



Press release

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Training in Germany for staff working all over the world The German printing industry trains international qualified personnel

Frankfurt, 3 July 2012 - Not only in Germany, but also in many emerging countries, there is a shortage of qualified staff. In contrast to the situation in Germany, this is, however not due to the low number of applicants, but to the inadequate training of these men and women. Therefore, PrintPromotion started an initiative to help teachers of printing improve their qualifications for specialist teachers in a four-week training course. On Wednesday, this year's course ended with the handing over of the diplomas in Frankfurt. "For the German printing technology industry, it is crucial that the high-tech machines which it sells to customers located all over the world can be operated properly. In many countries, there is, however, no systematic training. This is the reason why we offer additional training for specialist teachers for print from all over the world. This enables them to pass on their knowledge to the printing staff in their home countries," said Dr. Markus Heering, Managing Director of VDMA's (German Engineering Federation's) Association for Print and Paper Technology and Managing Director of PrintPromotion – an initiative jointly supported by manufacturers of printing technology and suppliers.



This year, 14 men and women took part in this training. They came from Egypt, Kenya, the Ivory Coast, Thailand, Malaysia, Indonesia, Sri Lanka, Brazil, Argentina, Iran, Russia, Ukraine, Serbia and Croatia. For three weeks, they learnt everything about offset printing, digital printing, prepress, new technologies and how to operate this equipment. Then they

could have a close look at these processes during visits to partners of PrintPromotion. The cost of this training, the travelling cost to Germany and back as well as the cost of accommodation – approx. 100,000 EUR per course – are paid by PrintPromotion.

“In many markets, the demand for training in German printing technology is high. Therefore, one training course in Germany per year is not enough. For this reason, PrintPromotion has organized training courses in the target markets direct for many years. These activities shall be intensified even further in future,” said Dr. Heering. On Thursday and Friday, the specialist teachers will return to their home countries. What they will also take home is comprehensive training and information material of the printing technology manufacturers which will help them as teachers in the training they are giving for the printing industry. This also enables German printing technology to establish itself more strongly in these countries. “It’s a win-win situation for all. In future, the specialist teachers can give proper special training, and for us this commitment means that we are, in the end, in a position to strengthen the economic development of our printing technology industry abroad. In other words, we are promoting exports,” said Dr. Heering.

For many specialist teachers from developing and emerging countries, a training course in Chemnitz is a unique chance. Quite often, they are not given support in their home countries. In most cases, there is a lack of funds. The demand is correspondingly high. The VDMA presents three participants of this year’s course:

Geoffrey Kamau Runoh comes from Nairobi in Kenya. The 35-year old family man works at the Institute of Education, comparable to a ministry of education. Within the administrative management, Runoh is responsible for all publications, e.g. for the curricula of all educational institutions from the elementary school to the technical university level. He taught printing himself before being promoted to higher professional ranks. “For me, this training course in Germany came at exactly the right time,” he says. “Shortly before, we had bought new printing equipment in Germany, a new printing press, a numbering machine and a binding machine. But we were unable to use the potential fully.” After a four-week course and numerous company visits, Runoh is now well-informed about his machines. “I will pass on what I have learnt also to the students of the Polytechnic Institute here in Nairobi. I have taken all the teaching material with me,” he says. And he adds that while Kenya with its very young population has many men and women with good “hands-on” practical experience, “people with theoretical knowledge are scarce.”



Anna Berdovshchikova is a teacher at the Moscow State University of Printing Arts. At her institute, this training course of PrintPromotion is well-known. Quite a few of her colleagues participated in one of these courses in past years. “I, too, attended a training of PrintPromotion in Moscow. But I urgently wanted to go to Germany in order to see with my own eyes how such high-tech equipment is developed there.” She stresses that it is important that proper use is made of the equipment bought in Germany. “We as a university are sometimes too tradition-minded. The curricula are rarely updated. In many respects, we simply do



not have practical experience. This is the reason why this training course in Germany is so important for me,” says the 32-year old Russian. She had already spent a whole year in Germany. At that time, she had been granted a scholarship of Carl-Duisberg-Gesellschaft.

Ramy Hammady is a teacher at the Faculty of Applied Arts at Helwan University in Gizeh near Cairo after he had gained a Bachelor`s degree. He is just 24 years old and was the youngest participant of this year`s training course. “I am happy that I was given this chance. Above all the possibility to see the factories and production processes gave me great insight knowledge. In Egypt, we do not have a very good training system. This is why we must get additional training. This course was an excellent opportunity,” he says. Once he has completed his Master`s Degree, which is planned for next year, Hammady wishes to gain his doctorate in Germany. “I have already contacted Bergische University in Wuppertal. They have exactly the specialisation in printing technology in the engineering section which I need for my work,” he says.

