



# Fit for Partnership with Germany

The Manager Training Programme of the  
Federal Ministry of Economics and Technology

Germany - India

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## The bilateral Training Programme for Managers from the Indian business community

The Manager Training Programme is an instrument to promote foreign trade where both sides work in tandem to intensify economic relations between Germany and India. It is designed to promote small and medium-sized enterprises (SME) in particular.

## Bilateral agreements between the two countries

In September 2008 the Federal Ministry of Economics and Technology (BMWi) and the Ministry of Commerce and Industry, Government of India signed a memorandum of understanding. The Federal Republic of Germany and India agreed to promote the economic cooperation between the two countries by implementing this Manager Training Programme.

The BMWi commissioned GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH) to act as general programme manager on the German end of the programme. Our Indian partners are the two main chambers of commerce, Confederation of Indian Industry (CII) and the Federation of Indian Chambers of Commerce and Industry (FICCI), coordinated internally by the Department of Industrial Policy and Promotion of the Indian Government.

## Shaping economic partnership

India is one of the fastest growing economies in the world. Its domestic demand from both private consumers and businesses is increasing. Important industries such as consumer goods, construction, and mechanical engineering are achieving two-digit growth rates. Sunrise industries such as environmental and medical technology are developing rapidly.

Germany is India's most important trading partner within the EU. The bilateral economic cooperation has grown at a fast pace in recent years. German-Indian trade has already tripled since 2000, reaching 17.4 billion euros in 2012. German investments in India currently amount to about four billion euros, and Indian investments in Germany have also increased greatly over the past years.



## Fit for Partnership: competences and contacts

The Manager Training Programme enables participants to get acquainted with the German market, initiate business relationships with German companies and build up long-term partnerships. Tailored training seminars enhance individual management skills, and company visits provide good examples of German business practice. In addition, direct business contacts open access to the German market.

### 1. Management Training

In interactive, practice-oriented training seminars participants become familiar with the intercultural characteristics of German business and improve their professional performance. These seminars are modular and designed to meet the individual needs of the participants.

### 2. Business Practice

Participants visit successful German companies. They have in-depth discussions with German Managers on subjects such as corporate development, international cooperation or personnel management. They receive first-hand practical knowledge from German entrepreneurs, gain insight into German business culture and experience modern technology and equipment on the spot. Participants deepen their management skills already gained and benefit from the exchange of experience with their German colleagues.

### 3. Initiating business

Participants discuss possible cooperation directly with potential business partners. They have the opportunity to present themselves, their products and companies. Prerequisite for the success of these discussions is that Indian managers already identify potential business partners ahead of the training programme and assess their market chances realistically.

The German companies welcoming participants for discussions or negotiations are small, medium-sized or large companies from all industries and federal states. They are looking to expand their economic activities in India and view the programme as an opportunity to meet managers from Indian companies and acquire personal contacts for possible future business partnerships.

### Programme organisation

The Manager Training Programme comprises five phases: the application process, preparation in India, practical training in Germany, implementation in the home country and alumni work.

### Becoming a participant

The programme is designed for young experts and executives, particularly from upper management levels of Indian companies with foreign trade potential, stable management structures and qualified personnel. Programme participants ideally come from small and medium-sized companies interested in building up contacts with German companies or with existing business ties to Germany. The programme is open to all industries.

Participants have graduated from MBA programmes or successfully completed comparable multi-year university study programmes. They have several years of professional and management experience and show great interest in practical solutions to global management tasks. A sound knowledge of business administration and sufficient proficiency in the English language (fluency in business English) are required.

A joint selection committee from GIZ, CII and FICCI chooses programme participants on the basis of the application documents and a personal interview (further information and application forms can be requested from CII and FICCI; please see contact details on the back of this flyer).



### Preparation in India

Following application and successful participation in selection interviews, participants prepare themselves in India for the advanced practical training by conducting market research and taking part in training courses. In different modules, the participants become acquainted with the business location Germany and gain skills in foreign trade and intercultural management. Here GIZ works in close cooperation with CII and FICCI.

### Advanced Practical training in Germany

The Indian experts and executives complete a one-month practice-oriented advanced training programme in Germany which enables them to build up business contacts with German companies. The programme is conducted in English. Training in Germany is organised and carried out by leading German business training centres in close coordination with GIZ.

### Lasting partnerships

Six to twelve months after completing the advanced training in Germany, participants attend a 2-day follow-up seminar organised in cooperation with CII and FICCI. Supported by German experts, the participants exchange ideas and experience. They report on their current efforts to implement personal training and partnership goals. Presentations of success stories provide ideas for overcoming individual hurdles. Modules for further qualification provide advanced training on current management topics.

### Global Campus 21

Participants receive support through the internet portal “Global Campus 21”, both during the programme phase and afterwards. They gain access to a network in which more than 8,000 managers from 14 countries in the CIS and in Asia are already active. The portal offers alumni a wide variety of ways to plan joint business projects.

### Financing

Participants bear the costs for the preparation in India and international travel. Visa formalities are taken care of through CII and FICCI.

In Germany the programme is funded by the Federal Ministry of Economics and Technology and by contributions from the German business community. Programme funds provide participants with transfers and accommodation in Germany. They are also covered by health, accident and liability insurance during their stay.



## Contact addresses

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