

Germany – South Africa

# Fit for Partnership with Germany

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



Federal Ministry  
for Economic Affairs  
and Energy



the dti

Department:  
Trade and Industry  
REPUBLIC OF SOUTH AFRICA

**giz**

Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH

## 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. More than 13,000 managers and decision makers, from 19 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.

From 2019, it is intended that the Programme will also 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 in particular demand in countries with emerging and transitioning economies. Today, 19 bilateral agreements with states from Eastern Europe, Asia, North 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 & Investment South Africa (TISA) 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 diversified, and to some extent highly developed industrial sec-

tors and a good infrastructure that enables the distribution of goods throughout Southern Africa. With a rapidly growing energy requirement, the natural conditions are ideal for solar and wind power plants. For further modernisation and for the use of the globalisation 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 relations with German companies and build long-term partnerships. The tailored training in Germany strengthens specific management competencies. Specialist discussions on-site at German companies impart examples of good business practice. Direct business contacts provide access to the German market.

### Structure of the Programme

The Programme is divided into four phases:

- Selection
- Preparation in South Africa
- Training in Germany
- Follow-up in South Africa as well as alumni and networking activities

### 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 interviews, which include an assessment of participants' defined cooperation projects for doing business with German companies.



## Preparation in South Africa

Participating in an introductory workshop in South Africa is a prerequisite for taking part in the programme in Germany. As part of this workshop, participants develop their cooperation projects: how to research potential contacts and to 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.

## Training in Germany

The training in Germany is organised by selected German training centres. The Programme language is English. The South African managers gain skills through the practical training, which is broken down into modules on modern business management and on establishing international business relations.

### 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 On-Site

On-site 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 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.

German enterprises are actively involved in the Programme. By offering on-site visits, they share management practice information and exchange experiences. Individual meetings are offered to establish new contacts, for negotiations and in order to expand business activities with South Africa.

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.

## Follow-Up: Establishing Long-Term Partnerships

An obligatory follow-up seminar takes place in South Africa six to twelve months after returning from Germany. During the two-day event, the participants, with the support of German experts, exchange experiences and report on the training and cooperation results, which were achieved. Presentations and success stories provide inspiration for how to overcome specific implementation challenges. Training modules pave the way for further training on current management issues.

The Alumni (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 more than 13,000 managers from 19 countries across Europe, Asia, Africa and Latin America.

## Financing

The costs of the preparation course in South Africa as well as the international travel costs are covered by the South African side.

The stay in Germany is financed by the BMWi, including the costs of the training, accommodation, half-board as well as programme transfers in Germany.

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

Contact details

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**Published by:**  
Deutsche Gesellschaft für  
Internationale Zusammenarbeit (GIZ) GmbH

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Bonn and Eschborn, Germany

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Bonn, 2019

**Layout:**  
kipconcept gmbh, Bonn

**Photo credits:**  
iStock/Oleksii Liskonih

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