

DAIMLER

3rd German-Arab Education and Vocational Training Forum

Vocational and Further Training Initiatives in the Arab World: Growing Opportunities

Setting up and expansion of vocational training in Middle East countries



Initial situation

Request of foreign countries / markets



Emerging Markets and Partners



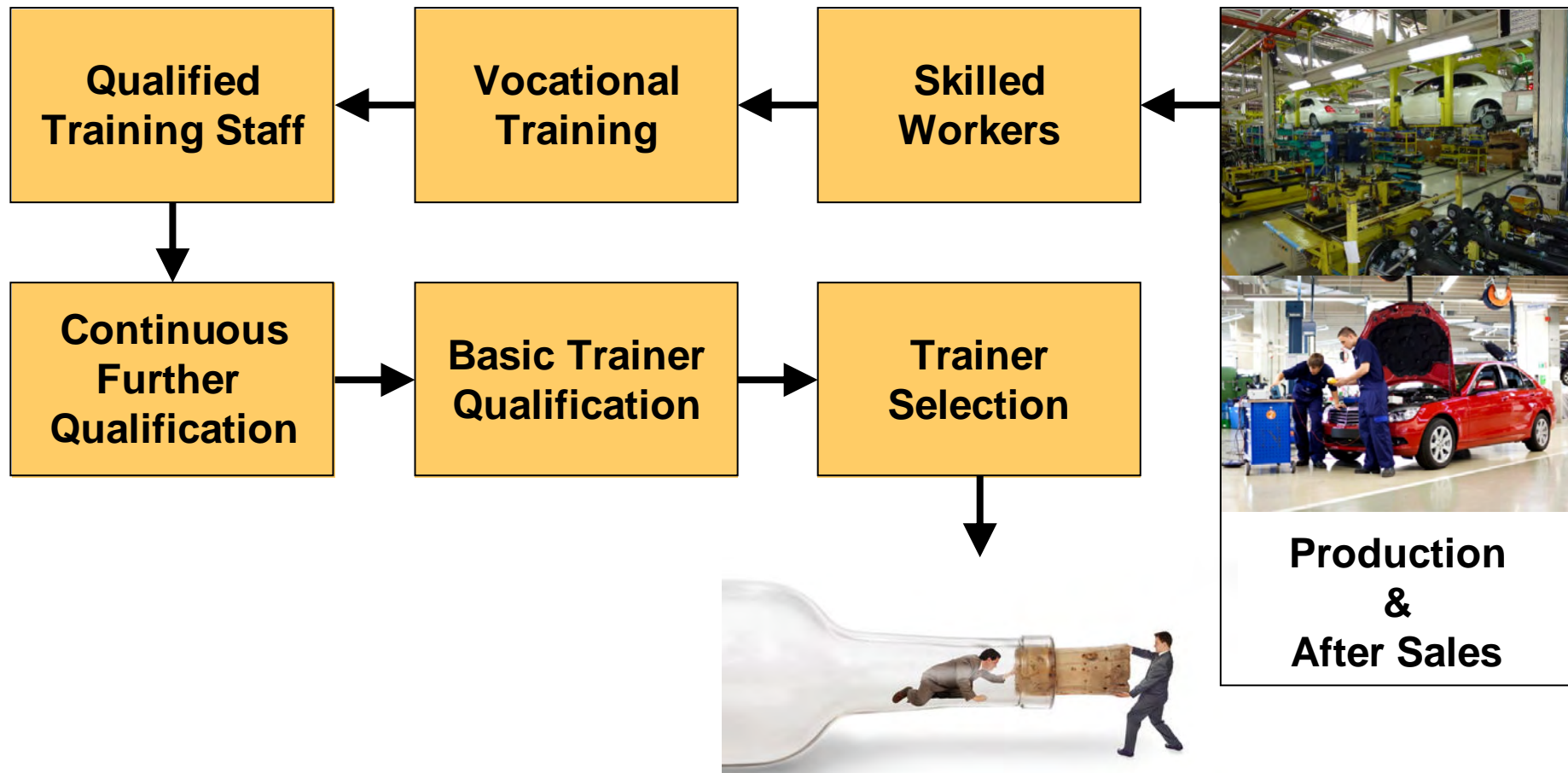
Products



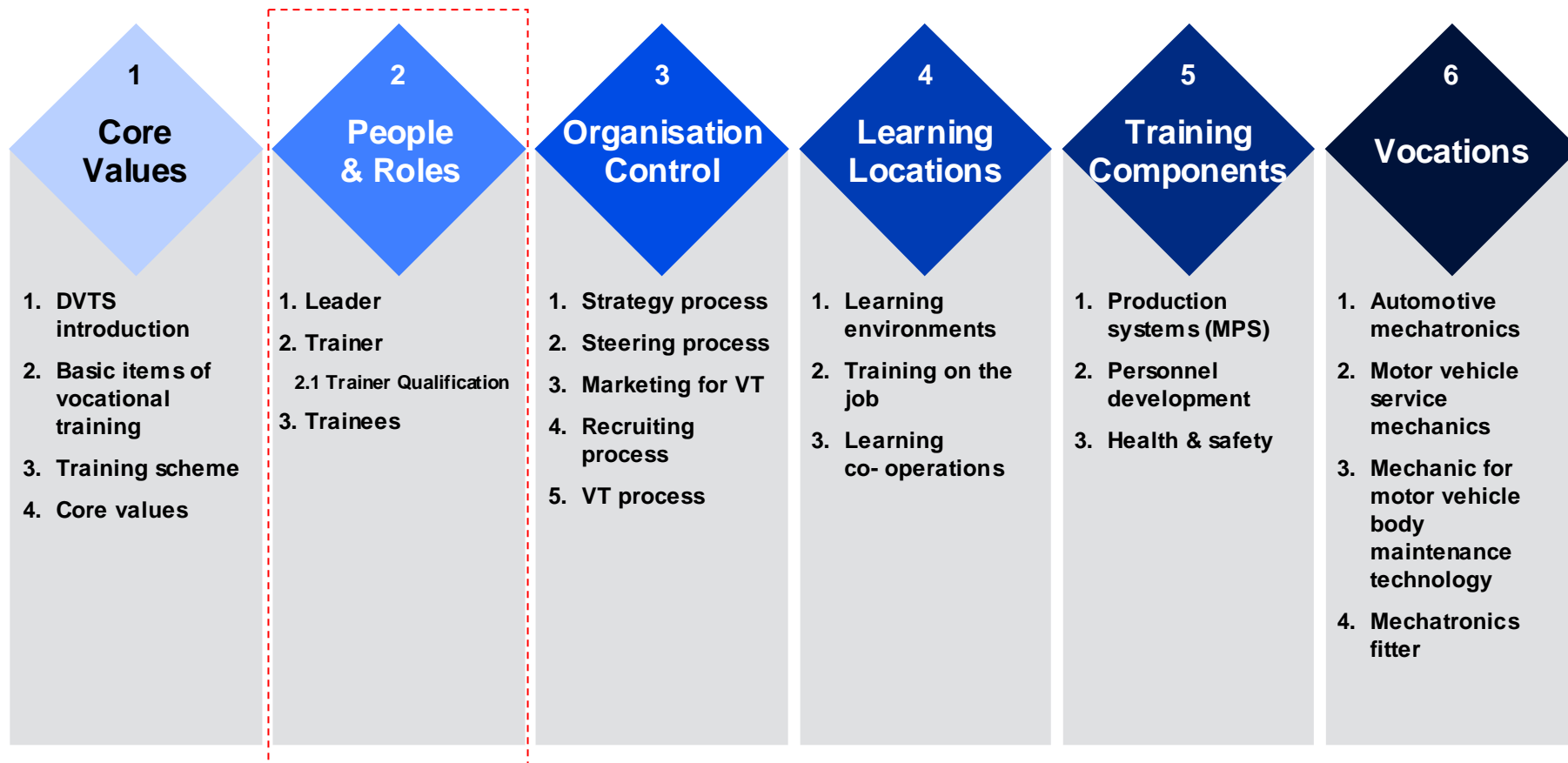
Occupations

Viewing from the end

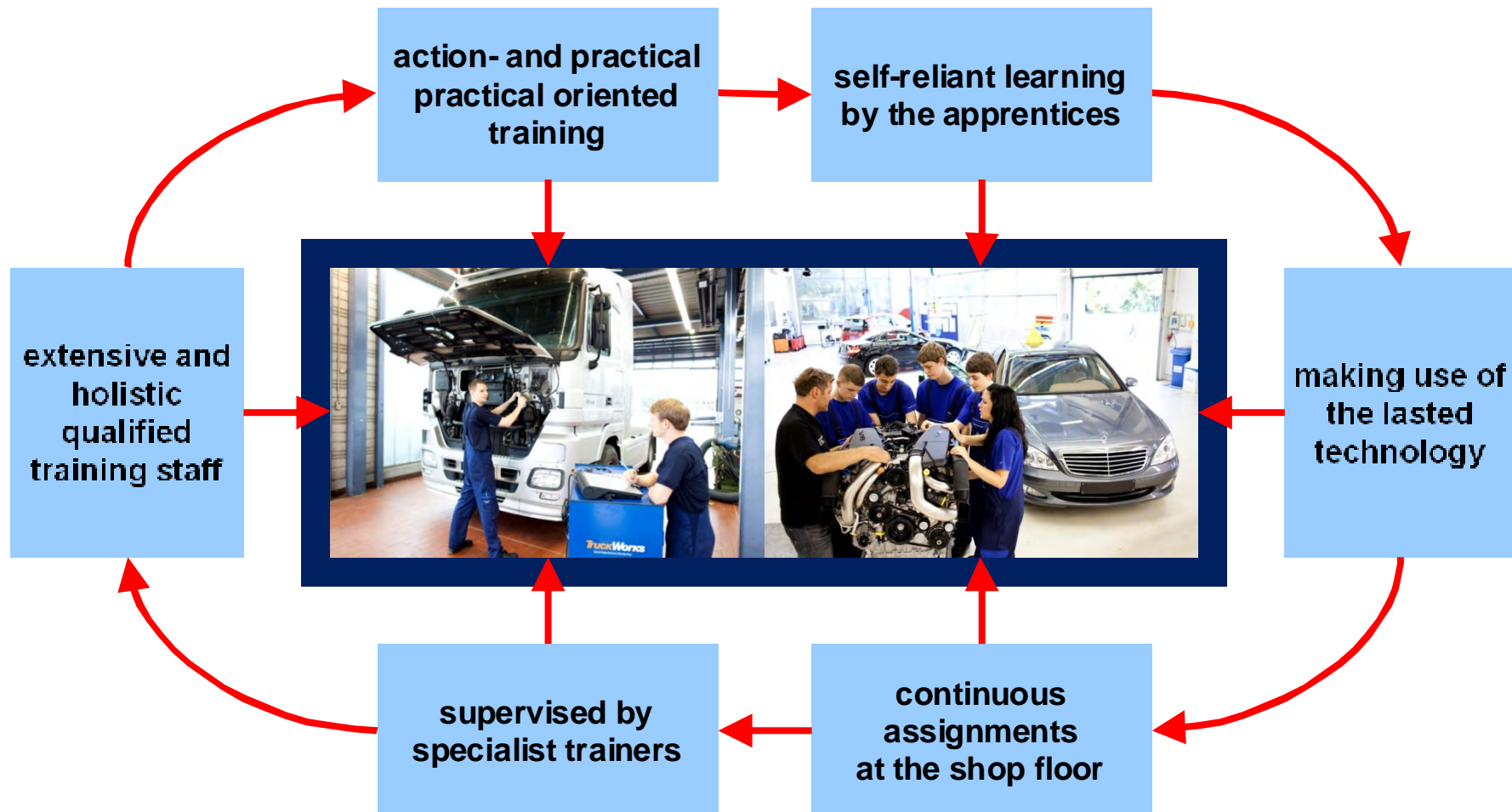
Our way to qualified work force



Daimler Vocational Training System (DVTS) Standardization of vocational training

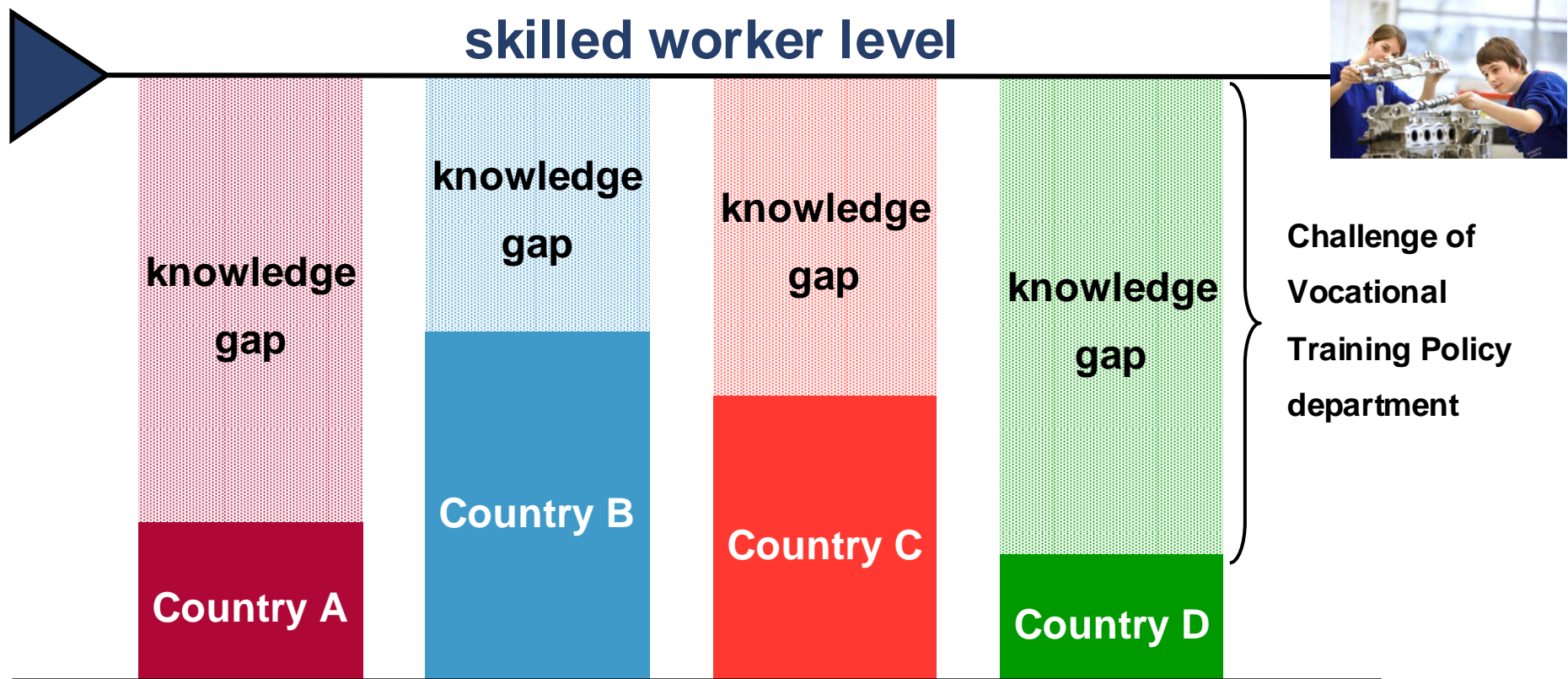


Daimler Vocational Training System (DVTs) Successful vocational training based on



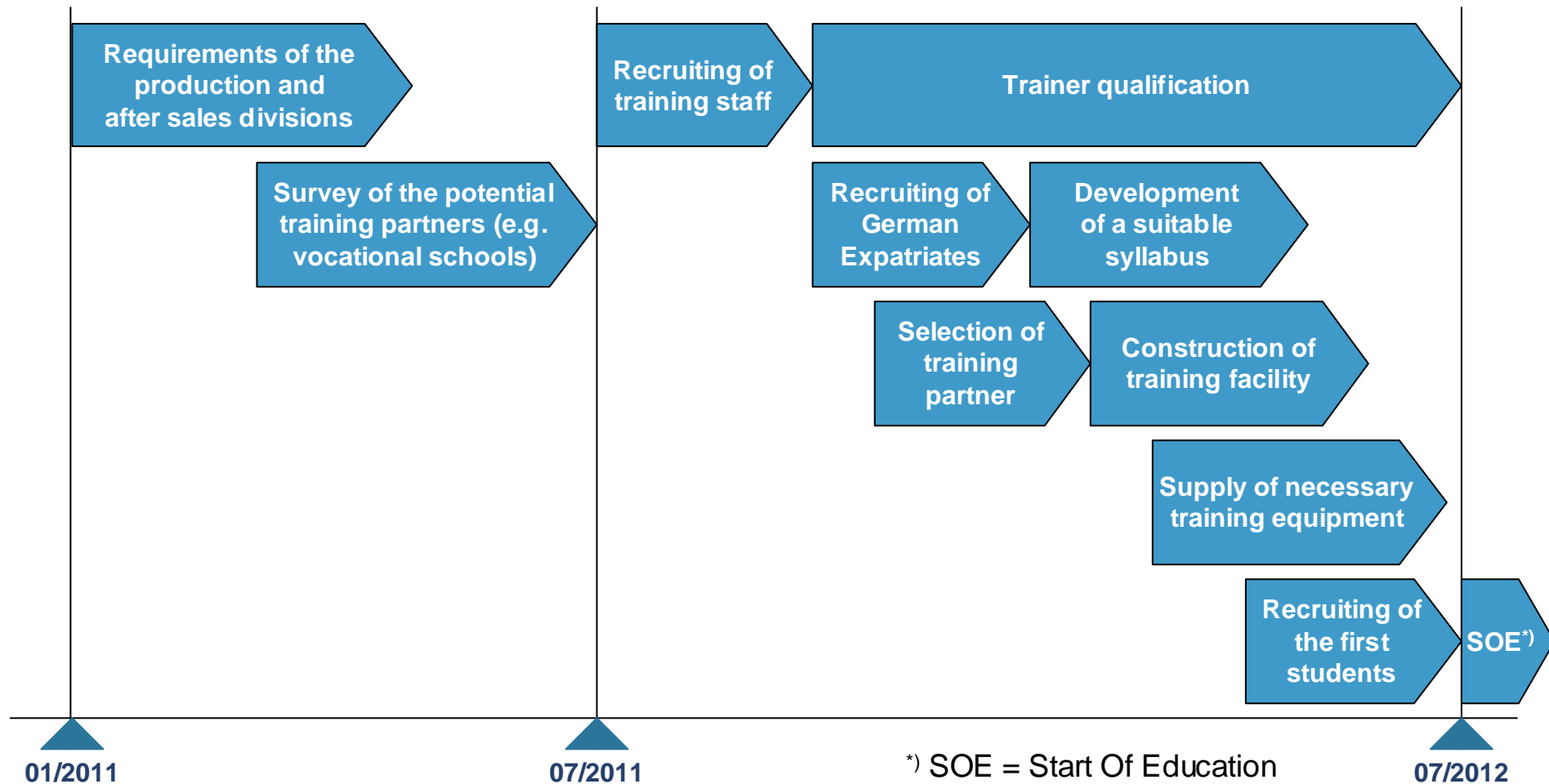
Requirements

We close the knowledge gap



Exemplary Timetable

Development of vocational training in emerging countries





Analysis of the real department needs

Requirements of the
production and
after sales divisions

- Which technical skills are necessary?
- Which professional and social competences are required?
- Which occupations are suitable for the production area?
- Which occupations are suitable for the after sales area?
- How many skilled people do they need annually?



Analysis of the potential training partners

Survey of the potential training partners (e.g. vocational schools)

- Do we get qualified people from schools or from the labour market?
- Do we have suitable vocational schools or equal partners?
- How are they equipped?
- Are the teachers sufficient qualified according to our needs?
- Which vocational school or equal facilities can we choose as our training partner?



Recruiting

Recruiting of training staff

- Do we get qualified training staff from the labour market?
- Do we find people who are interesting in transfer knowledge?
- Do we find people who have sufficient technical and social skills?
- Do we find people who are disposed to work in the private sector?
- Do we find people who are disposed to take responsibility?



Trainer qualification

Our internal & external education partners

International Institutes for Vocational Training



Academy for Teacher Education



Mercedes-Benz Global Training

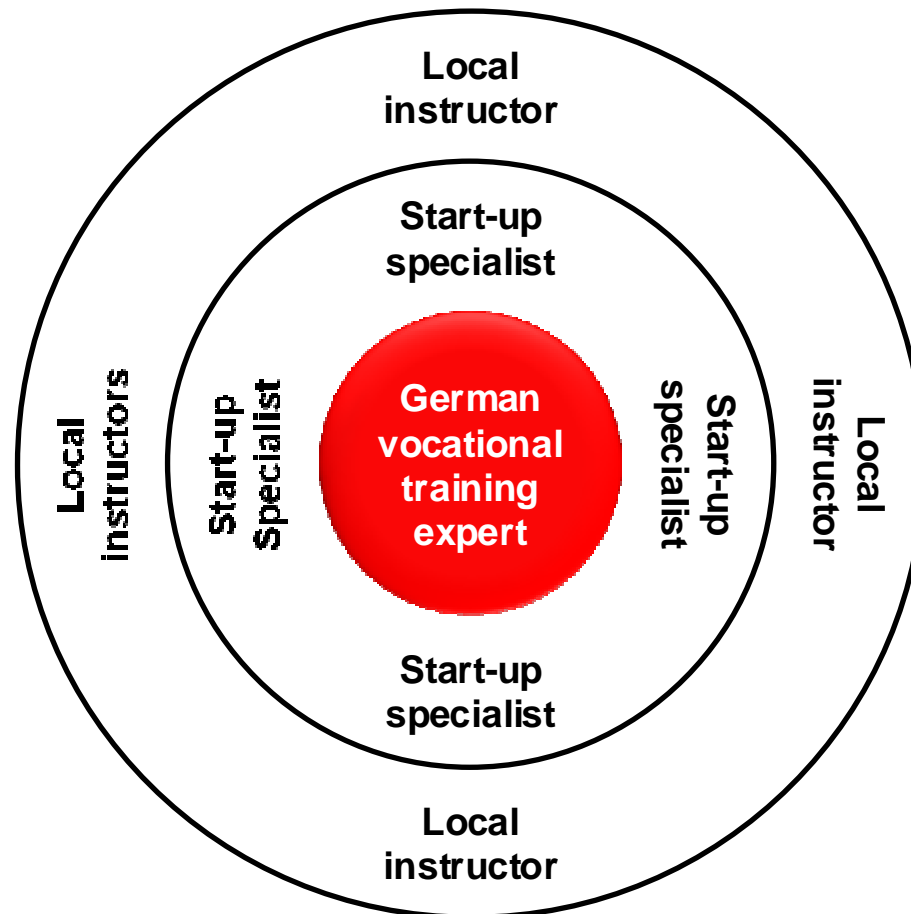


► In addition to our factory-owned vocational training centres ◀

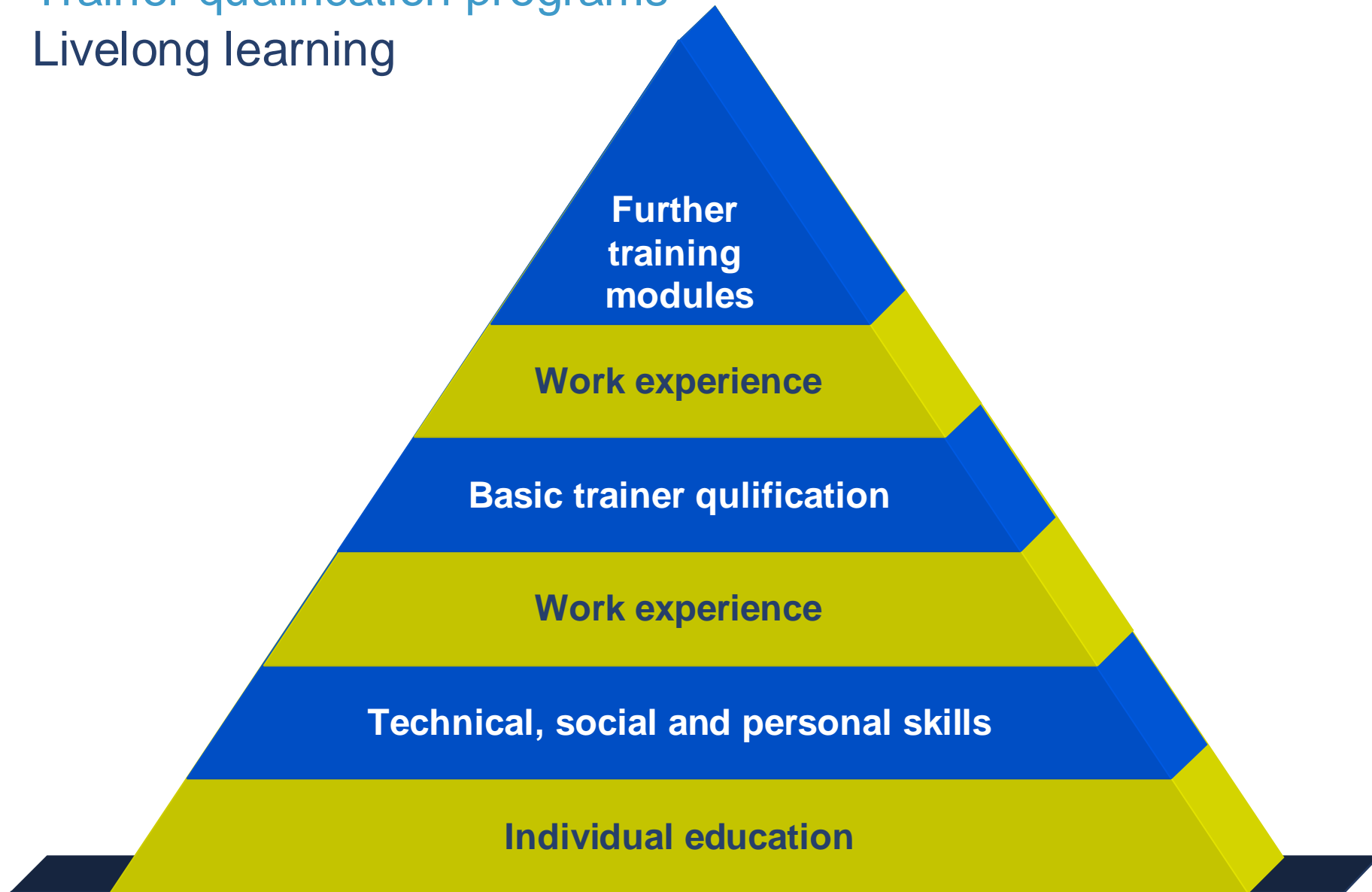


Development of VTC in foreign countries

The German Expert is the major factor of success



Trainer qualification programs Lifelong learning



Continuous Further Qualification

Technical and nontechnical training

Nontechnical training

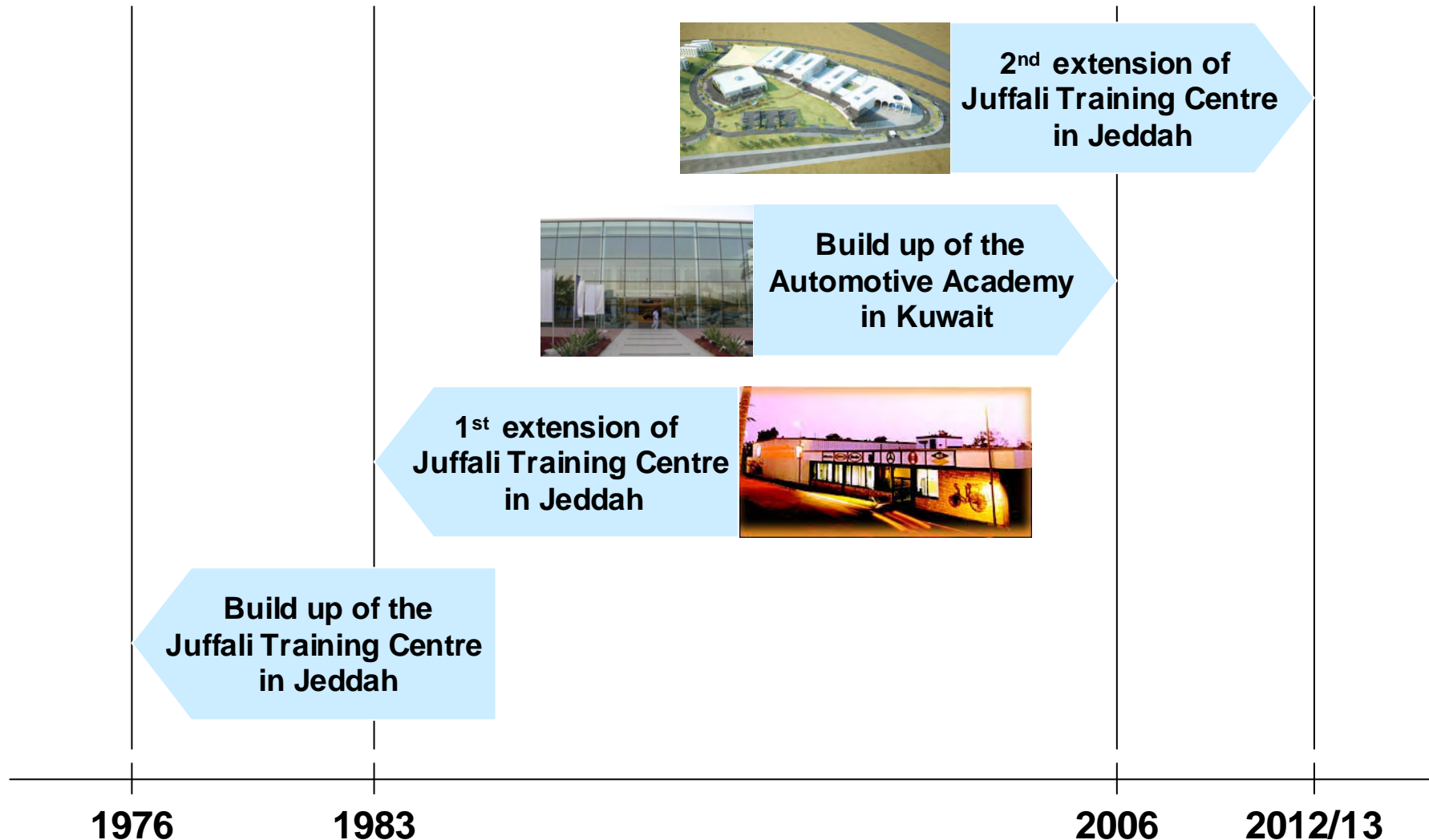
- **Practical-oriented learning**
- **New didactic methods**
- **Holistic appraisal system for trainees**
- **Action-oriented examination**
- **New selection process for trainees**
- **Feedback culture within day-to-day training**
- **Social educational care**

Technical training

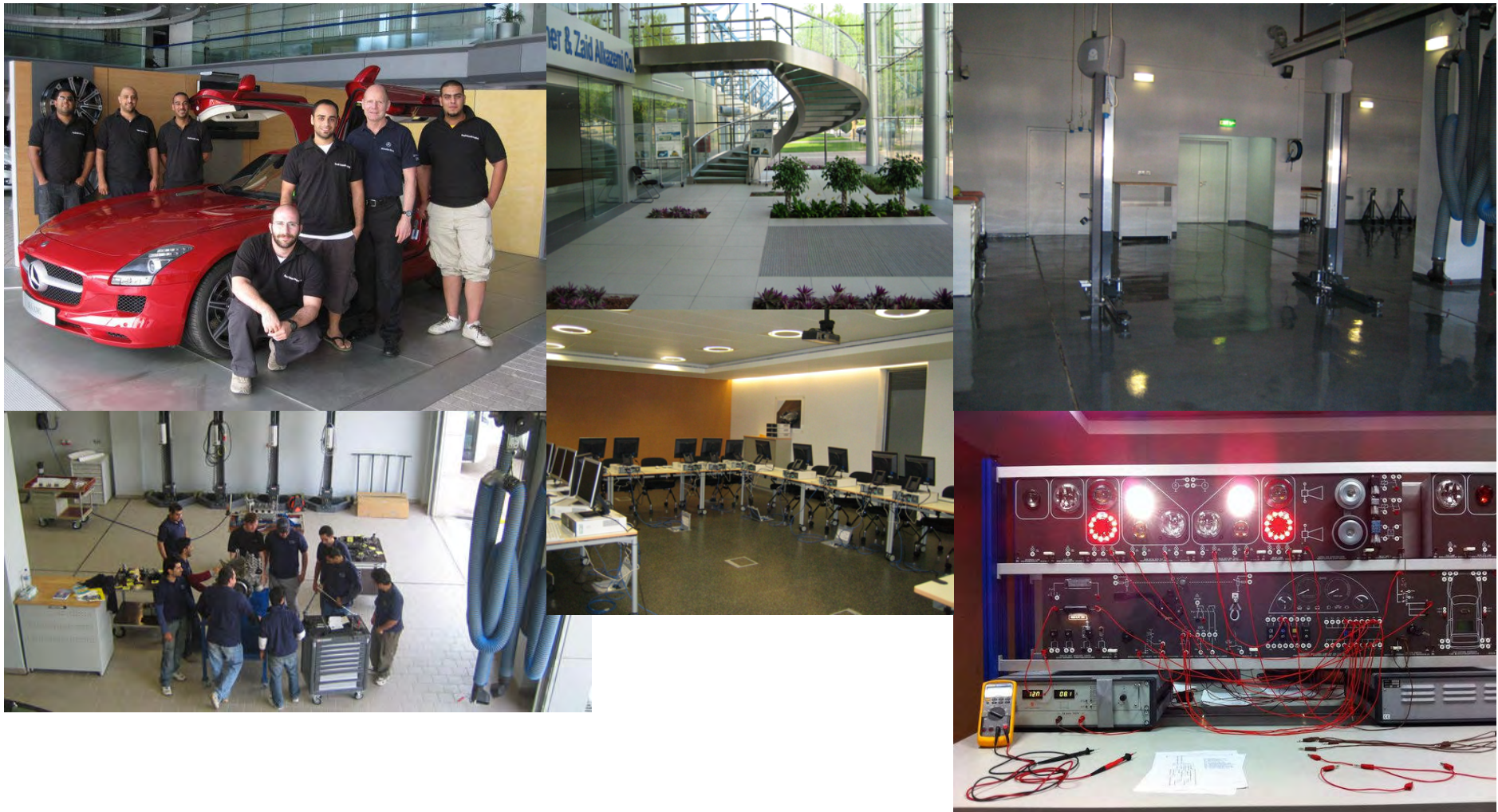
- **CNC-Technology**
- **Robotics and control technology**
- **Automotive electronics including CANbus technology**
- **Alternative drive systems (e.g. fuel cell and hybrid vehicle)**
- **Innovative changes in welding process**
- **Coating technology**

History

Vocational Training in Middle East



Kuwait Automotive Academy Impressions

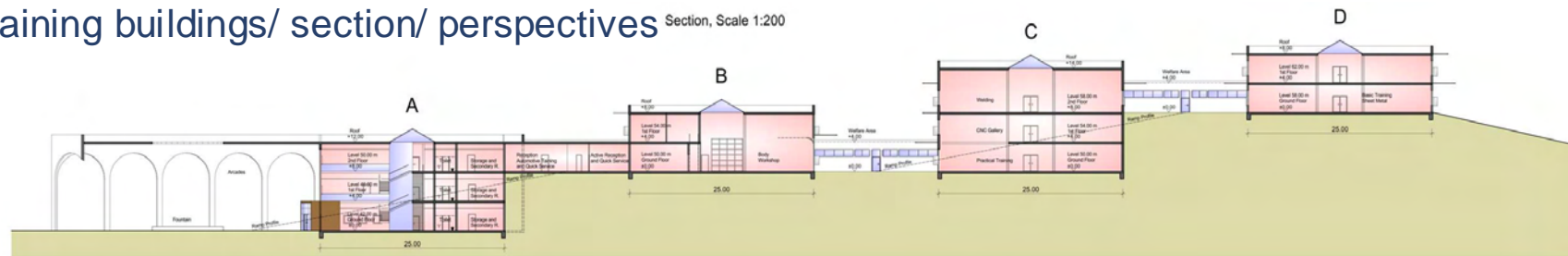


New Training Institute for E.A. Juffali & Brothers in Jeddah, Saudi Arabia site plan



New Training Institute for E.A. Juffali & Brothers in Jeddah, Saudi Arabia

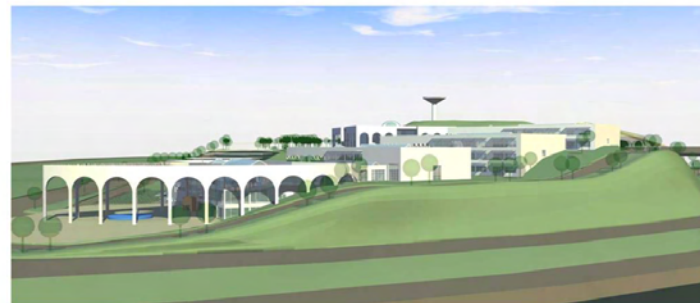
training buildings/ section/ perspectives Section, Scale 1:200



North Isometrie



North Perspective



South - East Isometrie



Perspective Training Area



Perspective Workshop Area



New Training Institute for E.A. Juffali & Brothers in Jeddah, Saudi Arabia

3D-Visualisation / Southeast Isometrie



New Training Institute for E.A. Juffali & Brothers in Jeddah, Saudi Arabia

3D-Visualisation / Southeast Perspective



New Training Institute for E.A. Juffali & Brothers in Jeddah, Saudi Arabia

3D-Visualisation / Northeast Perspective



At the very end

Thank you for your attention!

