

CONTACT

Suzhou SILU Production Engineering Services Co., Ltd.
Room 1101, Building A, Wisdom Center,
No. 10 Moon Bay Road, Suzhou Industrial Park
215123, Suzhou, P.R. China

Shun Yang
Phone: +86-(0)512-62967368
yang.shun@silu.asia

Fraunhofer Institute for Industrial Engineering IAO
Jürgen Wilke
juergen.wilke@iao.fraunhofer.de

Institute of Production Science (wbk)
Tobias Arndt
tobias.arndt@kit.edu

Competence Center Automation (CCAD)
Prof. Dr.-Ing. Reinhard Langmann
info@ccad.eu

Winkler Bildungszentrum GmbH
WBZ Technology Training Center
Christian Reith
christian.reith@wbzgmbh.de

Homepage
www.dragon-training.de | www.training-dragon.com

PARTNER

Scientific research partner

- Fraunhofer Institute for Industrial Engineering IAO (project coordination)
- Karlsruhe Institute of Technology (KIT) Institute of Production Science (wbk)
- Competence Center Automation Duesseldorf (CCAD) of the Duesseldorf University of Applied Science

Development partner

- Winkler Bildungszentrum GmbH
WBZ Technology Training Center
- Global Advanced Manufacturing Institute

Practice partner

- Phoenix Contact GmbH & Co. KG
- MTU China Co., Ltd.
- Robert Seuffer GmbH & Co. KG
- Suzhou SILU Production Engineering Services Co., Ltd.

Technology partner

- vitero GmbH



FRAUNHOFER INSTITUTE FOR
INDUSTRIAL ENGINEERING IAO

EXPORTING GERMAN TRAININGS TO CHINA

Training and development system for production
management in the target market of China



GOALS

In the DRAGON project, partners are developing a prototype training and development system for production management and other production-oriented topics. This will offer a range of tiered and certified programs addressing a variety of topic areas.

The focus of this system, which is open to other training service providers, is on embedding skills development in a work context

In keeping with this approach, the topics of production management and production technology are designed to be practical and immediately applicable. The skills training offered is geared specifically to the particular needs of Chinese customers. Learners can receive training either face to face or via an internet platform – with the flexibility to meet individual needs.

After the funded phase, the project partners intend to work with additional partners to operate the training and development system on a for-profit basis.

The project aims to generate the knowledge required to assure systematic readiness and quality of training services targeted at the Chinese market.

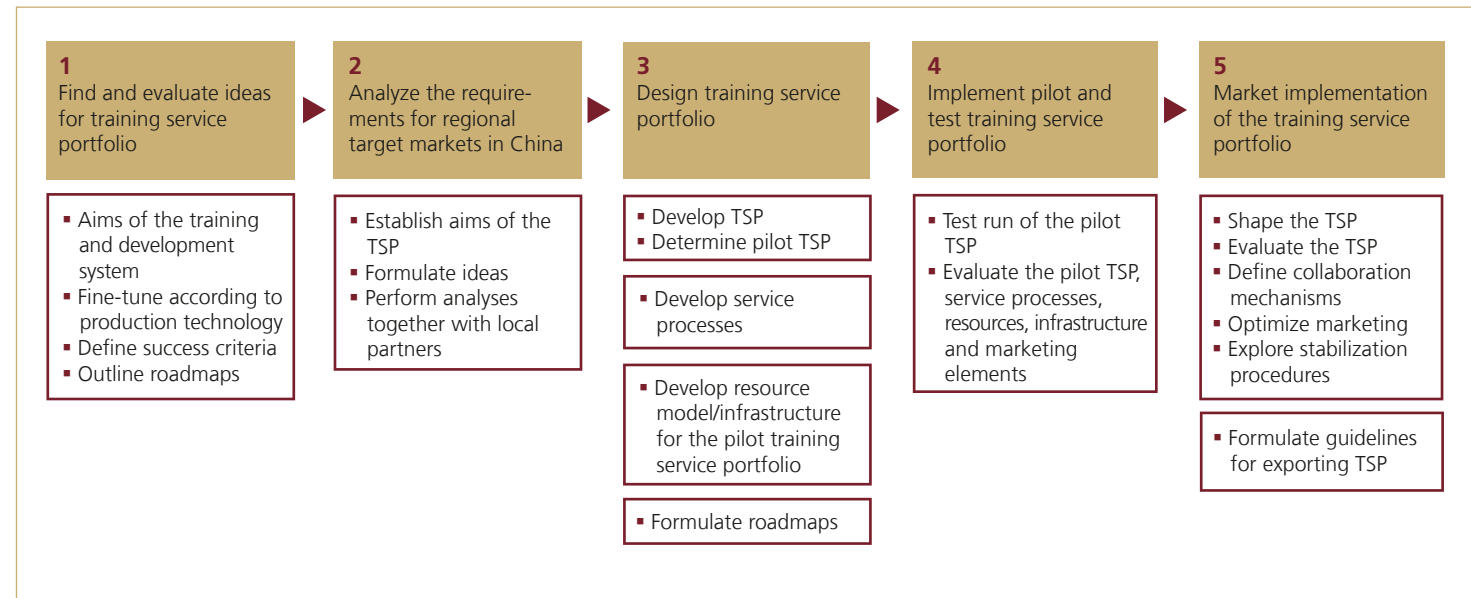
ACTIVITY AND IMPLEMENTATION

The main task is to develop, test and set up a virtual organization for exporting training services to build up work-related skills relevant to production management.

At the same time, this prototype will serve as an object of research so that partners can establish design principles and success factors for setting up similar service systems.

Starting with a general service engineering process model, the joint project will investigate and test the internationalization of training services.

The knowledge accumulated in setting up a system for selling and implementing production management training services will be expanded to draw up guidelines for exporting other training services to the target market of China.



ACTIONS

Identify exportable training services

China's various regions will be examined in regard to the demand for training and development in production management and production technology. This will involve assessing how current and future potential demand for training is spread across regions. The evaluation will determine the training and development system's core services, which will be drawn from the project partners' current range, and will flag up any content that needs to be added to the portfolio.

Identifying the needs of Chinese customers

The partners' portfolio of training services will adopt a differentiated approach in investigating and presenting the possibilities for implementation in the relevant target markets. Local analyses will serve to fine-tune the business model and marketing strategies, as well as the approach to certification. Targeted analyses will assess the market potential and relevant factors involved in successfully selling training services in the various regions, especially in hot spots..

CONTEXT

The DRAGON project benefits from BMBF priority funding for the export of training services.

Designing a flexible range of services

This involves developing a coordinated range of training services for the Chinese market, complete with the relevant materials. It is accompanied by the development of instruments that gather information used to refine the business model. The certification and testing system is drawn up for the pilot and preparations are made for the further differentiated training services that follow.

Implementing a pilot service portfolio

The pilot services will come with all the necessary materials and infrastructure, including IT infrastructure, and will involve marketing campaigns. The first training sessions will take place both in China and via virtual learning environments (VLE).

Establishing the services system

The range of services will be modified and expanded on the basis of the evaluation of the pilot implementation phase. The next level of certification will be determined and further materials prepared and made available. If required, other German training service providers will be actively recruited and brought into the training and development system, so that all the necessary content is given competent coverage.