

Developing Skills for Employability with German Partners

8 Success Stories from Turkey



TRAINING – MADE IN GERMANY

AN INITIATIVE OF THE



Federal Ministry
of Education
and Research

Federal Institute for
Vocational Education
and Training

BiBB

- ▶ Researching
- ▶ Advising
- ▶ Shaping the future

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Preface

At the launch of the German-Turkish Year of Research, Education and Innovation in January 2014, experts confirmed that Turkey is on the path to sustained growth. On a global competition level, Turkey scores on several accounts. Its location between two continents gives it a considerable geographical strategic advantage. Also regarding its demographics, the country is in excellent shape: according to the CIA World Factbook, the average age of the approximately 80 million inhabitants of Turkey is younger than 29 years.

Yet closer scrutiny reveals also a range of challenges that constitute significant economic obstacles. According to a recent OECD study, Turkey features the largest percentage of so-called NEETs of all OECD countries. This term applies to young people who have had neither vocational training nor any form of continuing education and who are unemployed; NEET stands for “Not in Education, Employment or Training”. 35 per cent of the young Turkish people aged between 15 and 29 years belong to that group. The OECD average is 16 per cent. Young women are particularly affected by this problem. Yet the percentage of young academics in employment has also significantly declined in recent years and the application rates for attending school still remain far below average.

The ongoing structural transformation of the manufacturing sector in Turkey towards value-added products requires a qualified workforce which cannot be realised given the prevailing status and practice of vocational education. “Training – Made in Germany” offers the necessary know-how to meet the challenge in this field. Germany has a long-standing training tradition 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 partners from Germany and Turkey. With its wide range of training offers and its strong emphasis on employability, “Training – Made in Germany” has the potential to successfully contribute to the design process of the training system in Turkey via Turkish-German cooperation projects.

Markus Milwa
Head of Division iMOVE at the BIBB



Knauf

Training centres for market development

The German company Knauf has its origins in the traditional plaster industry. Today, it produces construction materials for drywall construction, plasterboard, mineral fibre acoustic board, gypsum fibre board, dry mortar with gypsum for internal rendering and cement-based external plaster as well as insulating materials on the basis of glass wool and mineral wool. Knauf identifies close customer relations honed through first class advice and appropriate expert service as one of its most important success factors. The high quality of the company's products is not only due to modern technical facilities but also due to its well-trained employees.

The firm's first international investments – in the Austrian market – date back as far as the 1970s. Today, Knauf is active on all five continents. The enterprise employs 26,000 members of staff in more than 200 factories and maintains representations in more than 40 countries. For further developing its business relations in the Arab countries, Knauf has already used iMOVE's Arab-German Education Forum in the past. In 2012, the company's total turnover amounted to about six billion Euro.

Knauf's activities in the Turkish market have been developing since 1997, up until 2005 in co-operation with a Turkish partner. Today, Knauf maintains three training centres in Istanbul, Ankara and Izmir. In these centres, a total of up to 2,500 course participants are being trained each year.

The content of these training courses ranges from information regarding basic systems such as simple stud walls and suspended ceilings to special systems that need to satisfy very specific demands. These include wall and ceiling systems that cannot be penetrated by X-rays or bullets from firearms as well as highly efficient interior and exterior wall insulation systems, acoustic ceilings and modern systems for interior and exterior rendering.



KNAUF

Internet: www.knauf.de

Qualified continuing education on how to handle high-quality products



Knauf furnishes the centres and trains the trainers who act on behalf of Knauf. The special twist here is that Knauf uses the training centres as marketing and market development tools. Satisfied customers, who were instructed as to how to handle a product and thus are rendered capable of achieving the desired results, are very much inclined to continue using the products from the same manufacturer also in the future. Therefore, all courses at the training centres are free of charge for the participants and no initial qualifications are required.

The training courses are characterised by the prevalence of practical training units, which constitute up to 70 per cent of the complete duration of the training course. This marked focus on practical application is the decisive element in enabling the participants to master the challenges imposed on them by their professional daily routine.

The participants come from all fields of application within the industry. They include vocational college students and students of construction engineering and architecture as well as experienced professionals such as skilled tradesmen in the

building industry, architects and construction engineers. The training courses range in duration from one day to two weeks. Upon completion, the course participants are issued a certificate of attendance and, in the event of an examination, also a so-called “Knauf Pass”, which enjoys a significant reputation in the industry due to the prominence of this global brand and the quality of its products.

In mid-2013, Knauf entered into an agreement with the Turkish education ministry’s department that is responsible for lifelong learning. On the basis of this agreement, Knauf provides training also for job seekers and issues certificates that are recognised by the ministry.





Bundesinnung der Hörgeräteakustiker KdöR (biha – German Federal Guild of Hearing Aid Audiologists)

German vocational education and training concept at Turkish centre for hearing aid audiologists

The Bundesinnung der Hörgeräteakustiker (biha – German Federal Guild of Hearing Aid Audiologists) is a professional representation of interests of independent craftspersons, who have joined forces to promote their shared trade interests and to regulate and control the vocational education and training provision in their field. The Akademie für Hörgeräte-Akustik (Academy for Hearing Aid Audiology) in Lübeck is a subsidiary company within this industry confederation, which includes about 5,000 member businesses. The academy is the vocational training and continuing education provider for all hearing aid audiologists in Germany. The future-oriented vocational education and training concept, the innovative technical equipment and the interdisciplinary working style of the academy enjoy an excellent reputation well across the globe.

At its premises in Lübeck, the academy maintains several boarding schools for housing the apprentices from all over Germany. Also, it closely co-operates with the Bundesoffene Landesberufsschule für Hörgeräteakustiker (Nation-wide Federal State Vocational College for Hearing Aid Audiologists) that is located on the Lübeck campus. The service provision includes also a subsequent master craftsperson training programme. Moreover, in co-operation with the University of Applied Sciences Lübeck, the academy offers the bachelor study

course “Hearing Audiology” and various vocational training and continuing education courses, for instance, in the fields of paediatric audiology, tinnitus, cochlear implants and audio therapy.

As early as in 2002, the biha aimed at the European harmonisation of recognition of vocational attainments in the professional field of hearing aid audiology. To this end, it developed a proposal, which was accepted by the European industry associations. Moreover, the biha developed a service provision standard at European level under the name of DIN EN ISO 15927. Equipped with these and other comprehensive experiences, the federal guild contacted numerous health ministries across Europe and the world with the aim of expanding the health and education political network. For the academy, this resulted in the development of another pillar in its vocational training and continuing education provision.



Technical and didactic know-how for train-the-trainer courses



The international education co-operation projects have increased the academy's turnover by a six-figure sum. The academy maintains co-operation agreements with numerous countries worldwide. In 2013 alone, the academy welcomed audiologists from more than 40 nations and a co-operation agreement was concluded with Egypt, Qatar and Jordan for establishing a training centre for the Middle East. Since 2013, the biha is also a member of the iMOVE network.

The co-operation with Turkey was initiated by the networking activity between the federal guild and the Turkish association of hearing aid audiologists "işitme cihazları akustik akademi derneği" (ICAAD) as well as by the activities of the Turkish Ministry of Health. The ICAAD plans a new vocational education and training centre for hearing aid audiologists that is intended to be capable of competing on an international level. The German Academy for Hearing Aid Audiology in Lübeck is to provide the model for the training concept, because German vocational education and training enjoys a high degree of international appreciation. Moreover, the Turkish Ministry of Health plans to professionalise the vocational education and training programme for hearing aid audiologists.

The federal guild offers a wide range of advisory services in the compilation of a vocational education and training curriculum that is tailored to meet the framework conditions in Turkey. In addition to compiling trade-specific technical and organisational concepts, train-the-trainer courses were carried out in Lübeck and online, during which the Turkish trainers and teachers learned about technical and didactic know-how from Germany, which they can implement in the provision of vocational education and training for journeymen in Turkey.

The first training courses took place already in 2010 and the co-operation including regular personal contacts persists to this day. The Turkish market for health services is experiencing a period of growth and increasingly follows European standards. The government-run health system in Turkey is being further expanded and reformed. According to studies, the Turkish government's health budget has increased from 30.6 billion US dollar in 2006 to 42 billion US dollar in 2012.





SIMDUSTRY

Action-based learning inspires participants

Since its establishment in 2003, SIMDUSTRY supports enterprises in over 20 countries in developing their employees to become “entrepreneurs within the enterprise”. The company uses board simulations to model organisation-related processes in a manner that is tailored to the target group and to link these with learning content that can be tangibly experienced. SIMDUSTRY develops these simulations either on a bespoke basis or on the basis of an already existing, flexibly applicable simulation. In a playful manner, the board simulations promote the participants’ understanding of complex topics in fields such as finance management, implementation of company strategies at various hierarchy levels, talent management and leadership of employees as well as regarding the introduction of new employees to company-specific processes.

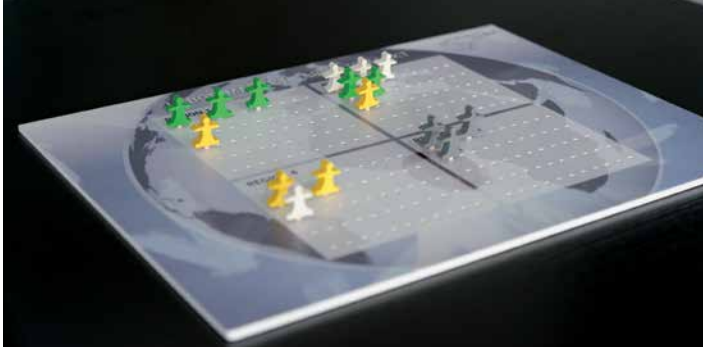
All programmes are tailored to the strategies and business environment of the respective customers. The programmes are developed in close co-operation with the customers and aim at the direct transfer of knowledge and experience to the current working life reality of the employees within the respective enterprise. SIMDUSTRY commissions the development and production of learning material for its customers that is individual and adapted with regards to language. Globally successful enterprises, such as Pepsi, Roche Pharma, Volkswagen, Johnson Controls and Altana rely on the simulation expertise of SIMDUSTRY.

SIMDUSTRY works together with a network of international trainers, coaches and business experts, who have specialised in various subject areas. The selection of these network partners takes place in a project-related manner in due consideration of the individual requirements of the customer and the optimal qualification of the corresponding network partners regarding the respective training and programme. The partners have a comprehensive background in business and are well familiar with the realities within enterprises on the basis of their own experience.



Internet: www.simdustry.de

Turkish co-operation partner as multiplier and builder of bridges



SIMDUSTRY's participation as an exhibitor at the ASTD trade fair in the USA, the worldwide largest trade fair for vocational training and continuing education, constituted an important milestone on the company's path to accessing international markets. The contacts that were established with training institutes from other countries, including Russia, Saudi Arabia and Israel, proved to be particularly diverse and sustained. This is also how SIMDUSTRY got into contact with the Turkish training enterprise U2 Danismanlik in Istanbul.

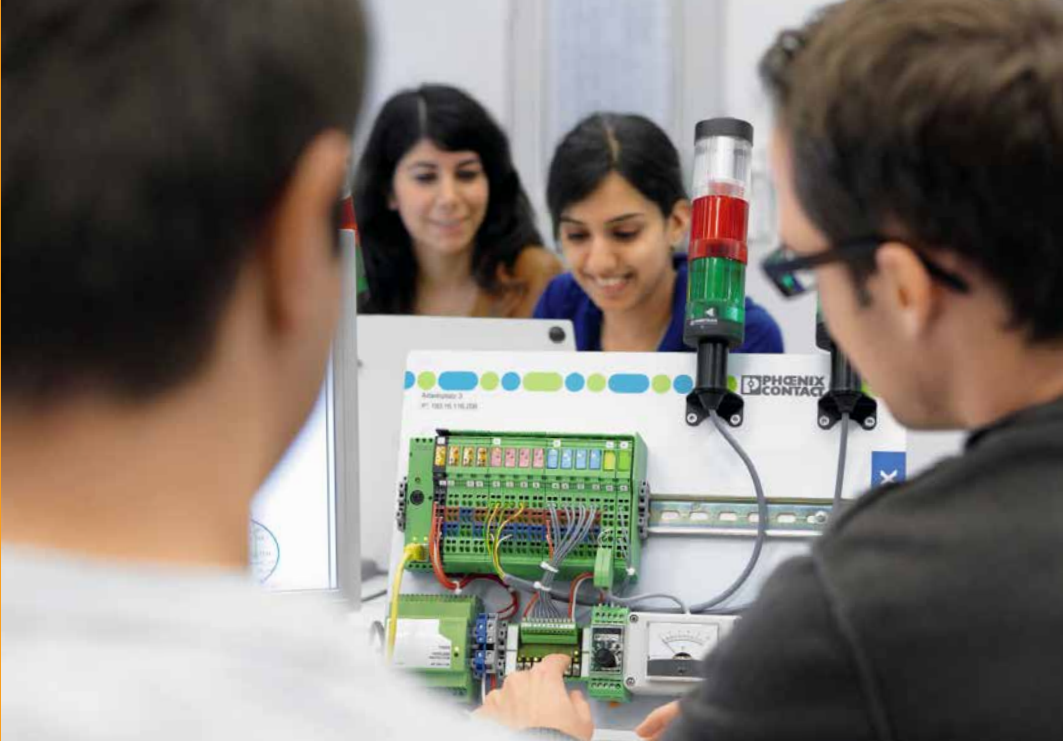
Its customers from the automotive industry include Dogus Otomotiv, a member of the Dogus Group and the worldwide only distribution partner of Volkswagen who sells all brands on a regional level. As is the case with many enterprises, the decisive factor for measuring success at Dogus is not only in terms of revenue, but also in terms of customer satisfaction. For the 2013 annual meeting of all distribution partners of this import company, SIMDUSTRY and U2 Danismanlik have jointly developed a one-and-a-half-day Turkish language simulation that illustrated for the managers and owners of car dealerships in an entertaining and at the same time impressive manner what are the decisive factors for obtaining good customer ratings. The simulation was attended by two groups in parallel, each comprising more than one hundred employees and networking partners of Dogus.

This action-based learning method, which illustrates the success-relevant circumstances by way of direct experience, as well as the networking opportunity and exchange of experience within the working groups in addition to the intensive competition between the teams all combined greatly inspired the participants and generated for them new insights into their own

professional course of action. As a next step, the plan is to establish simulations to become a standard component of talent management and to win over also other potential customers from the automotive industry.

SIMDUSTRY's international co-operation partners, such as U2 Danismanlik, act as multipliers and builders of bridges into the local cultures and networks. They are able of adapting the service provision of their German partners to meet the demands on site, to advertise and translate these services and to convey these also in courses to participants and other trainers. For this purpose, SIMDUSTRY has negotiated individual licence fee agreements.





Phoenix Contact

Automation engineering training facilities for universities

For over 90 years, Phoenix Contact has been active as a medium-sized business in the electronics industry including also an alignment on international activities. The most important products of the company include programmable control systems, automation technology, surge protective devices, interface technology and a comprehensive programme of electrical connection technology. With Profinet (Process Field Network), a further development of the bus data transfer system, Phoenix Contact has developed a successful protocol for the communication of automation systems in co-operation with Siemens and other leading manufacturers, thereby establishing an internationally unified standard. The company's customers are for the most part businesses in the mechanical engineering, infrastructure systems, water and waste water management technology, renewable energy sources, automotive, energy supply and telecommunication industries. Worldwide, 12,900 employees work for Phoenix Contact at 50 subsidiary companies and 30 branch offices.

As is usual practice in many industries, Phoenix Contact offers its customers training courses in the area of those technologies that the company develops and sells. A separate department designs training programme

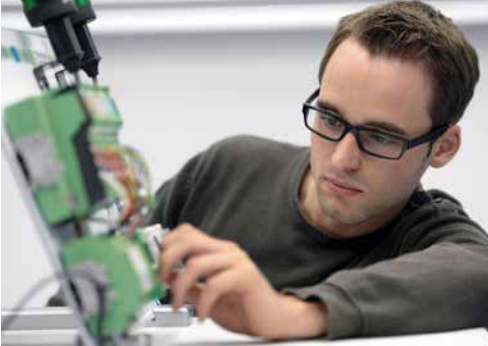
concepts for the individual products and provides training in Germany for employees of the foreign subsidiaries, which in turn provide continuing education for the employees of their customers on site.

Moreover, Phoenix Contact advises and supports technical and vocational colleges as well as universities across the globe. The good co-operation with local providers of education constitutes an important task for all subsidiaries, which has been centrally co-ordinated by the Didactics Department in Germany since 1995.

Following the slogan "He who shares and distributes knowledge increases it", Phoenix Contact established the EduNet international university network in 2007. Today, this network comprises 70 universities from 30 countries as active members, all of which provide education and training in the field of



*“Those who share knowledge,
increase it.”*



automation technology. The network's goals are dialogue and knowledge transfer between the participating universities and Phoenix Contact, the promotion of exchange between students and professors and the establishment of modern training systems at the universities for optimising the vocational training and continuing education provision. To this end, Phoenix Contact provides needs-oriented and state-of-the-art training equipment in the form of both hardware and software. All facilities are adapted to the local conditions and requirements in order to achieve the greatest possible acceptance on part of students as well as on part of future employers.

Moreover, the company has been involved in the development of teaching and learning materials, in the introduction of internationally recognised standards for qualification modules in the field of automation engineering and in the initiation of national and international research projects. The universities receive also invitations to two-week train-the-trainer programmes hosted in Bad Pyrmont in Germany. Each year, Phoenix Contact organises and hosts a conference for the network members – alternating the venue between Europe and Asia. This conference serves as a platform for professional exchange regarding technological innovations and trends. In their respective countries, the universities can also draw on

advice provided by domestic contact persons acting on behalf of Phoenix Contact. Per year, around 7,000 students benefit from the EduNet provision; a total of about 25,000 students have received training so far.

The most important partner of Phoenix Contact in Turkey is the Technical University Yildiz in Istanbul with about 30,000 students. The university is also going to be the event location for the EduNet Conference in June 2014. The training facilities that Phoenix Contact initially had provided the university with have by now been expanded and upgraded. Phoenix Contact uses these also for industrial training programmes, for example, for qualifying the staff of large infrastructure organisations with which Phoenix Contact co-operates in Turkey.

For the future Phoenix Contact plans to convert its present international activities in the field of vocational training and continuing education into a standardised model. The activities and training programme formats will be offered at all branch offices of the company in a uniform manner.





Gesellschaft für Schweißtechnik International mbH (GSI – International Welding Association)

Distance learning for welding engineers

The Gesellschaft für Schweißtechnik International (GSI – International Welding Association) was established in 1999. It is a syndicate of very efficient research and education institutions in the field of welding technology with more than 80 years of experience in joining technology and test engineering. The purpose of the GSI is to provide vocational education and training as well as advice in the field of welding technology and to transfer the corresponding technology both on a national and international level. The GSI is active in over 50 countries. Of its more than 450 members of staff, more than 300 are engineers and technicians.



The GSI supports its customers through vocational training and continuing education programmes during the career entry phase and in the further development of their career. Each year, the GSI carries out more than 20,000 training courses and examinations in the field of welding. In addition, it conducts 1,500 training programmes for welding supervisors and 6,000 continuing education programmes for executives. Moreover, the GSI issues 2,500 operating licences and certificates as well as 600 materials and damage assessments per year. It also pursues approximately 20 research and development projects.

All training events are carried out under due observation of the German national technical regulations and the standards and guidelines as issued by the DVS (Deutscher Verband für Schweißen und verwandte Verfahren – German Welding and Associated Processes Association), by the EWF (European Federation for Welding, Joining and Cutting) and by the IIW (International Institute for Welding).

In 1999, the GSI launched its activities for developing a distance learning course for future specialised welding engineers. This continuing education programme is a post-graduate training for engineers to qualify as welding experts. Since that time, more than one million Euro have been invested to translate some 440



Internet: www.gsi.com.tr

Vocational education and training in the local language



hours of face-to-face lessons into a “computer-based training” (CBT) in the form of a blended learning concept with 50 per cent distance learning and 50 per cent of face-to-face lessons. The project involved the combined efforts of about 30 lecturers and computer specialists.

In July 2001, the first participants started their CBT course in Germany. It had been determined already during the planning phase that pictures, animations, texts and films were to be placed on various digital levels so that a subsequent transfer into other languages would prove unproblematic. Already in 2002 and 2003, licences were granted to education institutions in the Netherlands and in Italy. After that, the translation into English followed.

In early 2004, the new product “International Welding Engineer (IWE)” was launched as a CBT course on the international market. With this concept, the period during which participants are required to attend face-to-face lessons in Germany could be shortened from three and a half to less than two months. This removed a significant obstacle regarding obtaining visas especially for participants from non-EU countries. Foreign participants save up for covering the costs of spending approximately six weeks in Germany and are able to study the course content at home – also in their free time off work. The GSI controls the learning success via an internet forum, e-mail and telephone contact as well as through homework assessments. In 2007, the GSI received the “German Training Export Award” issued by the German Federal Ministry of Education and iMOVE in recognition of this English language product.

Already since 1991, the GSI has been active also in Turkey, at first in the context of a co-operation project with the Middle East Technical University (METU) in Ankara. In 2008, the GSI decided to establish the GSI SLV TR in Ankara together with the subsidiary’s current managing director Özgür Akcam, due to the excellent collaboration. In the following year, the distance learning documentation for the welding engineer course was translated from German and English into the Turkish language in order to introduce these modern teaching and learning methods also in Turkey. At present, already the ninth distance learning course is being carried out. Since its launch in May 2010, more than 300 Turkish welding engineers have been trained in this manner. Participants include also employees working for Turkish enterprises in countries such as Morocco, Uzbekistan, Iraq, Azerbaijan and Russia. About 800 Turkish participants have completed continuing education courses in other welding training programmes. This makes the GSI SLV TR the second most successful provider of distance learning courses in the field of welding technology worldwide – right after the GSI in Germany. Whereas in Germany about 20 per cent of all participants choose the distance learning method, their number in Turkey is about 30 per cent.



VESBE (Verein für Europäische Sozialarbeit, Bildung und Erziehung e. V. – Association of European Social Work, Training and Education)

Practice-oriented vocational training and continuing education in the food service industry

VESBE, established in 1999 in Aachen, is an incorporation of several education experts. In Germany, the association offers various kinds of employment market services ranging from career guidance, over preparation for career entry, to vocational education and training. The service portfolio is further augmented by other occupational education programmes, such as integration courses for women with children and a youth workshop.

The central goal of VESBE is the placement of course participants in the first apprenticeship or employment market. While keeping the specific needs of businesses in mind, VESBE optimally prepares its customers for this change. If required, the association carries out also company-specific continuing education courses.

From its very beginning onwards, VESBE has aimed at exporting education and it has been active in the iMOVE network for many years now. VESBE provides foreign enterprises as well as subsidiaries of German enterprises abroad with the opportunity of optimising the qualification levels of their personnel by way of practice-oriented programmes. Today, VESBE employs two members of staff, who are exclusively responsible for the association's foreign business activities. When necessary,

their work is augmented by members of staff abroad, who facilitate communication with customers.

On the basis of a country analysis carried out on its own behalf, VESBE decided to evaluate potential co-operation projects with Turkish partners and to this end has undertaken three trips to Turkey. During those trips, VESBE employees met with representatives of the Turkish Ministry of Education (MEB), the Turkish employment agency ISKUR, industry associations and various foundations that sponsor private schools, vocational education and training institutes and universities. The talks on site in Turkey revealed that there is a significant shortage of well-trained and, in particular, practice-trained skilled personnel.

Subsequently, VESBE developed a network comprising businesses, universities and consulting institutes in order to identify projects and partners. Through this network, the association established contact to the Turkish DOORS Holding, which operates more than 40 restaurants in Turkey. The holding was looking for a German provider of education to improve the vocational education and training provision for their members of staff and to train them more intensively on the basis of operational practicalities. DOORS identified VESBE to be just this kind of business partner.

For their Turkish partner, VESBE planned and implemented the “DOORS Akademi”, where it temporarily collaborated also in the capacity of associate. This vocational academy offers certified training courses in all fields of the food service industry, which are recognised and approved both by the Chamber of Industry

Business on site provides consultancy and project development



and Commerce Koblenz (IHK) and the Turkish Ministry of Education. VESBE developed the certified training courses and teaching materials, structured the vocational training programmes into modules, recruited the teachers and trainers, initiated and certified the QM system and took care of planning the premises and furnishing them.

At the “DOORS Akademi”, DOORS employees can take part in modular continuing education programmes and obtain qualifications in special cooking techniques. External participants can attend complete vocational education and training courses in all fields relating to the food service industry. All vocational education and training programmes are structured into modules, so that the individual elements of the vocational training provision may be interspersed with periods of occupation at businesses.

In addition to the high degree of personal attention and time invested by the members of staff responsible for the project, a decisive factor for the successful business transaction was the presence of a Turkish VESBE employee in Istanbul, whom the Turkish customers on site could easily contact at any time. Foreign partners expect intercultural competences, relevant

language skills and local contact persons. The financial involvement of the German partner in a project constitutes an important indicator for the international customer regarding this partner’s sustained interest in maintaining a successful co-operation. However, this may require a considerable sum of investments over several years, before this partnership becomes profitable.



Internet: www.vesbe.com



TEAM CONNEX AG

One-stop shop human resource development

For 30 years, TEAM CONNEX AG has been providing training and consultancy services in the field of human resource development. The company supports its customers in further developing their competences in the fields of leadership as well as sales and distribution within their organisational structures. The currently most sought-after areas of training in the broader field of personality development include resilience, diversity, generation Y and gender. This selection indicates the special characteristics of TEAM CONNEX's service

portfolio: the company offers a diverse range of services from a single source and, with regards to its trainers, draws on a pool of specialists for the various fields of expertise.

In particular, TEAM CONNEX supports German and international major corporations in the continuing education provision for their executive staff; however, it covers also the demands of medium-sized enterprises regarding qualified human resource development. Since many of TEAM CONNEX's customers operate on a global scale, the company has been increasingly active on an international level for the past 15 years. Today, international business accounts for more than 30 per cent of the firm's total turnover.



The customers expect their service provider TEAM CONNEX to deliver total solutions on an international scale – and they get what they are looking for. TEAM CONNEX develops bespoke solutions, which are tailored also according to the framework conditions in other countries and regions. The company's venture into Turkey likewise started with work for a major German customer with business interests on site: Daimler required adapted leadership programmes for its Turkish branch in Istanbul.



Internet: www.teamconnex.com

Complete solutions on an international scale



In 2007, in order to assess the market, TEAM CONNEX took part in a delegation trip to Turkey, which was organised by iMOVE. At that time, iMOVE functioned as a door opener for this promising market. During that trip, TEAM CONNEX made numerous contacts, which made it possible to gain an overview regarding the specific framework conditions of this market, to identify important stakeholders in this market and to experience the cultural characteristics of doing business in Turkey by way of immediate contact.

At the beginning of its business activities in Turkey, TEAM CONNEX struck up a partnership with the firm Foreign Market Consulting. This Istanbul-based business consultancy supports German companies in launching themselves on the Turkish market. In particular, this partner provided support in practical issues such as concluding a tenancy agreement and registration with the local chamber of commerce. In addition,

TEAM CONNEX's efforts in establishing initial business contacts was supported in numerous ways by the German Chamber of Commerce Abroad (AHK) in Turkey. Other important contacts derived from participation in trade fairs on site.

To this day, the training programmes usually take place at the customers' branch premises in Istanbul. However, there is also demand for training programmes that are partly to be carried out in Germany. This reflects the increasing open-mindedness of the well-trained young Turkish workforce when it comes to making international experiences. TEAM CONNEX observes the current social changes in Turkey with confidence and has positive expectations regarding the further development of its business activities.





SKZ

Successfully establishing German quality standards

Products made of plastics are a constant companion in a human being's life. One relies on their safe functionality, high degree of practicability and long life cycle. In Germany, the plastics centre SKZ has been active as a service provider for the plastics industry for more than 50 years.

Its work is based on four pillars: with quality assessments it ensures the quality assurance of products, process operations, processing technologies and manufacturing equipment. Intensive research ensures development in line with market requirements and the improvement of products and production technologies. With its certification of management systems, the SKZ provides an important tool for improving the performance capability and the economic success of businesses in the industry. And ultimately, the SKZ is the market leader for continuing education and knowledge transfer in the field of plastics with more than 10,000 training course and seminar participants each year.

Since the 1970s, the SKZ has been supporting German enterprises abroad, who rely on a well-trained skilled workforce on site. The SKZ qualifies the employees in order to allow for full utilisation of the advantages of plastics as a material and first and foremost to ensure that safety standards are being observed. Since the 1990s, the SKZ has been offering its training

services directly on site in various countries and by now it has also been active within the iMOVE network for many years.

In Turkey there is great interest in applying the high German quality standards in the field of building also on a domestic level. Contrary to Germany, certain licences for welders are not required by law. However, many companies nonetheless place great importance on the fact that their employees can prove their qualification by way of a recognised examination.

In 2013 and in co-operation with the Turkish company GEZER, the SKZ opened the SKZ Continuing Education Centre Cayirova, located 60 kilometres south-east of Istanbul. GEZER is a middle-sized business specialising in the field of plant engineering and construction and container construction as well as in the construction of plastic pipes for chemical



Practical training in welding of plastics



facilities. GEZER consciously chose the SKZ as its partner in the training provision because of its experience and its international reputation.

The training workshop for plastics welding has been furnished according to German regulations for carrying out various practical training courses. The training programme comprises certified training courses for welding of plastic pipelines and semi-finished products made of plastics.

In addition to welding equipment, the workshop features also its own testing equipment including documentation software for assessing the welded components. While GEZER is responsible for providing the required premises and infrastructure as well as for the recruitment of course participants, the SKZ is responsible for the actual training provision and examination of the future plastics welders. The certificates that can be obtained from SKZ in Turkey enjoy a high degree of reputation because they conform to German quality standards.

By now, the first practical training course has been carried out. The eight course participants gathered information regarding various methods of welding and were given the opportunity of practically implementing and practising what they had learned. At the end of the 5-day training course, all participants successfully passed their final examination. They were issued

a SKZ certificate as well as documentation by which they can prove their qualification for the proper execution of welding jobs on plastic pipes.

In 2014, the practical training of about 50 participants is scheduled to be carried out at the training workshop. Other plastics-related topics that are considered important for the Turkish growth market include injection moulding and extrusion. To this end, a Turkish-born trainer and employee of the SKZ in Germany will offer native-language continuing education courses in Turkey in the future.



SKZ

Internet: www.skz.de



iMOVE

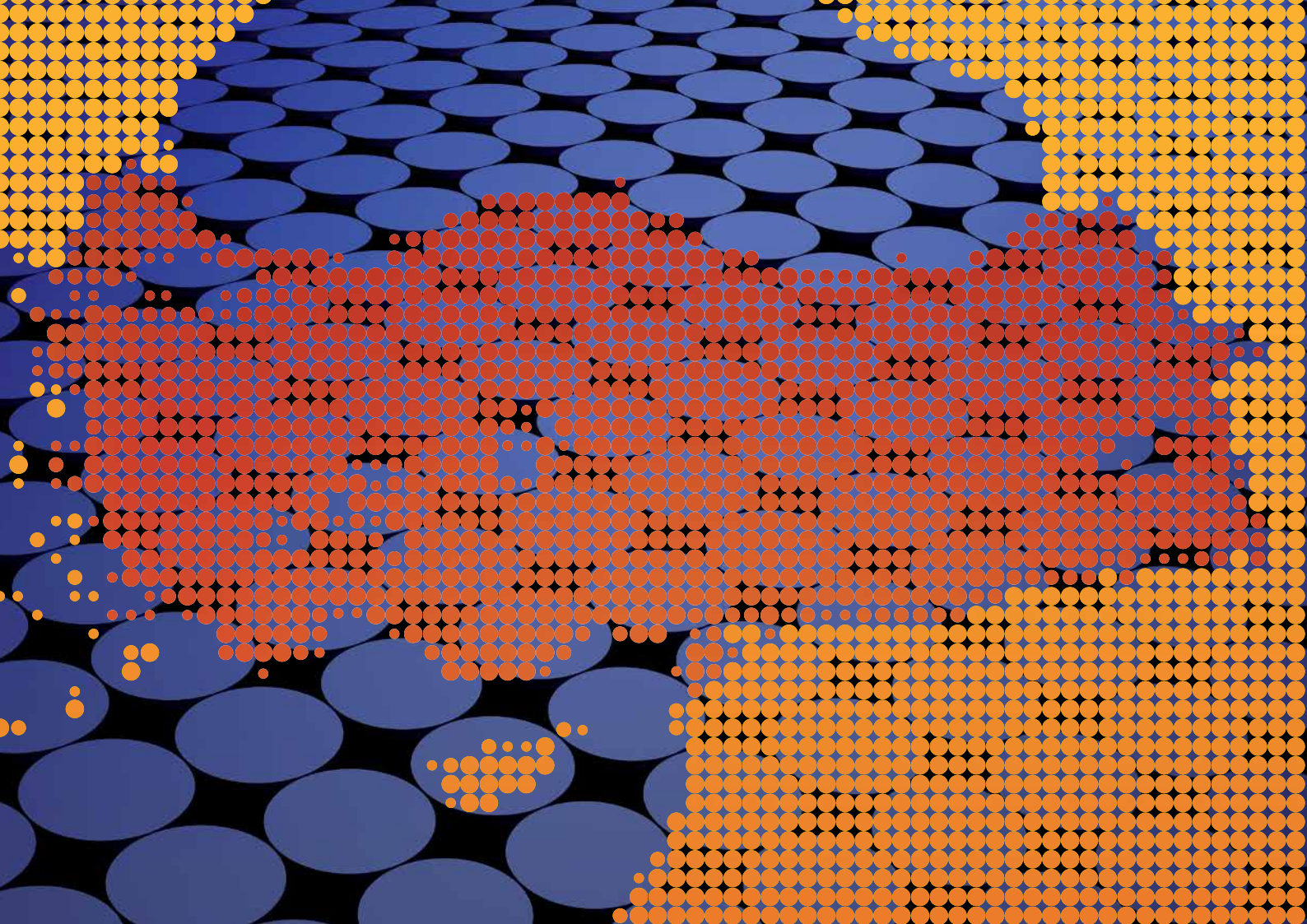
iMOVE is an initiative of the Federal Ministry of Education and Research. Our mission is to promote international cooperation and business relations among German training providers and international public and private organisations.

Our services:

- Trade Missions
- Trade Fair Presentations, Vocational Education and Training Workshops and Business to Business Meetings
- Networking Events and Seminars Pertaining to Select Target Markets
- Workshops on Internationalisation and Education Marketing
- Conferences and Conventions
- 25 Country Market Studies
- A Study on the Economic Significance of German Education Exports
- Trendbarometer of the German Continuing Education Sector
- Handbooks, Best-Practice Brochures
- Internet Portal in seven Languages, iMOVE-Provider Database and an Interactive Cooperation Exchange
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