



Annual Report 2014

iMOVE[®]

TRAINING – MADE IN GERMANY

AN INITIATIVE OF THE



Federal Ministry
of Education
and Research

Federal Institute for
Vocational Education
and Training

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- ▶ Shaping the future

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Imprint

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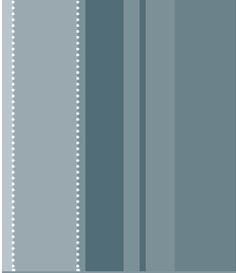
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Education acts as a catalyst for growth in many and varied areas of life. From a purely business point of view, it boosts innovation capacity and economic power. In society as a whole, it stands for increasing prosperity and upward mobility. And at an individual level, it helps to shape personality and develop responsible citizens.

Not only does education set changes in motion, however, it is also subject to change. This is true not only of education content, but also of the way in which new knowledge is imparted. Many countries are breaking new ground in vocational education, where they are guided by proven models and concepts of the kind offered by the German dual system. The unique combination of theory and practice in the learning process is seen as a yardstick for international standards and is synonymous with top-quality training. Germany enjoys sharing its understanding of the individual elements of this system and the conditions in which it succeeds.

The Federal Ministry of Education and Research set up iMOVE so that German providers of continuing education could play a part in supporting worldwide efforts to reform vocational education and training. These providers act within the sphere of key stakeholders and sites of learning in the dual system as further bodies responsible for vocational training and continuing education. As well as institutions such as chambers and industry organisations, training academies and foundations, they consist mainly of enterprises whose core business is “vocational education and training”. They have the kind of services and products that enable them to meet the demands of international customers appropriately and effectively.

With iMOVE as an information and networking platform, the door to Germany’s vocational training and continuing education market is open to all interested parties. The fact that iMOVE is firmly anchored in the Federal Institute for Vocational Education and Training not only creates numerous synergies for co-operation and partnership, it also underlines the “Training – Made in Germany” promise of quality.

This Annual Report provides an overview of the services provided by iMOVE and illustrates at the same time the commitment of staff and all partners to the export of vocational education and training. Our warmest thanks go to each and every one of them.

Volker Rieke
Head of Department “European and International
Co-operation in Education and Research”
Federal Ministry of Education and Research

Professor Dr Friedrich Hubert Esser
President
Federal Institute for Vocational Education
and Training (BIBB)



Results and *Perspectives*

The export of education is an important subject, both now and in the future, because the global market for education remains highly attractive – in spite of all the political upheaval, economic adjustment, cultural conflict and media hype. Demographic change is irreversible for the foreseeable future: just as the demand for skilled workers in Germany is confronted with a steadily dwindling home-grown labour force, the demand for professional qualifications is growing inexorably in many other countries and regions of the world with fast-growing populations.

The German education industry has repeatedly demonstrated that it is ideally equipped to support the development and expansion of structures, concepts and competencies at international level. Even though high-quality education services and products come at a price, partners all over the world still find that the expense pays off in a relatively short time and they are able to make a profit.



There is also an increasing realisation that the costs incurred as a result of failing to implement essential education measures are substantially higher. No nation can afford to do without education and training over the long term. This is truer than ever in our globalised world.

As a service and network platform, iMOVE has now been committed to successful co-operation between German education providers and their international partners for 13 years. The range of services provided by this initiative is specifically geared towards the requirements of the sector.

In 2014, iMOVE provided more information to help the German education industry gain access to international business by publishing two further analyses of the Asian markets in Japan and Thailand. A new section on South Korea was set up on the internet portal under the category of “Markets” and is full of detailed information on vocational education and training in the country.

The number of subscribers to the online newsletter has risen to 3,500. More and more German education providers are also taking the opportunity to contact customers abroad via iMOVE: the iMOVE provider database with international service profiles of German providers of vocational training and continuing education sets a new record with over 240 entries. iMOVE ended up reaching 150 participants in three networking events on the markets in India, Oman and China and a strategy workshop, which were held in Bonn, Frankfurt and Stuttgart.

In 2014, as part of the international marketing of “Training – Made in Germany”, iMOVE collected 40 examples of successful existing educational partnerships and presented them in five new brochures. A total of 2,500 copies from this series of publications were distributed or sent out in 2014. iMOVE participated in two trade missions to the Near East in order to promote co-operative dialogue in the field of education across national borders. Along with 14 German providers of vocational training and continuing education, iMOVE travelled to Oman to discuss opportunities for co-operation with local decision makers in politics and practice. In addition to this, iMOVE joined seven German education providers on a trade mission to establish initial business contacts in the field of vocational education and training in medicine and the hotel industry in the United Arab Emirates. iMOVE was also active at numerous trade fairs and information events abroad as a multiplier and motivator for the export of German vocational education and training to India, Saudi Arabia and Kazakhstan, among others. iMOVE was accompanied on the trade missions by 31 entrepreneurs from Germany.



Results and *Perspectives*



iMOVE also paves the way for federal ministries to gain access to the education industry in various bilateral forums on the subject of vocational education and training. To this end, iMOVE was involved in six high-ranking working groups and joint economic commissions in 2014. The instrument of invitation to tender via iMOVE was developed in the course of these bilateral co-operation agreements. In 2014, working for and on behalf of the Indian Ministry of Labour and Employment, iMOVE initiated the invitation to tender for a comprehensive training contract for which German providers were able to bid. This comprises training schemes over several years for Indian instructors at leading vocational institutions. iMOVE accompanies the application process with information events for the German target group and assesses incoming tenders.

Further plans include the publication of at least six new or updated market studies and two new brochures with examples of successful international co-operation from selected sectors. Among other things, the programme of events includes the Sixth Arab-German Education and Vocational Training Forum, a collaborative trip to Turkey, country seminars on Poland and Colombia, networking events on India, China, Russia and Africa, and diverse strategy workshops and education trade fairs. iMOVE is also publishing a new magazine on the export of vocational education and training, which will be released at regular intervals from 2015. It considers current topics and issues in depth with direct reference to German providers, and illustrates potential lines of development.



Many of the current schemes were set in motion under the direction of Markus Milwa, although he will witness their implementation from a different perspective: after a nine-year stint with iMOVE, most recently as Head of Division, he took on a new role in the education export business at the start of 2015. The iMOVE team would like to thank him for his dedicated networking and his commitment to the successful expansion of co-operation with all national and international partners.

The achievements of 2014 would not have been possible without the tireless and creative dedication of all the staff at iMOVE. My heartfelt thanks go to all my colleagues and I look forward to continuing to work in unison with this team, which I joined in January 2015. We also hope to set a powerful signal of support for the export of German education and training in the future and thus do justice to the high standards of quality required of our service as a division of the German Federal Institute for Vocational Education and Training.

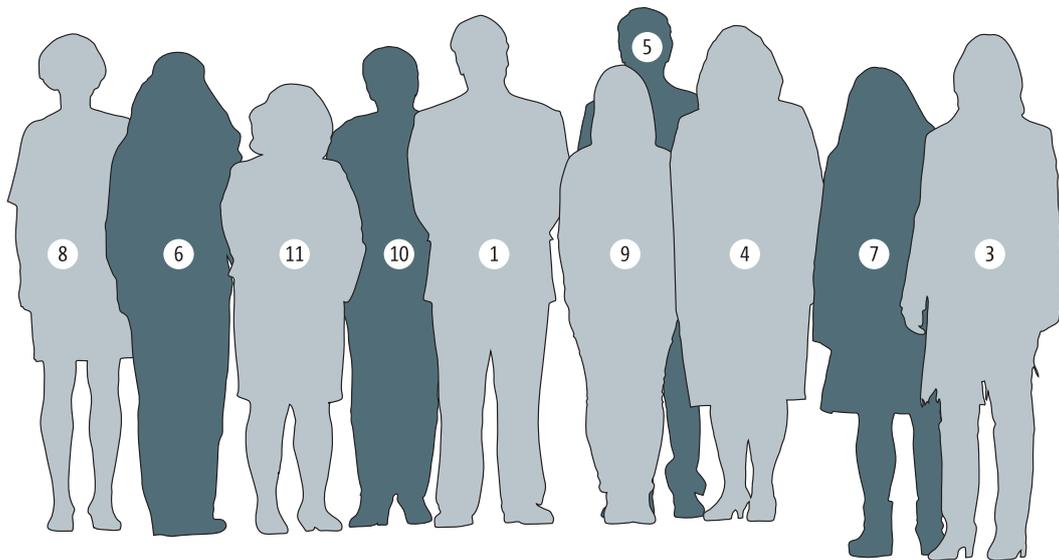
Ulrich Meinecke
Head of Division iMOVE at the BIBB



Organisation, Goals *and Services*

iMOVE (International Marketing of Vocational Education) is an initiative of the German Federal Ministry of Education and Research (BMBF) designed to promote and support the export of German vocational training and continuing education. With its extensive range of services, iMOVE supports German education providers in accessing international markets. With "Training – Made in Germany", iMOVE campaigns abroad for German competence in the field of vocational education and training.

Organisation, Goals *and Services*



iMOVE was set up in November 2001 as a service department of the German Federal Ministry of Education and Research (BMBF). Since September 2013 iMOVE has been a division of the Federal Institute for Vocational Training (BIBB) in Bonn.

In 2014, iMOVE employed a total of 11 members of staff. In addition to the management, the team consisted of 3 academic staff, 3 administrative staff and 3 office staff (part-time). The team is complemented by Anjali Sinha at the iMOVE office in India. Following the departure of Markus Milwa at the end of the year, Ulrich Meinecke took over the management of iMOVE in January 2015.



iMOVE STAFF MEMBERS IN 2014

- 1 **ULRICH MEINECKE** (SINCE 01.01.2015)
HEAD OF DIVISION iMOVE
- 2 **MARKUS MILWA** (UNTIL 31.12.2014) (NOT PICTURED)
HEAD OF DIVISION iMOVE
- 3 **MONIKA MUYLKENS**
ACADEMIC STAFF
MARKET INFORMATION AND STUDIES
- 4 **SILVIA NIEDIEK**
ACADEMIC STAFF
PRESS AND PUBLIC RELATIONS
- 5 **HANS-GERHARD REH**
ACADEMIC STAFF
INTERNATIONAL EVENTS
- 6 **ANKE KÖLLER**
ADMINISTRATIVE STAFF
INTERNET AND ONLINE EDITOR
- 7 **KATHARINA MORAHT**
ADMINISTRATIVE STAFF
PRINT DESIGN AND INTERNET
- 8 **KRISTINE SCHINKMANN**
ADMINISTRATIVE STAFF
NATIONAL EVENTS
- 9 **SVENJA JAMBO** (SINCE 01.10.2014)
OFFICE STAFF
PROJECT ASSISTANT
- 10 **PETRA LANDEN**
OFFICE STAFF
PROJECT ASSISTANT
- 11 **PERVIN UYAR**
OFFICE STAFF
PROJECT ASSISTANT
- 12 **ANJALI SINHA** (NOT PICTURED)
PROJECT MANAGER iMOVE OFFICE INDIA

“Forming Consortia is Becoming Increasingly Important for the Export of Vocational Education and Training.”

Interview with Ulrich Meinecke, Head of iMOVE

Question: Mr Meinecke, you took over the management of iMOVE in January 2015. But you already knew of iMOVE – where from?

Meinecke: There were many points of contact and continuous exchanges with iMOVE during my time as Deputy Director of GOVET (central office for international co-operation in vocational education and training), where I had headed up the “Round Table for International Vocational Education and Training Co-operation” since September 2013. Prior to that, I spent four years at the German embassy in New Delhi, where I was primarily responsible for vocational training and education. I worked very closely with iMOVE during that time. I found out at first hand that iMOVE is extremely helpful to the German education industry seeking to enter into business abroad. At the same time, I learnt how iMOVE opens up opportunities in the bilateral political co-operation in the education industry. So I’m all the more delighted to be able to make an active contribution to the vital work done by iMOVE from now on.

Question: Are you seeking any new areas of emphasis at iMOVE in the future?

Meinecke: Firstly, I would like iMOVE to provide stronger backing in co-operation enquiries. In other words, we should give even more support and assistance to

international partners seeking German education providers for joint projects. Secondly, I also feel strongly about doing more invitations to tender on behalf of international partners via the iMOVE website. We have implemented a number of invitations to tender for the Indian government in the past, for example, which included the compilation of shortlists. We could do this for other international partners as well. iMOVE has also been asked by the “Round Table” to consider, along with the German education industry, how it might be possible to promote the formation of consortia in the export of education and training. We are happy to deal with this and are currently working on a concept to develop an adequate support platform. Forming consortia can be particularly important for small and medium-sized education providers.

There is a chronic shortage of skilled workers for numerous jobs in many countries and companies are desperate to recruit qualified personnel. But most of the people available to work are university graduates or unskilled workers. Most countries do not have a dual system of vocational education and training like the one in Germany, which combines theory and practice. This is why German education and training services continue to be in great demand abroad.



A large number of German businesses are successfully involved in vocational training abroad. Whilst other companies only provide their vocational training and continuing education services in Germany, they are thinking of branching out internationally due to the great number of market opportunities. iMOVE therefore shows German businesses ways in which they can export their education services abroad.

Organisation, Goals *and Services*



The aim of iMOVE is to promote the internationalisation of vocational education services from Germany and to position “Training – Made in Germany” in international markets. With its wide range of services, iMOVE prepares interested parties for their entry into foreign markets and acts as a facilitator for their contact with potential customers and partners. iMOVE is an experienced point of contact at the disposal of German providers of education services and consumers abroad.

In Germany, the iMOVE service is geared primarily towards small and medium-sized businesses providing vocational training and continuing education. The range of industries is wide and covers providers of qualifications in the trades as well as commercial, technical and medical qualifications and occupation-specific continuing education for managerial staff. The initiative’s target groups also include providers

of e-learning software and other teaching and learning materials. With comprehensive market information and studies, seminars, workshops, trade missions and trade fair participation as well as a multilingual online service including a provider database and a B2B marketplace, iMOVE supports German providers of education on their path to launching themselves in foreign markets.

iMOVE SERVICE

MARKET STUDIES FOR 17 COUNTRIES

STUDY ON THE ECONOMIC SIGNIFICANCE OF GERMAN EDUCATIONAL EXPORTS

TREND BAROMETER OF THE GERMAN CONTINUING EDUCATION SECTOR

HANDBOOKS, BEST PRACTICE BROCHURES

TRADE MISSIONS

TRADE FAIR PRESENTATIONS, VOCATIONAL EDUCATION AND TRAINING WORKSHOPS AND B2B MEETINGS

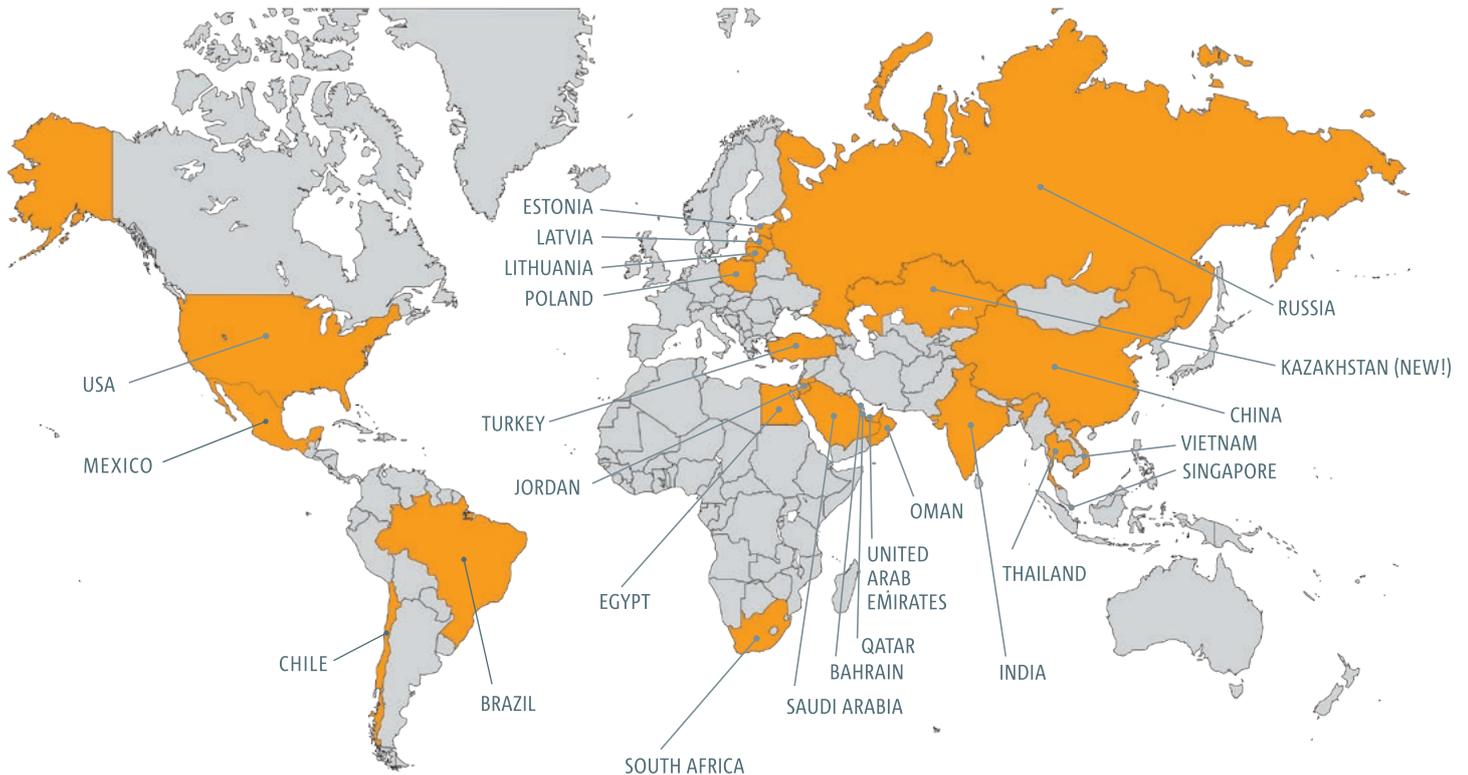
NETWORKING EVENTS AND SEMINARS PERTAINING TO SELECT TARGET MARKETS

WORKSHOPS ON INTERNATIONALISATION AND EDUCATION MARKETING

CONFERENCES AND CONVENTIONS

INTERNET PORTAL IN SEVEN LANGUAGES, iMOVE PROVIDER DATABASE AND AN INTERACTIVE B2B MARKETPLACE, ELECTRONIC NEWSLETTER

COUNTRIES IN WHICH iMOVE HAS BEEN ACTIVE TO DATE



iMOVE is the “gateway to the world of the German educational landscape” for potential partners and customers from abroad. They receive guidance and support with their co-operation enquires from iMOVE. In terms of its own activities and services, iMOVE focuses on regions and countries characterised by a dynamic economy coupled with an increasing demand for qualified staff. The most important iMOVE target markets include in particular Asia with China and India, the Arab world with a focus on the Gulf States, Russia and Latin America.

Building and maintaining global networks is a fundamental part of iMOVE’s work. In Germany, the initiative is not only closely linked to the Federal Ministry of Education and Research (BMBF) and to the Federal Institute for Vocational Training (BIBB), but also maintains intensive co-operation with education companies, other ministries, trade associations and the embassies of the respective partner countries. Within the target markets abroad, iMOVE maintains long-standing contacts with the German Chambers of Commerce Abroad and German embassies as well as with local educational institutions, trade associations and government authorities.

Organisation, Goals *and Services*





Trade Missions, Fairs and Exhibitions, Conferences



Business Opportunities in International Markets

The ongoing shortage of skilled workers in many countries abroad means that there is still a great demand for the services of German vocational training and continuing education providers. iMOVE advertises "Training – Made in Germany" at events abroad and helps German education providers to broaden their international business horizons within the scope of joint trade missions, trade fair presence and conference attendance.

Trade Missions, Fairs and Exhibitions, Conferences

In the Spotlight: the MENA Region

iMOVE has cultivated contacts in the Arab countries for 13 years and co-ordinates activities designed to initiate contact between Arab and German partners in vocational education. These range from accompanying trade missions to the region by the Federal Ministry of Education and Research to arranging iMOVE's own trade missions and participating in trade fairs as well as national events, such as iMOVE round tables, target market seminars and the Arab-German Education and Vocational Training Forum, which iMOVE organises in collaboration with the Ghorfa Arab-German Chamber of Commerce and Industry.

In 2014 iMOVE took part in IEFE (International Exhibition and Forum for Education) in Saudi Arabia and GESS (Gulf Educational Supplies and Solutions) in Dubai, where it was able to add numerous contacts to its own network and cultivate existing contacts. iMOVE was also represented on a stand at KUBRI, the EuroArab Career and Education Fair, in Munich.

In addition to this, together with MENA Projektpartner e. V., iMOVE supported a trade mission to the United Arab Emirates organised by the German Emirati Joint Council for Industry & Commerce (AHK UAE) to establish initial business contacts for German companies in the education sector. The core themes of the trip were requirements in the medical sector and the hotel industry.

The focus of iMOVE activities in the MENA region fell on the Sultanate of Oman in 2014. The need to optimise vocational training in the Sultanate is increasing not only as a result of the government's policy of "Omanisation", which is designed to reduce youth unemployment and the number of foreign workers in the country, but also as a result of many pending projects where there is a need for a well-trained workforce. Initial talks on opportunities for co-operation with German providers of vocational training and continuing education were held with the Ministry of Manpower during the Arab-German Education and Vocational Training Forum 2013. These led to a series of follow-up activities: iMOVE organised a Round Table Oman at the didacta trade fair in Hanover in March 2014, where the country's qualification needs were specified in more detail. This was followed by an invitation from the Omani government for a delegation in September 2014. Once there, the German delegates gained a picture of the current training situation in various institutions and held further talks with the Ministry of Manpower, the German University of Technology (GUtech) and business representatives in the country. The German-Omani Joint Economic Commission of the German Federal Ministry for Economic Affairs and Energy met in Berlin in November 2014. iMOVE was also represented at this meeting in order to promote vocational education partnerships with the Sultanate.

iMOVE at IEFE in Riyadh

Together with 14 German companies from the education sector, iMOVE presented its services in the German pavilion at the International Exhibition and Forum for Education (IEFE) from 3 to 6 February 2014 in Riyadh, Saudi Arabia, and informed



visitors from various Arab countries about vocational training and continuing education provision in Germany. On top of this, iMOVE held a workshop to introduce examples of German-Arab successes in vocational education. The Saudi education minister, Prince Khalid Al Faisal Al Saud, opened the fourth edition of the IEFE trade fair in 2014. He expressly welcomed the German delegation and paid tribute to Germany as the guest of honour of the Saudi Ministry of Education. Saudi Arabia sees Germany as a valuable partner in reforming vocational education and training in the Kingdom.

SELECTED TRADE MISSIONS, FAIRS AND EXHIBITIONS, CONFERENCES

TYPE OF EVENT	LOCATION (COUNTRY)	DATE
TRADE FAIR PRESENCE AND WORKSHOP AT "INTERNATIONAL EXHIBITION AND FORUM FOR EDUCATION (IEFE)"	RIYADH (SAUDI ARABIA)	FEB. 3 – 6
PARTICIPATION WITH PRESENTATION AT THE CONFERENCE "HOW TO TACKLE THE SKILLS MISMATCH IN INDIA – A COMPANY DRIVEN APPROACH" OF INFOSYS AND BERTELSMANN	BANGALORE (INDIA)	FEB. 6 – 7
TRADE FAIR PRESENCE AT "GULF EDUCATIONAL SUPPLIES AND SOLUTIONS (GESS)"	DUBAI (UNITED ARAB EMIRATES)	MAR. 4 – 6
TRADE FAIR PRESENCE AT THE WORLDDIDAC ASTANA	ASTANA (KAZAKHSTAN)	APR. 8 – 10
PARTICIPATION IN THE CONFERENCE "9TH NATIONAL QUALITY CONCLAVE" OF THE QUALITY COUNCIL OF INDIA (iMOVE OFFICE INDIA)	NEW DELHI (INDIA)	APR. 15 – 16
PARTICIPATION IN BMBF VOCATIONAL EDUCATION TRADE MISSION TO CHINA	QINGDAO, BEIJING AND SHANGHAI (CHINA)	APR. 27 – 30
TRADE FAIR PRESENCE AT THE 7TH "GLOBAL SKILLS SUMMIT" OF FICCI (iMOVE OFFICE INDIA)	NEW DELHI (INDIA)	SEPT. 4 – 5
TRADE FAIR PRESENCE AT THE 6TH "WORLDDIDAC INDIA" (iMOVE OFFICE INDIA)	NEW DELHI (INDIA)	SEPT. 10 – 12
PARTICIPATION IN "INNOVATION SUMMIT 2014" OF THE PHD CHAMBER OF COMMERCE (iMOVE OFFICE INDIA)	NEW DELHI (INDIA)	SEPT. 17
COLLABORATIVE TRIP "VOCATIONAL EDUCATION" TO SULTANATE OF OMAN	MUSCAT (OMAN)	SEPT. 22 – 24
PARTICIPATION IN "INDO-GERMAN SME FORUM" (iMOVE OFFICE INDIA)	NEW DELHI (INDIA)	SEPT. 22 – 23
PARTICIPATION AND MODERATION AT THE "INDO-GERMAN CONFERENCE ON SKILL DEVELOPMENT: SKILLED GERMANY – SKILLED INDIA – THE DUAL SYSTEM: STATE AND BUSINESS" OF BMBF AND MO&LE	NEW DELHI (INDIA)	OCT. 8
PARTICIPATION IN THE CONFERENCE "DEVELOPING FUTURE LEADERS" OF THE KONRAD-ADENAUER-STIFTUNG AND QATAR UNIVERSITY	DOHA (QATAR)	NOV. 17 – 18
PARTICIPATION AND PRESENTATION DURING TRADE MISSION "ESTABLISHMENT OF BUSINESS CONTACTS IN UAE FOR VOCATIONAL TRAINING AND CONTINUING EDUCATION IN MEDICINE AND HOTEL INDUSTRY" OF AHK DUBAI WITH MENA PROJECT PARTNER	ABU DHABI, DUBAI (UNITED ARAB EMIRATES)	NOV. 22 – 26

Trade Fair Presentation at the GESS in Dubai

Together with 17 companies from the German education sector, iMOVE presented its services in the German pavilion at the Gulf Educational Supplies and Solutions (GESS) trade fair, which was held from 4 to 6 March 2014 in Dubai. The GESS and the Global Education Forum (GEF) conference were run in tandem under the auspices of H. E. Sheikh Mohammed Bin Rashid Al Maktoum, Vice President of the United Arab Emirates (UAE) and ruler of Dubai. More than 300 companies and organisations from over 30 countries showcased their services and products at the annual trade fair.

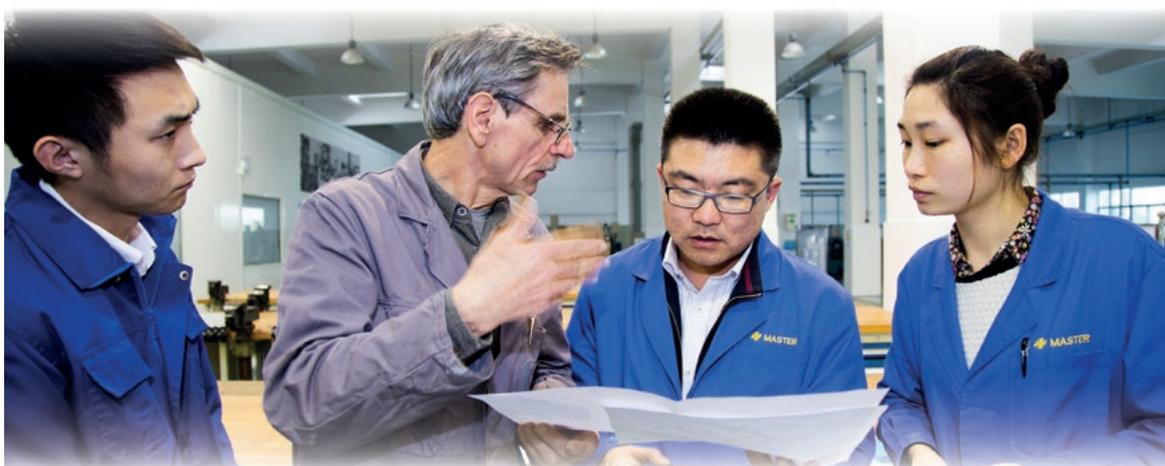


The other countries represented alongside Germany included China, South Korea, the United States of America and the United Kingdom. The Global Education Forum (GEF) delivered a varied programme on the subject of "Education and the 21st Century: Skills, Opportunities and Challenges". The topics addressed in the workshops included eSafety, Special Educational Needs (SEN), Research for Learning, Career Development and Leadership and Management.

Trade Fair Presentation at the Worlddidac Astana

For the first time ever, iMOVE presented its services on the German joint stand for vocational education and training made in Germany at Worlddidac Astana 2014, an international exhibition of technologies and supplies for education and professional training held in Kazakhstan from 8 to 10 April 2014. Around 6,000 visitors passed through the doors of Worlddidac Astana, the leading trade fair for teaching materials, vocational training and continuing education in Kazakhstan. The fair was accompanied by a congress that brought together decision makers in politics and industry, thus

providing a strong impetus for the reform of the Kazakh education system. The envisaged adaptation of the national education system to a new socio-economic environment is reflected in the “2020 Strategic Development Plan”.



German-Chinese Alliance for Vocational Education and Training

Headed up by State Secretary Dr. Georg Schütte, representatives from the German Federal Ministry of Education and Research (BMBF) travelled to Qingdao, Beijing and Shanghai on the occasion of the third meeting of the leadership team of the German-Chinese Alliance for Vocational Education and Training from 27 to 30 April 2014. They were accompanied by a vocational education and training delegation, which included iMOVE. As a prelude to the Chinese trip, the SEMIZENTRAL supply and treatment centre was opened by Dr. Georg Schütte and Wang Jianxiang, Deputy Mayor of the city of Qingdao, in a ceremony held at the World Horticultural Exposition. The opening of a

co-operation centre for vocational education and training in environmental technology in Qingdao was also on the programme of events for the vocational education and training delegation from Germany. This was followed by a reception, thus giving the delegation an opportunity to exchange ideas with representatives of the city of Qingdao and educational institutions. The third meeting of the leadership team of the German-Chinese Alliance for Vocational Education and Training was held in Beijing on 28 and 29 April. Representatives from Chinese trade associations took part for the first time. Together with guidance committees, the trade associations will play a vital role in the reform of the Chinese vocational education system in future, for example in drawing up occupational standards. As well as exchanging information and reconciling the status of the current co-operation centres, the main topic of discussion was the alignment of further centres and the communication between these organisations. The opening ceremony for the VETnet project took place at the AHK in Shanghai at the end of the trip on 30 April.

iMOVE at the Global Skills Summit

iMOVE took part in the annual Global Skills Summit run by the Federation of Indian Chambers of Commerce and Industry (FICCI) once again in 2014. The conference was held for the seventh time on 4 and 5 September in Federation House

in New Delhi. Representatives of the new Indian government at the conference underlined the importance of vocational education and training in its programme. Industry representatives reported on the progress of various training schemes and the setting up of various sector skill councils.

Trade Fair Presentation at the Worlddidac India

As in previous years, iMOVE presented its services with an information stand at the sixth edition of Worlddidac India in New Delhi from 10 to 12 September 2014 and used its “Training – Made in Germany” campaign to promote vocational education from Germany. The Worlddidac India is a trade fair for teaching materials, education and training and technology-based solutions for all levels and sectors of the Indian education industry. The annual international exhibition and conference is a response to the growing demand for these products and solutions in India. The Worlddidac

India is now well established in the country and has evolved to become an important meeting point for the industry. The trade fair has been held regularly in India with German participation since 2009. iMOVE has been actively supporting the trade fair ever since.

iMOVE at the Indo-German SME Forum

On 22 and 23 September 2014 iMOVE took part in the second Indo-German SME Forum for small and medium-sized enterprises in New Delhi. The forum was organised by the Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (German Society for International Co-operation – GIZ), the Indian Ministry of Micro, Small & Medium Enterprises (MSME) and the Small Industry Development Bank of India (SIDBI).



A central theme of the forum was the internationalisation of SME clusters in different industries and sectors. One of the most significant challenges faced by small and medium-sized businesses in India was found to be the achievement of consistent quality standards. These are of the utmost importance in international markets in particular. At the same time, many of the contributions emphasised the role of good vocational training at international level. The “Market Place” formed part of the conference and offered forum participants the opportunity to chat with the experts in attendance. Indian companies showed great interest in German vocational training and continuing education, and iMOVE established numerous contacts.



Trade Missions, Fairs and *Exhibitions, Conferences*

Collaborative “Vocational Education” Trip to Sultanate of Oman

From 22 to 24 September 2014 iMOVE travelled to Muscat, the capital of the Sultanate of Oman, with 14 German vocational training and continuing education providers to discuss with decision makers in politics and practice the possibilities of co-operation in vocational education. The trip was a follow-up activity arising from a Round Table Oman held at the didacta trade fair in March 2014. iMOVE drew up the programme for the trip with the Ministry of Manpower and the German University of Technology in Oman (GUtech).

Visits to the Seeb Vocational Training Center, the Saud Bahwan Center and the National Hospitality Institute were on the agenda on the first day. The members of the delegation gained insights into vocational training courses and the various qualifications that the trainees can attain in different areas. In the evening the German ambassador invited them to a reception at his residence, which was attended by Omani and German representatives of companies based in Oman as well as members of the delegation.

On the second day the delegation visited the Higher College of Technology, the only college run by the Ministry of Manpower where it is possible to study for a bachelor degree. The delegation then accepted an invitation from the Ministry of Manpower during which the possibilities of co-operation were discussed in a workshop. The initial aims of a partnership with German enterprises are the development of curricula,



“Once again, many thanks for your outstanding work in organising this trip. The visits and meetings were first-class.”

*Johannes Götze,
A25 Furnishing Systems, A55 Einrichtungssysteme GmbH*



train-the-trainer programmes, and vocational training and continuing education in the field of management. The latter are designed both for managers in industry and head teachers. The representative from the ministry emphasised its intention to co-operate with German companies. There is a particular focus on a railway project in Oman at present. The Omani government intends to build a rail network, which will require the sort of occupational profiles that a railway project includes. Curriculum development and training for trainers and skilled workers are planned here as well. The government intends to build a centre of excellence offering training in specific professions. The last appointment of the day was at Reem Batteries, a car battery manufacturer. The delegation visited the factories and gained an impression of the production processes.

On the last day of the trip, a workshop was held at the GUtech and attended not only by the German delegation, but also by Omani business representatives who defined the needs of industry in Oman. Representatives from the Ministry of Manpower were also present. The GUtech was recommended as a hub where German and Omani enterprises could be brought together.

“Indo-German Conference on Skill Development” in New Delhi

On 8 October 2014 the German embassy in New Delhi was the venue for the “Indo-German Conference on Skill Development”, in which iMOVE participated alongside Birgit Thomann, the responsible department head at the BIBB. The event was arranged by the German embassy in conjunction with the BMBF and the Ministry of Labour & Employment (MoL&E). The aim of the conference was to highlight the contents and strengths of Germany’s dual vocational education and training system, as well as opportunities to implement individual elements in India. Minister



Sonowal (Ministry of Skill Development, Entrepreneurship, Youth Affairs and Sports) stated that he wished to work closely with Germany in order to learn from the country’s experience of dual vocational education. The urgent need for close links between industry and vocational training for the success of the “Skill India” mission was emphasised in various contributions and panel discussions. The conference preceded the meeting of the German-Indian working group, of which iMOVE and the BIBB are permanent members. This gave the members of the working group and other main stakeholders in vocational education in India - from other ministries, associations and federal state governments, for example – the opportunity to compare notes on approaches to co-operation beforehand.

“Developing Future Leaders” Conference in Qatar

iMOVE introduced the dual vocational training system at the “Developing Future Leaders – Prospects for an Empowered Youth in Europe and the Gulf” conference held on 17 and 18 November 2014 in Doha, Qatar, and described experiences and input from a German perspective. The conference was held as part of the “Gulf States Regional Programme” run by the Konrad-Adenauer-Stiftung (KAS) in co-operation with the Gulf Studies Center (GSC) at Qatar University. Against a background of high youth unemployment in Europe and the Gulf States, the conference delegates addressed the question of how it is possible to support young people along the path to self-realisation and a successful career. Those taking part included the former Minister for Social Development in the Sultanate of Oman and visiting professor at Sultan Qaboos University, Her Excellency Dr. Sharifa Khalfan Al Yahyai, the Director of the GSC, Dr. Abdullah Baabood, and the President of the Junior Chamber International



Germany, Christian Wewezow. The conference provided a good platform for an exchange of experience between the generations of both regions in a globalised world and examined the image and motivation of young people from the Gulf States with regard to employment and careers.

Trade Missions, Fairs and *Exhibitions, Conferences*

Trip to the UAE to Establish Business Contacts in the Education Sector in the Fields of Medicine and the Hotel Industry

Seven training companies from Germany travelled to Abu Dhabi and Dubai from 22 to 26 November 2014 in order to explore vocational education requirements in the United Arab Emirates (UAE) and establish business contacts. The trip took place as part of a German Federal Ministry for Economic Affairs and Energy (BMWi) programme designed to open up markets. The German Emirati Joint Council for Industry & Commerce (AHK UAE) established initial business contacts for German companies in the education sector in co-operation with MENA-Projektpartner e. V. and iMOVE.

The demand for vocational training and continuing education from Germany is steadily rising in the UAE. Service providers in the medical sector and the hotel industry in particular would like to learn from the dual vocational training system in Germany and align their own system of vocational training and continuing education to German quality standards. At the start of the trip, representatives of the AHK UAE told the

delegation about the socio-economic conditions, the education sector and legal provisions. A round table with representatives of German industry showed that there is a great demand for vocational education. The programme also provided for the delegation to visit Emirati companies in the medical sector and the hotel industry. Education providers from Germany used the occasion to discuss professional matters with company managers. Further appointments with Emirati agencies such as the Knowledge and Human Development Authority (KHDA) provided an opportunity to chat with policy makers. At an event with invited guests, iMOVE explained how the German system of dual vocational education could be applied in practice as a way of improving the employability of young Emiratis.





Online *Service*



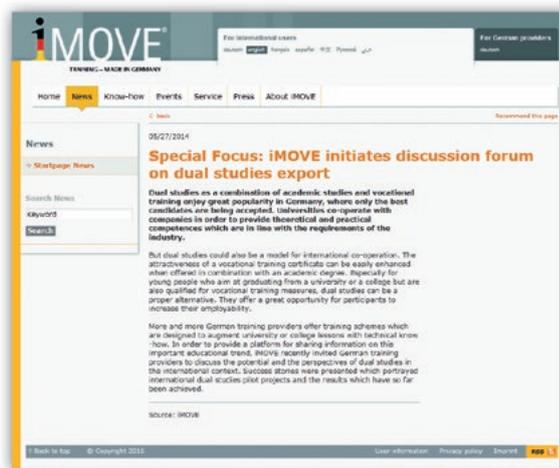
Find German Partners

The iMOVE portal for international visitors uses seven languages to address interested parties throughout the world who wish to learn about vocational training and continuing education from Germany. iMOVE offers the iMOVE B2B marketplace and the iMOVE provider database to facilitate the search for German partners in vocational education and promote international co-operation.

Online Service

The information given on iMOVE's international portal is available in Arabic, Chinese, German, English, French, Russian and Spanish. English is the main language on the portal.

iMOVE regularly publishes up-to-date information on the subject of "Training – Made in Germany" in the "News" section. Publications in English and the other six languages on the portal can be downloaded free of charge in the "Know-how" section, as can practice reports on successful vocational education projects run by German training providers from the iMOVE network.



In the "Events" section iMOVE announces activities abroad and events at home with an international slant; it also documents these. The provider database and B2B marketplace can be found under the "Service" tab. The iMOVE provider database contains up-to-date company profiles of German providers of vocational training and continuing education and offers international visitors the opportunity to select German training courses in a targeted manner on the basis of industry and key words. By way of individual searches within the B2B marketplace, visitors can identify the appropriate German partners for actual qualification requirements abroad. Moreover, in this section, iMOVE bundles a comprehensive collection of links to organisations and governmental institutions responsible for vocational training and the economy in Germany. The English-language International Newsletter, which is published quarterly and caters for the international target group of iMOVE, can also be subscribed to in the "Service" section.

Content

As is the case with the German portal, iMOVE introduced numerous innovations in the international portal in 2014 and now offers visitors to www.imove-germany.de faster access to the required information. For instance, the home page has been slightly redesigned, the main change being the rearrangement of the logos and icons in the page header. Enquiries in the B2B marketplace are now additionally listed in table form on a dynamic world map, enabling the user to carry out a more targeted search for co-operation enquiries in a specific target country or target region.

Last year, in addition to numerous event announcements and event reports, iMOVE placed 94 news items about the German vocational education and training industry and four interviews with international education businesses from the iMOVE network on the international portal. An actual vocational education partnership was requested by German and international partners in a total of 27 enquiries made via the B2B marketplace.

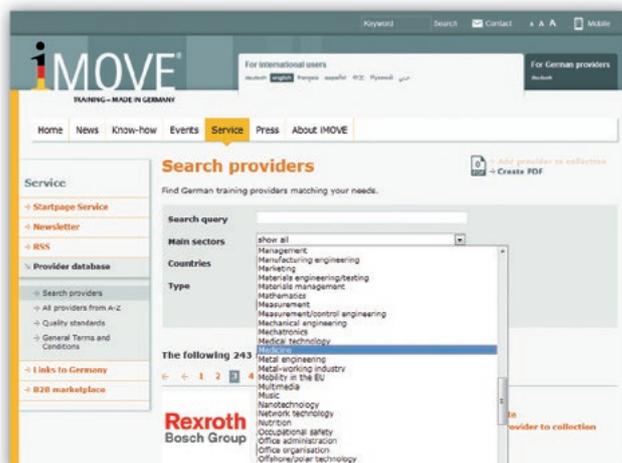
The iMOVE International Newsletter was sent out quarterly to approximately 845 subscribers. The rate of opened newsletters remained high at 38.3 to 64.3 per cent.



iMOVE Provider Database

Towards the end of 2014, 244 internationally active German enterprises from the vocational training industry presented themselves in the iMOVE Provider Database. Despite a slight fall in

the amount of new applications to be included in the database, this is the highest number of members to date. Thirteen new profiles offering courses in a variety of sectors went online in 2014, including several providers of intercultural training, a training centre for physiotherapists and a provider of teaching courses on aspects of quality and service management in the hotel, catering and tourism trade.



Visitors and Pages

Visitors from a total of 167 countries headed for the iMOVE portals in 2014. As in previous years, most of them came from Germany (68 per cent). Foreign visitors to the iMOVE website came mainly from China, India, the USA, Austria, Egypt and Great Britain.

MOST POPULAR DOWNLOADS

FILE	DOWNLOADED
DEVELOPING SKILLS FOR EMPLOYABILITY WITH GERMAN PARTNERS – 8 SUCCESS STORIES FROM ARAB COUNTRIES (2011)	96 X
DEVELOPING SKILLS FOR EMPLOYABILITY WITH GERMAN PARTNERS – 8 SUCCESS STORIES FROM CHINA (2012)	79 X
DEVELOPING SKILLS FOR EMPLOYABILITY WITH GERMAN PARTNERS – 8 SUCCESS STORIES FROM INDIA (2011)	59 X
DEVELOPING SKILLS FOR EMPLOYABILITY WITH GERMAN PARTNERS – 8 SUCCESS STORIES FROM TURKEY (2014)	57 X
DEVELOPING SKILLS FOR EMPLOYABILITY WITH GERMAN PARTNERS – 8 SUCCESS STORIES FROM LATIN AMERICA (2012)	49 X
DEVELOPING SKILLS FOR EMPLOYABILITY WITH GERMAN PARTNERS – 8 SUCCESS STORIES FROM SOUTHEAST ASIA (2014)	46 X
DEVELOPING SKILLS FOR EMPLOYABILITY WITH GERMAN PARTNERS – 8 SUCCESS STORIES (2009)	43 X
DEVELOPING SKILLS FOR EMPLOYABILITY WITH GERMAN PARTNERS – 8 SUCCESS STORIES FROM THE USA (2013)	
DEVELOPING SKILLS FOR EMPLOYABILITY WITH GERMAN PARTNERS – 8 SUCCESS STORIES FROM SUB-SAHARAN AFRICA (2014)	32 X
DEVELOPING SKILLS FOR EMPLOYABILITY WITH GERMAN PARTNERS – 8 SUCCESS STORIES FROM RUSSIA (2012)	26 X

MOST POPULAR PAGES AS PER PAGE VIEWS (EXCL. GERMAN AND ENGLISH, WITHOUT HOME PAGES)

RANK	PAGE	LANGUAGE
1	SEARCH PROVIDERS	CHINESE
2	SEARCH	ARABIC
3	SEARCH PROVIDERS	ARABIC
4	SEARCH PROVIDERS	SPANISH
5	ALL PROVIDERS A-Z	CHINESE
6	ABOUT iMOVE	CHINESE
7	PROVIDER DATABASE	ARABIC
8	EVENTS	ARABIC
9	ABOUT iMOVE	SPANISH
10	ALL PROVIDERS A-Z	ARABIC

The number of visitors fell compared to the previous year (2014: 9,500 visitors, 2013: 12,350 visitors), although each visitor viewed significantly more pages on average (8.4 pages per visitor) than in 2013 (5.96 pages per visitor) and thus accessed more information from iMOVE. This trend has been noticeable for a few years – in fact, the average number of pages visited per interested party has doubled since 2011. German has occupied first place in the language charts since 2011, followed by English, Arabic, Chinese, Spanish, Russian and French.

As in previous years, the “Service” section, where the provider database and B2B marketplace are located, are the most frequently accessed by international visitors. This section ranked first by far in nearly all languages.

As for downloads, the brochure containing examples of success from Arab countries (2011) has been at the top of the charts for a number of years. Success stories from China and India also continue to enjoy great popularity. All in all, the top 10 places in the download charts are occupied exclusively by brochures in the “Success Stories” series.

MOST POPULAR PAGES IN ENGLISH AS PER PAGE VIEWS (WITHOUT HOME PAGE)

RANK	PAGE
1	SEARCH PROVIDERS
2	ABOUT iMOVE
3	EVENTS
4	SEARCH
5	NEWS
6	PROVIDER DATABASE
7	CONTACT
8	ALL PROVIDERS A-Z
9	PUBLICATIONS
10	B2B MARKETPLACE



Press and *Public Relations*



More Room for Success

The number of successful co-operation agreements between German providers and international partners is growing steadily. The international press and public relations work at iMOVE also takes advantage of this trend and its long-term impact.

Press and *Public Relations*

Success Stories as a Marketing Tool

iMOVE has been compiling stories of successful international vocational education projects and co-operative agreements with German partners in a series of brochures since 2006. Entitled “Developing Skills for Employability with German Partners”, 14 editions have appeared with eight success stories each, and five editions in 2014 alone.

The foreign-language publications promote co-operation with German education providers among interested parties abroad. At the same time, they help to inspire German providers to undertake their own export activities. In addition to this, the education providers featured in the publications use them as their own marketing tool for existing and potential customers.

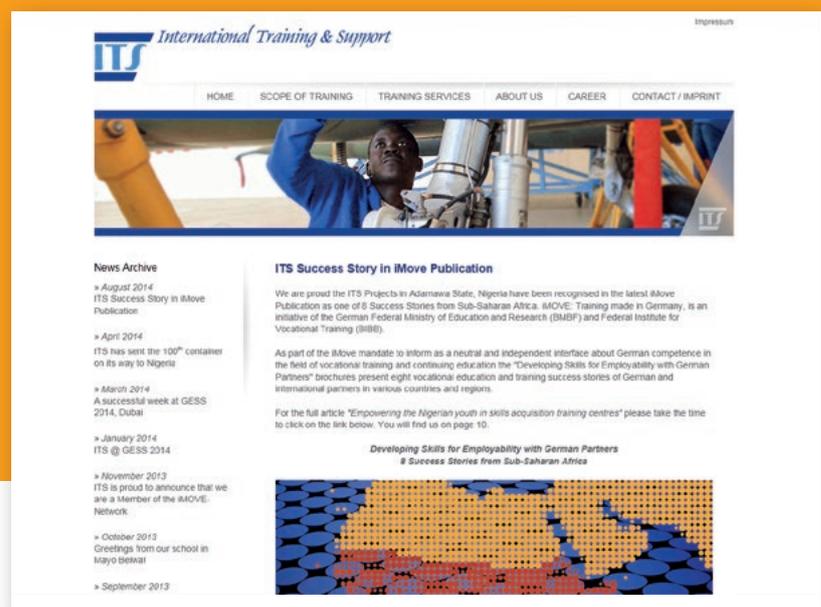
The editions appear in order by country, region and – since 2014 – by sector. Each scheme is featured in a double-page spread with authentic photographs, logo and internet address of the respective German provider. All editions are available in English and some in Arabic, Chinese, Russian, Spanish and Turkish as well.

Of the 112 projects featured so far, 91 different German providers played a leading role. The international partners come from 56 different countries, most of them from China (15), India (11), Russia and Turkey (10 each).



The series of brochures has found favour with its target groups, as is reflected in the output figures: 16,550 printed copies have been issued so far. Furthermore, 3,250 downloads via www.imove-germany.de were recorded between 2011 and the end of 2014. Of these, 1,522 were via the German iMOVE portal and 1,728 via the international one.

In the light of this success, iMOVE is planning two more sector-related editions for 2015.





Press Articles and Advertisements

The foreign press and German media for international target groups both reported on the work of iMOVE and the export of German vocational education and training. As in previous years, media interest centered around iMOVE activities in India and the Arab region.

"I would like to thank you once again for your hard work and for supporting ITS with this year's publications. We look forward to close co-operation with iMOVE in 2015 as well."

*Theresa Stibbe,
ITS International Training & Support GmbH*

iMOVE used image advertisements in business yearbooks and special-interest magazines with an international target group to promote "Training – Made in Germany" and current iMOVE events. In order to reach readers in other countries directly, the adverts appeared in English or in the relevant national language. The pictures used in the ads show German and international participants at current iMOVE events as well as training situations abroad. In 2014 most of the advertisements were aimed at potential partners in China and Russia.

iMOVE Publications

Interested parties from around the world obtain information not only on the internet, but also with the help of printed publications on the activities of iMOVE. At international trade fairs and during the numerous visits of foreign delegations in particular, these explain spoken information in more detail and vividly illustrate what has been said. Apart from publications in English, information in Russian was the most in demand in 2014.

The number of foreign-language publications by iMOVE is growing steadily in response to international demand and increased very substantially in 2014. Five new editions were added to the iMOVE "Developing Skills for Employability with German Partners" series of publications, which features examples of effective training partnerships. Four of these relate to countries and regions, namely southeast Asia, Turkey, sub-Saharan Africa, eastern Europe and the CIS states. A sector-based brochure also appeared for the first time, which concentrated on projects in the renewables and cleantech sector.

As profitable investments, renewable energy sources improve the foreign trade balance of countless countries today. Studies show that they help to boost economic power and the number of jobs, whilst lowering energy costs and protecting the environment in the long term. Employees therefore need to be trained to create, install and operate the corresponding systems. There is a demand for teaching materials and



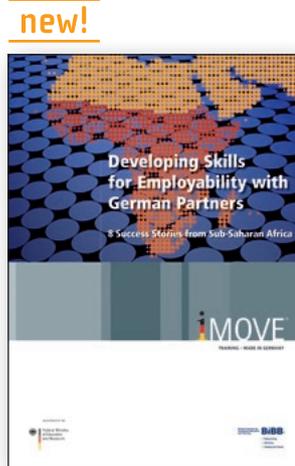
curricula to train up professionals. Germany is one of the leading nations in renewables and environmental technologies. The German government's commitment to the nuclear phase-out and the gradual transition from fossil fuels to renewable energy sources have stirred up engineering research and technical innovations in this field. There are now 380,000 people working in the renewables industry in Germany. In addition, there are around one million jobs in the field of environmental technology. The new brochure shows that partners worldwide take advantage of German expertise in this area within the scope of training projects.

Press and *Public Relations*

NUMBER OF COPIES DISTRIBUTED IN 2014

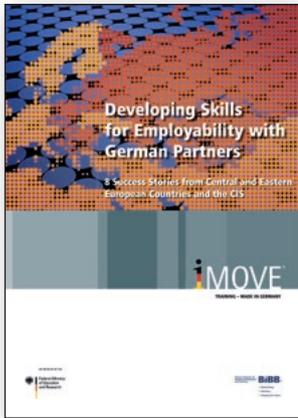


31



Press and *Public Relations*

new!



40 (ENGLISH)

new!



180 (ENGLISH)

new!



260 (ENGLISH)

20 (ARABIC)



40 (SPANISH)



45 (CHINESE)



970 (CHINESE)



20 (PORTUGUESE)

440 (ENGLISH)



10 (THAI)

100 (ARABIC)



860 (ENGLISH)



10 (SPANISH)

320 (RUSSIAN)



215 (RUSSIAN)



20 (VIETNAMESE)



60 (PORTUGUESE)



"Many, many thanks for sending the sample copy. The work has paid off! It is an accomplished article on the activities of SLV Halle GmbH and GSI mbH. Many thanks for it."

Axel Börnert,
SLV Halle GmbH



Study Tours and Presentations (outside of Trade Fairs) for International Delegations in Germany

The number of foreign education experts seeking advice and suggestions on how to approach reform in their own countries increased rapidly in 2014. iMOVE informed nearly 30 visiting groups and delegations about its own range of services and opportunities for co-operation with German partners.



Press and *Public Relations*

PRESENTATIONS (OUTSIDE OF TRADE FAIRS)

DATE	TARGET MARKET/EVENT
JAN. 23	RECEPTION OF A KOREAN DELEGATION FROM HRD KOREA AT BIBB
JAN. 23	RECEPTION OF A JAPANESE SCIENTIST FROM DAITOBUNKA UNIVERSITY
JAN. 24	RECEPTION OF A DELEGATION FROM THE NIGERIAN MINISTRY OF EDUCATION VIA GIZ AT BIBB
FEB. 17	PRESENTATION BY iMOVE FOR A DELEGATION OF TURKISH EDUCATION EXPERTS AT BIBB
FEB. 24	RECEPTION OF A DELEGATION FROM THE CHAMBER OF INDUSTRY AND COMMERCE MALAYSIA AT BIBB
MARCH 20	RECEPTION OF JAPANESE SCIENTISTS FROM TSUKUBA UND TOHOKU UNIVERSITIES AT BIBB
MARCH 26	INFORMATION VISIT BY GENERAL SECRETARY OF FICCI FROM INDIA AT BMBF, BONN
MARCH 31	RECEPTION OF A JAPANESE DELEGATION FROM KOBE TOWN COUNCIL AT BIBB
APRIL 9	PRESENTATION BY iMOVE DURING VISIT BY A REPRESENTATIVE OF THE DANISH MINISTRY OF EDUCATION AT BIBB
MAY 8	PRESENTATION BY iMOVE DURING VISIT BY REPRESENTATIVES OF THE WORLD PLUMBING COUNCIL FROM GERMANY AND TRINIDAD AND TOBAGO
MAY 12	CONSULTATION WITH THE REPRESENTATIVE OF A KOREAN PLACEMENT AGENCY AT BIBB
MAY 20	CONSULTATION WITH A VISITOR FROM SATRA UNIVERSITY IN INDIA AT BIBB
JULY 14	LECTURE AS PART OF "21ST CENTURY WORKFORCE DEVELOPMENT MODELS: A DIALOGUE BETWEEN MINNESOTA & GERMANY" BEFORE A DELEGATION FROM MINNESOTA (USA)
JULY 31	CONSULTATION WITH AN EXPERT FROM GIZ PERU AT BIBB
AUG. 19	RECEPTION OF AN EGYPTIAN GOVERNMENT DELEGATION AT BIBB
AUG. 26	PRESENTATION BY iMOVE FOR A REPRESENTATIVE OF THE AHK BRAZIL
SEPT. 4	PRESENTATION BY iMOVE DURING VISIT OF A MEXICAN GOVERNMENT DELEGATION AT BMBF
SEPT. 15	RECEPTION OF A GOVERNMENT DELEGATION FROM SENESCYT (SECRETARIAT OF HIGHER EDUCATION, SCIENCE, TECHNOLOGY AND INNOVATION) FROM ECUADOR AT BIBB
SEPT. 26	PRESENTATION BY iMOVE DURING VISIT OF A DELEGATION FROM THE AMERICAN MINISTRY OF ECONOMIC AFFAIRS AT BMBF
OCT. 20	RECEPTION OF A DELEGATION FROM THE MALYSIAN MINISTRY OF EDUCATION AT BMBF, BONN
NOV. 6	RECEPTION OF AN INTERNATIONAL DELEGATION AS PART OF A VISIT PROGRAMME BY THE FEDERAL GOVERNMENT AT BIBB
NOV. 14	PRESENTATION BY iMOVE DURING VISIT OF A JORDANIAN DELEGATION (TWEED – STUDY VISIT ON TVET – DUAL SYSTEM & PLUMBING, HEATING AND AIR CONDITIONING) AT BIBB
NOV. 20	RECEPTION OF CHINESE STUDY GROUP FROM JIANGXI "UNIVERSITY OF FINANCE AND ECONOMICS" AT BIBB
DEC. 4	PRESENTATION BY iMOVE DURING VISIT OF AN INTERNATIONAL DELEGATION AS PART OF AN INFORMATION TOUR AT THE INVITATION OF THE FOREIGN OFFICE
DEC. 5	RECEPTION OF A DELEGATION FROM "DEPARTMENT OF VOCATIONAL AND PROFESSIONAL EDUCATION" FROM HENAN/CHINA AT BIBB
DEC. 15	RECEPTION OF A DELEGATION FROM THE MINISTRY OF VOCATIONAL EDUCATION AND TRAINING (MFEP) IN ALGERIA AT BIBB

iMOVE International Office in New Delhi

With the office in India, iMOVE has set up a service provider offering interested parties in one of the world's most dynamic education markets swift, direct support with a minimum of red tape when it comes to opportunities for co-operation with German partners. At the same time, the office is a service centre for German education providers who need advice and assistance in finding contacts in the Indian market.

Around 150 written enquiries from Indian enterprises and education providers arrived at the Indian iMOVE office in 2014 and it hosted around 50 meetings with German and Indian vocational education experts. These included spokespersons from ministries, government initiatives and embassies as well as representatives of education institutions, industry associations, chambers and businesses. The iMOVE office distributed around 1,450 brochures and other information material, including 750 iMOVE flyers in Hindi, to interested parties in India.

The office was involved in the initiation of an invitation to tender in Germany for iMOVE on behalf of the Indian Ministry of Labour and Employment. It also supported the German consulting service for setting up a training centre for energy-efficient construction in India.



In addition to this, experts from the iMOVE office attended 26 specialist events on vocational education over the course of the year in Delhi, Pune, Bangalore and Mumbai. The conferences, round table events and trade fairs were organised by Indian chambers and government agencies and by German stakeholders such as the Federal Ministry of Education, the German embassy and German companies. Particular mention must be made here of the FICCI Global Skill Summit and Worlddidac India, in which iMOVE has been repeatedly involved.

A society must invest in its youth to be equipped for the future. Federal President Joachim Gauck emphasised this fact as guest of honour at the vocational education conference "How to Tackle the Skills Mismatch in India – A Company Driven Approach" in Bangalore, India. iMOVE took part in a train-the-trainer workshop during the conference and explained the qualification frameworks for trainers in the German system. iMOVE showed how German education providers can help to improve the theoretical, didactic and practical knowledge and skills of training personnel in Indian businesses. iMOVE also presented its range of services and offered assistance in finding business partners among German education providers.

At the National Quality Conclave in New Delhi, iMOVE presented various opportunities for, and levels of, co-operation for German-Indian collaboration in vocational education and training. The event hosted by the Quality Council of India (QCI) took place under the slogan "Build and Sustain a Culture of Excellence Through Collaborative Efforts" in 2014. A representative of the QCI had taken part in the iMOVE India Day in Berlin in 2010. The iMOVE India office promoted German vocational education at the Conclave in the workshop on "Collaborative Efforts for Skill Building". Many participants then asked to have talks with the iMOVE India office.

Press and *Public Relations*

iMOVE was similarly represented in the “Market Place” of the second Indo-German SME Forum, where “Training – Made in Germany” met with great interest. A central theme of the forum was the internationalisation of SME clusters in different industries and sectors. One of the most significant challenges faced by small and medium-sized businesses in India was found to be the achievement of consistent quality standards as a prerequisite of international acceptance. At the same time, many of the contributions emphasised the role of good vocational training at international level. Indian companies showed a great deal of interest in German vocational training and continuing education. iMOVE was asked for assistance by, among others, an umbrella organisation of the Indian plastics industry. It is seeking German partners to help set



up a national competence centre for vocational education, with building scheduled to start in the state of Gujarat from 2014. Support is needed with curriculum design, the training of teaching staff and the introduction of modern industry-oriented training methods.





Strategic Partnerships *and Networks*



Maintaining Dialogue

iMOVE cultivates contacts with government authorities, educational institutions, businesses and other organisations in the education sector in many countries. The networking of stakeholders and experts paves the way for German education providers to gain access to international markets.

Strategic Partnerships *and Networks*

Trade Fair Presentations – Always up to Date

Trade fair appearances are becoming increasingly important in the face of the never-ending tide of promotional advertising. They give exhibitors the opportunity to speak directly with interested and engaged visitors, detect trends in the industry and assess feedback from target groups. Given the virtually unlimited choice of modern media, the trade fair fills a unique niche as a platform for spontaneous encounters and face-to-face dialogue.

iMOVE regularly appears at trade fairs in order to raise awareness of its initiative, meet up with new partners and expand the iMOVE network. The exchange of experience with visitors and other exhibitors enhances market knowledge and enables organisations to add to their own range of services by targeting specific needs.



To this end, increasingly frequent use is made of a joint stand with the BIBB or the BMBF to ensure that a wider range of information is available to interested parties.

Contacts are made quickly at a trade fair, but they are often fleeting. A continuing presence is important, which is why iMOVE's trade fair strategy is more of a marathon than a sprint.

In 2014, iMOVE made use of 13 education trade fairs and education conferences with accompanying exhibitions not only to present its own portfolio of services for the training export industry and promote key events, but also to cultivate its contacts with co-exhibitors and event organisers. Over the course of several years, it has become evident that regular attendance at trade fairs has not only generated new contacts, but also created a high level of trust with network partners of many years' standing.



Partners for India

The sheer scope of iMOVE's involvement in India is indicative of the important role played by the Indian subcontinent as a market for German training exporters. The experts at the iMOVE office in New Delhi were sought-after business partners and hosted interested parties from ministries, education institutions, industry associations and businesses on a regular basis.

Indian guests included representatives of the National Skill Development Corporation (NSDC), the Directorate General of Employment & Training (DGE&T), the Agriculture Skill Council and the

Indian Association of Bus Manufacturers. The German visitors counted among their number representatives of the DIHK-BMBF vocational training project VETnet, the German Academic Exchange Service, the German Research Foundation, the Indo-German Chamber of Commerce and the German embassy.

In addition to this, the experts represented iMOVE at 19 specialist events on the theme of vocational education over the course of the year in Delhi, Pune, Bangalore and Mumbai. The conferences, round table events and trade fairs were organised by Indian chambers and government agencies and by German stakeholders such as the Federal Ministry of Education, the German embassy and German companies. The second Indo-German SME Forum is one such example. The main topics were the internationalisation of SME clusters in different industries and sectors, as well as the development of consistent quality standards.



iMOVE had talks with, among others, an umbrella organisation of the Indian plastics industry seeking German partners for the development of a national competence centre for vocational education and training.

iMOVE also presented its own services and activities once again at the Worlddidac India trade fair and at the “Global Skills Summit” hosted by the Federation of Indian Chambers of Commerce and Industry (FICCI). iMOVE has been co-operating with FICCI since 2010 on the basis of a joint agreement.

Together with the Consulate General of India in Frankfurt, the Frankfurt Chamber of Industry and Commerce and FICCI, iMOVE organised a network meeting in Frankfurt entitled “India-Germany Networking Seminar on VET and Skill Development”. The contents and contributions reflected the balancing act between the great potential of the Indian market on the one hand and the tough economic situation on the other. The frank and open exchange on different business models from German providers in India gave those present valuable insights for their own strategy.

Strategic Partnerships *and Networks*

Partners for the Arab World

Together with the Ghorfa Arab-German Chamber of Commerce and Industry, iMOVE has been committed to co-operative agreements in vocational education with countries in North Africa and the Middle East for many years. This partnership is always particularly evident during the Arab-German education forums held on a regular basis by both organisations. The partnership goes beyond this, however. For example, iMOVE gave a presentation at the GCC-Germany Business and Investment Forum 2014, which was organised by the Ghorfa. The Ghorfa also acted alongside iMOVE as one of the organisers of the Omani-German round table.

More partners appeared on the scene during the course of trips undertaken by iMOVE representatives in the Arab world. The local Ministry of Employment and the German University of Technology (GUTech) helped to arrange the programme on a collaborative trip to Oman. iMOVE undertook a trip to the United Arab Emirates to establish ini-



tial business contacts together with the German Emirati Joint Council for Industry & Commerce (AHK UAE) and MENA-Projektpartner e. V. This trip was part of the German Federal Ministry for Economic Affairs and Energy (BMWi) programme designed to open up markets.





Partners Worldwide

The German Chambers of Commerce Abroad (AHKs) and likewise the German embassies and consulates act as central networking partners of iMOVE within the target markets. With their long-standing experience on site, they command comprehensive knowledge and competencies which are extremely useful for German providers of vocational training and continuing education. Moreover, the AHKs support iMOVE in the compilation of market studies. iMOVE reciprocates by contributing to events run by IHKs (Industrie- und Handelskammern - Chambers of Industry and Commerce) at home if they relate to the export of vocational education, as in Potsdam in 2014 for instance.

The diplomatic representations in the target countries are more than key partners for iMOVE: they also support German providers of vocational training and continuing education by means of information events and networking.

The Didacta Association has been an important partner for iMOVE over many years when it comes to education trade fairs both at home and abroad. In 2014, iMOVE presented its services at the Worlddidac Astana in Kazakhstan and the Worlddidac India, both of which were organised by the Didacta Association. In addition to this, the Didacta Association was involved with iMOVE and the Ghorfa in the planning of the Omani-German round table, which was held within the context of the didacta education trade fair.

Together with iMOVE, the German Confederation of Skilled Crafts (ZDH), its various subordinate organisations and in particular the Central Agency for Continuing Vocational Education and Training in the Skilled Crafts (ZWH) further promote the topic of vocational education and training export in Germany. In 2014, for example, iMOVE contributed to a ZDH workshop for international co-operation in vocational education, whilst authors from the ZWH compiled a market study for iMOVE. Like the craft organisations, the Association of German Chambers of Industry and Commerce (DIHK) and the Chambers of Industry and Commerce (IHKs) are in close talks about the export of training for their member organisations. iMOVE contributes its experience as a business partner to the relevant events.

Germany Trade & Invest (GTAI) provides information on foreign trade to pave the way for small and medium-sized enterprises in Germany to access business abroad. This includes industry reports and information on tender invitations worldwide.

Strategic Partnerships and Networks

“All I can say is a big THANK YOU for everything!”

*A. Johanna Babuzki,
Dr.-Ing. Paul Christiani GmbH & Co. KG*

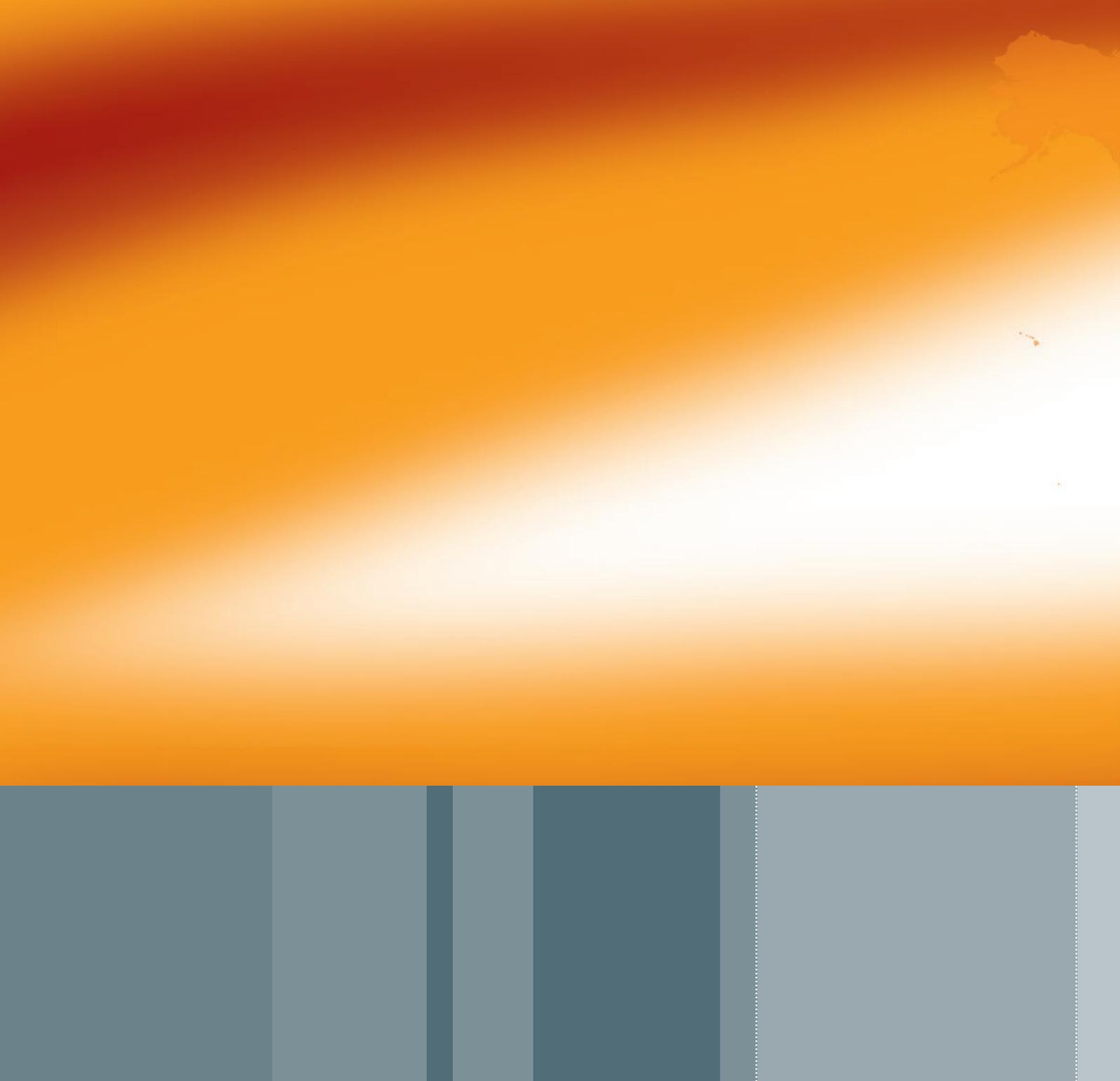
UNESCO-UNEVOC is another network partner of iMOVE. Its International Centre supports the development of vocational education systems worldwide and promotes regional and international collaboration in this field. The centre was set up in Bonn in September 2000 in a Headquarters Agreement concluded between UNESCO and the German government. iMOVE provided information for delegates and visitors at a joint stand with the BIBB at the forum on “Skills for Work and Life Post-2015”, an event organised by UNESCO-UNEVOC in October 2014.

Since 2003, iMOVE has been a member of iXPOS, the foreign trade portal of the Federal Ministry of Economics and Energy (BMWi). In its capacity as one of 15 partnering organisations joining forces in “Kooperation international”, iMOVE contributes to the further development of this communication platform, which was initiated by the Federal Ministry of Education and Research (BMBF).

CO-OPERATION IN BILATERAL WORKING GROUPS

EVENT TITLE	LOCATION	DATE
GERMAN-KOREAN MEETING ON VOCATIONAL TRAINING COLLABORATION	BONN	FEB. 18
3RD MEETING OF LEADERSHIP TEAM OF GERMAN-CHINESE ALLIANCE FOR VOCATIONAL EDUCATION AND TRAINING	BEIJING	APR. 28 – 29
8TH MEETING OF GERMAN-RUSSIAN VOCATIONAL TRAINING WORKING GROUP	BERLIN	JUNE 3 – 5
7TH MEETING OF THE GERMAN-INDIAN VOCATIONAL TRAINING WORKING GROUP	NEW-DELHI	OCT. 8 – 10
8TH MEETING OF THE GERMAN-TURKISH VOCATIONAL TRAINING WORKING GROUP	BONN	NOV. 13
OMANI-GERMAN JOINT ECONOMIC COMMISSION	BERLIN	NOV. 27 – 28





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