



# German Business Dialogue in Singapore and Malaysia - Higher education and training

**German Delegation to Singapore-Malaysia  
July 1<sup>st</sup> to 5<sup>th</sup>, 2024**

*Delegation brochure*

Project of

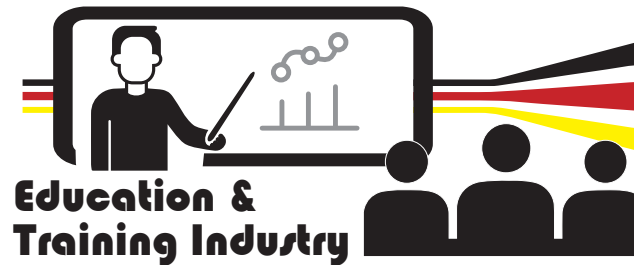


In collaboration with



# German Business Delegation Singapore Malaysia

July 1<sup>st</sup>-5<sup>th</sup> 2024



## German Companies

Academy Vocational Winkels Hofmann GmbH

betterknow GmbH .....

COGNOS International GmbH .....

COLCONS by Dr. Daniel Büttner .....

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

Festo Didactic SE .....

FORUM Institut für Management GmbH .....

LD DIDACTIC GmbH .....

Weltenmacher GmbH .....

German Federal Ministry for Economic Affairs and Climate Action (BMWK) and is part of the Ministry's Foreign Market Entry Program (MEP). The whole project is carried out by SBS systems for business solutions GmbH in straight cooperation with both German Chambers of Commerce in Singapore and Malaysia, respectively the SGCC (Singaporean-German Chamber of Commerce and Industry) and the MCGG (Malaysian-German Chamber of Commerce and Industry).

Please find on the following pages a short company profile for each German participating company and their business interest with Singaporean and Malaysian partners.

The business trip to Singapore and Malaysia in the education and training industry for a delegation of nine German companies providing state-of-the-art solutions for the education sector just kicked off.

The aim is to establish and to intensify new and existing collaborations and partnerships with Singaporean and Malaysian companies, research institutes, trade associations and institutions from the Training sector. The German companies will bring their expertise and offerings to the Singaporean and Malaysian Training industry, providing opportunities for mutual growth and advancement. The program encompasses two major presentation events in Singapore and Kuala Lumpur to showcase Germany's expertise, innovations and technologies, followed by networking opportunities:

**Singapore: Tuesday, July 2nd 2024, One Farrer Hotel, Singapore**

**Malaysia: Wednesday, July 3rd 2024, Sheraton Imperial Hotel, Kuala Lumpur**

The two presentation events are taking place in the framework of the five-day business delegation of German companies to Singapore and Malaysia from July, 1st to 5th 2024, and will be followed by inspiring business dialogues and B2B meetings between German companies and the main institutions and interlocutors of the Singaporean and Malaysian Training industry.

The German Business Delegation Trip to Singapore and Malaysia is a funding project of the

## Message of greeting from the Foreign Market Entry Programme

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The Foreign Market Entry Programme assists German Small and Medium-Sized Businesses during all stages of their export activities. Participating businesses receive widespread support from the initial stages of market exploration up to the making of actual business contacts, e.g., by providing first-hand market information, organizing exploration trips and building networks. Key element of this support is the personal assistance during preparation, implementation and follow-up of these measures to ensure that the business arrangements are of high quality and sustainable.

This visit is part of the showcase events module of the Foreign Market Entry Programme and will facilitate business contacts as well as provide important impulses for the further intensification of the fruitful co-operation between India and Germany.

On behalf of the German Federal Ministry for Economic Affairs and Climate Action, I would like to thank the participants from Germany, all multipliers, and other involved parties in India for their contribution to create a successful measure.

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### **Mr. Christian Tippelt**

Director Foreign Market Entry Programme of the  
Federal Ministry for Economic Affairs and Climate Action (BMWK)  
Germany Trade & Invest



### **Sr. Christian Tippelt**

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*Director Foreign Market Entry  
Programme of the Federal  
Ministry for Economic Affairs  
and Climate Action (BMWK)  
Germany Trade & Invest*

# Symposium Schedule - SINGAPORE

Tuesday, July 2nd, 2024

## German Delegation on Training & Education

- 09:00 ARRIVAL & REGISTRATION**
- 09:30 OPENING OF SYMPOSIUM** - Dr. Tim Philippi, Executive Director, Singaporean-German Chamber of Industry and Commerce
- 09:35 GREETING MESSAGE** - Dr. Thorsten Clausing, Science and Technology Counsellor, German Embassy Singapore
- 09:45 YOUR GATEWAY TO “TRAINING – MADE IN GERMANY”**  
Ms. Silvia Niediek, Regional Manager South Asia, Southeast Asia and North America, iMove, Bundesinstitut für Berufsbildung
- 09:55 KEYNOTE SPEECH: “PRIVATE EDUCATIONAL LANDSCAPE FOR SINGAPORE PRIVATE EDUCATION INSTITUTIONS (PEI)”** - Mr. Roger Lee, Honorary Secretary, SAPE (Singapore Association for Private Education)
- 10:05 COMPANY PRESENTATION: FORUM INSTITUT FÜR MANAGEMENT GMBH** - Prof. Dr. Ulrich Zeitel, CEO, Forum Institut für Management GmbH
- 10:15 COMPANY PRESENTATION: DR.-ING. PAUL CHRISTIANI GMBH & CO. KG** - Mr. Fathi Jamal, Regional Manager, Christiani GmbH & Co. KG
- 10:25 COMPANY PRESENTATION: LD DIDACTIC GMBH**  
Mr. Steffen Lischke, Sales Director East Asia, LD DIDACTIC GmbH
- 10:35 COMPANY PRESENTATION: ACADEMY VOCATIONAL WINKELS HOFMANN GMBH** - Ms. Ednana Hofmann-Winkels, CEO, Academy Vocational Winkels Hofmann GmbH
- 10:45 Coffee and Refreshment Break**
- 11:00 KEYNOTE SPEECH: “TUM IN SINGAPORE”**- Dr. Markus Waechter, Managing Director, Technical University of Munich (TUM) Asia
- 11:10 KEYNOTE SPEECH NACE: “INTRODUCTION TO NANYANG POLYTECHNIC AND NACE”** - Ms. Azizah Mohd, Lead Specialist, NACE (National Centre of Excellence for Workplace Learning)
- 11:20 COMPANY PRESENTATION: BETTERKNOW GMBH**  
Mr. Michael Halbwirth, CEO & Business Development, betterknow GmbH
- 11:30 COMPANY PRESENTATION: COLCONS by Dr. Daniel Büttner**  
CEO & Founder, COLCONS by Dr. Daniel Büttner
- 11:40 COMPANY PRESENTATION: COGNOS INTERNATIONAL GMBH**  
Mr. Matthias Afting, CEO, Cognos International GmbH
- 11:50 COMPANY PRESENTATION: WELTENMACHER GMBH**  
Mr. Boris Kantzow, CEO, Weltenmacher GmbH
- 12:00 Company Presentation: FESTO Didactic SE**  
Mr. Fou Teck Kong, Festo Didactic SE
- 12:10 Closing Remarks**
- 12:15 Lunch and Networking Session**
- 13:30 End of Symposium**

## German Delegation on Training & Education

**09:00- 09:45** **INTRODUCTORY BRIEFING** with MGCC, German Embassy and GTAI - Briefing on Malaysian Education and TrainingMarket

**09:45- 10:00** **Q&A SESSION**

**10:00- 10:45** **INTERCULTURAL BRIEFING** - "Malaysia – Truly Asia" & "Do's & Dont's During Business Meetings" by Ms. Patricia Chin, Senior Manager, MGCC

**10:30- 11:00** *Conference Participants' Registration & Welcome Coffee*

**11:00- 11:15** **Welcome Address** - Ms. Tara Meite, Deputy Executive Director, MGCC  
**11:15** **Opening Address** - Ms. Federica Fabbri, Junior Project Manager, SBS systems for business solutions GmbH

**11:15- 11:30** **IMOVE: YOUR GATEWAY TO "TRAINING – MADE IN GERMANY"** - 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?** - 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

**Moderator:** Ts. Fahrul Rizal bin A. Halim, Deputy Managing Director Academic & Operational, German-Malaysian Institute (GMI)

**Panelists:**

1. Academy Vocational Winkels Hofmann GmbH - Ms. Ednana Hofmann-Winkels, CEO

2. **COLCONS** by Dr. Daniel Büttner - Dr. Daniel Büttner, CEO & Founder  
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?** - 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**

**Moderator:** Prof Ts Dr Murali Raman, Deputy Vice Chancellor, Asia Pacific University (APU)

**Panelists:**

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

Q&A

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

**19:00 onwards** Group Dinner at **Bijan Bar & Restaurant** <http://www.bijanrestaurant.com/>. [self-paid]



## Summary

The Academy is an educational company founded in 2019, which aims to guide numerous young individuals as well as adults on their educational journey.



## Company profile

The Academy Vocational Winkels Hofmann GmbH is an educational company based in Mönchengladbach, Germany. Founded in 2019, the Academy Vocational Winkels Hofmann GmbH aims to guide numerous young individuals as well as adults on their educational journey.

The company employs a total of 9 staff members who work together to ensure the efficient implementation of training programs and foster collaborative relationships with our clients.

In 2021, the Academy Vocational acquired the training workshops originally established by Schlafhorst, a major textile machinery manufacturer also based in Mönchengladbach, for the purpose of training its own skilled workforce. This acquisition provided the Academy Vocational with the opportunity to draw upon over 90 years of experience in training young individuals. The two partners consider the education of young people to be a genuine passion.

## Products / Services

### Training Programs

- Vocational-technical fields including metalworking, electrical engineering, and technical product design
- CNC, PLC, hydraulic, and pneumatic technology
- Initial training, further education, and retraining
- Coaching and supervision
- Exam preparation seminars
- Tailored, customized training sessions
- Methodological and didactic instructor training

The company ensures the quality of the educational programs through the highest technical standards, practical learning content, and experienced, continuously trained professional staff. Our overarching goal as an educational company is to earn and maintain sustainable customer trust. The foundation of the success and operations of Academy Vocational Winkels Hofmann GmbH is the satisfaction and economic success of the customers and employees.

## References and export activities

The academy has international experience in the field of methodological and didactic instructor training following the German standard (AdA International). They successfully conducted these trainings for a private company in Jordan (Amman) as well as for the AHK (German Chambers of Commerce Abroad) in India (Pune) and North Macedonia (Skopje). Additionally, they provided consulting services to the AHK in Italy (Milan).

## Target group

Private companies and institutions seeking to employ staff trained in didactics and methodology for vocational training. The academy also offer programs for the professional development of trainers.

Institutions in search of guidance for the implementation of dual vocational training.

Individuals in need of assistance to gain practical experience as interns in the German job market.

## Competitive advantages

The founders of Academy Vocational Winkels Hofmann GmbH view education as a matter of the heart, drawing from their international experiences. With streamlined decision-making processes, quick decisions can be made. Located in Mönchengladbach, Academy Vocational Winkels Hofmann GmbH owns an outstanding network with reputable companies, which can be highly beneficial for internships in Germany.

## Ideal business partners

Private companies and institutions seeking assistance in establishing dual vocational training programs can benefit from our methodological, didactic, and technical training sessions and consultations. Additionally, the company offers support to institutions facilitating internships for young individuals looking to gain experience in Germany.



## Academy Vocational Winkels Hofmann GmbH

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[www.academy-vocational.de/international-services](http://www.academy-vocational.de/international-services)

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Languages: German, English

## Project

German Business Delegation  
Singapore Malaysia

July 1<sup>st</sup>-5<sup>th</sup> 2024



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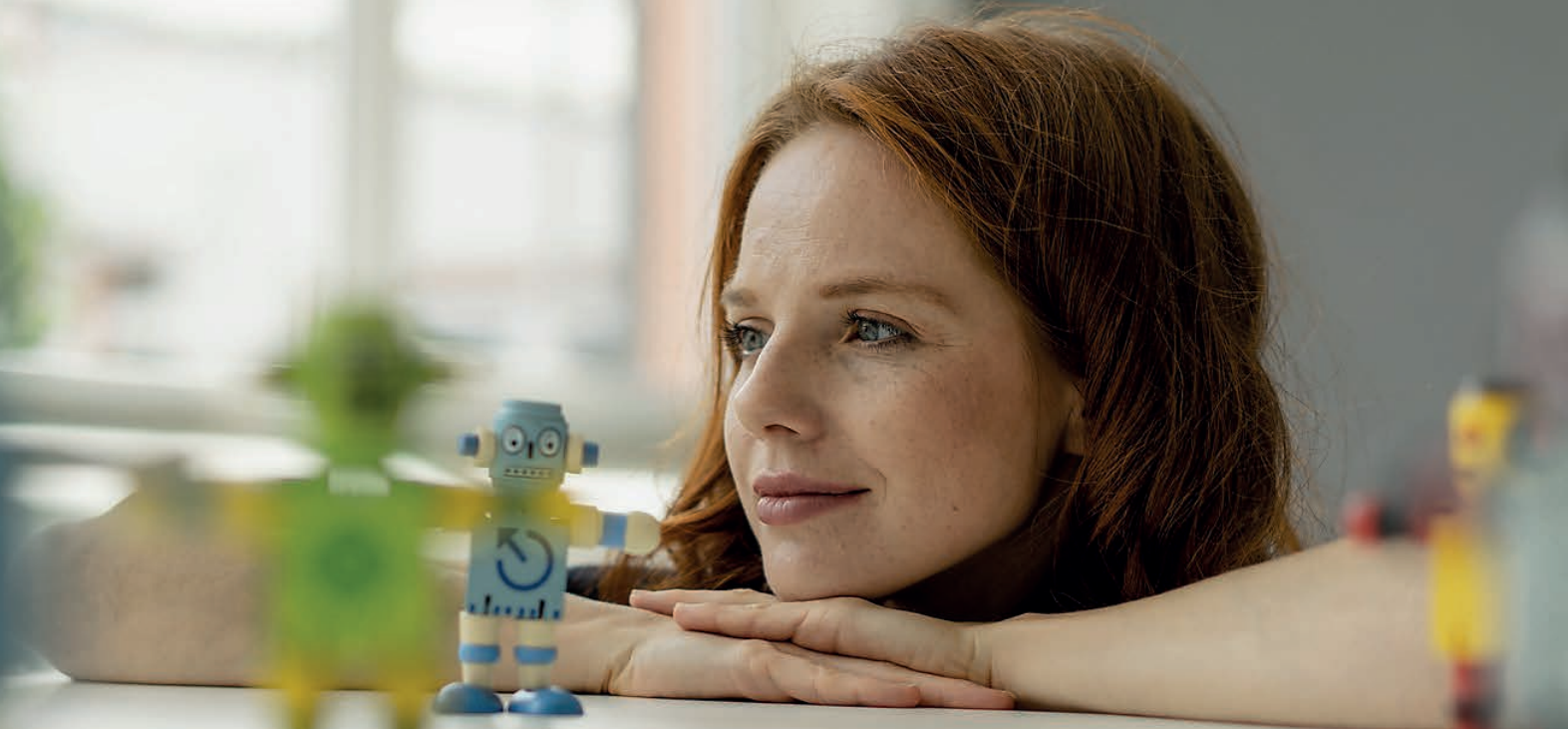
Federal Ministry  
for Economic Affairs  
and Climate Action



Project of:



**betterknow<sup>+</sup>**  
einfach *einfach*



#### Summary

Specializing in user support for complex software, the company Betterknow offers context-based assistance, reducing anxiety and fostering user empowerment.

**Ihre *Herausforderung*  
ist unser Antrieb.**



  
made in  
Germany

[www.betterknow.de](http://www.betterknow.de)



## Company profile

BetterKnow is a pioneering firm specializing in cutting-edge digital user services. The focus lies in providing practical support for complex software implementations, offering context-based assistance precisely where and when users need it. The company understands that adopting new technology can be daunting, which is why they are dedicated to reducing transformation anxiety and empowering users through tailored solutions. Their expertise spans personal development, teamwork, self-management, and change management. By fostering a supportive environment, they enable users to confidently navigate digital transformations, ultimately driving organizational success.

## Products / Services

BetterKnow offers a range of innovative digital user services designed to enhance productivity and streamline operations. Their flagship products include BetterContent, BetterInform, BetterLearn, and BetterAgile. BetterContent delivers tailored content solutions, while BetterInform provides real-time information management. BetterLearn offers personalized training programs, and BetterAgile supports agile methodologies and change management. With a focus on user empowerment and support, their services drive efficiency and success in today's dynamic business landscape.

## References and export activities

The company collaborated with CGI, the states of Mecklenburg-Vorpommern and Hessen, BMW, and Deutsche Telekom, showcasing its expertise in delivering innovative digital solutions and services tailored to their specific needs and objectives.

## Target group

The main target group includes businesses across industries seeking to optimize digital operations and empower their workforce. The experts of Betterknow cater to decision-makers, IT professionals, HR managers, and educators aiming to drive efficiency, productivity, and growth through innovative digital solutions.

## Competitive advantages

The competitive advantages stem from innovative solutions, tailored services, and customer-centric approach. The experts at Betterknow leverage technology and industry expertise to deliver superior value. Agility, responsiveness, and a track record of successful implementations further differentiate the company in the market.

## Ideal business partners

The ideal business partner shares the vision of the company for growth, values collaboration, and brings complementary strengths to the table. Integrity, reliability, and a commitment to mutual success are key criteria for fostering a long-term partnership.

**betterknow<sup>+</sup>**  
einfach *einfach*

## betterknow GmbH

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## Project

German Business Delegation  
Singapore Malaysia

July 1<sup>st</sup>-5<sup>th</sup> 2024



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- Innovative Trainings & Programmes (offline, online & hybrid)
- Customized Education & Training for individual needs and industries
- Coaching & Empowerment

#### Summary

International branch of Carl R. Frensenius Education. Establishing & expanding cooperations with educational institutions & companies abroad.



  
made in  
Germany

# GMP



## Company profile

COGNOS International has 30 years of experience. We have serviced more than 12.000 training participants and conducted more than 5.000 business exchanges between Germany and more than 25 countries.

## Products / Services

Scientific Trainings, Educational Concepts, Online/Blended/On-Site GMP Trainings.

## References and export activities

The company offers education in 8 languages – from German and English to French, Spanish, Czech and Russian as well as Chinese and Arabic. Their international universities in the Czech Republic and Luxembourg are currently teaching more than 6.000 active students in the fields of Business, Management, Administration, Security, Sports and Health.

## Target group

Biomedical Industry, Pharma, Life Science, IT, Chip Industry, Engineering and Science in general.

## Competitive advantages

- Condensed training modules with a focus on essential knowledge
- Flexible Prep-Modules available as needed
- Time-zone and work schedule-independent training
- Easily adaptable class schedules, including part-time options
- Cost-efficient modular structure
- High adaptability to local requirements
- Documented learning progress for each student
- Content in various languages can be made available

## Ideal business partners

- Companies interested in scientific and business training, especially from biotech, pharma, chemistry, petrochemistry, chip production.
- Sales organisations to promote and sell above mentioned trainings.



## COGNOS International GmbH

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Languages: English, Deutsch, Français, Español

## Project

German Business Delegation  
Singapore Malaysia

July 1<sup>st</sup>-5<sup>th</sup> 2024



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# Education means future

## Summary

**COLCONS provides tailored training and consultancy services based on the renowned German Dual Vocational Education system.**



## Company profile

COLCONS - Corporate Learning Consultants specializes in delivering in-house seminars and web-based courses on various topics related to vocational training and corporate digitalization needs. The company focuses on conveying complex subjects in a way that enables participants to apply their knowledge from day one. Their approach is centred around action-oriented methods and practical applications.

## Products / Services

COLCONS offers a wide range of services, including:

- *Seminars and Workshops:* Conducted at your company, an external venue, online, or as a hybrid.
- *Consulting Services:* Assisting businesses in creating and planning learning management systems and adapting training regulations.
- *COLCONS Academy:* Providing continuous learning opportunities through their online platform, allowing learners to progress independently.

## References and export activities

Operating globally, COLCONS has successfully executed projects in Germany, India, Indonesia, Kenya, Lithuania, Namibia, Nigeria, North Macedonia, Russia, South Africa, the USA, and Vietnam.

The company's international experience underscores the ability to adapt and deliver high-quality training across diverse cultural and organizational contexts.

## Target group

COLCONS services are tailored for employees in German-based companies and organizations worldwide, particularly those requiring vocational education and corporate training.

## Competitive advantages

The company's competitive edge lies in its distinguished "Made in Germany" quality standards and the Dual Vocational Education and Training (DVT) system.

This methodology leads to rapid and sustainable learning outcomes in the workplace.

COLCONS collaborates with an extensive network of experts to ensure the highest level of expertise and innovation in their training solutions.

They recently expanded the portfolio in collaboration with HTW Berlin (University of Applied Sciences, Department of Robotics and Automation).

The new "BaSys4Transfer project" aims to expand the use of asset administration shells (AAS) in small and medium-sized enterprises (SMEs) to promote digital transformation in production, e.g., to enable digital product passports.

## Ideal business partners

COLCONS seeks to collaborate with companies and training providers across various industries that need to enhance the skills of their employees.

Their network of experts ensures the delivery of specialized training programs that meet the partners' needs.



## COLCONS by Dr. Daniel Büttner

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Languages: English, German

## Project

German Business Delegation  
Singapore Malaysia

July 1<sup>st</sup>-5<sup>th</sup> 2024



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# Christiani

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## Summary

Christiani provides solutions for technical education. A wide portfolio of hardware, didactics and training lab concepts ensures perfect training opportunities to the clients.



  
made in  
Germany

[www.christiani-international.com](http://www.christiani-international.com)

## Company profile

Christiani is a holistic provider of products and solutions for technical education. They support companies, colleges, universities and educational institutions in the education and training of technical specialists according to German educational standards. For over 90 years, Christiani has been known for its high-class and practical products and solutions in technical education. Their many years of experience and know-how make them a reliable partner for industry and institutions. In over 90 countries, all the customers trust their quality and expertise in technical education. The solutions for technical education cover the following topics: renewable energies, metal technology, automation technology, Industry 4.0, electrical engineering, automotive technology. The company portfolio covers both the hardware and the corresponding didactics. It is their holistic approach to complement teaching systems with adequate teaching materials, such as e-learnings, books, project work and train the trainer courses.

## Products / Services

Discover Christiani proven training concepts and teaching aids for vocational training in industrial automation technology, electronics, mechanics automotive technology and renewable energies/HVAC. The perfect combination of their training equipment complemented by didactic materials ensure sustainable and hands-on teaching and training. In line with the concept of lifelong learning, they present solutions and products from school age through vocational training and college to further education for professionals. Christiani offers hardware, software, and educational materials at all levels: Textbooks, specialist books, e-learning, simulation software, training courses, teaching systems, project work and train-the-trainer courses.

## References and export activities

In over 90 countries, customers trust the quality and expertise of Christiani in technical education.

## Target group

- Vocational schools
- Engineering schools and Industrial colleges
- Chamber of industry and commerce
- Military basic and advanced trade/Technical training
- Technical colleges and Polytechnics
- Universities
- Industrial basic and advanced, trade/Technical training

## Competitive advantages

The Christiani brand stands for know-how and quality in technical and vocational training and further training. From the distance learning institute of the early days, Christiani has developed into one of the leading providers of teaching materials for the entire technical educational path worldwide. Learning and education should also be fun. Therefore, Christiani increasingly uses the advantages of digital media, including Augmented and Virtual Reality.

## Ideal business partners

The learning and teaching systems of the company cover the most important technical sectors:

- Mechanics / Metal Technology
- Automation Technology
- Electronics / Electrical Engineering
- Automotive Technology
- Sanitation Technology / HVAC
- Renewable Energies
- STEM Subjects

# Christiani

est. 1931

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

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## Project

German Business Delegation  
Singapore Malaysia

July 1<sup>st</sup>-5<sup>th</sup> 2024



Education & Training Industry

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MITTELSTAND  
GLOBAL  
FOREIGN MARKET  
ENTRY PROGRAMME

Project of:



systems for business solutions



germantech  
.org

# FESTO



## Summary

Festo is a worldwide leader in automation and a world market leader in technical training and education.



  
made in  
Germany



[www.festo.com](http://www.festo.com)



## Company profile

Festo is a worldwide leader in automation and market leader in technical training and education. By establishing a link between industry and education, the experts at Festo are helping their customers to increase their productivity every single day, whether with equipment for technical education centres or with training and consultation for industrial companies.

## Products / Services

As a driver and shaper of automation, The focus of the company is always on people as well as technical solutions. The learning systems of Festo Didactic are used worldwide in schools and universities, industry-wide institutes, and companies to train the specialists of tomorrow. Their portfolio covers all the equipment for efficient learning and guaranteed success in learning. From simple simulation software, customised training packages and the modular training factory to the fully equipped training centre. Main fields of training are Automation, Mechatronics, Industry 4.0, Cloud- and AI Applications, Digital Learning, Electronics, Electrical Engineering, Process Automation, EMS, Radar, and many more.

## References and Partners

Singapore: Nanyang Polytechnic; Ngee Ann Polytechnic; ITE Singapore; SkillsFuture and CDTITUM Asia. Malaysia: STDC, GMI, UTM, B. Braun Penang.

## Target group

Public Institutions, Private Institutions, Government Agencies, Training Providers, Educational Consultants.

## Competitive advantages

All products and solutions are based on industrial standards including components used in the industry. Therefore long-lasting, but also easier to understand by the trainees. Additionally, all products have digital training courseware. Also the seminars and trainings focus on real industrial problem solving. From industry for industry. Additionally, the company is covering all major local languages in terms of courseware and training.

## Ideal business partners

Experienced business with government, public and private tenders, knowledge about the education market, excellent network locally.

# FESTO

## Festo Didactic SE

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## Project

German Business Delegation  
Singapore Malaysia

July 1<sup>st</sup>-5<sup>th</sup> 2024



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## Summary

**Conference and seminar specialists in Europe.**



## Company profile

FORUM Institut für Management GmbH - founded in Heidelberg in 1979 - 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, banks and the energy industry, the FORUM Institute also imparts functional knowledge ranging from finance and accounting, IT management to intellectual property, human resources, law and marketing/sales. High-quality and flexible e-learning courses and online seminars round off the range of further training on offer. The FORUM Institute has been part of SRH, leading provider of education and healthcare services, since 2012.

## Products / Services

FORUM develops and implements further training events for specialists and managers.

The training programs by FORUM consist mainly of seminars, courses, workshops and conferences. The company offers about 2,000 different training events each year, and more than 750 training programs are available on an ongoing basis. They organize more than 200 customized in-house events each year- on-site or online, and the online type of training is offered in the form of e-learning and live webcasts.

## References and export activities

The company has expanded internationally organizing conferences and seminars in Alicante, Brussels, Geneva, Helsinki, Japan, London, Milan, Paris, The Hague, Prague, Vienna, Warsaw and Zurich.

## Target group

- Energy Supply Industry
- Financial Services/Banking
- Intellectual Property Law
- Information Technology
- Insurance, Controlling, Taxation
- Law
- Management Skills
- Pharmaceutical/Biotechnological

## Competitive advantages

The main focus is on the customers. All 100 or so employees are motivated and committed to guaranteeing you the best possible training experience, which is characterized by:

- Learning from experienced instructors
- Up-to-date, relevant topics and content
- Benefit from a wide range of formats
- Qualified support during the event
- Inspiration by other participants

The company earned an excellent reputation for organizing professional development. They are now one of the most renowned and largest further education institutions in Europe and are constantly establishing contacts across national borders with the aim of strengthening international cooperation.

## Ideal business partners

Marketing/Sales, Companies/institutions interested in vocational training, Further education/human resources departments in companies.



## FORUM • Institut für Management GmbH

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Languages: English, German

## Project

German Business Delegation  
Singapore Malaysia

July 1<sup>st</sup>-5<sup>th</sup> 2024



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TECHNIK



### Summary

LD DIDACTIC Group is a leading global manufacturer of high quality science and engineering teaching and training systems.



made in  
Germany

[www.ld-didactic.de](http://www.ld-didactic.de)

## Company profile

LD DIDACTIC Group service and product spectrum covers much more than just experiment equipment. The company offers 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.

The focus is on teaching solutions for:

- Physics
- Chemistry
- Biology
- Photonics
- Electrical Engineering
- Automotive Technology
- Renewable Energy

By collaborating very closely with teachers and instructors, the company has developed training systems and adapted their solutions to their specific curriculum requirements thus ensuring maximum practical relevance, easy use and successful learning.

## Products / Services

Since more than 170 years LD DIDACTIC Group is a leading global manufacturer of high quality science and engineering teaching and training systems for:

- Schools (secondary schools)
- Vocational colleges
- Technical colleges
- On-the-job training
- Universities

## References and export activities

The teaching solutions of LD DIDACTIC Group can be found in over 100,000 schools and universities in over 80 countries, including top universities such as Harvard, Oxford, Cambridge, Stanford, Yale, Toronto, MIT, Tsinghua and NUS Singapore.

## Target group

Secondary schools, high schools, colleges, universities, vocational schools polytechnics as well as industrial training centers and Ministries of Education and Ministries of Labour.

## Competitive advantages

The State-of-the art Technology of the teaching solutions enables the combination of traditional and digital way of teaching. The German Quality standards make it possible to use the solutions for many years and the modular approach enables the customers to upgrade their existing solutions with new technologies. With over 170 years of experience, the company can guarantee a maximum of curricula coverage using the teaching solutions.

## Ideal business partners

An ideal business partner should have experience in doing business with schools and institutions as well as with government agencies. The ideal partner has strong customer relations in the mentioned target fields, a reliable business network as well as a very good reputation.



## LD Didactic GmbH

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Phone: +49 1722949802

Languages: English, German

## Project

German Business Delegation  
Singapore Malaysia

July 1<sup>st</sup>-5<sup>th</sup> 2024



Supported by:



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# WELTEN MACHER

## QUALIFYING TEAMS WITH VR / XR



### Summary

Interactive and engaging XR-trainings for industry/medicine - highly efficient and even fun to use for risk-free learning with standardized training content.



  
made in  
Germany

[www.weltenmacher.de](http://www.weltenmacher.de)

## Company profile

Weltenmacher develops engaging learning content in the field of industry and healthcare with years of experience in VR/AR/XR. The company offers off-the-shelf products (such as First Aid and medical trainings) as well as custome-made learning applications.

## Products / Services

Off-the-shelf (annually fee) VR-trainings: First Aid, Chemical training, medical: various dialysis procedures, safety.  
Custom-made: engaging VR/XR + 2D-trainings in the field of industry, healthcare, universities.

## References and export activities

Weltenmacher works with international clients such as Bayer, Schindler, Bosch, DaVita, Baxter, Stadapharm, Red Cross and many more. Moreover various universities in Germany. Thus, thousands of employees, nurses, patients and students are using Weltenmacher VR trainings.

## Target group

Whoever needs upskilling and/or onboarding of (potential) employees, due to their background background mainly in the field of industry, medicine, universities.

## Competitive advantages

Taking learning to the next level: learning-content with super high motivation (through gamification) – from childhood to old age. Easy and fast implementation of new content. The experts at Weltenmacher are convinced that learning should be fun and not a chore, so they're turning educational content into interactive journeys. Making sure, you learn with a smile.

## Ideal business partners

Vocational schools, training providers, corporate companies, universities.



## Weltenmacher GmbH

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Languages: English, German

## Project

German Business Delegation  
Singapore Malaysia

July 1<sup>st</sup>-5<sup>th</sup> 2024



Supported by:



Project of:





Deutsch-Singapurische  
Industrie- und Handelskammer  
Singaporean-German Chamber  
of Industry and Commerce

## Singaporean-German Chamber of Industry and Commerce (SGC)

The Singaporean-German Chamber of Industry and Commerce (SGC) was established in 2004 and has since become a well-connected networking platform as one of the largest national Business Chambers in Singapore. It is a primary platform for bilateral exchange for more than 600 German and Singaporean companies and their international business activities.

The German chambers abroad (AHK) are under the umbrella organization of the Association of German Chambers of Industry and

Commerce e.V. (DIHK). The close partnership between the Chambers abroad and the Chambers in Germany (IHK) is a guarantee for understanding the needs of the business community.

Together, the IHK and AHK support German companies in establishing and expanding their business relations with foreign countries.



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

## Malaysian-German Chamber of Commerce and Industry

The Malaysian-German Chamber of Commerce and Industry (MGCC) is Germany's official representative for industry and trade in Malaysia, and has been active in Malaysia since 1991, successfully fulfilling our role as service provider, membership organization and voice of the German industry in the country. MGCC currently has ca. 400 member companies. MGCC is part of the German Chambers network under the umbrella organization of the Association of the German Chambers of Industry and Commerce (DIHK). The network of the German Chambers is the most important partner for the promotion of foreign trade. Together with

German diplomatic representations (embassies and consulates), they represent the interests of the German economy in the host country. This function commits the German Chambers to neutrality and objectivity. MGCC is a reliable partner, providing a wide range of services to assist companies in the establishment and development of business activities in Malaysia. Market entry services such as market research, market studies, company representation solutions, and business partner search activities are tailored specifically for small and medium-size German companies for the initial market entry phase.





## SBS systems for business solutions

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SBS systems for business solutions is a 1999 established private consulting agency, with two decades of experience in the planning, development and implementation of international projects. Moreover, the company offers services such as workshops, events and individually organized B2B-meetings, as well as individual strategies for market entries and assistance for the coordination of international teams for the German-speaking and Italian market.

Since 2006, SBS has been organizing hundreds of internationalization projects from delegation trips abroad to big virtual conferences on behalf of several German ministries and other foreign governmental

institutions. In addition, SBS has been honored by the Italian Ministry of Economic Development with the title of “Temporary Export Manager”. A highly-skilled team of project managers with multinational backgrounds, based in Berlin and Rome, is sensitized for the topic of cultural differences and therefore knows how to approach difficult cultural issues. In fact, SBS applies cross-cultural thinking and designs custom-made solutions that overcome intercultural borders to find the right partners for their clients. Thanks to a strong partner network and more than 600 German and international clients, SBS is able to facilitate a successful market entry in the most emerging and attractive markets worldwide.



## iMOVE: Training – Made in Germany

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„iMOVE: Training – Made in Germany“ has been established by the German Federal Ministry of Education and Research in 2001 to support the internationalization of German training providers and suppliers. iMOVE is part of the international department of the Federal Institute for Vocational Education and Training and facilitates business relations between the German training export sector and partners worldwide.

iMOVE offers a wide range of services, e. g. market analyses, workshops, delegation visits, conferences and round table meetings. More than 200

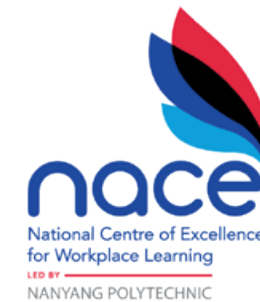
German training companies form iMOVE’s provider network, which can be accessed via the virtual B2B marketplace of iMOVE.

As a strong supporter of the German training export, iMOVE also lends its expertise to facilitate the Market Entry Programme of the German Federal Ministry for Economic Affairs and Climate Action as an expert partner.

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## Higher education and training

*In collaboration with*



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**Business success through cross-culture thinking**

[www.gtai.de/mep](http://www.gtai.de/mep)

[www.bmwk.de](http://www.bmwk.de)

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