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
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.

https://www.statistik.bayern.de/veroeffentlichungen/download/A1400C%20201100/A1400C%20201100.pdf
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.”

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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

<table>
<thead>
<tr>
<th>Place</th>
<th>Anzahl</th>
<th>in % der ausländ. Studierenden je Land</th>
</tr>
</thead>
<tbody>
<tr>
<td>Place 1: China</td>
<td>2.618</td>
<td>9.2</td>
</tr>
<tr>
<td>Place 2: Turkey</td>
<td>2.220</td>
<td>7.8</td>
</tr>
<tr>
<td>Place 3: Russia</td>
<td>1.605</td>
<td>5.6</td>
</tr>
</tbody>
</table>

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 | 441 | 1.4 |
Tschechische Republik | 406 | 1.4 |
Bosnien und Herzegowina | 404 | 1.4 |

Source: Studentenstatistik Statistisches Bundesamt; HIS-Berechnungen
„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

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

Handelsblatt, Der deutsche Chinese hat Vorstandschancen, 28.05.2013
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
“Nur böhmische Dörfer?”
Successful cooperation with companies bordering the countries of the Danube
Hungarian “Welcoming Culture” (Willkommenskultur)
# Main cultural differences

<table>
<thead>
<tr>
<th>Germany</th>
<th>Example: Hungary</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Task orientation</strong></td>
<td><strong>Relationship orientation</strong></td>
</tr>
<tr>
<td>Direct, low context Communication</td>
<td>Indirect, „sense-“ communication</td>
</tr>
<tr>
<td>Mono-chronic time management</td>
<td>Poly-chronic time planning</td>
</tr>
<tr>
<td>Understanding of hierarchy: Expertise,</td>
<td>Understanding of hierarchy:</td>
</tr>
<tr>
<td>individualism</td>
<td>Authoritarian, narrow leadership,</td>
</tr>
<tr>
<td></td>
<td>“power distance”</td>
</tr>
<tr>
<td>Analytics/perfection</td>
<td>Pragmatism/spontaneity, improvisation</td>
</tr>
</tbody>
</table>
Creation of relationships

“Object”
- Competence,
- Experts,
- Facts & Figures,
- Quality,
- ...

“Person”
- Age,
- Hobbies,
- Small Talk,
- ...

trust

Cultures with task orientation

Cultures with relationship orientation
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??
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
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
ICUnet.AG – Make Success Global

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