

Juli 2003

Continuing Vocational Training Abroad – Focus India

“Programmes for India 2003”

Another offer by IMOVE to German Training Providers for Opening up new international markets

The Conference on “Education: an Export Item” conducted by the German Federal Ministry of Education and Research (BMBF) on July 2nd and 3rd 2003 in Berlin has reaffirmed the growing interest of German Vocational Training Providers in opening up new international markets. At the same time there is a clear demand from the trainers seeking assistance to tap markets outside Europe.

This requirement is fostered with the help of **iMove** (International Marketing of Vocational Education), a unit set up within the Federal Institute for Vocational Training (BIBB). Further iMove also ties up with the experiences from seminars and road shows conducted on vocational training markets in the Middle East.

Now the focus is on the largely unknown and untapped vocational training markets in India, which provide a new arena for German vocational training providers and their practical competencies on account of its sustained/effective economic reform processes.

The first step of the programme will be a seminar on “The Education Market in India: Background – Opportunities - Guidelines” organized in the German Federal Ministry of Education and Research (BMBF) building on September 18th, 2003. The organization of this seminar as part of the “Asian Pacific Weeks” in Berlin enables participation in other India-specific programmes like “Economic Conference on India” held by the Asian-Pacific Committee of the German Economy on September 16, 2003 at the House of the German Economy.

In order to establish that the efforts are not only restricted to “grey seminar theory”, a delegation of 10 German Vocational Training providers to India is being organized from the October 12, 2003 onwards. The last date for registration is August 6, 2003.

The delegation trip will start from Mumbai, proceed to Pune, Chennai and to Delhi and shall offer, in addition to first hand information and impressions, the opportunity to come into contact with potential partners and clients.



The good reputation of the systematic vocational training in Germany has been established also by development programs like this one in a private corporation in Chennai.

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Another, and perhaps, a more ideal platform for the launch of sustained vocational training marketing in India is offered by a conference being organized by the Confederation of Indian Industry (CII) – one of the leading umbrella organizations of the Indian economy - on November 10 & 11, 2003. During the conference, titled “Career Opportunities – Education & Learning in the open Economy”, the representatives of the Indian Economy will for the first time engage themselves with the challenges posed by Globalization and the international competition to vocational education and training, thereby identifying ones own role and responsibility of the economy in this area. The organizers, who approached iMOVE directly with their offer, have high hopes and expectations of receiving a positive response from Germany. “Qualification made in Germany” still enjoys a good reputation in India and would therefore be preferred by many organizations as a solution to their needs. A joint presentation by German Vocational Training Providers, who can directly reach out to potential partners within the Indian economy, would there generate a lot of interest.

Comprehensive and detailed information about this programme can be downloaded from the homepage of iMOVE www.imove-germany.de.

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