

Export hit: vocational training



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The Leipzig Fraunhofer Center team, at the third Congress for Vocational Training Export in 2014.

Whether as a prerequisite for exporting equipment or as a product in its own right, training provision is a booming business. Fraunhofer Center Leipzig researchers are placing it on a strategic footing and developing customized export handbooks.

The export of vocational training has become a key industry globally. Providers in Germany also benefit from the high demand for well-qualified professionals that is associated with the export of complex, hi-tech equipment, for example, in the field of mechanical engineering. Consequently, the German Federal Ministry of Education and Research (BMBF) has made the export of vocational training by German educational service providers a funding priority, working since 2008 to support collaborative projects that develop solutions to overcome export barriers and boost success factors.

Fraunhofer Center Leipzig advised the funding initiative from 2012 to 2014, conducting a meta project to examine ways of assisting with the work of these programs through supporting analyses and by kick-starting academic and methodical learning processes through dialogue. As a result, the Fraunhofer Center Leipzig team helped to encourage networking among German vocational training providers and further develop BMBF's funding priority for the export of vocational training by German providers.



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Guidelines for vocational training exportation

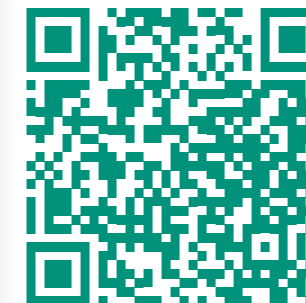
The meta project has produced nine sets of guidelines with concrete instruments and checklists for specific topics of vocational training exportation. These guidelines offer structured information prepared according to uniform standards, providing valuable pointers for the development of export projects and viable business models. They have even become a valuable acquisition instrument. The underlying data was collected by Fraunhofer Center Leipzig researchers during the meta project or taken from the research findings and experience of past projects.

The Fraunhofer Center Leipzig researchers were also tasked with organizing and facilitating learning and dialogue processes. Over the course of the project, Fraunhofer Center Leipzig engaged in dialogue with different actors in the field of German vocational training exports, and designed and organized three specialist congresses and a communications strategy. The strategy contains a detailed schedule with checklists, a communications concept and the program for organizing and implementing the congress and its content. The findings and the acquired contact data are set to be used in major events relating to vocational training exportation going forward.



Dr. Daniel Boese, since April 2014 Senior Vice President of the Festo Gruppe, Leader of Business Unit Didactic and Managing Director of the subsidiary Festo Didactic GmbH & Co.KG.

Impressions from the Third Congress for Vocational Training Export in Berlin, October 2014.



Here you can download the action guidelines for Vocational Training Export.