these countries are continuing to bring about an increase in training require-

ments whereas governments are increasingly investing in the establishment of educational structures and provision. Festo Didactic is a particularly popular know-how partner in the Arab world, where customers especially appreciate the company's proximity to trade and industry and its branch independence. Festo Didactic's many years of experience also provide a basis for co-involvement in the development of curricula and assistance in the formation of partnerships between German and Arab universities.

The outstanding reputation which German technology enjoys in the Arab world offers a further benefit to Festo Didactic. The regard in which it is held and the positive experiences which Arab partners have gained through cooperating with their German partners are also colouring German training provision. Festo Didactic's many years of membership in the iMOVE Network are not the least of the factors leading to discernable successes in terms of public perception of the company. This is a platform which Festo Didactic aims to continue to exploit in the future.



consultant-net Unternehmensberatung GmbH Employees acting as brand ambassadors

Qualified staff are nowadays more than ever considered to be a crucial engine of change for the implementation of corporate visions and strategies. It is enormously important in terms of achieving success if a company can fire the enthusiasm of its employees for its brand and objectives and also use this enthusiasm as a vehicle for passing on the message to customers.

The essential benchmarks under which the management consultancy firm consultant-net Unternehmensberatung GmbH operates are defined as “Passion. People. Performance”. The company works on behalf of its customers to strengthen employee commitment to corporate and brand philosophy within the company in question. consultant-net conveys the target customer brand experience. The company was founded in 2000, and its specialities include

sales training for the introduction of new products and services, management training and training aimed at achieving the correct brand behaviour on the part of employees. Premium brands from the automobile branch (BMW), the energy sector (Shell), the medical technology market (Siemens) and the chemical industry (BASF, Bayer) all form part of its customer base.

consultant-net’s founders had already built up a wealth of experience in foreign activities in the positions they had held prior to the company’s establishment. This meant that international business was an integral part of consultant-net’s corporate philosophy from the very outset and has grown from an initial 20 percent to around 50 percent today.

As is seeks to strengthen its international business further, consultant-net has become involved in the iMOVE Network and in the iMOVE Provider Database. The company has hitherto tended to find its markets and international partners via German companies which have paved the way for joint projects. Business contacts abroad are frequently importers and distributors of German products. consultant-net uses the import agreements of local firms with German producers as a basis for concluding framework agreements for the training of local staff.



Internet: www.consultant-net.de

Training reflects daily work routine.



consultant-net has been cooperating with BMW importers Smeia in Morocco and CFAO in Algeria since 2008. It stages several training courses per year in these locations. These courses are up to one week's duration, and each course trains between ten and 40 participants. When the new Mini model was launched by BMW, the company staged a course which enabled sales and service staff to practise their product arguments. It also provided training for the new Mini brand strategy and soft skills training encompassing new service processes.

Training sessions at consultant-net comprise a large number of short modules which often change every 20 minutes. Such a cycle reflects the daily routine of participants and thus displays a particularly high level of realism and proximity to practice. This approach also fosters and reinforces the attentiveness and concentration of learners on an ongoing basis.

The intensive amount of interaction which takes place with colleagues is a further important characteristic of the training offered by consultant-net. This is something to which the participants are not accustomed from previous training courses, most of which will have involved teaching from the front. Only around 40 per cent of consultant-net training courses consist of theoretical input, whereas 60 per cent focus on the imparting of practical on-site information.

One of the advantages which German companies enjoy in Algeria and Morocco is that cooperation is not moulded by colonial history. Many French trainers offer conventionally structured courses. Although prices charged for these courses are lower, the German provider consultant-net – which also operates in the Arab Region in Egypt and Dubai – has adopted a long-term approach based on quality of services and customer proximity. In Algeria and Morocco, this of course also includes imparting learning content in French.





gpdm

Providing direct experience of German training

Prior to a training visit to Germany, a group of young students from the United Arab Emirates had no idea of how many parts a hole punch contains and no conception of just how precisely such a product needs to be manufactured in order for it to work properly. A period spent at a German company provided them with hands-on experience of tools and machines and a first opportunity to see with their own eyes why German technology is in such strong demand internationally. The 15- to 17-year-olds were even able to take a hole punch they had manufactured themselves back home with them.

The Summer Training Camp (STC) is organised by the German educational services provider gpdm and last year attracted 16 pupils from the United Arab Emirates when it was staged for the first time. The STC is an exchange programme which aims to provide young technical students from the United Arab Emirates with direct experience of the unique combination of theory and practice offered by German training. The programme extends over a period of one month. After a fortnight of technical training in the company's own training centre, participants complete a further two-week practical placement at a German company. At the end of the course, the centre issues each participant with a certificate including all details regarding the period of training, activities undertaken and work performed.

Students spend seven hours a day in a workshop. Many wish to go on to careers in manufacturing and engineering. All are familiar with the products of Volkswagen, Porsche and Mercedes and have a desire to find out about the underlying technology. The exchange programme provides them with their first opportunity to gain basic practical experiences.

The training visit is supplemented by a "Discover Germany Programme", which enables participants to immerse themselves in the German lifestyle. A weekend trip to Berlin, a day excursion to Bremen, sightseeing in North Rhine-Westphalia and numerous leisure activities all provide the young people with a chance to experience German culture at first hand.

The Summer Training Camp is organised by gpdm. The business field in which the company operates is the development and realisation of future-looking educational approaches in vocational training. gpdm is a consultancy-based company which was formed in Paderborn in 1997 and which has been active internationally since 2003. Its core areas of expertise include the development of young skilled workers and of specialist staff and



tional training leading to more extensive use of technologies “Made in Germany”



the establishment of educational networks at home and abroad. Services are commissioned by ministries, employment agencies and companies.

gpdm stages the Summer Training Camp in conjunction with its partner, the Institute of Applied Technology (IAT) in Abu Dhabi, United Arab Emirates. The IAT is familiar with German dual VET and appreciates the extremely successful manner in which this model combines theoretical knowledge and practice. The four-week gpdm training module provides a brief and concentrated insight into German training and was devised with the requirements of the students at the IAT in mind.

The programme ran for the second time this year and featured several innovations introduced as a result of experiences gained from the first staging last year. Two initial information events were held in Abu Dhabi, and the IAT conducted an assessment of participant selection. Two mentors from the Emirates also travelled with the group on this occasion to provide support. A 15-percent increase in the number of those taking part was achieved.

gpdm is planning two courses for 20 male pupils each and one for female pupils for next year. The girls' course will supplement its programme provision, which is already fostering training

for Arab girls and women in the form of the FATIMA pilot project. A study programme for students from the Emirates is currently being drawn up.

The main foundations of the success which gpdm has enjoyed in the Arab region with the series of educational programmes it offers are the large number of business trips to and stays of gpdm staff in the respective countries and their intercultural competence. Strategy workshops and seminars on target markets organised by iMOVE have also contributed to this development. The involvement which gpdm has entered into abroad has enabled the company to achieve a significant increase in the number of staff it employs and in the turnover it generates and has also given rise to the expectation that the success of these international cooperation agreements will be reflected in the medium-term by even more extensive use within the Arab world of technologies “Made in Germany”.





Water-Energy-Building – Training & Transfer (WEB-TT)

Vocational education and training opens up access to environmentally friendly technologies

The “Water-Energy-Building – Training & Transfer” (WEB-TT) Project, which is being conducted under the lead management of the Technical University of Berlin and aims at strengthening Egyptian vocational education and training in the construction sector, was launched on April 8th, 2011, with a kick-off workshop. Two main objectives are being pursued. These are to use vocational education and training as a vehicle for making environmentally friendly and resource-saving technologies accessible to the Egyptian population and to establish the foundations for the long-term and broadly based deployment of these technologies within the country.

A total of eight partners are designing and piloting VET modules in Egypt within the scope of the project, which is scheduled for a term of three years. The project is providing services to the value of 1.7 million euros and is receiving around 1.1 million euros in funding from the Federal Ministry of Education and Research (BMBF) as part of its “Educational Export through German Providers” programme.

Egypt needs 350,000 new homes every year. In the light of the increase of more than 70 percent in energy consumption which has taken place in the country since 1980 – 90 percent of this being accounted for by fossil fuels – resource-saving residential construction is taking on a significant role. As early as 1996, consumption of fresh water had also already reached 127 percent of renewable resources, a level far above that which nature is able to regenerate. Egypt has a population of around 80 million, half of whom are under 25 years of age. The country’s people need both employment as well as sustainable and low-cost accommodation erected by qualified skilled workers.

The goal of the WEB-TT Project is to develop exemplary solutions to address these prevailing conditions and requirements whilst linking innovative and sustainable technologies with training modules which are aligned to the circumstances in Egypt and which cover water supply and disposal, energy technology and the construction trades. The aims of offering training via these packages include the facilitation of installation and maintenance works integrating innovative and sustainable technologies which are delivered by German providers and which have been adapted to meet local conditions.

al training contributes to the sustainable development of a young society.



The project partners comprise a consortium made up of technology companies, initial and continuing training providers and academic research institutions. It also includes several organisational units from the Technical University of Berlin, the Osnabrück-Emsland Chamber of Crafts and Trades, the Construction Training Centre in Hamburg, the Federal Training Centre for Carpentry and the Finishing Trades, the German Water Partnership (GWP) in its capacity as a joint initiative by the German water industry, the training provider ModernLearning, the research and consultancy firm inter 3 and the international pump manufacturer WILO SE.

These partners are planning to establish an exemplary VET centre near Cairo in order to serve demand in a realistic manner and to test results in practice. This centre will form part of the “Haram City” settlement, which is currently under construction and which will contain 50,000 residential units.

The WEB-TT Project is housed at the Technical University of Berlin and has been developed on the basis of the design concept of the “Campus El Gouna Central Institute”, which will operate a representative office for the University at the Red Sea from the spring of 2012. At this location, the Technical University of Berlin will be the first German university in Egypt to offer three Masters courses of study tailored to meet the requirements of the region,

the contents and structures of which will be subject to German higher education legislation. The courses provided will be Energy Engineering, Urban Development und Water Engineering.

The project is being implemented during a challenging period of upheaval and at a time when a process of transformation is ongoing in Egypt. This will enable it to make a contribution towards the sustainable development of a society which is young in both senses of the word. The pilot project aims at demonstrating transferability of the model to other countries.





Wacker Academy

Global networking solves local problems

The dynamic speed of urban development and of the emergence of metropolitan centres is being driven by a desire for better living conditions on the part of inhabitants and is a worldwide megatrend. At the same time, endeavours are also growing to achieve energy savings, a reduction in carbon dioxide emissions and environmentally friendly construction. The German company Wacker Chemie AG develops and distributes products which assist people all over the world in realising their aims of sustainable environmental protection during the construction process.

Wacker Chemie AG is a global chemical group which operates in the business divisions of silicon and polymer chemistry, bio-solutions, polysilicon manufacture and semi-conductor technology. Its most important customers are in the semi-conductor, solar and construction industries followed by the textile, automobile, energy and adhesives sectors.

The company was founded in 1914 and now supplies over 3,500 products to more than 3,500 customers in over 100 countries. Overall turnover last year was 4.926 billion euros, 81 percent of which was achieved on international markets. The company has 26 production locations across the world as well as a large number of subsidiaries and sales offices and 20 Technical Centres.

The Wacker Academy was set up in 2007 in response to the growing demand for customer, retailer and staff training courses on Wacker products and final applications. It acts as the group's international training and competence centre and primarily focuses on offering comprehensive specialist courses in construction chemistry. These cover polymer chemistry and also encompass aspects of silicon applications which are relevant to the construction industry. In addition to this, the programme is increasingly concentrating on interdisciplinary courses such as seminars on energy-efficient building and buildings protection.

Interested parties can also undertake specific chemistry courses to obtain information relating to other branches of industry such as the cosmetics and paint sectors. All the events staged provide the ideal framework for participants to establish contacts within their own branch and form networks. This enables the group to foster the transfer of customer and partner know-how at a local level. Alongside experts from Wacker itself, trainers also include external specialists and university lecturers.

The Wacker Academy in Dubai is housed on the site of the local Technical Centre and has been established in order to continue to tap into the rapidly growing market for modern construction chemistry products in the Arab Region. Wacker specialists use the Technical Centre to test recipes for the construction industry under the prevailing climatic conditions and using



As much theory as necessary and as much practice as possible



local raw materials. The Centre also supports customers with any construction chemistry problems which may arise and works on quality standards for the construction industry which are applicable at an international level.

The Academy was opened in April 2010 to coincide with the tenth anniversary of Wacker Chemicals Middle East, Wacker's local representative office in Dubai. The seminar programme takes the particular requirements of the Middle Eastern construction chemistry branch into account. Product seminars offer a varied mix of theoretical presentations held in the training building and the practical demonstration of tests and standards in the technical applications laboratory. They impart basic information and specialised professional knowledge on polymer-based binding agents in dry mortar systems and on silicon-based applications. The product training courses provide participants with a choice between gaining an overview of all applications or attending special training courses which adopt a targeted approach towards shedding light on a particular field of application. Seminars are always planned in accordance with the motto "as much theory as necessary and as much practice as possible". The proximity to the technical application laboratories at the Technical Centre in Dubai also encourages a lively exchange of views between specialists and creates the ideal conditions for customer support.

In establishing global networking whilst at the same time focusing on local and regional requirements and needs, the Wacker Academy is able to have recourse to international know-how to solve specific problems within branches, markets and regions. For this reason, it sees itself as an expert forum and know-how multiplier which drives forwards the international exchange of specialist knowledge on sustainable and energy-efficient construction.



WACKER ACADEMY

Internet: www.wacker.com



ELABO Trainingsysteme GmbH (ETS)

An intelligent infrastructure for modern transfer of knowledge

The company ELABO Trainingsysteme (ETS) develops, produces and markets technical training systems in accordance with German standards. It is a family-run SME which offers solutions extending to encompass the planning and equipping of complete laboratory facilities and institutes in the fields of electrical engineering, electronics, IT, mechatronics and mechanical engineering.

The concepts and solutions ETS provides are closely aligned to the respective curriculum pursued by the customer (including country-specific curricula) and often contain extensive networking of workplaces and work systems. An “intelligent” infrastructure of this nature nowadays serves as the basis for the modern and tailored imparting of knowledge in many areas.

ETS has achieved outstanding business development both in Germany and internationally over recent years. The main reason for this success is the deployment of technical innovations which are oriented towards customer requirements and which in production technology terms set trends for the whole branch. Innovations include, for example, the introduction of training systems with multi-coloured front panels. These panels feature graphical explanations and symbols to support the active learning process whilst experimentation takes place. The highlighting of various applications acts as a vehicle for explaining functional correlations, facilitating commissioning and fostering the competence oriented learning process in accordance with an approach rooted in “cognitive didactics”.

ELABO Trainingsysteme has been intensively pursuing the internationalisation of its own operations for ten years. Although the initial marketing strategy in this regard focused on other European countries, the company has now been active on a worldwide basis for the past five years. In order to expand this area of business, ETS has also made use of iMOVE provisions such as the German-Arab Education and Vocational Training Forum and a delegation visit to Saudi Arabia, Qatar and Bahrain. Turnover is now growing at an annual rate of between 10 and 15 per cent. In many countries, the proportion of people identifying career aims and participating in training itself is set to remain high for the long term, and this means that that business development is expected to be favourable for the foreseeable future.

ETS has recruited a dedicated “Middle East” member of staff to provide targeted support for customers in the region, for foreign partner companies operating there and for its regional distribution network. This employee’s knowledge of the Arabic language and local culture has enabled the company to establish a permanent



The aim is the sustainable and holistic development of young people.



bridgehead to the Arab world. He also enjoys the support of a project team from Germany which is able to react in an opportune and timely manner to requirements from abroad.

Saudi Arabia's economy is undergoing a process of growing diversification. The country aims to reduce dependency on oil whilst also promoting the sustainable and holistic development of its young people. In order for this to take place, modern future-proof jobs and appropriate vocational training are needed. This means that there is an enormous amount of ground to be made up across all segments of vocational education and training. At the present time, those completing vocational schooling often experience problems in finding employment whilst aspiring vocational school teachers are sent abroad for training.

In order to be able to cover labour market demand with well-trained skilled workers from within the country, the Saudi Arabian royal family is making massive investments in the modernisation and expansion of the educational system. The endeavours being undertaken in VET constitute a particular area in which Saudi Arabia is seeking considerable assistance in the form of international cooperation agreements, preferably with German partners.

The International Services Division of the German Agency for International Cooperation (GIZ IS) has been commissioned by the Saudi VET authority Technical and Vocational Training Corpora-

tion (TVTC) to establish the first Technical Trainers College (TTC) in Riyadh. ETS is one of the project partners involved and was assigned with the task of equipping workshops and laboratories for the specialist areas of "Electrical Engineering", "Electronics" and "Mechanical Engineering".

The TTC is the first institution of its kind and has been designated a "Center of Excellence" providing practical training to the standard required by industry. It offers a three-year programme leading to a Bachelor qualification for trainers from a range of technical disciplines and pursues a new learning approach involving the combination of occupationally specific training with pedagogical units for VET trainers. Students are also provided with their first practical experiences in the form of mandatory placements and also complete courses in applied pedagogy.

ETS carried out the local works to establish and expand the training facilities using its own German staff. The local network of distributors, which has been acting as a direct customer contact partner since the completion of the works, was also integrated in the installation phase.

The TTC accepted its first 150 students in 2009. Its target capacity is 1,200, a figure which will be reached next year. This means that 400 new trainers will be available to the training market from 2012 onwards.





Gesellschaft für Schweißtechnik International mbH (GSI)

Vocational training strengthens export power of industry

Economic and demographic developments in Egypt are giving rise to the expectation that there will be an increasing need for training in the field of welding technology. This is an area in which the Egyptian government has for several years been relying on cooperation entered into with German specialists from the Gesellschaft für Schweißtechnik International mbH (GSI). German joining technology enjoys a first-class reputation throughout the world. In order to maintain the high standards of quality, a broad network of institutes operating in the field of welding technology has been set up in Germany (SLV = Schweißtechnische Lehr- und Versuchsanstalt). The main focus here is on initial and continuing training, and this facilitates the rapid and sustainable dissemination of the latest research results.

The GSI was founded in 1999 and is a non-profit consortium of six teaching and research institutes in the welding technology sector. Individual institutes can look back on more than 80 years of experience in joining and materials technology. The GSI achieved a turnover of around 68 million euros last year, 60 percent of which was generated via vocational and continuing training in welding technology.

The GSI has approximately 600 permanent employees in Germany and offers both traditional vocational education and training in the occupation of welder as well as specialised continuing training for engineers and technicians. It stages around 250 theoretical courses per year and also puts on practical training for a total of 35,000 to 40,000 participants.

The SLVs began to pursue activities outside Germany during the 1970s. At the time, more and more German companies were relocating production abroad and training of the international staff was subsequently being provided by German welding specialists.

The 1980s brought growing foreign interest in consultancy services and in support services for the establishment of training institutions in welding technology. This led to the founding of the GSI's first branch in the Czech Republic in 1992. This was followed in the present century by new branches in Poland, Egypt, Turkey, China and the Baltic Region.

The Egyptian subsidiary GEWC (German Egyptian Welding Center) was set up in El Obour in 2005 once extensive monitoring of the Egyptian market had taken place. Despite having a population of about 80 million – approximately the same level as Germany – Egypt was in the same position as many of its neighbouring Arab states in not having a single technical welding institute to cover high requirements in terms of skilled welding workers.



Internet: www.gsi-slv.de/en

*sic and continuing training are provided
hin the framework of a modular system.*



An initiative instigated by president Hosni Mubarek and chancellor Helmut Kohl in 1996 and involving a project for the vocational training of young school leavers in Egypt provided a further significant impetus for the founding of the Egyptian GSI branch. The aim of the Mubarek-Kohl initiative was to strengthen the Egyptian economy by providing qualified vocational education and training. Those completing intermediate secondary school in Egypt were given an opportunity to learn one of around 30 occupations. 1,600 companies providing training and 40 vocational schools were available. Training was of three years' duration in each case and comprised four days per week of company-based training and 2 days per week of vocational school teaching. The project ran for twelve years and supported over 30,000 training contracts. Provision of welding technology was, however, only rudimentary.

The Egyptian GSI branch is a joint venture between the GSI and the company Al Salem, for many years a sales partner of German and European companies engaged in welding technology. The Director is an experienced GSI member of staff who wished to return to his homeland of Egypt after many years spent in Germany.

The training workshop was designed along German lines. To begin with, the GSI took on responsibility for training trainers for the Vocational Training Center of the Industrial Training Council (ITC) at the Egyptian Ministry of Industry. Today, local skilled workers have attained a degree of qualification which enables the results of their work to reach international standards and allows them to act as a boost to company exports. Processes such as TIG welding, MAG welding and arc welding are being taught to staff of German and Egyptian firms. Companies such as Ferrometalco, Mercedes Benz and SIAG Schaaf Industrie AG, a leading supplier

in the wind energy sector, are taking advantage of the services which the GEWC is able to offer.

100 skilled workers have been trained so far. Basic and continuing training are provided in accordance with the regulations of the Deutscher Verband für Schweißen und verwandte Verfahren (DVS) within the framework of a modular system. Duration of courses is between two weeks and three months.

Welders are required to resit examinations every two years. The purpose of this compulsory repetition is the retention of manual dexterity. Companies which undertake manufacturing work for international markets must provide new evidence of the current validity of their staff's examination status on an ongoing basis as part of their quality control.

The GSI branch in El Obour has not been immune from the international financial crisis and the latest political crisis in Egypt, although partial compensation has come in the form of a large-scale project instigated by the Egyptian State to create a further welding technology training centre in Suez based on the successful model in El Obour. The GSI has been actively involved in fulfilling publicly awarded contracts for the establishment of courses for conventional and underwater welding and for non-destructive testing.



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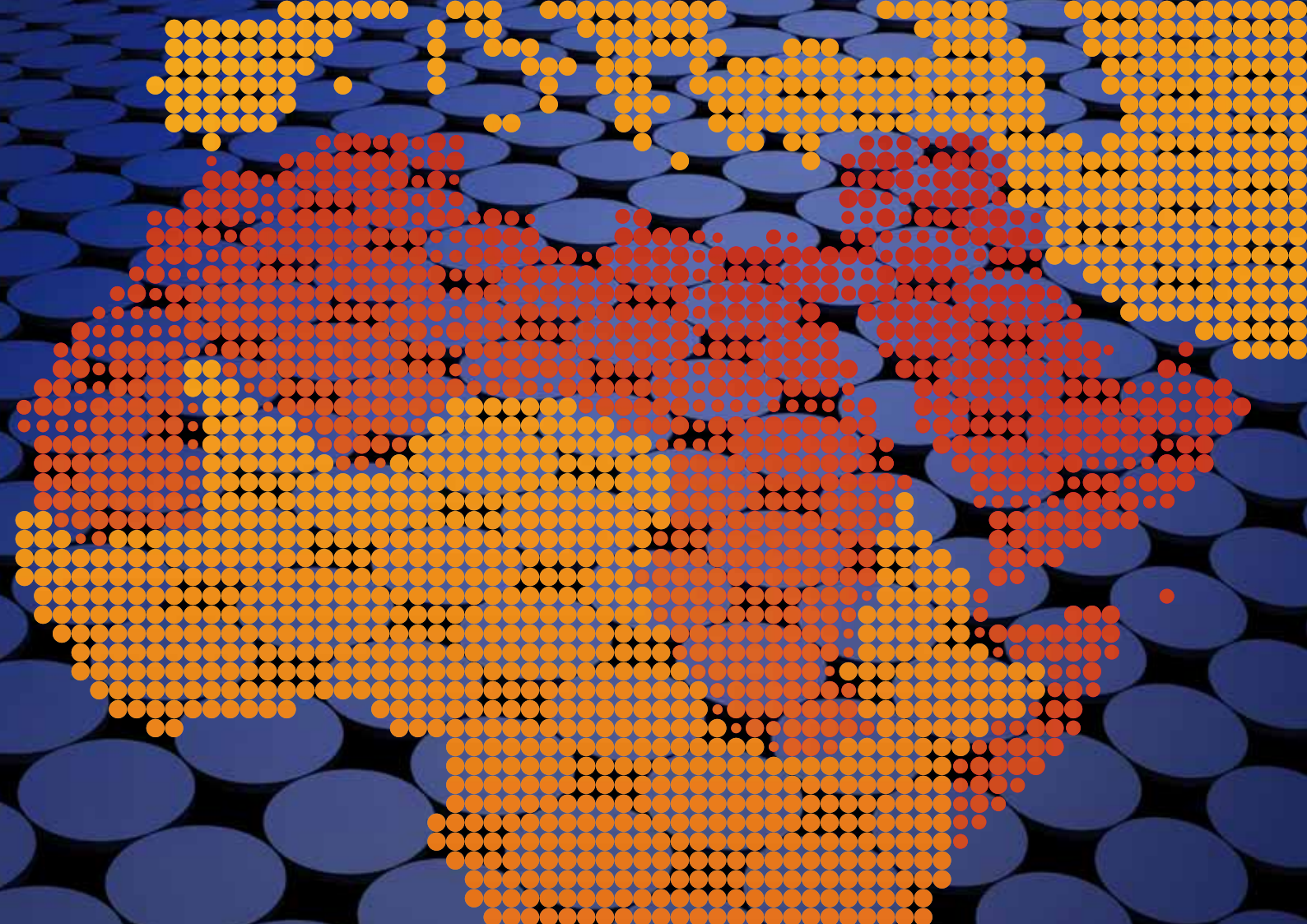
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