Federal Ministry
for Economic Affairs
and Energy

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

Fit for Partnership with Germany

Virtual Manager Training Programme
of the Federal Ministry for Economic Affairs and Energy (BMWi)

A Programme for Managers

The Manager Training Programme of the Federal Ministry for Economic Affairs and Energy is an element of Germany's foreign trade policy. More than 14,000 managers and decision makers from 21 countries have taken part in the Programme since 1998. Through this experience, they 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.

Due to the Corona pandemic in 2020, the Manager Training Programme was adapted to a virtual format: the **Virtual Manager Training Programme**. Through this format, we are able to continue the work between Chile and Germany, and deepen the common economic relations. Under the slogan "Fit for Partnership with Germany", business managers from Chile, particularly those from small and medium-sized enterprises, receive an 8-week Programme with a training on business competencies and economic cooperation with German companies. This serves the mutual benefit of the two countries.

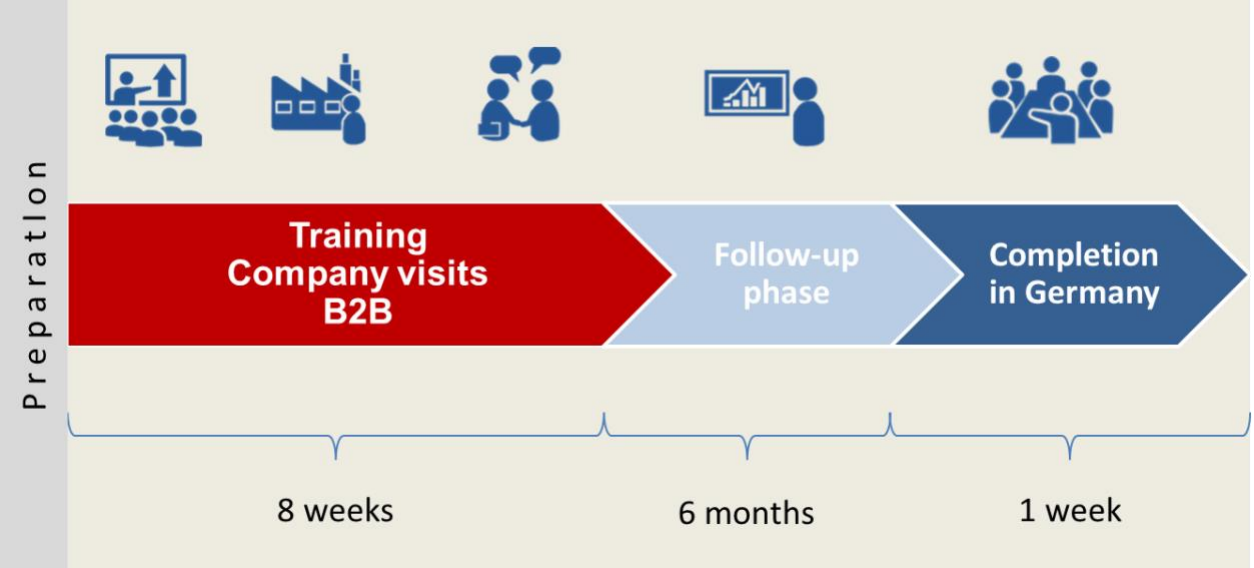
Aspiration of the Programme

The **Virtual Manager Training Programme** provides the participating managers with the possibility to become familiar with the German market, to establish business relationships with German companies and to build long-term partnerships. The tailored training with German trainers strengthens specific management competencies. Virtually conducted discussions with German managers impart examples of good business practices. Direct business contacts and negotiations provide access to the German market.

Structure of the Programme

The **Virtual Manager Training Programme** is divided into the following phases:

- Virtual Programme phase: training, company visits, B2B meetings
- Follow-up phase
- Completion in Germany
- Alumni and networking



Virtual Programme Phase (8 weeks)

The 8-week virtual Programme phase is organised and conducted by German training centres and is held in English. The engagement in the Programme encompasses approximately three days per week. Participants gain and improve their management skills through practical training which is broken down into virtual modules on modern business management and on establishing international business relations.

German enterprises are actively involved in the Programme. During virtual on-site visits to German companies, they share management practice information and exchange experiences. The Chilean participants can establish new contacts, negotiate business opportunities and expand business activities during individual virtual meetings.

The Programme includes:

Introduction – At the beginning of the Programme, there are introductive modules that enable the participants to develop their cooperation projects further: research potential contacts, initiate business, and acquire basic foreign trade and intercultural competencies. They identify potential business partners in Germany and can realistically appraise their own market opportunities.

Management Training – The virtual 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 their companies, and to ensure the sustainability of international cooperation processes.

Learning On-Site – Virtual on-site visits to German enterprises provide in-depth insights into the realities of the development of German firms, the configuration of international partnerships and other information. The participants gain first-hand knowledge of successful management of German companies and become familiar with their modern technologies and equipment. They further develop their management competencies and profit from exchanging experiences with German managers.

Initiating Business – During virtual individual meetings with German companies, the Chilean managers present their businesses and products based on their own corporate profiles and market research, and enter negotiations regarding future cooperation possibilities.

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

Follow-up Phase (6 months)

After finishing the virtual Programme phase the participants work on their business projects and implement new knowledge in their companies. During a 6 months period they keep contact with the German training centre to get advice and support if necessary. At the end of the period the German training centre evaluate the business results.

Completion in Germany (one week stay in 2021)

About six to twelve months after the virtual Programme we invite the managers to the completion seminar in Germany. During a one week stay in Germany, the training centres organise visits to German companies and ongoing trade fairs, if possible, to round off the previous virtual phase. The participants engage in workshops on the latest management topics and meet German managers and business organisations. The participants will be asked to evaluate the Programme through sharing best practices as well as challenges and experiences that can occur when doing business with Germany.

With the possibility of prolonging their stay in Germany, they also have the opportunity to conduct individual meetings with German business partners. The participants can conclude their new cooperation, strengthen their business relations and sign contracts with new business partners.

Alumni Network

The alumni (participants who have successfully completed the **Virtual Manager Training Programme**) are invited to maintain contact with their German partners. The Programme also supports them to establish and foster networks. They are given access to an active network of currently more than 14,000 managers from 21 countries across Europe, Asia, Africa and Latin America.

Conditions of Participation

The Programme targets at middle and upper level managers from Chilean 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 and/or several years of work and management experience. They also possess solid business skills and have a good command of English.

A selection committee chooses the participants based on their applications submitted and through individual interviews. These interviews include an assessment of the participants' defined cooperation projects which they aim to develop and implement with German companies.

Financing

The costs of the 8-week **Virtual Manager Training Programme** are free for the selected participants.

The completion (one-week stay) in Germany is financed through the German Ministry of Economic Affairs and Energy (BMWi), including the costs of the training, accommodation and half board, as well as for transportation in Germany. During their stay, the participants are covered by health, accident and third-party liability insurance.

The international travel expenses for the completion in Germany as well as any additional costs that occur when prolonging their stay have to be financed by the participants themselves.

Contact Details

The **Virtual Manager Training Programme** has a partnership-based approach with shared responsibilities. The partner to implement the Programme in Chile is the Corporación de Fomento de la Producción (CORFO). On the German side, the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH has been commissioned by the BMWi to run the Programme.

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