

Education & Training Industry – Solutions from Germany

Meet German Solution Providers

03. – 04. July 2024, Kuala Lumpur, Malaysia



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https://www.freepik.com/free-photo/young-manual-worker-presenting-new-business-strategy-company-managers-his-colleagues-factory_25856076.htm#query=vocational%20training&position=37&from_view=search&track=ais&uid=31226155-6285-4d95-bff6-805db632acf0

The Malaysian-German Chamber of Commerce and Industry (MGCC), in cooperation with SBS systems for business solutions (SBS) will conduct a business initiation trip of German solutions providers to Malaysia in July 2024 with a focus on the Education & Training Industry.

This Market Development Project is supported by the German Federal Ministry for Economic Affairs and Climate Action, that aims to showcase some of Germany's best solution providers in the field of the education & training.

The German education and training system is unparalleled in its quality and provides a wealth of chances for professional development, not just for students but also for working adults seeking to advance their careers. The German curriculum offers chances for skill development in practically every industry and is very much based on innovation and research.

In addition, the well-known dual education system – in Malaysia known as TVET - is a unique aspect of German higher education where equal focus is given to theoretical and practical learning.

MGCC is coordinating a Conference and Business Matching Event offering presentations, expertise sharing, and individual business meetings with the German solution providers in these particular sector.

Join us for an exchange of knowledge and collaboration with German experts at the **Conference** on 03. July 2024 and at **individually arranged Business Matchings** from 03.-04. July 2024, providing an excellent platform for stakeholders from the Malaysian and German education & training industry to meet. **Participation has to be confirmed by the Organizer.**

Contacts for inquiries on:

Conference:
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Organizers



Malaysian-German Chamber
of Commerce and Industry
Deutsch-Malaysische
Industrie- und Handelskammer

Education & Training Industry - Solutions from Germany - **CONFERENCE** 03. July 2024

Wednesday, 03. July 2024 / Sheraton Imperial Hotel Kuala Lumpur

10:30 – 11:00 Registration & Welcome Coffee

11:00 – 11:15 **Welcome Address** by Dr. Eva Langerbeck,
Interim Executive Director, Malaysian-German Chamber of Commerce and Industry (MGCC)

Opening Address by Ms. Federica Fabbri
Representative of SBS Systems for Business Solutions GmbH

11:15 – 11:30 **iMove: Your Gateway to “Training – Made in Germany”**
By Ms. Silvia Niediek, *Regional Manager South Asia, Southeast Asia and North America, iMove*

11:30 – 11:50 **The TVET Landscape in Malaysia – How is the German Dual Vocational Training Contributing?**
by Ms. Michelle Abu Bakar, *Head of German Dual Vocational Training (GDVT), Malaysian-German Chamber of Commerce and Industry (MGCC)*

11:50 – 13:00 **Panel Discussion 1:**
The Rising Significance of Science Education and Vocational Training - The German Way

1. **Academy Vocational Winkels Hofmann GmbH** - Ms. Ednana Hofmann-Winkels, *Managing Director*
2. **COLCONS UG** – Dr. Daniel Büttner, *Managing Director*
3. **Dr.-Ing. Paul Christiani GmbH & Co. KG** - Mr. Fathi Jamal, *Regional Manager*
4. **LD Didactic GmbH** – Mr. Steffen, *Sales Director East Asia*

Q&A

13:00 – 14:00 Lunch

14:00 – 14.20 **Talents in Malaysia – Where Do We Stand?**
by Mr. Nazrul Aziz, *Group Chief Strategy Officer, TalentCorp Malaysia*

14:20 – 15:45 **Panel Discussion 2:**
Innovative Training & Learning Solutions In the Era of Automation and Digitalisation

1. **betterknow GmbH** - Mr. Michael Halbwirth, *Business Development*
2. **COGNOS International GmbH** - Mr. Matthias Afting, *Managing Director*
3. **FESTO Didactic SE** – Mr. Volker Schmid, *VP Asia Pacific*
4. **FORUM Institut für Management GmbH** - Prof. Dr. Ulrich Zeitel, *Managing Director*
5. **Weltenmacher GmbH** - Mr. Boris Kantzow, *Managing Director*

Q&A

15:45 – 17:30 **Networking session with Malaysian conference participants / B2B meetings**

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For individual Business-Matching sessions, please refer to the **9** company profiles below and select which German company you would like to meet via the following link: [Click here](#). The organiser reserves the right to coordinate the pre-arranged meetings as deemed suitable for the German companies according to their requirements.

BUSINESS MATCHING PARTNERS

www.academy-vocational.de

1. Academy Vocational Winkels Hofmann GmbH

In Germany, we excel as experts in vocational training for **electricians, mechanics, and product designers**, serving as an intercompany partner for numerous successful enterprises. Our expertise stems from decades of experience in educating young individuals and career changers. Our trainer workshops in Jordan, India, and North Macedonia have successfully prepared over 30 instructors for their roles as vocational trainers. Moreover, our assistance in implementing **mechatronics training** has led to the successful education of numerous young professionals in the region surrounding Milan, Italy. Our proficiency in this field presents a valuable opportunity for Malaysian institutions and companies seeking to establish and implement dual vocational training programs. Our trainer certification program adhering to the German standard AdA International precisely addresses this need. For **Malaysian professionals interested in entering Germany**, we can serve as facilitators and bridge the gap between them and the necessary resources and opportunities.

Looking for:

- To work with local institutions and universities in the field of electricians, mechanics, and product designing, where students are interested in pursuing their careers in Germany.
- Companies and institutions interested in implementing high-quality dual vocational training programs, requiring professional assistance in introducing such programs and helping them to train their instructors technically and pedagogically.

www.better-agile.de

2. betterknow GmbH

Based in Germany, betterknow specializes in designing learning experiences and crafting top-tier Digital User Services. betterknow's mission is to empower companies to create a culture of agility and continuous learning that makes them strong for the future. betterknow applies **Scrum elements** into practice, which transforms the existing teaching approaches into a learner-centered environment in which learner teams work in a self-organized manner. betterknow targets **various segments of clients, from young professionals who are adjusting to the working environment, working adults who are changing their career course, corporates who are going through transformation, or coaching in personal growth**. EduScrum does not replace traditional educational methods but complements them by offering a structured framework for project-based learning and student-centered instruction. By incorporating elements of agility and teamwork into the educational process, EduScrum equips students with the skills and mindset needed to thrive in today's fast-paced and interconnected world.

Looking for:

- Training Providers in Malaysia
- Education Providers

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www.cognos-international.com

3. COGNOS International GmbH

We would like to offer scientific trainings in the field of biotech and pharma. We have developed online/ blended GMP trainings and are looking for new business opportunities. These trainings explain complicated science or engineering in an easy and entertaining way without losing precision. They are suitable for pharma, biotech, but also for chip or computer manufacturing, where the employees need to understand how to behave in a clean room and what science lies behind the product. Our customers include Institute Pasteur and BioNTech.

Looking for:

- Companies that are directly interested in training for **Biomedical industry, pharma and life science**
- Companies in **IT & Chip industry, where complicated science or technology of a product or a process needs to be explained** without losing precision.
- Training and educational providers

www.colcons.de

4. COLCONS UG

At COLCONS, we specialize in **supporting your dual vocational training goals and maximizing employee potential**. Our customized solutions, based on the latest research and German standards, ensure successful implementation in your company. Our experienced trainers follow international vocational trainer qualifications to guarantee effective training. We customise sessions to your needs and proudly share our expertise in international dual vocational training. Other than **Train-The-Trainer program, we also provide consultancy service for companies who provide training to their employees in the vocational field**.

Looking for:

- Training Providers in Malaysia
- Corporate companies who are interested in the Dual-Vocational Education Training approach for their employees
- Companies who are looking for consultancy on their training program or approach
- Collaboration with universities, technical colleges, vocational schools, and technical training centres

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www.christiani-international.com

5. Dr.-Ing. Paul Christiani GmbH & Co. KG

Christiani is a holistic provider of products and solutions for technical education, which support companies, colleges, universities and educational institutions in the education and training of **technical specialists according to German educational standards**. We develop Christiani training systems and learning media in collaboration with leading partners from industry - with a focus on the requirements of the labour market. Christiani's product portfolio range are as follows:

Teaching systems, teaching equipment, training standards in the fields of **electrical engineering, electronics, mechatronics, Industry 4.0, IoT, digitalization, AR/VR, artificial intelligence, mechanical engineering, metalworking, automotive engineering and renewable energies**.

- **Looking for:**
- Corporate companies (Human Resources or Training Departments)
- Representative/training provider
- Collaboration with universities, institutes, technical colleges, polytechnics, vocational schools, and technical training centres

www.forum-institut.de

6. FORUM Institut für Management GmbH

FORUM Institut für Management GmbH develops and implements further training events for specialists and managers in business, administration and other organizations. In addition to industry-specific seminars, conferences, and courses, including for **the pharmaceutical industry, insurance companies, finance and accounting, IT management and the energy sector**. High-quality and flexible e-learning programs and online seminars round off the range of further training courses.

Looking for:

- Collaboration with training providers in Malaysia to market their seminars
- Corporate companies that are involved in international markets

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www.festo-didactic.com

7. FESTO Didactic SE

Festo Didactic is a pioneering family-owned business with over 60 years of experience in **technical education, specializing in digital transformation and automation**. Serving a global clientele of 56,000 industrial companies and educational institutions, Festo Didactic offers tailored training solutions to meet the evolving needs of the modern workforce.

By providing comprehensive learning solutions, Festo Didactic equips learners with both technical knowledge and essential soft skills necessary for success. From practical training on physical learning systems to digital online learning opportunities, Festo Didactic offers diverse avenues for learning. The introduction of Festo Learning Experience (Festo LX), a cutting-edge digital learning portal, underscores the company's dedication to personalized and immersive learning experiences.

Looking for:

- Corporate companies that are interested in professional technical courses (Pneumatics, Hydraulics, Electric Drives)
- Manufactures in the mechatronic and industry 4.0 sectors

www.ld-didactic.de

8. LD DIDACTIC GmbH

The LD DIDACTIC Group is a prominent global manufacturer of **high-quality science and engineering teaching and training systems tailored for educational institutions ranging from schools to universities and on-the-job training settings**. Specializing in **physics, chemistry, biology, and engineering education**, the company collaborates closely with educators to ensure its systems align with curriculum requirements, offering practical relevance, ease of use, and successful learning outcomes. Our service and product spectrum covers much more than just experiment equipment. We offer single apparatuses as well as complete experiment set-ups based on the relevant curricula covering science and engineering subjects. This includes the educationally-designed experiment instructions and literature for both students and instructors. LD DIDACTIC markets its comprehensive products and solutions under the brand names of LEYBOLD, ELWE Technik and Feedback.

Looking for:

- Distributor in the field of science (Physics, Chemistry, Biology) education equipment for schools and universities

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www.weltenmacher.de

9. Weltenmacher GmbH

Weltenmacher develops engaging learning content in the field of industry and healthcare with years of experience in VR/AR/XR. We offer off-the-shelf products (such as First Aid and medical trainings) as well as customer-made learning applications. Easy and fast implementations for learning-content with super high motivation (through gamification) – from childhood to old age. We are convinced that learning should be fun and not a chore, so we turned educational content into interactive journeys to make sure, you learn with a smile.

Looking for:

- Training providers
- Customers from healthcare sectors: hospitals, Malaysia Red Crescent, first aid academies, clinics
- Customers from industry sector: chemical, renewable energy, oil & gas
- Universities and vocational schools in the medical field
- Corporate companies
- Partner to develop new content in the field of VR/AR/XR educational learning applications

Organizers

