



Eastern European managers gain qualifications for the international market with MTI

A Manager Training Programme in Germany offers ambitious managers from Eastern Europe new insights and opportunities for international cooperation.

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Focused and committed - that was the impression given by the participants in a manager training programme organised by the German Federal Ministry for Economic Affairs and Energy and the Deutsche Gesellschaft für Internationale Zusammenarbeit ("German Federal Enterprise for International Cooperation", GIZ). Machwüth Team International hosted the programme's participants from Moldova and Belarus in Germany. They organised training sessions and facilitated visits to companies for the young managers. In addition, a get-to-know-you session was held in June 2015 at the venerable Bremen Chamber of Commerce for the MP participants and young entrepreneurs from Bremen. This gave both groups the opportunity to swap ideas and to discover common ground.

Perspectives and success stories

The young entrepreneurs from Bremen were inspired by the young managers, who had taken responsibility for carving out their own futures, and learnt a lot of new things about both countries, which are otherwise not particularly high-profile. For example, Moldova has one of the fastest internet connections in the world and Belarus builds the strongest dumper

trucks in the world. The corporate representatives of both countries are also very good at outsourcing high-quality services. In addition to fashion production for luxury brands, there are also excellent services available in Java Development for business software solutions, production of promotional catalogues and manufacturing cable connections for the automotive industry.

In recent years, for example, Alexandru Rusu has built up a successful advertising agency in Chişinău. Amongst other achievements, he has already produced a high-quality promotional catalogue for a German

company. Now he wants to take the next step and become the cooperation partner of an international advertising agency. Machwüth Team International helped him by brokering several contacts with medium-sized German advertising agencies with a specific interest in shared pilot projects. He also managed to get noticed by a large international advertising agency who offered him several business plans for possible collaboration scenarios to work on.

Nicolai Russu, the deputy managing director of SRL "Expres Taxi", a transportation solutions and car roadworthiness inspections compa-

The management qualifications gained by the participants:

During their stay, the participants in the manager training programme received tuition from MTI in various specialist areas. The training sessions had an international slant, but also paid particular attention to the specifics of the German market, as the participants' goal was to create business contacts in Germany.

MTI also organised the following advanced management courses for the participants:

- ➔ Basics of the German economy
- ➔ Presentation training
- ➔ International project management
- ➔ International quality management
- ➔ Intercultural management
- ➔ Business plan
- ➔ Negotiation skills with German business partners
- ➔ Innovation and change management

ny, came to Germany looking for new markets. His main focus is on forging new business contacts for purchasing products such as engine oil and tyres. Over the course of the training programme, he has managed to make numerous contacts with German companies and to begin negotiations with them.

Mariana Badia, the Head of Buying for the Moldovan fashion label Artizana, a high-quality clothing line aimed at both the local market and the EU, has also found success. She came to Germany in the hope of finding new suppliers of textiles and accessories such as buttons and decorative items. She has had concrete discussions with several German companies and has arranged trial shipments.

Success on all sides

For everyone concerned, the visit of the young managers from Moldova and Belarus has been a resounding success. The participants gained experience, as they were not simply trained in theory by Machwürrth Team International, but instead they were also able to put the knowledge they had gained into practice. Machwürrth Team International has also benefited from the encounter with the next generation of leaders from Eastern Europe. In addition to broadening and perfecting its intercultural know-how, it also proved itself to be a competent partner for future work in partnership with GIZ ("German Federal Enterprise for International Cooperation").



About the author:



Martin Uhl is working as trainer, consultant and coach focusing on strategic personnel development, accompaniment of change processes as well as selection and coaching of managerial staff. Based on his experience in sales, IT-development and administration, he employs psychological development-, competence- and personality models. His measures are characterized by a tight link between contents, method, strategic orientation and practical transfer. A further basis for his success is his esteem and his value-orientation towards all participants.