



Education Guide






Partnerships and Perspectives of
Arab-German Cooperation






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Education Guide

Partnerships and Perspectives of
Arab-German Cooperation



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Greeting



Prof. Dr. Johanna Wanka

The recent political upheavals in a number of Arab states and the accompanying major transformations in society have once again shown that young people in particular need increased education opportunities in Arab countries. Germany's dual training model with its high rates of retention on permanent employment contracts is a key solution for tackling youth unemployment. We are providing support to young people around the world to open up new educational horizons under the slogan "Training – Made in Germany". On 3 July 2013 the German Government published a strategy paper on international cooperation in vocational education and training (VET). Its aim is to further enhance such education and training worldwide.

The Arab-German Education and Vocational Training Forum, which is taking place this year for the fifth time since its founding, is an established component of our bilateral cooperation in the area of VET. iMOVE (the initiative set up by the German Federal Ministry of Education and Research and located at the Federal Institute for Vocational Education and Training), the Ghorfa Arab-German Chamber of Commerce and Industry and the Didacta Association are jointly committed to ensuring that the Education and Vocational Training Forum remains a central platform for new ideas for enhancing and expanding cooperation on VET. Thus, this event makes an important contribution to cultural dialogue based on respect and tolerance.

See for yourself the quality and effectiveness of German education and training. I hope that readers of this brochure will be inspired, and I wish all those attending the Arab-German Education and Vocational Training Forum useful insights and important new contacts to help open up new opportunities in the lives of young people by way of vocational training.

Prof. Dr. Johanna Wanka | *Federal Minister of Education and Research*

Preface



Abdulaziz Al-Mikhlafi

Education is the premise for economic development, employment and prosperity. Therefore, all Arab governments are investing immensely in a variety of educational reforms and projects, in order to fulfill the needs of the younger generations and to secure their future. Strengthening competitiveness through education is imperative for the region to create more jobs for the growing population.

Many successful bilateral projects have already been initiated, which we are delighted to present in the first issue of the Arab-German Education Guide – Partnerships and Perspectives of Arab-German Cooperation. The numerous articles show that German service providers of the vocational education, training and higher education sector recognize significant potential in the Arab world and that education “Made in Germany” can support and strengthen innovative education projects all over the region.

The success stories presented in this book encourage us to pursue our goal of flourishing Arab-German business relations and inspire us in our daily work. We owe thanks to our member companies for their input during the preparation of this publication. Their efforts and projects are of mutual benefit for Arabic countries as well as Germany.

The Education Guide would not have been possible without the support of our board member Dipl. Ing. Volker Hagmann, Senior Vice President, Lucas-Nülle Training Systems. We sincerely thank Ms Rafaela Aguilera Alvarez for her commitment and dedication for the publication. We would like to express our thanks to Ms Claudia Bierhoff, Ms Britta Weinrich, Ms Traudl Kupfer and Ms Birgit Tümmers for their effort to realize this book project.

Based on its invaluable heritage and its commitment, the Ghorfa Arab-German Chamber of Commerce and Industry has a powerful network, consisting of both institutional and entrepreneurial decision-makers from the Arab countries and from Germany. As the representative of all Arab Chambers of Commerce and Industry in Germany, Ghorfa promotes and strengthens business relations between Germany and the Arab countries in the fields of trade, industry, finance, and investment. The working group “Education and Vocational Training” meets regularly to facilitate Arab-German cooperation in this field. It offers a valuable platform to share information, exchange experiences and to facilitate cooperation.

We hope you enjoy reading this book and wish you many new and fascinating insights and inspirations for further reference projects in Arab-German business relations.

Abdulaziz Al-Mikhlafi | *Secretary General*

Greeting



Prof. Dr. Wassilios E. Fthenakis

During the past few years, a change has been taking place within international education systems. While the education systems of the 20th century simply authorized the transfer of knowledge from one generation to the next, today, they also have to focus from the start on supporting childhood development and skills. Only in this way we can prepare our children for the modern world and guide them so that they are commensurate to the challenges of a globalized 21st century.

This development is especially relevant in the Arab world, where many countries are incorporating changes to the social landscape. The German education sector, under the umbrella of the Didacta Association, would like to extend its knowledge and experience to help facilitate changes successfully within this transition period. We are aware of our great responsibility, as it is the quality of education that ensures the lasting implementation of new educational concepts.

Together with its partners, the Didacta Association will do everything it can do to ensure that from the beginning, education at all stages of a child's development can be successful. We place great importance on our partnership with organizations such as Ghorfa, the Arab-German Chamber of Commerce and Industry, the Federal Ministry of Education and Research, and the Federal Institute for Vocational Education and Training (BIBB). We are delighted to be working side by side with such capable partners, and I am convinced that we will learn much from each other as we work toward our common goal of offering the best educational chances possible to every child and adult.

Prof. Dr. Wassilios E. Fthenakis | *President, Didacta Association e. V.*

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.
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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

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

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.



1 | Festo AG & Co. KG headquarters in Berkheim, Germany

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



2 | Training situation on a fully automated learning factory

Year of foundation: 1925
Turn-over (Festo Group): 2.24 billion €
Employees (Festo Group): 16,200 globally
R & D investment: more than 7% of the annual turn-over

Companies: in 62 countries
Branch offices: over 250 branch offices
Representatives: authorised representatives in 176 countries
Festo customers: more than 300,000 in 176 countries

Festo AG & Co. KG
Business sector Industry: Industrial Automation
Ruiter Straße 82, 73734 Esslingen/Berkheim | www.festo.com
Phone: +49 711 347 11 11

Festo Didactic GmbH & Co. KG
Business sector Education: Didactic Learning systems, Training & Consulting
Rechbergstraße 3, 73728 Denkendorf | www.festo-didactic.com

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Phone: +49 711 3467 1470 | hayn@de.festo.com

FORUM Institut für Management GmbH



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



1 | Conference, © Photo: FORUM



2 | Seminar, © Photo: FORUM

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



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.



1 | Internationale Hydraulik Akademie in Dresden



2 | Seminar Room
with Trainings Stations



3 | Universal Test Bench

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

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.

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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:

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- Special sophisticated scientific instruments
- General laboratory accessories
- Laboratory glassware
- Laboratory furniture
- Equipment for scientific studies.



Technical University Berlin – Campus El Gouna:
all laboratories and workshops equipped by Karl Kolb



Year of foundation: 1948
Employees: 65

Products: laboratory instruments, medical technology, engineering, project development in the health, education, and oil & gas sectors

Business activities in Arab countries:
Iraq, United Arab Emirates, Libya, Egypt, Saudi Arabia, Jordan, Bahrain etc.

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Contact (Mena-Region):
Bernd Herrmann, *Export Director*;
Dr. Michael Fraenzel, *Managing Director*;
Dieter Backfisch, *Managing Director*



WALDNER Laboreinrichtungen GmbH & Co. KG

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 is complemented by input from outside, from the current requirements of customers and the market. For more than 60 years, we have been producing our laboratory components at our headquarters in Germany. Our developments have shaped the workplace in laboratories all over the world. Waldner provides the full value chain from planning through production and installation to servicing. We offer the best possible security, quality, technology, project management, and service. Numerous industrial property rights & patents prove our technological leading position.

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

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 disposal systems



1 | Leadership in innovation does not come about by chance: we are building the laboratories of the future. Safely and securely. We know how things are done and our customers appreciate that. Worldwide.



2 | Customers across the globe value our products and services "made in Germany". Our modern laboratory production facilities extend over 15,000 square metres that enable us to meet the high demand for our products with ease.

Waldner Laboreinrichtungen GmbH & Co. KG
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Contact: Peter Schmid, *Director Middle East & Africa*
Phone: +971 44504167 | Fax: +971 44504168 | peter.schmid@waldner.de

Arab & German Academy for Holistic Therapies and Medicine



Project: Feel the Energy of the East and West
Contact: **Majed Sansour** | *D. O., Chairman*
(arabic speaking) Arab & German Academy
for Holistic Therapies and Medicine

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

A&O Center for Holistic Therapies

Bergstraße 30, 76337 Waldbronn, Germany
Phone: +49 7243 766656 | Fax: +49 7243 766656
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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

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Phone: +963 11 611 9341/7 Ext.102 | Fax: +963 11 611 9340
t-rieke@aiu.edu.sy, www.aiu.edu.sy
www.facebook.com/AIUInternationalOffice

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.

Coordination Center Europe – Berlin Office Geschwister-Scholl-Straße 7
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Carl Duisberg Centren



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

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.

Carl Duisberg Centren gemeinnützige GmbH

Internationale Aus- und Weiterbildungsprogramme
Hansaring 49-51, 50670 Köln, Germany
Phone: +49 221 1626 282 | kalmbach@cdc.de | www.cdc.de

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.

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

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www.clicresearch.org | clic@hhl.de

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*

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

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HANSA-FLEX AG



Project: Egypt-German Cooperation
for Training in Hydraulics

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Helwan University Egypt



Project: Education meets management: developing
management capacity for the education sector

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iMOVE am Bundesinstitut für Berufsbildung

Project: Current Trends
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Project: Human resources development for power plants
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Project: Royal Guard of Oman Technical College:
excellent conditions for a good start
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Project: Perspectives of P&O education in Saudi Arabia –
the chance of public private partnerships
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Renewables Academy AG



Project: The ReGrid Project: capacity building for engineers and managers of the energy sector in the Mena region
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RWTH International Academy



Project: Continuing and executive education – finding a format to fit
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Project: Employment pact in Tunisia
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Siemens AG



Project: Investing in local talent – ensuring the region's future
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SKZ German Plastics Center (Middle East)



Project: Training of plastic welders in the United Arab Emirates
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Project: Getting ready for solar power
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Project: Science communication in Riyadh:
The Prince Salman Science Oasis
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University of Education Ludwigsburg

Project: Education meets management: developing management capacity for the education sector
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