Background to the project

With the economic rise of large emerging nations, the demand for education is also rising rapidly. Due to increasing economic integration into the world markets, companies in these countries need to achieve higher quality standards. Well-trained, specialized staff are required to an ever greater extent for all kinds of sectors. Since the local education systems, which are often very academically focused, cannot cover the demand for qualifications, new markets for company-oriented educational concepts are emerging. With dual vocational training, German providers have a "quality product" to offer whose market potential is clearly visible. Nonetheless, specifically developing the markets and implementing the training in emerging nations – away from the intrinsic structures in Germany – brings great challenges with it. This is where the key funding area of the German Federal Ministry of Education and Research on "Vocational training export by German providers." comes into play, and with it the meta-project.

Aims of the project

In the main phase of the meta-project, Fraunhofer MOEZ is supplementing the preliminary work of the pilot phase with a highly business-oriented perspective. The most important goal of the meta-project is to generate scientifically substantiated insights into the export of vocational educational services at a meta-level, to process them with a practical focus and to communicate them to export-oriented, German vocational training service providers. Central to this is the analysis of empirically observable business models and the processes that underlie them. Within this context, Fraunhofer MOEZ is making a contribution towards the exchange of experience and networking between the actors by organizing workshops and conferences.