

Fit for Partnership with Germany

The Manager Training Programme of the Federal Ministry for Economic Affairs and Energy

A Training Programme for Managers from South African Businesses

The Manager Training Programme of the Federal Ministry for Economic Affairs and Energy (BMWi) is an element of Germany's foreign trade policy. Around 15,000 managers and decision makers from 21 countries have taken part in the Programme since 1998 and in doing so have become familiar with the German business culture, have gained first-hand practical know-how from visiting German companies and have come into direct contact with potential German business partners.

In 2019 the Programme also started to deepen German-South African economic relations. Under the motto "Fit for Partnership with Germany", business managers from South Africa, particularly those from small and medium sized enterprises, receive targeted training in business initiation and economic cooperation with German companies – to the mutual benefit of the two countries.

Bilateral Partnership

The Manager Training Programme has a partnership-based approach with shared responsibilities for both sides. It is demanded particularly in countries with emerging and transitioning economies. Bilateral agreements with states from Eastern Europe, Asia, Africa and Latin America form the foundation for the cooperation.

The Department of Trade and Industry of the Republic of South Africa nominated the Trade & Industry South Africa to implement the Programme. On the German side, the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH has been commissioned by the BMWi to run the Programme.

Economic relations between Germany and South Africa

In addition to many natural resources, South Africa has a diversified and to some extent highly developed industrial sectors and a good infrastructure that enables the distribution of goods throughout Southern Africa. With simultaneous growing energy requirements, the natural conditions are ideal for solar and wind power plants. For further modernization and for the use of the globalization chances the German market offers sales possibilities and technological solutions.

Competencies and Contacts

The Manager Training Programme provides the participating managers with the possibility to become familiar with the German market and to establish business relationships with German companies and build long-term partnerships. The tailored training strengthens specific management competencies. Specialist discussions with representatives of German companies impart examples of good business practice. Direct business contacts provide access to the German market.

Structure of the Programme

Due to the Sars-COV-2 pandemic, the Programme structure has been adapted to a virtual format and is now divided into following phases:

- Virtual selection of participants
- Virtual phase: with virtual trainings, virtual B2B meetings with German companies, virtual tours of German companies (duration: max. 8 weeks).
- Presence phase in Germany: with further individual B2B meetings, company visits, trade fairs and networking activities (duration: 1 week).

Conditions of Participation

The Programme is targeted at middle and upper level managers from South African businesses, which have foreign trade potential and stable management structures. In principle, it is open to all economic sectors.

The participants have an academic degree, several years of work and management experience. They also possess solid business skills and have a good command of English language.

A selection committee chooses the participants based on the applications submitted and individual virtual interviews, which include an assessment of participant's defined cooperation projects for doing business with German companies.

Virtual Phase

Through their participation in the first virtual modules of the programme, the participants develop their cooperation projects, learn how to research potential contacts and to initiate business with German companies and acquire basic foreign trade and

intercultural competencies. They identify potential business partners in Germany and can realistically appraise their own market opportunities.

The virtual trainings are offered by selected German training centres. The Programme language is English.

German enterprises are actively involved in the Programme. During the company visits (virtual or in Germany) they share management practice information and exchange experiences with the participants.

Individual B2B meetings are offered to establish new contacts, for negotiations and in order to expand business activities with South Africa.

The Programme topics include:

Management Training The training sessions familiarise managers with the German business culture and deepen their management and international cooperation competencies. These competencies are important requisites to instigate positive changes in the companies, and to ensure the sustainability of international cooperation processes.

Learning from German enterprises Virtual and presence visits to German enterprises provide in-depth insights into the realities of how firms develop, the configuration of international partnerships and others. The participants gain first-hand knowledge from successful management of German companies and become familiar with the modern technologies and equipment. They further develop their newly gained management competencies and profit from exchanging experiences with German managers.

Initiating Business During individual virtual and presence B2B meetings with German companies, the South African managers present their businesses and products, based on their own corporate profiles and market research, and enter into active negotiations regarding future cooperation possibilities.

The participants use their cooperation projects to reflect and combine theoretical knowledge with examples of real-life implementation in order to enhance and develop their business and international cooperation.

Presence Phase in Germany: Establishing Long-Term Partnerships

If the pandemic situation allows it, a presence phase is planned to take place in Germany, after the managers complete the virtual phase of the training. During the one-week presence phase, the participants, with the support of German experts, exchange experiences and reflect on the training and cooperation results, which were achieved. They also participate in further company visits, individual B2B meetings with German companies, visits of trade fairs and networking activities.

The participants who have completed the Programme are invited to maintain contact with the German side and to establish networks. They are given access to an active network of currently 15,000 managers from 21 countries across Europe, Asia, Africa and Latin America.

Financing

The international travel costs during the presence phase are covered by the South African side.

The virtual phase and the stay in Germany during the presence phase are financed through the BMWi, including the costs of all activities (trainings, company visits, B2B meetings, trade fairs, networking events), accommodation and half board, and for transfers in Germany.

During their stay, the participants are covered by health, accident and third-party liability insurance.

Contact Details

Department of Trade and Industry of the Republic of South Africa

Trade & Industry South Africa

Private Bag, X84 Pretoria 0001, South Africa

the dti Campus, 77 Meintjies Street, Sunnyside, 0002

Mr Solomon Magagula

Phone: +27 (0) 12 394 1343

E-mail: smagagula@thedti.gov.za

Web: www.thedti.gov.za

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Friedrich-Ebert-Allee 40

53113 Bonn

Germany

Mr. Michael Emmrich

Phone: +49 228 4460-1230

Email: michael.emmrich@giz.de

Web: www.managerprogramme.com