Education Guide
Partnerships and Perspectives of Arab-German Cooperation
Vocational and Higher Technical Education and Training
“BRIDGE: Education and Vocational Training in Tunisia via Remote Service” intends to develop a sustainable educational training concept considering the individual needs of three stages: workers, specialists, and managers. The elaboration and implementation of a Web 2.0 platform will support the learner’s progress and intensify the communication within the company of our project partner Marquardt, a family-owned enterprise headquartered in Germany with a subsidiary in Tunisia.

Main objectives

First of all, each employee shall benefit from the new training system in the automotive industry in equal measure. To this end, we want to develop a concept on three stages: vocational training for workers and in-service training for specialists as well as for managers. The overarching goal is a better stage of knowledge leading to an improvement in productivity.

In the context of sustainability, other training providers shall also be able to export the training concept to other Arabic countries in the medium and long term. Hence, it is very important for the success of the project that the results provide information about cultural aspects and characteristics.

In addition to that, the project partners develop collaboratively a concept of vocational and educational training via remote service for and in Tunisia, the so-called BRIDGE-Learner. The target is not only to launch a Web 2.0 platform that includes tailor-made e-learning-modules, but also to facilitate efficient communication across borders, ensuring a fast problem solving.

Project details

The project designs, implements and evaluates a demand-driven model for exporting German educational services to Tunisia using the example of the automotive industry. The BRIDGE project is cooperationg closely with Marquardt Mécatro-
Tunisia – by using the research method of case study analysis, scenario technique, qualitative and quantitative analysis.

The BRIDGE project is going to last 36 months during which seven work packages will be carried out – each accompanied by three key milestones: concept, pilot, and evaluation.

Experiences and takeaways of leadership training in Tunisia

The further education of personnel plays a crucial role in being successful on the global market. This applies even more for countries like Tunisia after the spring revolution in order to keep pace with the rest of the world. The pilot company Marquardt, which is very progressive and future-oriented, has seized the chance of further qualifying their production managers, the so-called “driving force of production”. The interactive workshops, conducted by Bildungswerk, treated initial leadership trainings for the target group in Gammarth, Tunis and allowed the participants to gain leadership competences related to their daily work on a practical and theoretical level.

Leading a team effectively is a huge challenge and requires excellent competences in communication and conflict management as well as good self-management. Hence, the production managers were very keen on acquiring new competences and highly committed to the training sessions.

Further steps will be elaborated in close cooperation with our Tunisian partner, based on a profound demand analysis. In order to guarantee the knowledge transfer and deepen the gained knowledge, regular group sessions will be provided for the target group in the company. This learning process will be supported by the interactive Web 2.0 platform BRIDGE-Learner, which is developed jointly by the project consortium. In March 2014, further training sessions will be realized for the production managers aiming at stimulating thinking and acting in terms of processes. The seminar will qualify the participants in dealing effectively with changes and realignment of a company and shall optimize the value creation process. The seminar is based on theoretic inputs, interactive training methods and the analysis of ongoing quality processes in production areas. In the long term, the automotive industry in Tunisia and other Arabic countries shall benefit from these leadership modules, which will also be integrated in the Web 2.0 platform BRIDGE-Learner.

The practical side of the coin: technical training in Tunisia

Automotive manufacturers require from their original equipment manufacturers (OEM) and suppliers the same quality for the automotive products independently from the location of the production line. That means, the global operative companies are forced to deliver equal standards. Therefore, they need well-trained personnel in all production plants to meet these ambitious requirements. In the production of plastic parts for an automotive injection, moulding is the most important manufacturing process. But this process is very tricky. The compa-
nies need employees who are familiar with the plastic material and the injection moulding process. Currently, it is not easy to find technicians on the labor market with good knowledge in the area of plastics. Together with the industrial partner Marquardt and its production sites in Tunisia, the project partners develop practical training modules for the Tunisian automotive industry in the field of plastic processing in order to close this gap. The SKZ has been known for competent training and education in the field of plastics for more than 50 years. Therefore, it plays the key role in the development of the training modules under consideration of the local circumstances in Tunisia.

First practical trainings have been realized at the production site of our cooperation partner in Tunisia, during which the participants were highly motivated and committed to resolve problems of understanding. Active discussions, especially their detailed questions, are proof of this. Furthermore, those pilot courses collected necessary information about the possible use of the online platform as a technical training course. The interactive Web 2.0 platform BRIDGE-Learner will take on a complementary function as part of the project. This platform will enable preparation as well as post-processing and performance monitoring. The personal contact and the possibility to react to inquiries continuously were considered as an advantage of the on-site coaching. In the beginning of 2014, this platform is planned to be launched and serve as a useful complement to the face-to-face trainings.

www.bridge-to-tunisia.net
Training of Plastic Welders in the United Arab Emirates

SKZ German Plastics Center (Middle East)

The sustainable supply of potable water in the six Gulf nations is at risk and the countries are trying to cover up by building additional desalination plants. But is there any other alternative? Yes, says SKZ German Plastics Center and is training pipe welders according to German standards to improve the sustainability of piping systems in the GCC region.

Water has always been a treasured commodity in the desert. Today the sustainable supply of potable water in the six Gulf nations is at risk. The demand of potable water is expected to increase drastically and the GCC countries are trying to cover up by building additional desalination plants, but in some regions up to 50% of the potable water is wasted. Leaking piping systems are the main reason.

In fact, the water infrastructure in the GCC countries is just a few decades old, but due to a shortage of qualified workforce the piping systems are not correctly designed and installed. This results into heavy environmental impacts as well as financial losses throughout the region. SKZ German Plastics Center is approaching this alarming situation by providing training according to the renowned and internationally acknowledged German standards DVGW and DVS.

Reda Ashkar, SKZ Business Development Manager for the Middle East and North Africa says: “It is our duty to ensure that state-of-the-art technology is applied, to achieve a sustainable and environmentally friendly water infrastructure which will serve future generations”
Training activities in the Middle East

In August 2008, SKZ Germany opened its first training center in the Middle East. The facility is fully equipped with state-of-the-art welding machines, tools, devices, and quality measuring instruments in order to provide trainees with practical hands-on experience. In addition, theoretical sessions are carried out in the classroom on topics such as material behavior, temperature related effects, site safety measures, pipe pressure testing methods, welding parameters, etc.

Today, over 500 specialists in the Middle East have been successfully trained and certified according to the renowned German standards DVS and DVGW. Training courses for the welding and installation of high density polyethylene (HDPE) and fiber reinforced plastic (GRP) piping systems, as well as polymeric sheets and membranes are offered.

SKZ offers all its training courses on demand. This includes trainings directly at the customer’s facilities and/or project site according to the project requirements. Tailor made courses are also offered to address the specific requirements of every project and to comply with established local regulations and international standards.

SKZ Training Modules offered in the Middle East

- **Certified HDPE Pipe Welder GW330**
  - Installation and Welding of high density polyethylene (HDPE) for gas and water applications according to standards of DVGW German Technical Scientific Association for Gas and Water
  - Duration: 5 days training
  - Attendees: welding technicians, supervisors and engineers

- **Certified HDPE Pipe Welding Supervisor GW331**
  - Supervising the installation and welding of high density polyethylene (HDPE) for gas and water applications according to standards of DVGW German Technical Scientific Association for Gas and Water
  - Duration: 5 days training
  - Attendees: supervisors and engineers

- **Certified GRP Laminator DVS 2220**
  - Laminating of glassfiber reinforced plastics (GRP) pipe-joints with unsaturated polyester resins (UP) and vinyl ester resins (VE)
Goals and objectives

The aim of SKZ training activities in the Middle East is to transfer the required knowledge to the local workforce, thereby contributing to an enhanced quality of piping systems in the region. The benefits of professional education, without doubt, will translate into lower financial losses, a reduced environmental impact and a more sustainable infrastructure that will serve many generations to come.

- **Duration**: 5 days training
- **Attendees**: laminators, supervisors and engineers

- **Certified Plastic Welder DVS 2212-1**
  - Welding of polymeric sheets and plastic pipes for plastic fabrication, tank building, construction, and industrial applications according to the standards of DVS German Welding Society
  - **Duration**: 5 days training
  - **Attendees**: welding technicians, supervisors and engineers

- **Certified HDPE Geomembrane Welder DVS 2212-3**
  - Installation and welding of lining membranes made of high density polyethylene (HDPE) in geotechnical and hydraulic engineering
  - **Duration**: 5 days training
  - **Attendees**: welding technicians, supervisors and engineers
Ghorfa

Building Bridges between Germany and the Arab world

Delegation visit to Iraq together with the Federal Minister Dr. Peter Ramsauer, February 2013

Meeting with H. H. Sheikh Sabah al-Ahmad al-Dschabir as-Sabah during the delegation visit to Kuwait, March 2013
Ghorfa Arab-German Chamber of Commerce and Industry

About us
The Ghorfa Arab-German Chamber of Commerce and Industry is the competence centre for business relations between Germany and the Arab world. It was founded in 1976 and since 1 August 2000, it is located in Berlin. The Board of Directors and the Executive Board equally consist of German and Arab members. This guarantees balance and mutual trust. Not only major German and Arab enterprises are among our members, numerous small and medium-sized enterprises complete our top-class network.

Our network
The Ghorfa operates under the umbrella of the General Union of Chambers of Commerce, Industry and Agriculture for Arab Countries and acts as the official representative of all Arab Chambers of Commerce and Industry in Germany. Our chamber works closely with the Arab embassies in Germany, the Arab League and related governmental bodies in the Arab states. It is part of the worldwide organisation of Arab foreign Chambers of Commerce and Industry. The Ghorfa cooperates with German governmental bodies on federal and regional level and the most important German industrial associations.

What we do
We actively promote and strengthen business relationships among our members and within the wider Arab and German business community. We pave the way for stronger business cooperation in the fields of trade, industry, finance and investment between Arab and German business partners. Strategic partnerships based on mutual benefit and understanding create new business opportunities to facilitate economic benefits for both sides. We therefore mainly focus on networking, communication and on providing information about relevant economic and industrial developments.

Building Bridges between Germany and the Arab World

Networking
- Quick access to decision-makers from industry and politics
- Organisation of delegation visits
- Organisation of events, conferences and further contact platforms (e.g. German-Arab Business, Energy, Tourism, Health, Education and Vocational Training Forum)
- Ghorfa joint booths at major Arab and German trade fairs
- Promoting member services and products to a wider business community

Consulting
- Connecting with matching business partners
- General and business-related intercultural consulting
- Country and branch specific analysis
- Mediation and arbitration in cases of business disputes
- Advice and guidance through the multitude of offers and competing products on the German and Arab market
- Comprehensive and detailed market information about Germany and the 22 Arab states
- Visa support and legalisation services

Information
- Early information about projects and tenders
- Monthly issued Arabic and German newsletters
- Quarterly bilingual business magazine SOUQ
- Arab-German Business Directory providing over 6,000 yearly updated company profiles
- Sector specific books that shed light on Arab-German cooperation in different industrial sectors such as health, education, energy or infrastructure
- Information on the latest economic developments, markets and sectors, legal and political background

We welcome you to become part of the high-level network that we provide for professionals and business leaders from the Arab world and Germany. Join us and share our vision of prospering Arab-German business relations. For further information concerning membership in our chamber please contact us:

Ghorfa
Arab-German Chamber of Commerce and Industry e.V.
Garnisonkirchplatz 1, 10178 Berlin, Germany
Phone: +49 30 278907–0 | Fax: +49 30 278907–49
ghorfa@ghorfa.de | www.ghorfa.de

The Business and Investment in Qatar Forum was held under the patronage of H.E. Sheikh Hamad Bin Jassim Al Thani, Prime Minister and Minister of Foreign Affairs for the State of Qatar in April 2013
Contributing Companies
Carl Duisberg Centren

“Training Made in Germany“

Under this banner, we provide knowledge of management training and intercultural competence, experience abroad and international expertise to several thousand people from all over the world each year. In addition, we manage cross-border educational projects for the business community and public institutions. Carl Duisberg Centren consists of a network of affiliates. This network is one of the leading service providers in the area of international training and qualification.

There are 200 full-time employees in Germany and abroad. The network includes consultants and experts in business and education.

Services in the field of Training & Qualifications

– Professional qualification programs, management training, intercultural training, international consulting, vocational training, language training
– Train the trainer programs
– Curriculum development and elaboration of training material
– Quality control systems for training and further education, support in the selection of personnel
– Planning and equipment of training institutions
– Evaluation of TVET institutions and of TVET programs and projects

Carl Duisberg Centren gemeinnützige GmbH
Internationale Aus- und Weiterbildungsprogramme
Hansaring 49 – 51, 50670 Köln, Germany, www.cdc.de
Contact: Jörg Kalmbach | MSc Economics
Phone: +49 221 1626 282 | kalmbach@cdc.de
Festo AG & Co. KG
Festo Industry

Festo as one of the world’s leading companies is providing pneumatic and electrical automation technology solutions for every requirement with approximately 30,000 catalogue products, customised solutions, ready-to-install automation systems and a matching range of services in Factory and Process Automation.

Factory Automation:
Joining, rotating, gripping, positioning, connecting, holding, testing and checking discrete materials - these are the automation tasks that Festo’s portfolio of products and services is designed to handle.

Process Automation:
Festo provides centralised and decentralised automation concepts for the production, transport, handling and disposal of gases, fluids, paste-like materials or bulk solids. For GMP, food or ATEX zones; for high and low temperatures; for harsh and corrosive atmospheres.

Festo Didactic GmbH & Co. KG
The Training company

Festo has developed into a leading company in the field of industrial training. Festo Didactic can develop solutions which enhance learning success over the entire spectrum of Factory and Process Automation. Festo Didactic is providing both – state-of-the art learning systems and the know-how transfer.

Learning system:
From basic training to the planning, control and handling of complex networked CIM-systems and complete turn-key training labs, Festo Didactic is providing learning and training solutions for all educational and continuous training institutions. The solutions are developed to meet the specific requirements for fast and effective learning and guaranteed training success.

Training and Consulting:
With experienced instructors and consultants, as well as the right formats and methods, Festo Didactic can achieve sustainable and measurable success for the staff and companies. Courses, workshops and business games, open or in-house courses – the focus is always on hands-on learning based on real
Ideas for the Future

The FORUM Institut für Management GmbH – established in Heidelberg in 1979 – develops and implements advanced education courses for professionals and executives in the private and public sector and at a national and international level. FORUM Institut offers both sector-based courses, e.g. for the pharmaceutical, insurance, banking and energy industries, and functional courses in subjects such as finance and accounting, IT management, industrial property protection, human resource management, law and marketing/sales. FORUM Institut has earned an excellent reputation as a provider of these professional education opportunities.

In addition, we have progressively expanded our contacts with partners across borders in order to strengthen our international collaboration. By acquiring cooperation partners in France, Italy, Spain, Greece and Jordan, we have taken the next step toward enhancing our diversity.

This has contributed to FORUM Institut’s current status as one of the largest professional education providers in Europe.

Our approximately 110 employees have also been essential to our success. Their work continues to focus on:

- recruiting first-class speakers
- developing current, relevant subjects and contents
- compiling course materials with a high educational value
- ensuring first-rate support for our course participants

Managing director: Dr. Ulrich Zeitel
Year of foundation: 1979
Annual turnover: 15.5 million € (2012)
Employees: 110

Services:
High-quality training for professionals and executives.

International cooperation partners:
in France, Italy, Spain, Greece and Jordan

FORUM Institut für Management GmbH
Vangerowstraße 18, 69115 Heidelberg, Germany
Contact: Dr. Ulrich Zeitel | CEO | Phone: +49 6221 500500
www.forum-institut.com | info@forum-institut.com

1 | Conference, © Photo: FORUM

2 | Seminar, © Photo: FORUM
Internationale
Hydraulik Akademie
GmbH (IHA)

Training Courses, Seminars

The IHA provides every level of instruction according to their customers needs. Specifically for training courses IHA has designed training stations which simulate actual installations. The hydraulic equipment of the training stations consists of real industrial and mobile components with which participants can create their own circuits. This means that course content can be taught in a practical and easily understood way, which makes a major contribution to reducing errors, improving the availability of machinery and boosting productivity.

Research and development

For analyzing hydraulic components and systems the IHA offers a wide range of testing capacities:

**Universal test bench**
- The multipurpose test bench developed by the IHA can be used to investigate
- pumps in open or closed circuits or hydraulic components and control blocks
- regardless of manufacturer.

**Test bench for fire resistance tests**
Fire resistance investigations are required by classification societies for the shipbuilding and marine engineering industry as well as other institutions according to:
- DIN EN ISO 15541 (Fire resistance of hose lines)
- ISO 19922 (Fire resistance of metallic pipe components with resilient and elastomeric seals)
IHA has been certified for such tests by the Germanischer Lloyd organisation.

**Test bench for salt spray testing**
With the salt spray test, possible corrosion damage on metal components is detected very quickly.

Business activities in Arab countries

Both the IHA in Dresden and HANSA-FLEX AG in Bremen have entered into a close cooperation with the German University in Cairo (GUC). This means that in future Egyptian students will be able to benefit from the know-how of the Dresden facility. In 2012 a Hydraulics Training Centre at the GUC was opened. For this purpose HANSA-FLEX and the IHA made available training stations which enable practical training in hydraulics.

---

**Head of company:** Ulrich Hielscher | Director
**Year of foundation:** 2007
**Annual turnover:** € 2.2 million
**Employees:** 20
**Services:** training courses, seminars, services for research and development

---

Internationale Hydraulik Akademie GmbH (IHA)
Am Promigberg 26, 01108 Dresden, Germany,
Phone: +49 351 658780 0 | Fax +49 351 658780 24
info@hydraulik-akademie.de | www.hydraulik-akademie.de

Contact: Uwe Möbius | Trainer Fluid Technology
Phone: +49 351 658780 25 | Mobile: +49 15161369906
uwe.moebius@hydraulik-akademie.de
KARL KOLB
GmbH & Co. KG

All from one reliable source

Karl Kolb GmbH & Co. KG is a leading German supplier for laboratory instruments and accessories with over 60 years of reputation serving the educational, health, research and industry sector. The company’s sales activities are focused on countries of the Middle East and Africa. Our corporate philosophy “All from one reliable source” covers the full procurement of the required laboratory equipment, professional packing, documentation and delivery to the respective end users, installation and subsequent maintenance by our own engineers as well as instruction and training regarding the supplied equipment in Germany or at site. Supply and installation contracts are concluded with various ministries as well as universities, hospitals, and industrial companies.

By supplying quality products and providing all our customers with the best-possible sales and after-sales services, we have built up an excellent reputation in over 100 countries. Today, we can look back on an impressive list of achievements in planning and equipping large numbers of complete scientific, educational, health and industrial laboratories as well as to regular supplies to thousands of customers throughout the world.

The latest Karl Kolb Scientific Supplies Catalogue 2012/13 with over 1,000 pages and 40,000 single items reinforces our goal to remain or become your best partner in the science, education, health and industry sectors.

Our product range includes all the equipment and furniture as well as installation, training and after-sales services required for establishing complete complex laboratory projects.

Our range of supplies includes:

- General laboratory instruments
- Special sophisticated scientific instruments
- General laboratory accessories
- Laboratory glassware
- Laboratory furniture
- Equipment for scientific studies.
Companies Overview
Waldner Laboreinrichtungen GmbH & Co. KG is a company of the Waldner Group, which employs approximately 1,100 employees worldwide. The Waldner Group consists of three legally independent companies with head office in Germany and eight subsidiaries worldwide.

Research and Development
Which factors characterize a laboratory furniture system, which will equip you well for the future? We have been able to answer this question with innovative ideas since we have been building mass-produced laboratory furniture ranges. Our developments have already had a significant influence on the laboratory working environment. We are frequently one step ahead of the competition.

Business Activities in the Arab countries
Waldner Laboreinrichtungen GmbH & Co. KG runs a branch office in Dubai, from which all activities in the Arab market are managed.
"Acting rather than reacting" has always been one of our strengths, and many of our innovations are regarded by experts as setting the benchmark and significantly influencing laboratories as places of work. We have raised the benchmark with SCALA: functional technology combined with a unique design and outstanding quality guarantees a maximum return on your investment, ensuring that you are ideally equipped to face the future.
We work with a wealth of ideas and total commitment for the benefit of people who work in laboratories. As we understand their needs, we do everything to design laboratories as perfect places of work – down to the very last detail. As the innovative leader in the field of laboratories, we meet the exacting user requirements. When developing our laboratory systems, our knowledge and expertise concerning construction are complemented by input from outside, from the current requirements of customers and the market.

Waldner looks forward to helping your project be one of the best in the world!

WALDNER
Laboreinrichtungen GmbH & Co. KG

Head of Company:
Chairman: Helmut Hirner
Management board: Jochen Zeuch
Year of foundation: 1908 – Waldner Group
1950 – Waldner Laboreinrichtungen GmbH & Co. KG
Annual turnover: 130 million € (2011/2012)
Employees: approx. 700
Production Facilities: Wangen, Germany
Products: Laboratory furniture for laboratories and school labs, incl. fume cupboards, service modules, laboratory benches and sinks, storage cupboards, supply and supposal systems
Arab & German Academy for Holistic Therapies and Medicine

Project: Feel the Energy of the East and West
Contact: Majed Sansour | D. O., Chairman

A&O Center for Holistic Therapies
Bergstraße 30, 76337 Waldbronn, Germany
Phone: +49 7243 766656 | Fax: +49 7243 766656
info@aundo-zentrum.de | www.aundo-zentrum.de

The aim of the Academy is to connect ancient natural and modern medicine and therapy systems that are complementary to each other forming a holistic system that is based on science and modern diagnostic. This special education combines different forms of gentle treatment with modern medicine. We profit from our experience in treating patients at our Center for Holistic Therapy and Medicine in Waldbronn for the last 15 years. Special treatments we offer for: Spinal, Joint, muscles and nerves Problems, Metabolic & Diet, Detox, Health care

Arab International University, Syria

Project: International University Projects in Syria – TEMPUS, ERASMUS MUNDUS and DAAD
Contact: Thomas Rieke | Director Internat. Relations Office
Prof. Dr. rer. nat. Abdul Ghani Maa Bared | Vice President Internat. Relations

Arab International University was founded in 2005, has more than 5,500 students and is the fastest growing and biggest private university in Syria. AIU offers Bachelor level degrees in pharmacy, informatics communication technologies, civil engineering, business administration, architecture and arts. The study programs are designed in compliance to the Bologna process and taught in English.

Carl Duisberg Centren

Project: Hand in hand – a radical reform of technical vocational education and training in Egypt
Contact: Jörg Kalmbach | MSc Economics

Carl Duisberg Centren gemeinnützige GmbH
Internationale Aus- und Weiterbildungssprogramme
Hansaring 49-51, 50670 Köln, Germany
Phone: +49 221 1626 282 | kalmbach@cdc.de | www.cdc.de

Under the banner “Training Made in Germany” we provide knowledge of management training and intercultural competence, experience abroad and international expertise to several thousand people from all over the world each year. In addition, we manage cross-border educational projects for the business community and public institutions. Carl Duisberg Centren consists of a network of affiliates. This network is one of the leading service providers in the area of international training and qualification. There are 200 full-time employees in Germany and abroad. The network includes consultants and experts in business and education.

HHL Leipzig Graduate School of Management – Center for Leading Innovation and Cooperation (CLIC)

Project: BRIDGE: Education and Vocational Training in Tunisia via Remote Service
Contact: Dr. Hagen Habicht | Executive Director

HHL Leipzig Graduate School of Management – Center for Leading Innovation and Cooperation (CLIC) is a think tank for innovation management in organizations and markets, chaired by HHL Leipzig Graduate School of Management, a highly ranked university-level business school. CLIC is a joint initiative driven by scientists from Friedrich-Alexander Universität Erlangen-Nürnberg, HHL and Technische Universität München. It is supported by a strong international network of experts in the field of innovation research.

Codiplan GmbH & IQuL GmbH

Project: Electronically based testing and examination – the key for an exchange of excellence in vocational training
Contact: Johannes vor dem Esche | Managing Director

Codiplan GmbH, IQuL GmbH
Friedrich Offermann Straße 5, 51429 Bergisch-Gladbach, Germany
Phone: +49 2204 585 530 | jvordesche@codiplan.de | www.codiplan.de

For the past 20 years, Codiplan is specialized in creating individualized concepts and solutions in the field of education. The company has developed a Wi-Fi based platform for testing and examination in 2006. The Q[kju:] system is actually used in various universities in Germany and Austria for examinations on a regular basis. In 2011, the IQuL GmbH was founded with the purpose to operate the e-examination business
Daimler is one of the world's most successful automotive companies. With its divisions Mercedes-Benz Cars, Daimler Trucks, Mercedes-Benz Vans, Daimler Buses, and Daimler Financial Services, the Daimler Group is one of the biggest producers of premium cars and the world's biggest manufacturer of commercial vehicles with a global reach. Daimler Financial Services provides financing, leasing, fleet management, insurance, and innovative mobility services.

**Daimler AG**

**Project:** Establishing practical and hands-on vocational training in cooperation in Saudi Arabia, Kuwait and Jordan

**Contact:** Bernd Weisschuh | Manager

**Daimler AG**

Mercedes-Benz Straße 136, 70546 Stuttgart, Germany
Phone: +49 711 17 33748 | Fax: +49 711 17 79091091
bernd.weisschuh@daimler.com | www.daimler.com

Didacta represents the interests of the German education industry and promotes the application of high-quality teaching and learning aids, furnishings and equipment designed to meet the unique needs of all learning environments. Didacta joins hands with associations and organizations, political bodies, educational facilities, and the media in order to promote the German education industry worldwide.

**Didacta – Association of the German Education Industry**

**Project:** Competence from Germany in Vocational Training and Education

**Contact:** Reinhard Koslitz | Managing Director
Stefan Schliesing | Project Manager International

**Didacta – Association of the German Education Industry**

Rheinstrasse 94, 64295 Darmstadt, Germany
Phone: +49 6151 385616 | international@didacta.de | www.didacta.de

As an international player, Drees & Sommer has been supporting owners and investors in all aspects of real estate in the areas of consulting, planning, construction and operation for over forty years. Our services cover development consulting, project management, engineering, real estate consulting, infrastructure consulting and strategic process consulting. With over 1,500 employees at 35 international offices we achieved sales of € 172.5 million in 2012.

**Drees & Sommer**

**Project:** Knowledge Transfer: training program for Saudi Arabian engineers in Germany

**Contact:** Josef Linder | Managing Director

Drees & Sommer
Obere Waldplätze 13, 70569 Stuttgart, Germany,
Phone: +49 711 1317 2439 | Fax: +49 711 1317 101
josef.linder@dreso.com | www.dreso.com

Communication through the internet is our vocation and talent. effective Webwork GmbH, Hamburg, understands that the processes of developing software and developing an organization are closely interlinked. Our blended learning solutions are based on international experience in research, development, practice, and training. We provide the full spectrum from conceptual design to system development and lecturer support.

**effective Webwork GmbH**

**Project:** High-level blended learning solutions – for beginners, academics and vocational practitioners

**Contact:** Prof. Dr. Karsten Wendland | Senior Executive President International Business

effective webwork GmbH
Neuer Wall 18, 20354 Hamburg, Germany
Phone: +49 40 60940857 99 | Fax: +49 40 60940857 1
karsten.wendland@effective-webwork.de | www.effective-webwork.de


**Festo AG & Co. KG and Festo Didactic GmbH & Co. KG**

**Project:** Festo Authorized and Certified Training Centre

**Contact:** Didem Özkan-Lüers | Senior Regional Manager Near East, South Caucasus and Central Asia
Günter Hayn | Senior Regional Manager Middle East and Asia Pacific

Festo AG & Co. KG, Industrial Automation
Ruiter Straße 82, 73734 Esslingen/Berkheim, Germany
Phone: +49 711 347 1111 | www.festo.com

Festo Didactic GmbH & Co. KG, Didactic Learning systems, Training & Consulting
Rechbergsstraße 3, 73728 Denkendorf, Germany
Ms. Didem Özkan-Lüers, phone: +49 711 3467 56440 | ddmz@de.festo.com
Mr. Günter Hayn, phone: +49 711 3467 1470 | hayn@de.festo.com
www.festo-didactic.com
The Forum Institut für Management GmbH – established in Heidelberg in 1979 – develops and implements advanced education courses for professionals and executives in the private and public sector and at a national and international level. Forum Institut offers both sector-based courses, e.g. for the pharmaceutical, insurance, banking and energy industries, and functional courses in subjects such as finance and accounting, management, industrial property protection, human resource management, law and marketing/sales. Forum Institut has earned an excellent reputation as a provider of these professional education opportunities.

Contact: Dr. Ulrich Zeitel | CEO
Forum · Institut für Management GmbH
Vangerowstraße 18, 69115 Heidelberg, Germany
Phone: +49 6221 500500
info@forum-institut.com | www.forum-institut.com

GIZ – Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH

Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH
Dag-Hammarskjöld-Weg 1–5, 65760 Eschborn, Germany
Phone: +49 6196 792664 | Fax: +49 6196 79802664
peter.wunsch@giz.de | www.giz.de

Project: New National Occupational Skills Standards (noSS) for the Kingdom of Saudi Arabia
Contact: Dr. Traugott Schoefthaler | Key Account Manager
Education and Training

GIZ Office Riyadh
P. O. Box 2730, Riyadh 11461
Phone: +966 560 621 693 | traugott.schoefthaler@giz.de | www.giz.de

Project: From Riyadh to Yanbu – state-of-the-art teacher training in Saudi-Arabic
Contact: Dr. Michael Klees | Dean/Director, GIZ SA
Technical Trainers College (TTC) Riyadh | German International Cooperation
P. O. Box 2730, Riyadh 11461, Kingdom of Saudi Arabia
Phone: +966 566 853750 | michael.klees@giz.de | www.ttcollege.edu.sa

GIZ – An innovative partner for the global challenges of tomorrow. The wide range of services offered by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH are based on a wealth of regional and technical expertise and on tried and tested management know-how. We are a German federal enterprise and offer workable, sustainable and effective solutions in political, economic and social change processes. Most of our work is commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ). However, GIZ also operates on behalf of other German ministries and public and private bodies in Germany and abroad. These include governments of other countries, the European Commission, the United Nations and the World Bank. We are equally committed to helping our clients in the private sector attain their goals.

HANSA-FLEX AG

Project: Egypt-German Cooperation for Training in Hydraulics
Contact: Sven Intemann | Key Account Manager
HANSA-FLEX AG
Zum Panrepel 44, 28307 Bremen, Germany
Phone: +49 421 489070 | Fax: +49 421 4890748
info@hansa-flex.com | www.hansa-flex.com

HANSA-FLEX AG is one of the world’s leading system supplier of hydraulic equipment. The company’s 390 branches in 35 countries, more than 280 service vehicles, and a workforce of over 3000 form a dense and comprehensive service network on all five continents. We provide more than 300,000 customers with one-stop shopping for the complete hydraulics product and service spectrum.

Helwan University Egypt

Project: Education meets management: developing management capacity for the education sector
Contact: Prof. Dr. Hosam Refai | HU Coordinator
International Center of Excellence for Education Management (ICEEM)
Helwan University, Ain Helwan, Egypt | Phone: +20 2 25590000
hosamrefai@gmail.com | www.helwan.edu.eg/english

Helwan University is a university of technology and applications, it possesses all the factors of distinction and diversity. It is considered to be a unique model among Egyptian Univer sites as it encompasses Arts, Fine arts, Applied arts, Art education, Music education and Physical Education Faculties.
Hydraulics counts as one of the key technologies in industry. The IHA is dedicated to its advancement. As a service provider to machine operators, production companies and developers of hydraulic installations the IHA provides analyses and testing of components and entire systems independently of manufacturer. Our diverse educational and advanced training courses convey the relevant knowledge in a practice-based way.

Internationale Hydraulik Akademie GmbH (IHA)

Contact: Uwe Möbius | Trainer Fluid Technology

Internationale Hydraulik Akademie GmbH (IHA)
Am Promigberg 26, 01108 Dresden, Germany,
Phone: +49 351 658780 25 | Mobile: +49 1516136906
uwe.moebius@hydraulik-akademie.de
Phone: +49 351 658780 0 | Fax: +49 351 658780 24
info@hydraulik-akademie.de | www.hydraulik-akademie.de

iMOVE is an initiative of the German Federal Ministry of Education and Research to promote and facilitate global business and cooperation between German training providers and international public and private organizations. iMOVE provides collaboration opportunities and helps to establish contacts with high-ranking officials and individuals from the education sector.

iMOVE am Bundesinstitut für Berufsbildung

Project: Current Trends in the Arab-German Training Cooperation
Contact: Markus Milwa | iMOVE Director

iMOVE am Bundesinstitut für Berufsbildung (IABB)
Robert-Schuman-Platz 3, 53175 Bonn, Germany
Phone: +49 228 107-1745 | Fax: +49 228 107-2895
info@imove-germany.de | www.imove-germany.de

The kws PowerTech Training Center is a service provider for training of operating and maintenance personnel from power plants of all kinds. International clients who are operating power plants with German technology or wanting to have their operating personnel trained to German standards will find optimum training offers at the kws, and thus, reinforce a power company’s competitiveness.

Kraftwerksschule e. V.

Project: Human resources development for power plants with cultural aspects in mind
Contact: Uwe Möller | Senior Project Manager (International Activities)

Kraftwerksschule e. V. (kws)
Deilbachtal 199, 45257 Essen, Germany
Phone: +49 201 8489 0 | Fax: +49 201 8489 102
info@kraftwerksschule.de | uwe.moeller@kraftwerksschule.de
www.kraftwerksschule.de

For more than 40 years the Lucas-Nülle company has stood for the development, manufacture and marketing of high-quality, state-of-the-art training systems and education equipment for further and advanced technical, engineering and vocational education. In addition to course offerings covering a wide range of basic theoretical material, project-oriented and didactic training receives special focus.

Lucas Nülle GmbH

Project: Royal Guard of Oman Technical College: excellent conditions for a good start
Contact: Christian Staab-Schmidt | CEO Lucas-Nülle Middle East

Lucas Nülle GmbH
Siemensstraße 2, 50170 Kerpen, Germany
Phone: +49 2273 567-0 | Fax: +49 2273 567-30
info@lucas-nuelle.de | www.lucas-nuelle.com

Lucas-Nuelle Middle East
Dubai Silicon Oasis, HQ Building
A-wing, Office No 503, P. O. Box 34333, Dubai, UAE
Phone: +971 4 501 5640 | Info: +971 4 501 5640
info@lucas-nuelle.ae | www.lucas-nuelle.ae

The name Ottobock stands for high-quality and technologically outstanding products and services in medical technology around the world. The goal of helping to restore mobility for people with disabilities, and protect what mobility they have, stands behind each and every product of the company. The conviction that quality of life is closely associated with a maximum of individual freedom and independence is a key concept that has been a major influence throughout the company’s 90-year history and guides the development of new products in a focused manner.

Otto Bock HealthCare GmbH

Project: Perspectives of P&O education in Saudi Arabia – the chance of public private partnerships
Contact: Klaus Frölich | Director Sales Export

Otto Bock HealthCare GmbH
Max-Näder-Straße 15, 37115 Duderstadt, Germany
Phone: +49 5527 848 1226 | Fax: +49 5527 72230
klaus.froelich@ottobock.de | www.ottobock.com
Renewables Academy AG

Project: The ReGrid Project: capacity building for engineers and managers of the energy sector in the Mena region
Contact: Albrecht Tiedemann | Director Wind Power & Grid Integration of Renewables

Renewables Academy AG (RENAC)
Schonhauser Allee 10-11, 10119 Berlin, Germany
Phone: +49 30 5268958 71 | Fax: +49 30 5268958 99
info@renac.de | Tiedemann@renac.de, www.renac.de

RENAC is an internationally operating provider of training and educational services for renewable energy and energy efficiency. We transfer know-how on various green technologies, such as solar, wind power, bio energy, electricity grids and others. Besides our open and customized trainings, RENAC offers the full range of educational services, from capacity needs assessment to the setting up of turn-key training.

RWTH International Academy

Project: Continuing and executive education – finding a format to fit
Contact: Henry Kobsch, Martin Behr, Christine Rueping, Silke Jenssen

RWTH International Academy
Kackertstraße 10, 52072 Aachen, Germany
Phone: +49 241 80 20718 | Fax: +49 241 80 92525
info@academy.rwth-aachen.de | www.academy.rwth-aachen.de

As the official executive education academy of RWTH Aachen University, the RWTH International Academy is backed by the diverse knowledge of the various institutes and research organizations of the university. Through this close cooperation, practical executive education programmes are professionally conceived, organized and offered.

sequa gGmbH

Project: Employment pact in Tunisia
Contact: Véronique Chavane | Program Director

sequa gGmbH
Alexanderstraße 10, 53111 Bonn, Germany
Phone: +49 228 98238 24
veronique.chavane@sequa.de | www.sequa.de

sequa gGmbH is a German non-profit organization. Since 1991 sequa carries out projects and programs of international cooperation in close collaboration with the German private sector. The focus is on vocational education and training, capacity building for business membership organizations, private sector development, and social dialogue by providing program/project management, training/consulting services.

Siemens AG

Project: Investing in local talent – ensuring the region’s future
Contact: Ahmed Dahduli | Corporate Citizenship Manager, Siemens Middle East

Siemens Energy, Middle East
The Galleries, Building 2, Downtown Jebel Ali, P.O. Box 2154, Dubai, UAE
Phone: +971 4 366 0981 | ahmed.dahduli@siemens.com | www.siemens.ae

Siemens AG is a global powerhouse in electronics and electrical engineering, operating in the energy, infrastructure, industry and healthcare sectors. For over 165 years, Siemens has stood for technological excellence, innovation, quality, reliability and internationality. It is a trusted partner of the Middle East, supporting the sustainable growth of the whole region.

skz German Plastics Center (Middle East)

Project: Training of plastic welders in the United Arab Emirates
Contact: Reda Ashkar | Business Development Manager (Mena Region)

skz German Plastics Center (Middle East)
P.O. Box 33260, Dubai, UAE
Phone: +971 4 8845001 | Fax: +971 4 8845002
info@skz-me.com | www.skz-me.com

With more than 11,000 participants per year, skz is the European leader in education and advanced training of specialized and executive personnel for the plastics industry. skz offers mechanical and industrial training as well as practice-oriented events for merchants, skilled workers, technicians and engineers. We cover: testing and quality assurance, product certification, consulting, training, and certification of management systems.
Soitec is an international manufacturing company, a world leader in generating and manufacturing revolutionary semi-conductor materials at the frontier of the most exciting energy and electronic challenges. Soitec’s products include substrates for microelectronics (most notably SOI: silicon-on-insulator) and concentrator photovoltaic systems (CPV).

Project: Getting ready for solar power
Contact: Fabio Mondini de Focatiis | Vice President Geographical Expansion, Soitec Solar Energy Division

Soitec
54 Avenue Marceau, 75008 Paris, France
Phone: +33 1 47203772 | Fax: +33 1 47239099
fabio.mondini@soitec.com | www.soitec.com

TRIAD Berlin Projektgesellschaft mbH
Project: Science communication in Riyadh: The Prince Salman Science Oasis
Contact: Roger Nientiet | Senior Project Manager

TRIAD Berlin Projektgesellschaft mbH
Marburger Straße 3, 10789 Berlin, Germany
Phone: +49 30 236078 0 | Fax +49 30 236078 381
info@triad.de | www.triad.de

TRIAD China Ltd.
Jumen Road 436, Building 3, Room 203, Shanghai 200023, P.R. China
Phone: +86 21 3331 5252 0
info@triadchina.asia | http://blog.triadchina.asia/

TRIAD Berlin is an internationally renowned communications agency. Since 1994, we create exhibitions and Expo pavilions, brand worlds, media productions, events and conferences presenting complex topics for emotional experiences and lasting impressions. The interplay of creativity, strategic knowledge and technological know-how is trademark of the services rendered by our interdisciplinary team.

University of Education Ludwigsburg
Project: Education meets management: developing management capacity for the education sector
Contact: Robert Schrembs | M.A., Coordinator INEMA

University of Education Ludwigsburg
Reuteallee 46, 71634 Ludwigsburg, Germany
Phone: +49 7141 140 737 | Fax: +49 7141 140 434
inema@ph-ludwigsburg.de | www.inema-master.com

The Institute of educational management is a facility from the university of education Ludwigsburg. We offer innovative and future-oriented courses of study on the market of education. Together with our customers and partners we find answers to urgent questions and challenges to the educational management. We impart integrated leadership skills upon latest scientific insights. Our courses aim on a successful transfer on the job.

Waldner Laboreinrichtungen GmbH & Co. KG
Project: King Saud University – National Diabetes Center in Riyadh, Saudi Arabia
Contact: Peter Schmid | Director Middle East & Africa

Waldner Laboreinrichtungen GmbH & Co. KG
Haidoesch 1, 88239 Wangen, Germany
Phone: +49 7522 986 0 | Fax: +49 7522 986 418
info@waldner-lab.de | www.waldner-lab.com
Phone: +971 44504167 | Fax: +971 44504168 | peter.schmid@waldner.de

Waldner manufactures laboratory systems for just about any requirements since 60 years now. In the meantime Waldner Laboreinrichtungen is Europe’s leading manufacturer of laboratory furniture systems for the industrial sector as well as for universities, schools and hospitals. Waldner’s laboratory program meets the highest standards in quality, energy saving, life time and functionality. However, the new technology behind the fume cupboards is particularly significant.

Waldner Laboreinrichtungen GmbH & Co. KG
Dubai Biotechnology and Research Park, P.O. Box 502454, Dubai, UAE
Visiting address: Al Thuraya Tower 1, 9th Floor, Office 906