



German Business Dialogue in Albania - Training and Further Education

**German Delegation to Tirana and the coastal region
November 10th to 14th, 2025**

Delegation brochure

Project of



In collaboration with



Markterkundung

Albanien

10.-14.
November 2025



Aus- und
Weiterbildung

German Companies

Academy Vocational Winkels Hofmann GmbH ...

Carl Duisberg Centren gemeinnützige GmbH ...

F+U Unternehmensgruppe GmbH

FONS Consulting GmbH

Frank Höchsmann - Hotqua

KEOS Software Vertrieb GmbH

Weltenmacher GmbH

The market entry delegation trip to Albania in the field of Training and Further Education, with the participation of seven German companies offering state-of-the-art solutions for the education and training sector, has just begun.

The objective is to establish and deepen collaborations and partnerships with Albanian companies, trade associations, public and private institutions, research institutes, and key decision-makers in the training sector. The German companies bring their expertise and innovative solutions to Albania's training and education landscape, creating opportunities for mutual growth and development.

The program includes a central presentation event in Tirana to showcase Germany's expertise, innovations, and technologies, followed by targeted networking opportunities. This presentation event takes place within the framework of a five-day business delegation trip to Albania, from November 10th to 14th, 2025, and will be accompanied by inspiring business dialogues and B2B meetings between the German companies and leading institutions and stakeholders of the Albanian training and education sector.

The German Market Entry Delegation Trip to Albania is a funding initiative of the German Federal Ministry for Economic Affairs and Energy (BMWE) and forms part of the Ministry's Market Entry Program (MEP). The project is organized by SBS systems for business solutions GmbH in close cooperation with DIHA, the German Industry and Trade Association in Albania.

On the following pages, you will find short company profiles for each German participant, outlining their expertise and business interests in cooperation with Albanian partners.

Message of greeting from the Foreign Market Entry Programme



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 Albania and Germany.

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

Mr. Christian Tippelt

Director Foreign Market Entry Programme of the
Federal Ministry for Economic Affairs and Energy (BMWE)
Germany Trade & Invest



Sr. Christian Tippelt

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*Director Foreign Market Entry
Programme of the Federal
Ministry for Economic Affairs
and Energy (BMWE)
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SBS systems for business solutions

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.



German Industry and Trade Association in Albania (DIHA)

The German Industry and Trade Association in Albania (DIHA) was established in 2008 with the support of the Government of the Federal Republic of Germany and leading German business organizations, including the Association of German Chambers of Industry and Commerce (DIHK) and the German-Albanian Business Association (DAW) in Berlin. Since its foundation, DIHA has positioned itself as the official voice of the German business community in Albania. It serves as a central platform for fostering economic relations between Germany

and Albania, representing the interests of German companies and supporting them in their activities in the Albanian market. With its strong institutional backing and its active role in promoting German business interests, DIHA is today a key partner for companies seeking to engage in the Albanian market. It embodies the commitment of the German economy to support Albania’s sustainable economic development while fostering close and lasting partnerships between the two countries.

Higher education and training



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.



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Project



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200

EMPLOYEES IN
GERMANY AND
ABROAD

PARTICIPANTS
FROM

100

COUNTRIES
EACH YEAR

1000+

PROFESSIONALS &
MANAGERS TRAINED
EACH YEAR

800+

TRAINERS AND EXPERTS
WORLDWIDE

30+

YEARS OF
MANAGEMENT
TRAININGS AND
CAPACITY
BUILDING

Summary

Carl Duisberg Centren is a leading service enterprise for international training, consulting and market access with 65 years of experience.




made in
Germany



Company profile

Carl Duisberg Centren is a leading service provider for international qualification, consulting and market access with 65 years of experience. As a non-profit company, all our activities serve the common good. We deliver online and face-to-face trainings worldwide, at six locations in Germany and in Beijing, Kuala Lumpur, and Puebla for the private and public sector as well as for governments. Our customized programs promote lifelong learning through sector-specific training, management development, capacity building, international practical experience and language courses. We help leaders, experts, skilled workers, trainees and students to advance their careers and strengthen global business and management skills. Through our strong network in politics and business we enable access to German TVET institutions, leading universities and companies. Our clients benefit from established international business relations and first-hand experience of Germany's business practice.

Products / Services

- Management Training in Hospitality and Tourism:
- Topics: Tourism Development Strategy & Governance, Sustainable Infrastructure & Waste Management, Product & Market Diversification, Destination Branding & Promotion, Cultural Heritage & Eco-Tourism, Capacity Building & Skills Development, Doing Business with Germany
- Apprenticeship programs, vocational education and training for skilled workers, trainers and experts
- Best practice insights through study tours and company visits with a strong practical focus
- Market entry and business initiation through customized B2B meetings
- High School and Placement Programs
- Intercultural & Diversity Trainings
- Language Training (A1 – C1, telc)

References and export activities

- Programs on behalf of GIZ, UN, WTO and the EU.
- “Partnering in Business with Germany”, manager training program of the Federal Ministry for Economic Affairs and Energy with 16 different countries since 2007
- Study Tours and Management Training in Germany on behalf of the Chinese government since 1998
- TVET Trainings for private and public global clients
- Apprenticeship programs for trainees from China and Mexico

Target group

- Skilled workers and managers for hospitality and tourism
- Managers, entrepreneurs, decision makers in politics and private sector
- Staff from government organizations and administration
- Educators/trainers in hotel and tourism schools
- Students and apprentices
- HR Developers in hotel and tourism management

Competitive advantages

- 65 years of experience
- Customized group programs for individual needs & sectors
- Full-service programs including e-learning, language, intercultural preparation, certification, visa processing etc.
- ISO 9001-certified quality management
- B2B and access to a network of leading companies and political institutions in Germany
- Best practice experience through company visits and study tours in Germany and the EU

Ideal business partners

- Ministries of Education, Tourism, Economy, Environment
- Tourism boards and hospitality associations
- Key policymakers, decision-makers, chambers of commerce
- Leading hotel chains and tourism companies
- TVET schools and training institutions



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Project



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Summary

F+U is a global non-profit education group with 500+ courses at 18 sites in Germany and abroad, welcoming students worldwide.



Company profile

F+U Unternehmensgruppe gGmbH is a non-profit educational group founded in 1980 in Heidelberg, Germany. With over 500 educational programs across 22 locations in Germany and international presence in China, Vietnam, Tunisia, Spain, Croatia, and Austria, F+U is one of the country's largest private education providers. Our mission is to offer lifelong learning opportunities—from primary school to vocational training, dual studies, university degrees and professional development. We value tradition and innovation equally, ensuring high-quality education through certified standards (ISO 9001, AZAV). As an open and diverse education partner, we support students, parents, professionals, and institutions with personalized guidance and flexible learning models tailored to individual needs.

Products / Services

F+U offers a wide range of educational services for all life stages: bilingual primary and secondary schools, vocational training in fields like healthcare and social work, dual and full-time university degrees (Bachelor/Master), and professional development courses. We also provide certified programs in cooperation with employment agencies (AZAV). Our personalized guidance helps individuals find the right path—whether it's studying without a traditional diploma, combining training and study in just four years, or continuing education while working. With modern campuses in Heidelberg, Berlin, Hamburg, and more, F+U ensures high-quality, flexible, and supportive learning environments for students from all over the world.

References and export activities

F+U has been honored among the Top 50 global education providers by GFEL in 2019.

It runs international branches and partnerships in China, Vietnam, Tunisia, Spain, Croatia, and Austria.

Target group

Students and parents seeking school-level and university education; working professionals needing vocational training; international learners aiming for language proficiency or dual-degree opportunities; institutions and companies seeking certified training partners abroad.

Competitive advantages

Long-established non-profit group with high quality standards (ISO-certified).

Broad portfolio: schools, dual/university-studies, language training. Strong network of international partners and flexibility in learning models.

Ideal business partners

Educational institutions, companies or public agencies in exporting markets interested in cooperation for dual studies, student exchange, language programs, or joint degrees. Organizations valuing quality, certified pedagogy and long-term educational growth.

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ADVANCE YOUR CAREER IN TOURISM AND HOSPITALITY

*Practical Training with
Language and Cultural Skills.*

VOCATIONAL & FURTHER TRAINING IN TOURISM, HOSPITALITY AND GASTRONOMY

*including multilingual
communication modules
(English, German,
Italian).*

TURBO TRAINING & COACHING FOR TOURISM AND HOSPITALITY PROFESSIONALS FAST, PRACTICAL AND SKILL-ORIENTED LEARNING

SPECIALIZED LANGUAGE & SKILL COURSES

*for Tourism, Hospitality
and Service Professions Levels
A2-C2 | Integration &
Job-Oriented Modules*

telc
LANGUAGE TESTS

CAREER & LANGUAGE COACHING

*Developing communication and
career skills for the tourism and
service industry.*

A1

A2

B1

B2

C1

C2

Summary

AZAV/DEKRA-certified international
competence center for qualification,
coaching & consulting in tourism
and hospitality.



Company profile

FONS Academy is an international competence center certified under AZAV by DEKRA, specializing in vocational qualification, coaching, and language education.

With over ten years of experience in education and professional training, the Academy develops and implements innovative programs that combine theory, language, and practical application.

As a BAMF-approved institution for integration and vocational language courses as well as for professional qualification and coaching, FONS Academy links language promotion with practice-oriented training and career guidance. Through this integrated approach, the Academy has successfully supported thousands of participants in their linguistic and professional development, guiding them into employment.

Products / Services

FONS Academy offers vocational qualification, language, and coaching programs designed to enhance professional skills and employability in key sectors such as tourism, hospitality, gastronomy, office administration, and healthcare.

The Academy's innovative "Turbo Training & Coaching" programs combine practical skills, intercultural competence, and professional language communication in multiple languages (English, Italian, and German). Participants benefit from an integrated learning model that links theory with hands-on workplace experience.

Programs are developed in cooperation with companies and educational institutions to ensure that training content aligns with real labor market needs.

In addition, FONS Academy supports companies through tailor-made staff development and training courses, as well as language modules for international teams.

Beyond qualification programs, the Academy also provides career and job coaching measures that prepare participants for employment and professional integration within the European context.

References and export activities

FONS Academy has guided thousands of learners in their linguistic, professional, and social integration into the job market. Many participants gained practical experience directly within the Academy and have since advanced to long-term employment – a strong reflection of its sustainable, practice-oriented approach.

In cooperation with Machiavelli Restaurants, a leading hospitality brand with more than 25 years of experience in Berlin, FONS Academy combines practical workplace training with language and intercultural development. This partnership has evolved into an international expansion through FONS Academy Albania.

Target group

All individuals interested in vocational qualification for integration into their national or the German labor market.

Competitive advantages

FONS Academy stands out through its official AZAV certification by DEKRA and long-standing recognition by the Federal Office for Migration and Refugees (BAMF) as a licensed provider for integration and vocational language courses. The Academy is also an official TELC examination center, enabling participants to obtain internationally recognized certifications in both general and vocational language proficiency alongside their professional training.

Ideal business partners

FONS Academy seeks cooperation with institutions, associations, and enterprises in Albania and beyond that are dedicated to developing skilled professionals in the tourism, hospitality, and service sectors. Ideal partners include government agencies, bilateral chambers of commerce, vocational and higher education institutions, and hotel or restaurant groups aiming to enhance service quality and workforce development.



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Project



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HOTQUA® ACADEMY

Spirit of Excellence

Summary

Consulting and training for hotels and restaurants. Quality, environmental and sustainability management.




made in
Germany

www.hotqua.de/en

Company profile

The service packages developed by HOTQUA build on each other and lead the companies step by step to a significantly improved service quality and thus a stronger position in the competition.

Starting with the recording of the current quality, through education and training, to the introduction of individual quality standards or a quality management system tested according to ISO 9001, HOTQUA offers the companies comprehensive support.

Products / Services

- Quality management according to ISO 9001
- Environmental management according to ISO 14001
- Sustainability standards according to EU Ecolabel
- Specialists and executives from hotel and tourism businesses from Germany, Europe and Latin America

References and export activities

- DEHOGA /German Hotel and Restaurant Association
- CENTROVITAL /Congress and Wellness Hotel
- BiS /Brauhaus in Spandau (Hotel, Restaurant, Beer)
- Tourism organisations and businesses in Europe and South America

Target group

- Hotel & Tourism Management schools
- Hotels & Restaurants
- Hotel & Tourism Association

Competitive advantages

- Reduction of risks through clear standards, without neglecting the individual touch
- Up to 80% error avoidance thanks to the proven Pareto rule
- Positive ratings for banks in the rating process
- Employees experience a high level of motivation through inspiring workshops and training courses
- Involvement of employees in the development and implementation of the standards

Ideal business partners

Ideal business partners for HOTQUA are therefore companies and organizations from the hotel and catering industry that want to improve their quality standards, train employees or implement a quality management system.



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Project



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SOFTWARE VERTRIEB

Summary

KEOS develops programs for the hotel industry for roster creation and personnel management in close cooperation with international hotels.




made in
Germany

www.keos-epms.de

Company profile

KEOS Software Vertrieb GmbH specializes in the development and distribution of software solutions for the hotel industry, particularly in the areas of personnel management and shift scheduling.

The software solutions are modular, language-flexible, and can be integrated with common hotel systems (PMS, POS, payroll programs).

Products / Services

KEOS-EPMS: Rota scheduling and Employee Management
KEOS-EDGE Employee portal app
KEOS-KPI: Productivity Indicators
KEOS-TSE: Training Management
KEOS-MRO: Facility Management and Ticketing System
KEOS-CM: Supplier Contract Management

References and export activities

- Leonardo Hotels: Germany, Austria, Italy, Poland, Hungary, Romania
- Marriott: Marriott, Sheraton, Le Méridien, The Westin, Four Points
- Accor: Sofitel, Novotel, Mercure, ibis

Target group

Managing directors, heads of operations, controlling managers, human resources managers of international hotel groups, private hotels, and family hotels in the 3 to 5 star range.

Competitive advantages

- Faster response to market changes.
- Individual customer requests can be met easily and cost-effectively.
- Personal support, prompt assistance, and goodwill create loyalty.
- Products and services are more affordable because our processes are more efficient.

Ideal business partners

Local software company specializing in the distribution of software solutions for the hotel industry and with an established customer base.



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Project



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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

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 custom-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 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.



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Project



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iMOVE: Training – Made in Germany“ is an initiative of the German Federal Ministry for Education, Family Affairs, Senior Citizens, Women and Youth (BMBFSFJ) 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 Energy as an expert partner.

In collaboration with:



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Business success through cross-culture thinking

www.gtai.de/mep

www.bmwk.de

sbsbusiness.eu

www.germantech.org

