

Nice to be here!

## BAYHOST-Donauforum, hochschule dual international

University of Applied Science Ingolstadt, 18. September 2014

hochschule  
d u a l

Everything is in flux – Your international  
success along the river Danube



# Outline

1. Why do companies depend on international students?
2. What if...?
3. “Nur böhmische Dörfer?”  
Successful cooperation with companies bordering the countries of the Danube
4. The ICUnet.AG  
– make the right choice



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Why do companies depend on international students?



## Shortage prevails ...

- By 2030 there will be a lack of two million qualified personnel
- Every tenth position will be vacant
- Especially medium-sized companies will be left standing
- Already in 2014 more than 100.000 engineers are missing

### Already today:

**More than 60% of the German companies assess the availability of employees in Germany with STEM-qualification as bad!**

Source: <http://www.presseportal.de/pm/38447/2095158>

Hays-Studie, Internationale Rekrutierung - Realität oder Rhetorik, 2012

DIHK, Fachkräftesicherung 2012

# Are German companies prepared for the challenges of international recruitment?

- German firms hardly recruit immigrants
- Corporate Websites are only published in local language
- Lack of available common information ( e.g. property, school system, health system, culture)
- Insufficient transparency and bad reputation of the German bureaucracy (e.g. filling in of applications)



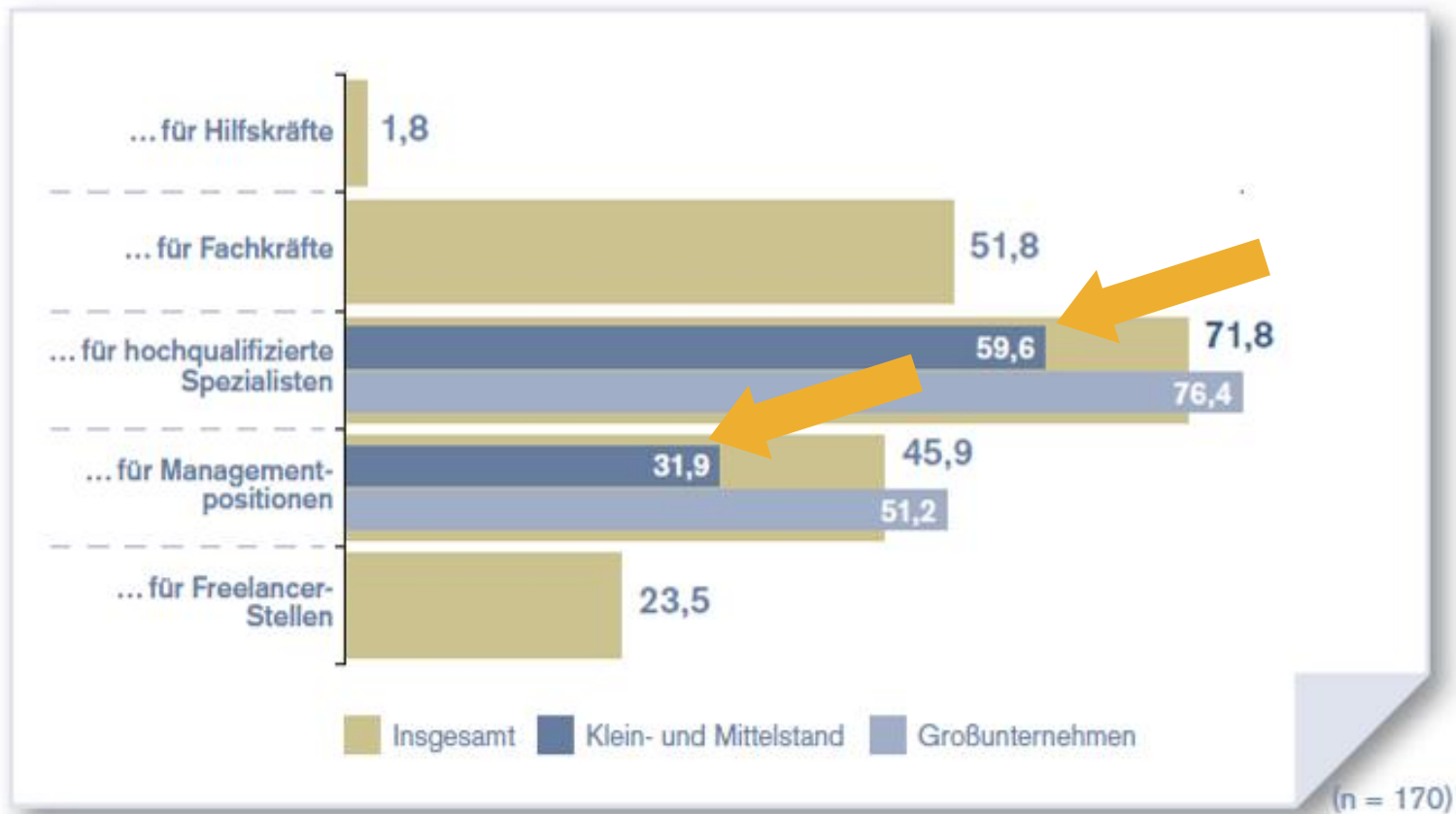


# The unpleasant reality

- Declining number of foreign students
- Migration of knowledge
- International study programs go under among the amount of available programs at German Universities
- Scarcely any exchange among personnel between Universities and Industry
- **Only 10 % of the foreign students stay in Bavaria after they finish their study programs!**



# What kind of international human labour is needed?



## The ideal solution: International Employees!

- Avoid vacancies
- Use staff diversity
- Increase innovative capabilities
- Successfully arrange foreign relations
- Increase degree of brand awareness
- Save costs

**But this will not work without integration measures!**



# “Mia san mia” – and that includes our foreign population

- Bavaria is Germany’s region Nr. 1 regarding immigration
- The people living in Bavaria with foreign background come from around 200 different countries
- 71 % of the people with a migration background aged 25 to 65 are economically active

In ten, twenty years time the people in Bavaria should also be winners of the globalization and the rapid change.

Kreis- u. Gde- Schl.	Gebiet	Ausländer insgesamt
<b>Kreisfreie Städte</b>		
261	Landshut .....	6 952
262	Passau .....	5 256
263	Straubing .....	3 530
<b>Landkreise</b>		
271	Deggendorf .....	5 474
272	Freyung-Grafenau .....	1 414
273	Kelheim .....	7 018
274	Landshut .....	6 945
275	Passau .....	6 866
276	Regen .....	1 882
277	Rottal-Inn .....	5 789
278	Straubing-Bogen .....	2 889
279	Dingolfing-Landau .....	4 605
	<b>Niederbayern</b>	<b>58 620</b>

## Nevertheless...

**“Our foreign students and graduates are valuable human resources, which we need to use among the competition around the best brains. Therefore we would be delighted if as many students as possible, would stay and work in Bavaria after their graduation.”**

*Bavarian Minister of the Interior Joachim Herrmann*

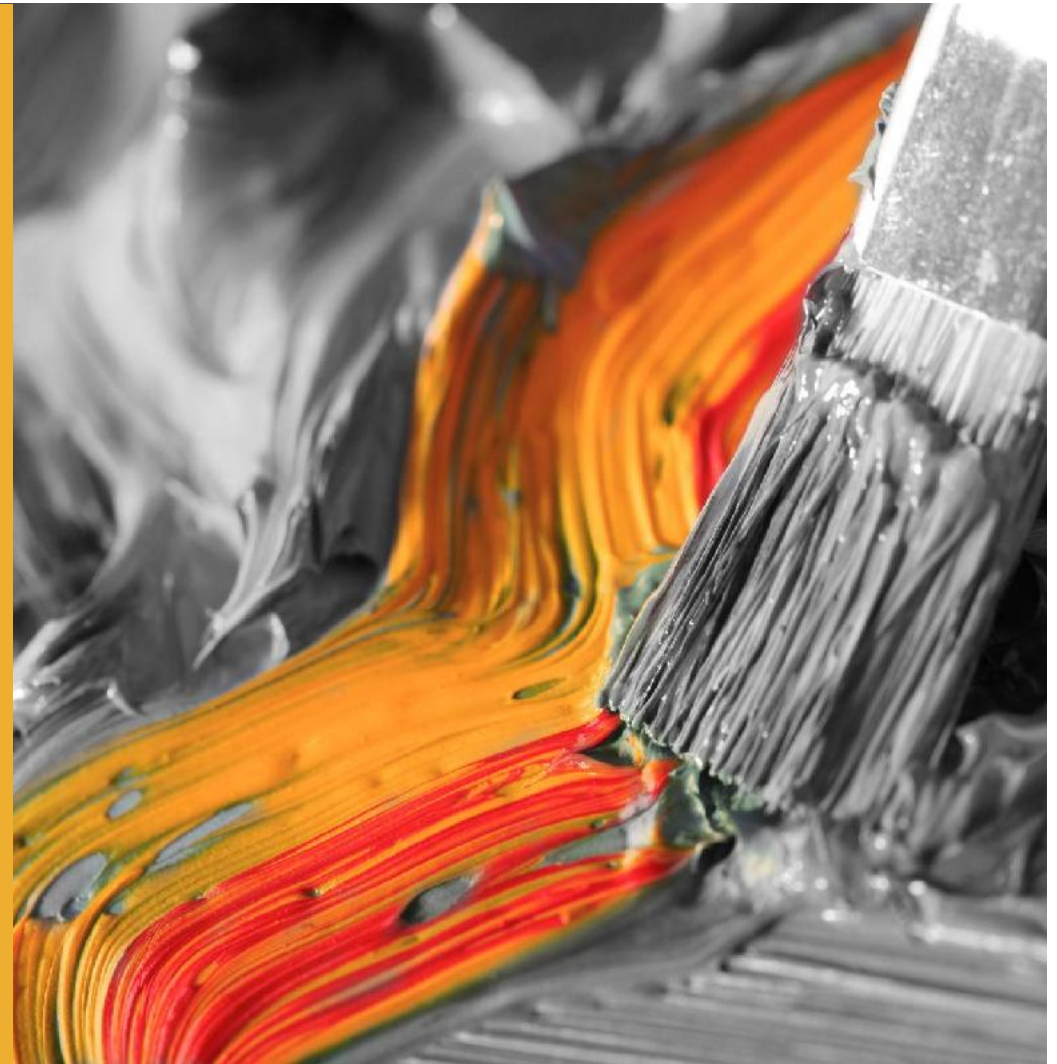


**“At the moment the University region Bavaria is using its potential for internationalization only inadequately.”**

*Report of the „Zukunftsrat“ of the Bavarian State Government*

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What if...?



... companies of the countries along the Danube use the potential of international students?

- Strengthening of the global competitive position
- Increased innovation mentality
- Participate in shaping the change of the educational system and the labour market

→ Strengthening of the economic position of the countries bordering the Danube!



## ...Bavaria wins and keeps international talents?

- Highly qualified graduates from abroad strengthen the Bavarian economy
- Cultural diversity supports the potential of successful innovations
- Every TENTH (!) graduate of Bavarian Universities is from abroad – what a LOSS (!), to let them go!





# Most of the foreign students in Bavaria are from China

Bayern	Anzahl	in % der ausländ. Studierenden je Land
China	2.618	9,2
Türkei	2.220	7,8
Russische Föderation	1.605	5,6
Österreich	1.595	5,6
Bulgarien	1.412	4,9
Italien	1.303	4,6
Ukraine	1.298	4,5
Polen	1.022	3,6
Frankreich	819	2,9
Spanien	690	2,4
Rumänien	665	2,3
Indien	636	2,2
Kroatien	611	2,1
Griechenland	603	2,1
Süd-Korea	514	1,8
Vereinigte Staaten	460	1,6
Ungarn	411	1,4
Tschechische Republik	406	1,4
Bosnien und Herzegowina	404	1,4

Source: Studentenstatistik Statistisches Bundesamt; HIS-Berechnungen

Place 1: China



Place 2: Turkey

Place 3: Russia





# „A little bit more China would be good for Germany!“, Zhengrong Liu, Labour Director Beiersdorf AG and „Role-Model“

- Came without any knowledge of German and with 300 DM
- Financed his studies with chinese-coaching's for Bayer managers
- Was recruited and made his career



Handelsblatt, Der deutsche Chinese hat Vorstandschancen, 28.05.2013

→ Early recognition and support of the potentials of foreign students!

# Get the talents of tomorrow!

## **Involve!**

Active recruiting of the Bavarian Top-Companies for excellent, foreign students

## **Inform!**

Bring together different sources of information

## **Increase visibility!**

Set up a Marketing-Strategy, visualise the assets of the Bavarian Universities

## **Create associations!**

Commitment of the students towards their Universities and Bavaria

# A common path for Universities & Industry – The duality doubles the success!

**Cooperation!**

**Cooperation among students, alumni, Bavarian Universities and Corporations**

**Stay together!**

**Career support and international networking**



# 3

**“Nur böhmische Dörfer?”  
Successful cooperation with  
companies bordering the  
countries of the Danube**





# Hungarian “Welcoming Culture” (*Willkommenskultur*)

After 400 years of the Romans, 150 years  
of the Ottomans and 45 years of the Soviets  
**you will be the first who’s  
welcome to stay longer.  
So have an extra night on us!**



There are so many unforgettable things  
to experience here. Make time to see them all!  
**Book three nights and get a fourth free!**

**1 December 07 – 31 March 08**  
[www.budapestwinterinvasion.com](http://www.budapestwinterinvasion.com)

**Budapest  
winter invasion**

**MALEV** Hungarian Airlines    

# Main cultural differences



## Germany

**Task orientation**

**Direct, low context Communication**

**Mono-chronic time management**

**Understanding of hierarchy: Expertise,  
individualism**

**Analytics/perfection**



## Example: Hungary



**Relationship orientation**

**Indirect, „sense-“ communication**

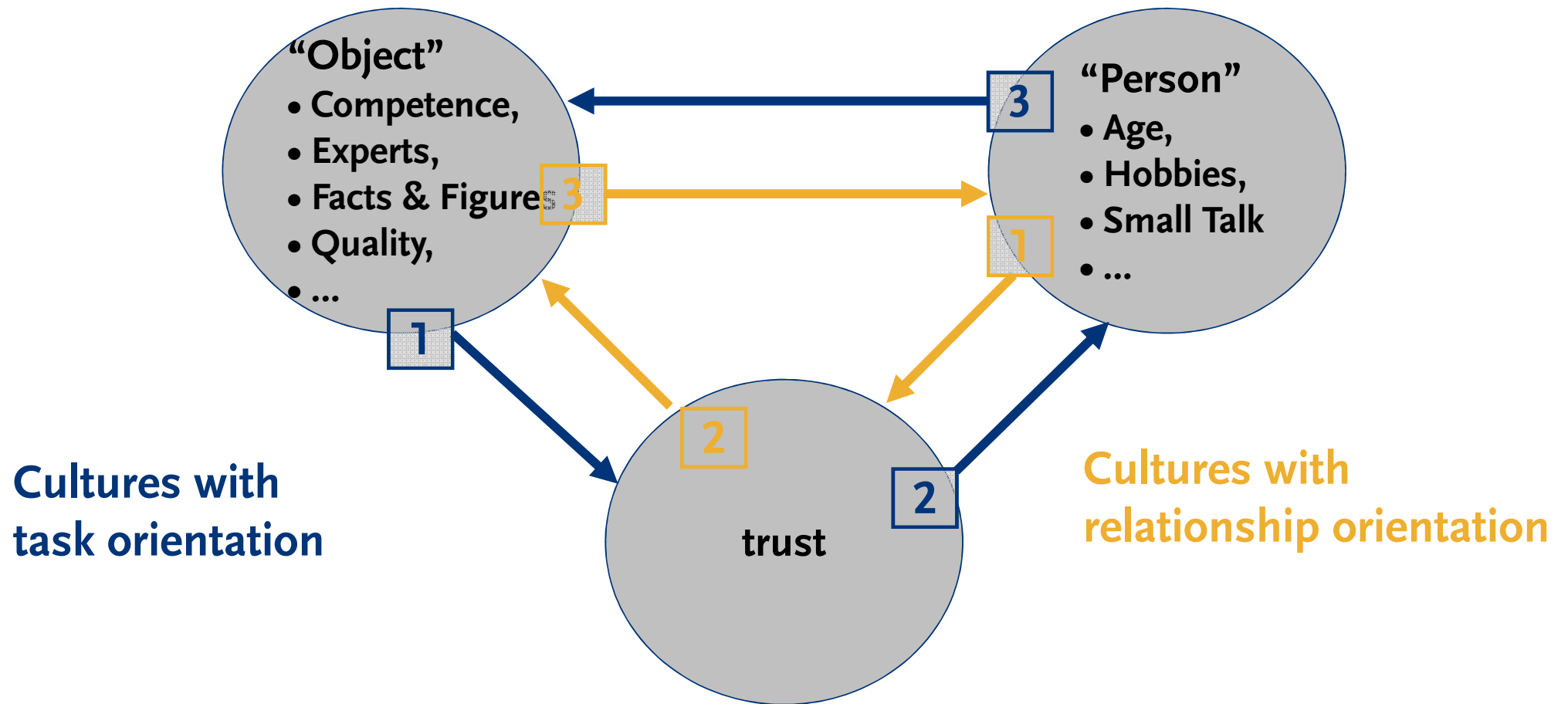
**Poly-chronic time planning**

**Understanding of hierarchy:  
Authoritarian, narrow leadership, “power  
distance”**

**Pragmatism/spontaneity, improvisation**



# Creation of relationships



# Humour is needed...



**Humour is omnipresent and needed for the development of relationships. Humour is also used to maintain long-lasting relationships.**

# Status quo of addressing business

- Assumption: Companies only see the current additional investment but not the long lasting benefits!
- Manuals, forms, applications, ...: The bureaucratic steps to take are huge!

→ As a business partner you have to take care of a lot of annoying responsibilities!

But what is the **ADDED VALUE** for the company??



## Checkliste für Unternehmen

Sie möchten Ausbildungspartner werden und duale Bachelorstudierende in Ihrem Unternehmen beschäftigen? In unserer Checkliste erfahren Sie alle nötigen Schritte zu Ihrem dualen Personal.

› [Leitfaden zur Einführung des dualen Studiums im Unternehmen](#)

Bei der Bewerbung Ihrer vakanten dualen Masterplätzen unterstützen wir Sie gerne:

**Sie möchten ein kostenpflichtiges Stellenangebot veröffentlichen?**

Nutzen Sie unser

› [Auftragsformular](#)

**Sie möchten als kooperierendes Unternehmen kostenfrei in unsere Datenbank aufgenommen werden?**

Nutzen Sie unser

› [Antragsformular](#)

(nur nach Absprache mit Ihrer Kooperationshochschule)

Fragen Sie auch die Hochschulen nach Unterstützungsangeboten (Absolventenmessen, Aushänge, etc.)

Ausbildungsverträge



Spezielle Zulassungsbedingungen für das Verbundstudium



Zusätzlicher Hinweis: Regelungen zur Sozialversicherungspflicht



## Downloads

Mustervertrag: Verbundstudium (Bachelor)



Mustervertrag: Studium mit vertiefter Praxis (Bachelor)



Qualitätsstandards von hochschule dual zu den dualen Studienangeboten



# Your challenges

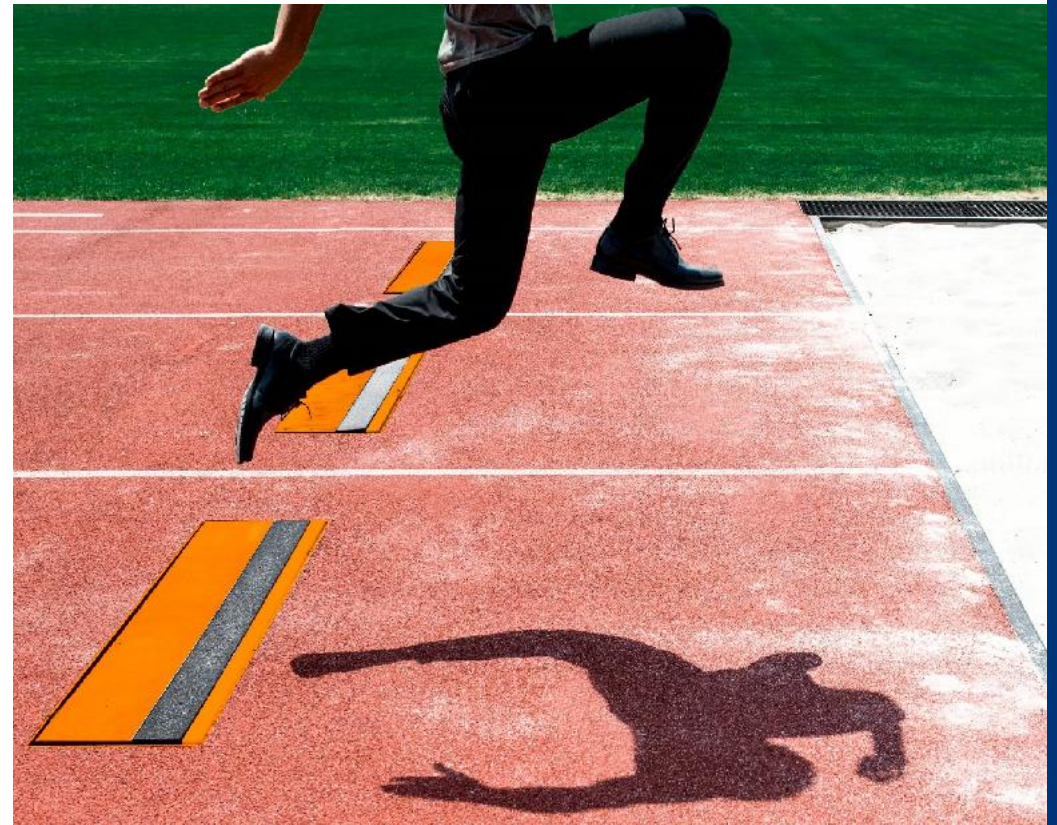
- How do I contact a company in a professional manner?
- How do I win a company as a cooperation partner?
- How do I convince the company of the added value of international students?



# The credit side: International High Potentials

## Advantages for companies

- Educate today a top-employee of tomorrow
- Counteract the lack of qualified personnel
- Enlarge the companies own international network
- Improve reactions towards the international challenges in a globalized world
- Less expensive than global recruitment!





# Get in touch with each other!



## Use

- events
- letters
- all available channels and ways

for a purposeful addressing, needed for mutual cooperation!

- Emphasize the added value
- Simplify the organisation
- Increase the amount of cooperation partners



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ICUnet.AG –  
make the right choice





# Your global success is our passion!

Over 160 permanent employees

Over 350 external relocation managers

Expertise in over 75 cultural areas and  
25 languages within the team

Over 350 external trainers

Over 150 business partners

12 offices for optimal customer proximity

# We speak the language of our customers

## How do we strike the right note?

- Bayerische Staatskanzlei
- Bayerisches Staatsministerium für Wirtschaft, Infrastruktur, Verkehr und Technologie
- Bayerisches Landesamt für Umwelt
- Bayerische Vertretung in Brüssel



MAX-PLANCK-GESELLSCHAFT



Hochschule **Rosenheim**  
University of Applied Sciences



**HOCHSCHULE LANDSHUT**  
University of Applied Sciences · Fachhochschule

*...mehr als Bildung*

hochschule  
hof





## ICUnet.AG – Make Success Global



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