

January 2003

International Continuing vocational education - China:

Education market China – Chances for German Training Providers?

EDUCON offers practical assistance for market entrance together with partner agency PROWAY

„After Chinas entry into the World Trade Organisation WTO we are increasingly confronted by most modern technology and highest quality requirements, which our workers are not able to cope with yet. Our vocational training institutions are not able to offer any help. That`s why we have to look for our own solutions to overcome the shortcomings in the vocational qualification of our mechanics and other workers – in order to survive in the competition....“ .

This is the description of the tense situation within the Vocational Education and Training System in China, given by a manager of a large car repair and maintenance chain in Shanghai, with whom EDUCON is currently working on a model project for the introduction of modern qualification standards.

The vocational training system in China is still dominated by government run schools. The programs offered there are usually confined to theoretical lessons, often not related to any practical requirements of a modern industry. Practical skills are imparted only during so called „practical studies“ at the end of a two- or three-year education, but usually without any training plan or curriculum.

The good reputation of the German Vocational Training offers good opportunities and chances for resources and inputs for the modernisation of the Chinese system, particularly its contents and curricula.

The potential demand will be created not only by the vocational schools and the growing number of private training providers in China, but also by industrial enterprises, who do not find providers of training courses on the national market.

The tremendous and manifold chances on the Chinese educational and training market are countered by equally high obstacles and sometimes uncalculable risks.

Besides the large geographical distances as well as language and cultural differences, additional problems are created by the different vocational training systems, including the administrative conditions, which do not permit a direct transfer



Lessons in Basics of electric technology at the vocational School of Jia Ding near Shanghai

of German training contents and programs.

That's why most of the German training providers are still reluctant to enter the Chinese market despite the basically good chances and prospects for their – often – practically oriented and proven training systems and procedures.

In order to offer both advice and practical assistance, EDUCON has entered into an agreement with its partner agency PROWAY, located in Shanghai, to make it easier for German training providers to establish their business in China.

PROWAY is currently engaged to set up its own network in China. Together with EDUCON, the agency offers practical support for the „first Steps“ into the Chinese education market. This includes the collection and compilation of market information, assistance in identification of suitable partners, establishment of first contacts or guidance during the first activities in the „new environment“.

The two organisations will also provide organisational support and logistical assistance for the necessary communication, interpreters or office facilities. This offer shall save the „newcomer“ from the high costs and will keep the financial risks of the new engagement within manageable limits.

For further information and inquiries:

EDUCON

International Vocational Consultancy & Marketing

Jürgen Männicke

Wilhelm-Stolze-Str. 34

10249 Berlin

(+49-30-422 71 90

Cell +49-172-9793978

Fax/Voicemail +49-40-3603970115

E-Mail: info@educon-berlin.de