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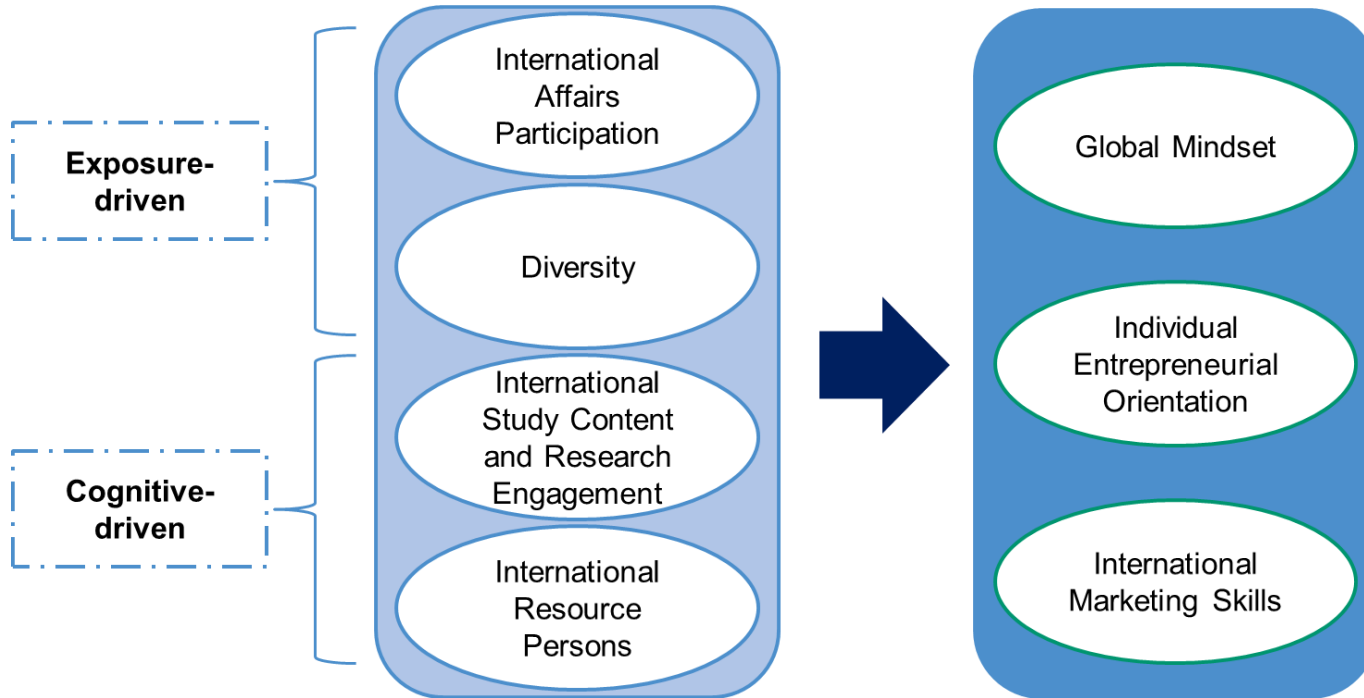
International Business Competence Development for Boosting Employability

Ho Chi Minh City, 26 - 27 September 2024

Dr. Pablo Barriga



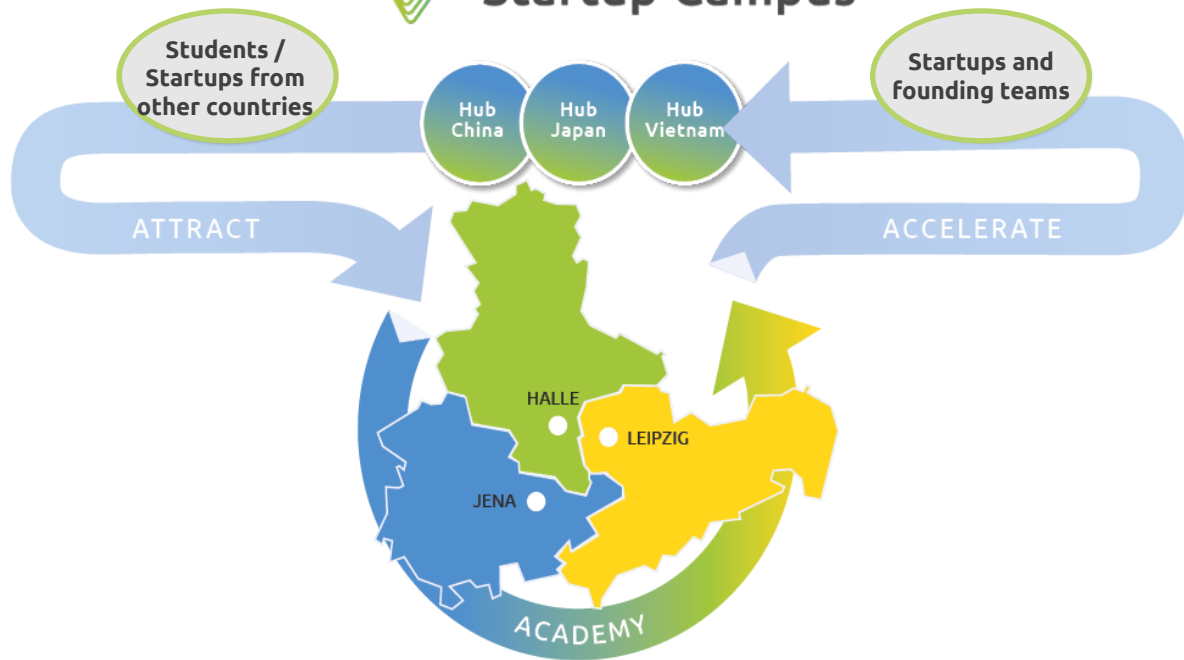
INTERNATIONAL BUSINESS COMPETENCIES



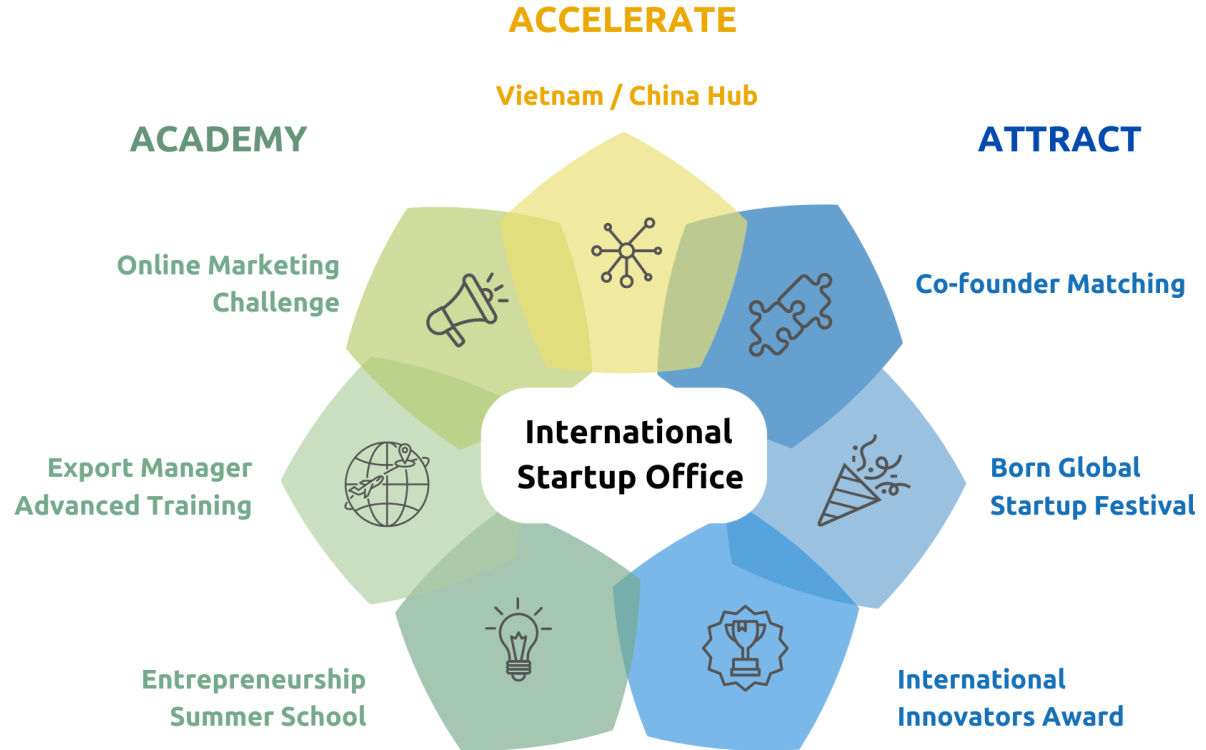
Boafo & Dornberger (in press). University-business linkages influence on international business competence: An in-service training perspective. *The International Journal of Management Education*. ELSEVIER.



International Startup Campus



OUR OFFER



ATTRACT FOREIGN ENTREPRENEURS

Born
Global
Startup Festival



ACADEMY – EXPORT MANAGER ADVANCED TRAINING

CERTIFICATE OF ADVANCED STUDIES
INTERNATIONAL BUSINESS AND EXPORT
MANAGEMENT TRAINING



Students get:



Practical Experience with companies



Series of Workshops on Export Management



Support from Industry Experts



Network to Startups / SME



Certificate

Companies get:



Knowledge on Export Management



Market Research and Market Entry Suggestions



Acquisition of foreign Partners



Access to International Talents

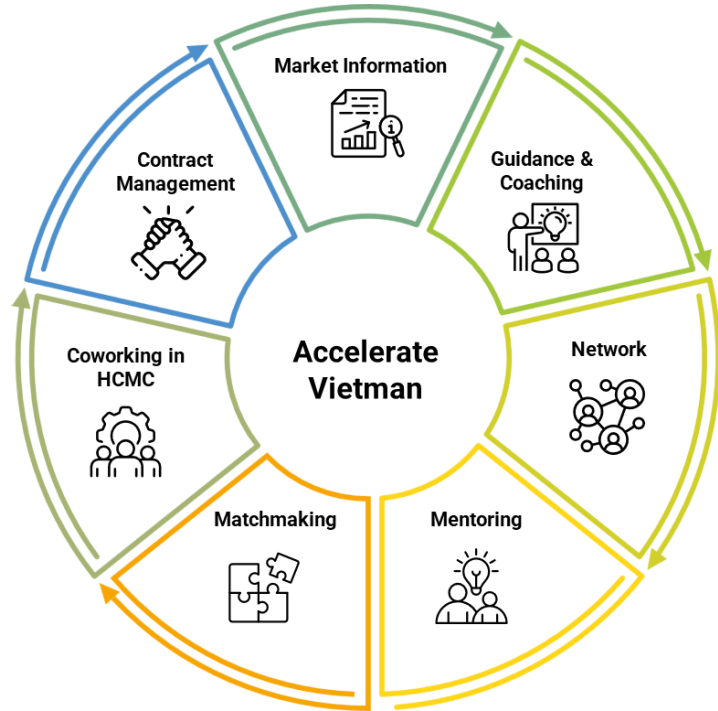
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Talent
Promoter

International
Startup Campus

SEPT
small enterprise promotion + training

ACCELERATE IN VIETNAM



NEW OFFER - GLOBAL TALENTS IGNITE (GTI)



Empowering International Graduates for Start-up Careers in Germany

- ✓ GTI improves the employability of international graduates and promote their integration in German start-ups
- ✓ GTI foster international entrepreneurs to start their business in Germany
- ✓ Fostering long-term retention of international graduates and entrepreneurs on the German market

Project supported by the **German Academic Exchange Service (DAAD)**

OPTION 1 – STARTUP INTEGRATION



Deutscher Akademischer Austauschdienst
German Academic Exchange Service

Participate in an innovation hackathon, work on a real case study, and create an innovation plan for a start-up's product or service.

Start your internship, get a free German language course and summer school, making you fit for the German labor market.



Get trained in the online-based Certified Innovation Manager (CIM) program in order to increase your competences in innovation management.

Present your innovative solution to the startup and get the chance for an internship in Germany.

Apply successfully for suitable positions, get a permanent job and extend your stay in Germany.

OPTION 2 – START-UP CREATION



Deutscher Akademischer Austauschdienst
German Academic Exchange Service

Develop an innovative business concept and discuss it with our start-up coaches.

Apply for 12 month funding for your start-up project development in Germany.



Get trained in the online-based Certified Innovation Manager (CIM) program in order to increase your competences in innovation management.

Present your innovative business concept to our jury in order to get selected for start-up development in Germany.

Implement your business business concept and create your start-up.

NEW OFFER - SAXON SCIENCE LIASON OFFICE

Foster collaboration between Saxon universities and Vietnamese students and academic institutions.

- ✓ Attract Vietnamese students to Saxony.
- ✓ Develop joint degree programs.
- ✓ Promote research collaborations.
- ✓ Provide support and consulting for universities and partners.
- ✓ Offer workspaces and local orientation for German professors.

STAATSMINISTERIUM
FÜR WISSENSCHAFT
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