

20 years of  
*Excellent  
Partnership  
in  
Malaysia  
2012*



# Carl Duisberg Centren

---

## Profile

### “Training Made in Germany”

Under this banner, we provide knowledge of foreign languages and intercultural competence, experience abroad and international expertise to several thousand people from all over the world each year. In addition, we also manage cross-border educational projects for the business community and public institutions.

### Company

Carl Duisberg Centren consists of a network of affiliates all operating under the aegis of Carl Duisberg Centren gemeinnützige GmbH, founded in 1962. This network is one of the leading service providers in the area of international training and qualification.

### Customers

Businesses and private individuals, public-sector clients and international institutions value the high level of expertise and personal support they receive in language, intercultural and field-related training.

### Team

There are approx. 200 full-time employees on duty for Carl Duisberg Centren, both in Germany and abroad. The network also includes freelance trainers, together with experts in business, education and the sciences.

### Quality management

Our high product standard ensures sustained educational success – not to mention our customers’ satisfaction. To ensure this, we are subject to routine quality controls. Our Language Courses, Language Travel, and International School Programs departments are also certified under DIN EN ISO 9001.

### We Offer You:

#### High School/University

- High School Year worldwide
- Boarding School Program (USA, Canada and GB)
- Studying in Germany
- Open University Cooperation Partner

#### Language Training

- German and Foreign Language Courses
- Language Travel and Internships worldwide
- Tests - Preparation and Examinations

#### Training/Qualification

- Intercultural Training/ Trainer Certification Program
- Management Training Programs



# CONTENTS

---

<b>Carl Duisberg Centren Profile</b>	<b>i</b>
<hr/>	
<b>Messages</b>	
<hr/>	
<b>i. H.E. Dr. Günter Gruber, The Ambassador of the Federal Republic of Germany to Malaysia</b>	<b>01</b>
<hr/>	
<b>ii. Dr. Kai Schnieders, Managing Director, Carl Duisberg Centren</b>	<b>02</b>
<hr/>	
<b>iii. Tan Sri Dato' Seri Dr. Yahaya Ibrahim, Chairman, Yahaya Ibrahim Education Services Sdn Bhd (YES)</b>	<b>03</b>
<hr/>	
<b>iv. Dato' Sri Zamzamzairani Mohd Isa, Group Chief Executive Officer, TM Foundation</b>	<b>04</b>
<hr/>	
<b>v. Dato' (Dr) Teo Chiang Liang, Chief Executive, KBU International College</b>	<b>05</b>
<hr/>	
<b>vi. Dr. Pang Chau Leong, Director General, Department of Skills Development</b>	<b>06</b>
<hr/>	
<b>vii. Dr. Volker Wolf, Director, Goethe Institute Kuala Lumpur</b>	<b>07</b>
<hr/>	
<b>viii. Alexander Stedfeld, Executive Director, Malaysia German Chamber of Commerce and Industry (MGCC)</b>	<b>08</b>
<hr/>	
<b>Messages from Alumni</b>	<b>09</b>
<hr/>	
<b>Private Sector Management Training &amp; Attachment Programme for Senior Malaysian Public Sector Executives in German Companies (JPA)</b>	<b>10-11</b>
<hr/>	
<b>Carl Duisberg Centren and Malaysia - 20 years of trustful cooperation (Dr.Hanns-Georg Löber)</b>	<b>12-14</b>
<hr/>	
<b>Down Memory Lane with Carl Duisberg Centren (CDC)</b>	<b>15-21</b>
<hr/>	
<b>Acknowledgements</b>	<b>22</b>
<hr/>	
<b>Autograph</b>	<b>23</b>
<hr/>	

## **H.E. Dr. Günter Gruber**

The Ambassador  
The Federal Republic of Germany to Malaysia

---



The Carl Duisburg Centren (CDC) is one of the main pillars in the field of education cooperation, student exchange and human resource development between Malaysia and Germany. For 20 years now, the participants of CDC's programmes have had the unique opportunity to travel to Germany, to broaden their horizon and to be exposed to another culture which is very different from what they find at home. This had provided an excellent basis for the two parties to learn from each other and contribute to a better understanding between the people of Germany and Malaysia.

Therefore, I am delighted to host the celebration on the occasion of the 20th anniversary of such a successful initiative at my residence.

Working in close partnerships with other German institutions such as the Goethe Institute, CDC is one of the reasons that Germany is so highly valued by the Malaysian government and the relevant partners in the field of education and human resource development. This makes CDC a major contributor to the positive image that Germany enjoys in the wider Malaysian public.

I offer my heartfelt congratulations to the Carl Duisburg Centren for being active in Malaysia for 20 years and for having established such a successful cooperation between Malaysia and Germany. The German Embassy will continue to support CDC in every possible way and I am confident that the programmes will continue for many more years to come.

## Dr. Kai Schnieders

### Managing Director Carl Duisberg Centren



Carl Duisberg Centren has been working in the field of international education and training for the past 50 years.

Our overriding goal is to bring people from different cultural backgrounds together, to promote exchange of ideas and to enhance tolerance and understanding. We use the platform of training and education to achieve these goals.

We accept and incorporate all cultures. However, neither ideology nor religion is featured in our programs. Instead, we find common ground in the advancement of skills relevant for professional as well as private life.

Since its foundation in 1962, Carl Duisberg Centren has worked with public, corporate and private clients, all over the world. In 2011 alone, over 13,000 men and women from over 90 countries have participated in our programs.

Carl Duisberg Centren is a global service provider. Over the years, some countries and institutions have proven to be particularly important and reoccurring partners. Malaysia belongs to this category, perhaps more than any other country in the world.

For 20 years, Carl Duisberg Centren and its Malaysian partners have conceptualised and run programs to develop vocational and managerial skills for a wide variety of participants- senior government officials from various Malaysian ministries and government agencies, management and technical experts from the public and private sector to O- level students and others. In addition, Carl Duisberg Centren has assisted the Malaysian government in a consultant capacity. For example, in the development of the "Long term Master Plan 2001 – 2010 for the Polytechnic Education".

To play such a role in the bilateral relations between Malaysia and Germany would never have been possible without strong and reliable partners, as well as dedicated and committed staff members. Carl Duisberg Centren is very privileged to have had both over the years. Accordingly, we want to thank all those individuals, institutions and organisations that have helped us along the way, particularly, the Public Services Department, the Ministry of Education, the Ministry of Human Resources, the Ministry of Higher Education, Telekom Malaysia, KBU International College, the Malaysia-German Chamber of Commerce and Industry (MGCC), the Malaysian Embassy in Berlin and the German Embassy in Kuala Lumpur, as well as Dr. Mohamed Rashid Bin Navi Bax.

We would like to give a very special thank you to Tan Sri Dato Dr. Yahaya Ibrahim, who has been representing Carl Duisberg in Malaysia, since 1992. Without his wisdom and extensive network, this success story would not have been possible.

Carl Duisberg Centren is looking forward to continuing its work in Malaysia and playing its part in reaching the goals of Malaysia's "Vision 2020".

## Tan Sri Dato' Seri Dr Yahaya Ibrahim

### Chairman

#### Yahaya Ibrahim Education Services Sdn Bhd



My personal journey with CDC began in 1992 with the offer to be CDC's official representative to Malaysia. Twenty years have passed by and through the implementation of various activities and projects this partnership based on mutual trust, respect and friendship has grown from strength to strength.

To produce the kind of human resources needed by Malaysia to achieve Vision 2020, we need high quality talent with exposure and experience from as many countries other than those from the traditional English-speaking systems.

German education, particularly programs in engineering, technology and technical-vocational education and training, is second to none and well known worldwide. The decision by the Malaysian government to sponsor students for engineering studies in Germany posed many challenges. This resulted in the development of the innovative CDC-KBU model which involved periods of study in Malaysia and in Germany. As testimony to the success of this model, the ninth intake of students registered for this program in July this year.

Special thanks goes to my colleagues at KBU International College especially to the Chief Executive, Prof. Dato' Dr. Teo Chiang Liang, Principal Dr. See Hoon Peow, Deputy Principal Mr Liew Wai Fan and members of the KBU team all of whom have contributed significantly towards the successful implementation and continued success of the CDC-KBU model. I am very fortunate to have a highly experienced technical vocational education expert to team up with me. He is Dr. Mohamed Rashid Navi Bax, the former Director of the Polytechnic Management Division and Deputy Director-General Private Higher Education Sector, Ministry of Higher Education Malaysia.

I would also like to thank our Malaysian partners and individuals who placed their trust in us to deliver programs of the highest quality. In particular, I would like to thank the Public Services Department, the Ministry of Education, the Ministry of Human Resources, the Ministry of Higher Education, and Telekom Malaysia. In addition, the Malaysia-German Chamber of Commerce and Industry (MGCC), the Malaysian Embassy in Berlin, the German Embassy and the Goethe Institute in Kuala Lumpur have all contributed significantly to our joint success.

Special mention goes to the Managing Director of CDC, Dr. Kai Schnieders, Deputy Managing Director, Mr. Joern Hardenbicker, Dr. Hanns-Georg Loeber and Ms Sabine Kauffman.

In particular, Dr. Loeber who began the journey with me; he truly exemplifies the spirit of CDC - cultural sensitivity, open-mindedness and professionalism in all our dealings. Over the years, Dr. Loeber has made regular annual working visits to Malaysia, understands us very well and has incorporated the Malaysian way of doing things into his style of engagement.

Finally, congratulations to CDC for reaching the twin milestones: first celebrating 20 years of partnership in Malaysia and second celebrating their 50th anniversary worldwide. I am privileged and honored to be part of the endeavor in promoting and enhancing bilateral relations between Germany and Malaysia and am sure this partnership will be sustained for many more years to come.

In recognition of my service to develop this bilateral relationship, in 2004 the then president of the Federal Republic of Germany, President Johanas Rau conferred on me the coveted award of The Cross of the Order of Merit of The Federal Republic of Germany.

## **Dato' Sri Zamzamzairani Mohd Isa**

Group Chief Executive Officer  
TM Foundation



My sincere gratitude to Carl Duisberg Centren for the opportunity to share in this historic occasion.

Carl Duisberg Centren (CDC) was into its early operations in Malaysia when TM's educational sponsorship body Yayasan TM was founded in November 1994. Discussions based on a shared understanding resulted in our collaboration with CDC in 1996 with the first batch of pre-university students taking up studies at various universities in Germany. Naturally, engineering was their designated pursuit then.

Concerted efforts between CDC and Yayasan TM helped students to overcome difficulties and hurdles understandably faced in acclimatising to a foreign environment and an unfamiliar language. Eight of the graduates are now part of our workforce, with special appreciation to CDC.

Today, the strong foundation set by CDC led to other agencies and individuals to pursuing their higher education in Germany. TM is expecting the 2nd batch of two students to graduate this October, whereas eight others are currently in Germany pursuing their degrees at various Fachhochschule. CDC has indeed proven its expertise and outstanding role as a leading agency in education and training.

On this occasion, I wish CDC all the best in continuing to play this important role and in further strengthening the relationship between Germany and Malaysia in the field of education and human capital development.

## Dato' (Dr) Teo Chiang Liang

Chief Executive  
KBU International College



On the occasion of the 20th anniversary of CDC's provision of its quality training and education in Malaysia, I, on behalf of the Board of Directors, Management and Staff of KBU, extend our congratulations to CDC for its sterling success in Malaysia and extend our good wishes to CDC for many more years of continued success in their collaborations in Malaysia.

The KBU International College (KBU) - Carl Duisberg Centren (CDC) collaboration commenced in 2003 with the objective of preparing students who wish to further their university studies in Germany. As a premier private college, KBU is indeed proud to be a partner of CDC, an established institution in Germany that provides quality training and education worldwide. KBU is also the first and currently the only private college in Malaysia to have a joint programme with a German institute to prepare students for tertiary education in Germany.

Under the KBU-CDC collaboration, German language is taught at KBU by specially selected lecturers from CDC in Germany whilst preparing students for the Australian Matriculation Programme. Successful students are then transferred to Germany where CDC prepares them for entry into German Universities to further their studies at degree level in engineering and technology.

This partnership of two well established premier institutions have attracted students sponsored by the Public Services Department Malaysia (Jabatan perkhidmatan Awan - JPA) and Telecom Malaysia Foundation (Yayasan Telecom Malaysia - YTM). To date, JPA has enrolled 7 batches of their scholarship recipients. These students will further their studies in Germany in engineering and technology. This is an endorsement of the quality of education provided by both KBU and CDC.

Whilst studying at KBU, students will not only be trained academically but they will also be equipped with social skills and exposed to German culture. KBU has, for example, organised events in conjunction with Goethe Institute in Kuala Lumpur for KBU students to appreciate German language and music by hosting performances in jazz music by the Youth Jazz Orchestra West Rhine Westphalia and the German Quartet- Max.Bab; hosting Mr Folke Teggetthoff who is a well known personality in German Language and culture to present his "Amazing Stories that Touch Lives". KBU also arranges for CDC's advisor to be at KBU to speak to the students on what to expect while living in Germany and the preparation for studies in German universities before they leave for Germany. The CDC advisor also assists in organising social meetings with the German Ambassador to Malaysia at His Excellency's residence in Kuala Lumpur.

The successful alliance of more than nine years between KBU and CDC has proven to be beneficial for institutions as well as students and their scholarship sponsors. Most of the students at KBU had performed extremely well in the Feststellungsprüfung, the university entrance examination for German universities for applied sciences. Our students have also been enrolled into well-established Germany universities such as Aachen University of Applied Sciences, Dresden University of Applied Sciences and Bremen University of Applied Sciences. The first batch of graduates have successfully obtained their engineering degrees and returned to serve the Malaysian government last year while the second batch of students returned to Malaysia in early 2012. KBU is very proud to have played an important role in preparing the students for their successful journey leading to their graduation and promoting cultural and educational exchange between Germany and Malaysia.

Happy 20th Anniversary CDC.

## **Dr. Pang Chau Leong**

**Director General**  
**Department of Skills Development**



My heartiest congratulations to CARL DUISBERG CENTREN (CDC) for celebrating 20 years of its collaborative educational and training operations in Malaysia. A pioneering initiative of the CDC in this country which has withstood the test of time to this very day is the Skills Development Program for Vocational Officers and Instructors, which has been funded by the Public Service Department. Since the inception of the program about two decades ago, the Department of Skills Development (DSD) and its predecessor, the National Vocational Training Council, has been organising jointly with CDC, numerous skills upgrading courses for vocational instructors in Germany and benchmarking visits to Germany for officials. To date, the program has benefited more than 800 officials and trainers from various training agencies and institutions, thus significantly contributing towards the rapid expansion of the skills delivery system in Malaysia.

Another notable example of Malaysian-German in the vocational training field was the introduction of the National Dual Training System (NDTS) in Malaysia. The initiative to introduce the NDTS could be traced back to bilateral Malaysian-German talks in 1996 in which both governments agreed to enhance cooperation towards improving Malaysia's human resource development system. In seeking to emulate the success of the dual training system in Germany, the NDTS was formulated with the involvement of a large number of German experts. A comprehensive study on the Malaysian education and training system was conducted collaboratively by German and Malaysian experts, with the view of designing a dual vocational training approach appropriate for the Malaysian context. Subsequently, the Malaysian government agreed to implement the NDTS from 2005 to serve as an integrated component of the education and training system in Malaysia.

Starting from 2006, Malaysian-German cooperation in education and training was further enhanced through a capacity building program in which 20 officers from the DSD and various training agencies attended a joint doctoral program conducted by the University of Bremen, Germany, and Tun Hussein Onn University (UTHM), Batu Pahat, Malaysia. In addition, 104 serving officers attended studies in engineering programs which incorporated vocational training at both degree and post-graduate levels in UTHM.

## Dr. Volker Wolf

Director  
Goethe Institute Kuala Lumpur



First of all, I would like to thank you for the invitation to the 20th anniversary of Carl Duisberg Centren. I feel honored to write a short message to congratulate CDC on this special occasion.

There are a few organisations like CDC which are globally ubiquitous and functions like diplomats and pragmatic like craftsmen. I cannot think of any academic MOU (Memorandum of Understanding) between Malaysia and German Universities that has not been touched effectively by CDC. Probably, there is no single successful agreement of curricular or social and student-related with German states and universities that has not been advised, shaped or synchronised without CDC's contributions. CDC's reputation is unique in Malaysia.

This uniqueness is emanating from the personalities who are the flesh and blood of this humanist bridge between Germany and Malaysia and I am speaking in particular of Tan Sri Dató Seri Dr Yahaya Ibrahim, and also of his personal assistant and secretary Jenny as well as of Dr Jörg Löber and Sabine Kaufmann. A special mention also goes to all the many pedagogical staff who were sent to Malaysia by the CDC Head Office on regular annual working sessions or who were employed through mediators like Goethe-Institut Kuala Lumpur to work for CDC.

"Tan Sri" – as Malaysians would call him - has been the figure head, the clever mediator, the gate keeper, the trouble shooter, the path finder in a litany of success stories. Tan Sri is one of these brilliant Malaysian Old Boys who are "the dough and the yeast and the healthy crust" of Malaysian educational life. Tan Sri Dato Seri Dr. Yahaya had started his working life as a primary teacher, grew from secondary teacher into ministerial administrator, crossed over to Consulting in Tertiary Education and has finally – as an octogenarian - come back full circle to early childhood education with all his passion and educational commitment unchanged.

Tan Sri, and his loyal assistant organise local activities to represent CDC in Education Fairs, on University Boards, in Scholarship Circles, in Ministries of Education and Higher Education ranks - they have helped to create a network for CDC that is incomparable to any other I know in Malaysia.

Dr Jörg Löber und Sabine Kaufmann are the German counterparts, the creative visionaries from the German side, the hands-on emissaries with the knowledge of operational mechanics in the German university world, they know how to melt the local demand and the German supply into a purring engine, they are the symbolic clutches to the magic German academic automobile that CDC is constructing with Tan Sri's support in and for Malaysia.

Our Goethe-team in Malaysia - with Patsy Ng as our energetic flag-bearer for more than thirty years - want to congratulate the CDC team- "all the best"

Celebrate  
Durable  
Credits!

Thank you for being such a good and supportive partner for the Goethe-Institut Malaysia and such a great synergetic catalyst for all other German mediators in Malaysia.

## Alexander Stedtfeld

Executive Director  
Malaysia German Chamber  
of Commerce and Industry (MGCC)



Just like the Carl Duisberg Centren, the Malaysian German Chamber of Commerce and Industry opened its office in Malaysia around 20 years ago. This common ground gives us the opportunity to look back on the development of a country which has been outstanding for the last two decades. The progress we experienced is also part of a history which we can share at this point of time. Yet both of us were not only spectators, but we are actively taking part in the development because our interest goes beyond doing business: our genuine interest is in the people of this country, their history, their culture, environment and society.

The Chamber's focus per se is the support of bilateral economic development. But still economic development is impossible without developing people skills. Therefore, the work of the Carl Duisberg Centren has been strongly connected to the work of the Chamber: developing people's skills in order to create business opportunities and foster economic growth. Malaysia's welfare, just like Germany's, has to be built on its educational and training system and with highly skilled people as a backbone, on research, development and innovations.

In Germany the private sector has a long history of responsibility to train young people. The Chamber is currently working with the Malaysian Ministry of Human Resources on the implementation of the German syllabus- the dual vocational program into the Malaysian educational system to support the Malaysian "Vision 2020". Carl Duisberg Centren plays an important role in the training of Malaysian management from the public sector: Since 1996, CDC has been organising the program in cooperation with the National Institute of Public Administration with a big success every year: 100 people applying for the 14 seats provided. And each time the Chamber is given the opportunity to prepare these high potentials before they leave to Germany on such important issues as German Business Culture and Ethics, The Role and Importance of Private and Public Sector Cooperation in Germany or Management Practices in German Business.

After 20 years in this country, both the Carl Duisberg Centren and the Chamber can proudly look back on 20 years of participating in the Malaysian success story.

Congratulations on your Anniversary!

## Messages from Alumni

---



Dipl.-Ing. (FH) Ahmad Azlan Bin Azmi  
Fachbereich Maschinenbau  
(Entwicklung & Konstruktion)  
Fachhochschule Reutlingen

Feeling uncertain and incapable without noticing my own potential was my first impression when I first landed in Frankfurt. A different world was awaiting me, the 'Kampung Boy'. Like any new born baby, it was an eye-opening first step for me. With the help of "PARENTS"-CDC, I learned how to adapt to the situation. From A-Z, from crawling to running, from a 'Kampung Baru' to a Diplomingenieur, they were always there for me. It was a unique culture driven by a dynamic system in Germany. With a great PARENT (CDC) in a great WORLD (GERMANY), they made me the person I am today.

Tausend Mal dankean CDC. Toi, toi, toi !!!



ENGR. MAHADI MOHAMAD AMP  
Assistant Special Officer to the Prime  
Minister

It all started with the tagline "Made in Germany". It is through the fascination as a boy looking at all the brilliant documentary on newly invented technology, advanced innovation and the long history of the country, where all the great famous thinkers, poets, writers, scientist & artist came from, that leads me to Deutschland. That is how I landed in FH Braunschweig after finishing my A-levels in Shah Alam. Even though I was offered a scholarship to a British and American top university, I was very determined to pursue my childhood dream to go to Germany; to obtain the best engineering degree, to get the hands-on & practical-based education, to experience the rich culture and history, to travel the different parts of the world and to venture the life-changing experience. It was made possible under the strong collaboration between the Malaysian Government (JPA) and CDC. I'm proud to be the 'product' of this trustful cooperation and will forever be indebted and thankful for the opportunity given to be part of this wonderful program.

I would like to congratulate CDC Malaysia on their 20th Anniversary celebration.



Syafeeq Mohd,  
Ba.Eng. Shipbuilding & Marine  
Engineering of Hochschule Bremen

Studying in Germany does not ONLY mean for you to get the certificate. It is also not JUST about mastering the language. It means more than that. The experiences moulds you to be a SURVIVOR. You are going to develop the great skills to LIVE. In order to discover the POTENTIAL hidden beneath, you need to go BEYOND the EXPECTATION. You need to get down in the CULTURE. You need to be aware of the SOCIETY which is different from yours. You need to learn about their ROOT. And most importantly, in your every action, you must behave with RESPECT. So and only so, they will truly share all the knowledge they have with you.

I saw the effort of CDC since the beginning, when I first joined. They want to have me centralized within the system. So at the end, i will understand as for today - that somehow, EVERYTHING is ENGINEERED.

# Private Sector Management Training & Attachment Programme for Senior Malaysian Public Sector Executives in German Companies

Public Services Department Malaysia



## Introduction

"As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them"

(John F. Kennedy)

The Public Services Department of Malaysia wishes to express its appreciation to the Embassy of the Federal Republic of Germany to Malaysia, the Carl Duisberg Centren (CDC) Cologne and other agencies for their contribution in enabling the sustainable implementation of this programme that lasted nearly 2 decades. This Department also welcomes the positive contribution in bringing the German companies closer to the Malaysian Civil Service.

## Background

The programme definitely came a long way since it started 16 years ago and speaks eloquently of its relevance and contribution to the success of Malaysia Incorporated Policy. The success of this programme is greatly valued by the Malaysian Government and it remains as one of the important events in the PSD's calendar. Since then, more than 123 Malaysian Senior Government Officers have benefited from this programme. The programme was designed to enhance the performance of the public sector in Malaysia by contributing insights into work and challenges in the private sector, introducing national and international business policies of German private companies in the field of productivity and quality; marketing strategies; good governance; management and public private partnership. As part and parcel of talent infusion, this programme is synonym to the implementation of the Cross Fertilisation Programme in the Public Service of Malaysia.

### MILESTONE OF PARTNERSHIP

Year	No. of participants
1996	15
2000	13
2001	13
2002	14
2004	12
2006	15
2008	13
2010	14
2012	14

In 1996, the Public Service Department started by sending off 15 senior officers to the German soil. However, the programme was put on hold from 1997 to 1999 due to the economic recession. The programme resumed eventually in 2000 and has been carried out at alternate years. This is to ensure that this Department and CDC have ample time for the preparation of another programme – taking into consideration of the lead time needed in processing and for CDC to engage the renowned German companies to participate.

This attachment training programme is not only important on the academic aspects but, it has also allowed participants to establish networking and enhance their knowledge and skills further in leadership and management. Furthermore, for the development of individual potential leaders, being assigned from the public sector to the private sector or vice versa, exposes one to a new environment, providing not just awareness of a new reality and new learning, but placing the individual outside of their comfort zone. It is a developmental experience to challenge one to succeed in new territory. Indeed, this programme has provided a platform for cooperation between the public and private sectors in our endeavour to remain competitive in the global arena.

---

Participants of the programme have the opportunity of one month stint in Germany which comprises of one week Business Management Course, two weeks of company attachment and one week of benchmarking study visits to several private and public organisations. This attachment allows participants to understand and partake of the different cultures and society as well as to enable them to comprehend linkages between a German subsidiary company in Malaysia and its parent company overseas.

“It is more than just professional ties”

(Dr. Hanns-Georg Lober)

No matter which company's participants were attached to in Germany, regardless whether MNC's or SME's, they would acquire knowledge, learning and exposure in a form, fashion and the niche of each industry. In this context, this would enable participants to interact and engage with the reporting manager and build the network at different level of staffs in the company as their ally. As the saying goes, “Pre-conceptions are often built from periphery; it changes when you are participants”. We hope the relationships developed will definitely generate a rich pool of knowledge and enable participants to share their experiences and perhaps, to challenge conventional thinking.

## Carl Duisberg Centren and Malaysia - 20 years of trustful cooperation

Dr. Hanns-Georg Löber

Senior Executive Advisor to the Management



Carl Duisberg Centren looks back on 50 years of international human resources training programs and a period of 20 years of fruitful cooperation with Malaysian ministries, government organisations and the private industry, based on mutual trust and friendship.

Based in Cologne, Germany, we describe ourselves as one of the leading European non-profit service providers in the field of further education, personal development and study programs.

The wide range of services of Carl Duisberg Centren comprises management, vocational and advanced training programs, as well as German courses for foreigners, university programs, consulting services for international professional education and the preparation of staff of international companies for projects related to foreign countries.

We aim for know-how transfer and exchange of experience, encouragement of development processes, personality development through experience gained abroad, and for worldwide cooperation.

Carl Duisberg Centren has eight management and language training centres in Germany and an extensive network of representatives and partners around the globe. And we are happy to mention that our Malaysian representative office is celebrating its 20th anniversary this year. It is also good to note that, most of Carl Duisberg Centren services are certified according to DIN EN ISO 9001.

Our more than 50 years of experience in adult education and many success stories are owed to our highly dedicated personnel - professionals in the field of global communication.

Our permanent employees are trained internationally and enjoy discussions that demand patience and sensitivity. Open-mindedness to us is a quality without which our job would be unthinkable.

Sensitivity to the vagaries of multicultural societies, and experienced in discerning shades of meaning and building spiritual bridges – this is what we expect from our colleagues and from ourselves. This is how we have contributed in paving the way between both of our countries, in building bridges between Malaysian and German universities and other organisations and in establishing networks between German and Malaysian industries.

It goes without saying that developing our activities in Malaysia the way we did, would not have been possible without a reliable partner with deep roots in the Malaysian society. We met Tan Sri Dató Seri Dr Yahaya Ibrahim first in the early nineties, and he became a friend from the very beginning. Tan Sri Yahaya started representing Carl Duisberg Centren in 1992 and his contributions to our work have given a tremendous boost to bilateral relations and our networking capacity. There is no doubt that in Tan Sri Yahaya, we have found an ideal partner and representative. It is due to his tireless efforts that Malaysia became and will remain one of the most interesting partners for Carl Duisberg Centren. Over the last years, we have further strengthened our team through Dr. Mohamed Rashid Bin Navi Bax whom we got to know many years before while he was still in the Ministry of Education.

We feel very lucky to have him “on board” as an internationally recognised expert in higher and vocational education.

The scope of our activities in and with Malaysia has become broader and broader over the last 20 years.

Following are some of the highlights:

- Professional qualification programs for Malaysian instructors and executives from Polytechnics, Vocational Training Centres and Industrial Training Centres. These advanced programs provide powerful impetus for personal achievement – and drive for the success of training institutions and their students. The topics include: advanced welding, maintenance and repair of electrical automobile systems, industrial

automation, mechatronics, plastic production etc. The duration of these programs is approx. 3 months, the language of instruction is English and participants are carefully guided throughout the course up to their return to Malaysia. Parts of the training are also organised in Malaysia. The participants of these programs benefit from the diverse educational institutions in Germany: to become acquainted with the dual system of vocational education, to complete advanced vocational and management training courses, to acquire specialist knowledge in a scientific discipline. You may sum it up by saying: Training - Made in Germany. Approx. 25 courses have been completed since 1995.

- Attachment programs for Malaysian senior government officers from various Malaysian ministries and government agencies has bridged the gap between approx. 200 Malaysian representatives and Germany. It has successfully took place nine times since 1996. The participants first take part in a seminar about German economy, politics, business practices, and culture. Then they come to Germany and get to know various aspects of doing business in Germany and the EU, human resources and the European Community in general. After that, the participants are attached to German companies for two weeks. The evaluation of this program shows that the participants return to their work places with a big choice of fresh ideas and with new motivation. This is more proof of the importance of personality development through experience gained abroad. The programs are conducted on behalf of Public Service Department.

- Benchmarking visits to German industries and to institutions of higher learning. Since the very beginning of our activities in Malaysia we have been organising benchmarking visits for Malaysian decision makers to Germany. On behalf of the Ministry of Education, the Ministry of Human Resources, the Malaysian TELEKOM, the Federation of JPK Accredited Centers and others, Carl Duisberg Centren designed, prepared and conducted programs like

“Special Education in Germany”, “Technical and Vocational Education in Germany”, “The dual system of vocational education and training in Germany” and “The German system of higher education” etc.

- Staff development training programs for the Ministry of Education and for the Ministry of Higher Education. Topics such as “Policy for the future of vocational education”, “Curriculum development policy” or “Strategic and critical thinking” were covered as well as others such as “Educational management information systems”. These programs were conducted in English and their duration varied between two and eight weeks.

- Development of the “Long term Masterplan 2001 – 2010 for the Polytechnic Education”. This long term Polytechnic Development Plan included many different aspects such as: needs analysis, academic planning, physical planning as well as cost and financing for the six first Polytechnics and for the fast expanding system as a whole. Our international team of experts has successfully completed this important task in close cooperation with the Ministry of Education (now Ministry of Higher Education).

- Intensive language courses “German as a foreign language” and preparation for the DSH examination (Language Entrance Examination for foreigners who want to study in Germany). These were held at UiTM, followed by two to eight months bridging courses for the students in Carl Duisberg Centren in Cologne and Dortmund. Finally, study counselling and study placement at Universities of Applied Sciences all over Germany. Within these programs, Carl Duisberg Centren provides comprehensive assistance and advice with all formalities, choice of study courses, accommodation, insurance, language courses, industrial trainings etc.

- German program to prepare O-level students for German Universities of Applied Sciences. This modular program prepares students for a period of 19 months in Malaysia and another 8 months in Germany. For the intensive German language courses, we bring our highly experienced senior lecturers from Germany to teach at KBU International College, our partner in this program. It lasts six months, and then the AUSMAT program (11 months) starts. Those students who pass the final examinations of the AUSMAT course are eligible to further their studies in Germany. They first take part in another bridging

---

course which includes German, Physics, Mathematics, Chemistry and others. Then they have to complete a pre-practical training in industry, and finally start to study at the University of Applied Sciences of their choice. All services within this program are provided by Carl Duisberg Centren and its partner KBU International College. After completing a couple of programs during recent years we have many reasons to be proud of this "product". All groups who have meanwhile finished their preparation and who started to study in Germany have proved to be among the best, compared to many generations of foreign students who sat for comparable examinations. In June 2012 we have welcomed the ninth intake.

These are examples for some of Carl Duisberg Centren's most important activities in Malaysia in the last twenty years. Looking back, we ask ourselves: what are the unforgettable memories? The answer is easy: it was the friendliness of the people from the very start, the cordial, overwhelming hospitality and the feeling that we can rely on what we have agreed upon. This was and is a perfect basis for a trustful cooperation and this has led to warm feelings between those colleagues who regularly travel to this beautiful country and have come to regard Malaysia as their second home.

Carl Duisberg Centren has become an integral part of Malaysian-German bilateral relations. Many well established programs go back to activities which we initiated. The most important example in this regard was the "Workshop on the planning of programmes for Malaysian-German cooperation in education and training" which was held in March 1995 at the Universiti Teknologi Malaysia in cooperation with the Ministry of Education Malaysia. Three German states (Bavaria, Baden-Wuerttemberg and North Rhine-Westphalia), their government representatives and Universities of Applied Sciences staff were present and laid the cornerstones for future common programs. Carl Duisberg Centren was the initiator and organiser of this important event.

When our representative, Tan Sri Dató Seri Dr. Yahaya Ibrahim was awarded with the "Cross of the Order Merit of the Federal Republic of Germany" in June 2004, we were the first to congratulate him. We were and are very happy that his creative contributions to our countries' bilateral relations have been honoured officially. And, as he is part of Carl Duisberg Centren we feel that our activities are also honoured by the Bundesverdienstkreuz-award.

Last but not least, we would like to thank all of those individuals, ministries and organisations which have helped us to make our contributions possible. Without the support of the Public Service Department, the Ministry of Education, the Ministry of Higher Education, Telekom Malaysia, KBU International College, the Malaysia-German Chamber of Commerce and Industry (MGCC), the Malaysian Embassy in Berlin and finally the German Embassy in Kuala Lumpur, we would not have had the chance to contribute the way we did.

Carl Duisberg Centren is happy to be able to continue its contribution in paving the way between both of our countries and in fastening the ties between our people. Thus, we will do our part in supporting Malaysia to reach the ambitious goal of "Vision 2020".

# Down Memory Lane with Carl Duisberg Centren (CDC)



1995, Plastic Technology training programme in KZ Wuerzburg



1995, Workshop on the planning of programme for Malaysian - German cooperation in education & training



1996, Finalisation of Mechatronics training programme



1996, Study visit to Germany



1995, Qualification Asia Official Opening Ceremony



# Down Memory Lane with Carl Duisberg Centren (CDC)



1996, Discussion on instructor training programs



1996, Visiting of former participant of instructors training programme



2003, Testing and Adjustment of Electrical & Electronical Automobile Systems' training at BBZ Arnsberg



2004, Launching ceremony of the bilingual language camp of the CDC / KBU students



2009, Student Visit to German Ambassador's Residence



# Down Memory Lane with Carl Duisberg Centren (CDC)



2004, Tan Sri Dató Seri Dr.Yahaya Ibrahim, representative of Carl Duisberg Centren / CDC, received the "Cross of the Order Merit of the Federal Republic of Germany" from the former German Ambassador, H.E. Juergen staks.



2006, Department of Skills Development meeting



2010, UiTM Vice Chancellor Dató Prof.Dr.Sahol meeting with CDC team



2010, JPA - CDC Meeting



2010, TELEKOM meeting with CDC team



## Down Memory Lane with Carl Duisberg Centren (CDC)



2000, Meeting with Technical Education Department (Ministry of Education)



2001, Long Term Master Plan for Polytechnic Development



2010, Meeting with Datuk Halim Shafie and TM staff



2010, Department of Community Colleges Education meeting with CDC team



2012, Students from German language programme together with Dr. See Hoon Peow, Principal of KBU International College



## Down Memory Lane with Carl Duisberg Centren (CDC)

# KBU group visits envoy

SS16

Germany-bound students pay courtesy call.



**Social event:** A student posing with Dr Gruber and Pfeiffer.

**T**WENTY Germany-bound students of KBU International College had the privilege to pay a courtesy call on the German Ambassador in Kuala Lumpur, Dr Gunter Gruber, at his residence recently.

The students, who are scholars of the Public Service Department and Yayasan Telekom Malaysia, are currently undergoing the Intensive German language programme at KBU.

The programme, conducted at KBU in collaboration with Carl Duisberg Centren (CDC), Germany, is part of the students' preparation before they continue with the Australian Matriculation (AUSMAT) programme, where the German language is offered as a subject.

The students were accompanied by the director/governor of KBU, Tan Sri Dr Yahaya Ibrahim and KBU chief executive officer Prof Datuk Dr Teo Chiang Liang. Also present were Dr Hanns-Georg Loeber of CDC and senior officials of the Public Service Department and Yayasan Telekom Malaysia.

Dr Gruber extended his warm welcome to the KBU visitors and he remarked that he considered the visit as an important event in his calendar which he tried not to miss every year.

Dr Yahaya, who led the delegation, expressed his gratitude to Dr Gruber for his kindness in receiving the delegation.

He acknowledged that the visit was very meaningful to the Germany-bound students as it would give them some initial cultural exposure as well as a glimpse of what to expect when they are in Germany next year.

Sabine Pfeiffer, a senior academic consultant from CDC who is teaching German in KBU, represented all the students and presented a copy of the newsletter "REMINISZENZ" to Dr Gruber. The newsletter was produced entirely by the students and Dr Gruber himself, has contributed a front-page article in it.

The visit ended with a speech, delivered in fluent German, by Muhamad Safuan Ab Latif, which was then translated into English by another student, Mohd Naquiddin Ahmad Najib.

The speech in German impressed all those present as it was a testimony of the high quality of the Intensive German programme conducted at KBU in collaboration with CDC.

KBU has produced many German-speaking Malaysians over the years and the college is reputed to be one of the most successful centres in the world for the CDC German Language programme. Past scholars, who did their preparatory programmes at KBU and CDC, have excelled not only locally but also internationally at institutions of higher learning in Germany.

For details, contact KBU International College, Bandar Utama, at 03-7727 3200, e-mail [enquiry@kbu.edu.my](mailto:enquiry@kbu.edu.my) or visit [www.kbu.edu.my](http://www.kbu.edu.my).

## Down Memory Lane with Carl Duisberg Centren (CDC)

### Germany's Infineon says it is in 'right market' here

**KUALA LUMPUR:** German semiconductor giant and chip supplier Infineon, which has been in Malaysia for four decades, is confident that it is in the "right market" to cope with the rapid growth in the global demand for energy-efficient products.

It invested RM480 million in Batu Berendam plant in Malacca last year and says the investments are on track with its RM3.8 billion, which was targeted for its operations in Malaysia six years ago.

The incentives and the Malaysian government support through the Malaysian Investment Development Authority (Mida) were reasons for the firm to choose Kulim over China or East Europe.

To date, it has invested more than RM6 billion, with RM7 million within the last two years.

The good record it has enjoyed in Malacca will ensure investments remain huge in Malaysia in the next 60 years, its officials said.

Infineon Technologies in Malacca assembles and tests semiconductor components while its newer production facility at the Kulim Hi-Tech Park in Kedah is for semiconductor wafers.

Its vice-president and managing director Dr Matthias Ludwig said

power-efficient electronics are being deployed actively in Germany to reduce power consumption by 30 per cent which would be a boon for industries.

"The market is growing with more gadgets, supported by a growing electricity grid while the connection between generation and consumption is getting tight ... there is so much else to do, which gives us the confidence that we're in the right market," he said in an interview recently.



"Globally, Infineon invested €900 million last year."  
**Dr Matthias Ludwig**  
Vice-president, MD

Infineon is in power generation, transmission and consumption.

With power efficiency arises a need for activities such as hand-held gadgets, hybrid and electric cars, renewable energy and other 'green' movements.

"This whole movement will need semiconductors. We are in a strong position as we are number one in the industry, and in the automotive sector, we are ranked second worldwide," said Infineon CFO Peter Halm.

With thousands of motors in air-conditioning units, pumps and washing machines yet to be inverter driven, there is a broad market for the German multinational to introduce its solutions.

The Malaysian operations serve as

the back-end manufacturing site for the firm to meet the demands of the global market.

Also affected by the economic crisis in 2009, it has been steadily growing and has recently been ramping production again. Last year, the company invested a lot to be ready for the market before it swings back and it is now focussing on capacity (equipment and trained work force).

The automotive industry is strong although Halm said it is taking a bit of time to transfer the technology in order to set up new products at the Kulim plant.

Globally, Ludwig said Infineon invested €900 million (RM3.59 billion) last year and he expects the level to be maintained this year.

"This is a reflection of Infineon's trend to invest during a downturn in order to be ready for the upturn."

Sales are expected to remain flat with marginal changes this year.

Ludwig explained that the first quarter is seasonally a downswing in the consumer segment after the Christmas season. "On the other hand, in the automotive sector we see very strong demand and leads the outlook for next quarter."

With its focus on energy efficiency, mobility and security, these activities have helped Infineon to remain stable. Its Asian markets contribute 45 per cent of the total global sales. Of this, the Kulim plant contributes RM1 billion a year in terms of the overall sales. **By Rupa Damodaran**

NEW STRAITS TIMES, 19032012

### KBU builds on German engineering connection

KBU International College recently hosted the first German Alumni Conference, drawing more than 100 professionals with various German affiliations to the event.

It was organised by the German Alumni Association of Kuala Lumpur (GAAKL), which has its secretariat at the Goethe Institut.

KBU hopes to enhance its ties with the various German alumni, especially in education.

The conference was

opened by Higher Education Ministry Parliamentary Secretary Datuk Dr Adham Baba.

Also present were German ambassador Herbert Jess, GAAKL chairman and KBU director/governor Ian Sri De Yahaya Ibrahim and KBU chief executive Datuk Teo Chiang Liang.

In Malaysia, KBU has always been an advocate of German education, especially in engineering.

The college is the only local



**DEUTSCHE LINK:** (From left) KBU principal Dr Chua Yee-Yen, Teo, Adham, Yahaya and Jess at the launch of the conference

private higher institution with links to German institutions offering engineering degrees.

Students enrolled in the BEng in Engineering Sciences will spend 1½ years at KBU and the next 2½ years at Mannheim University of Applied Sciences, Germany.

They can also be absorbed into Duisberg-Essen University, which is also part of the engineering consortium at KBU.

At KBU, students will be taught the German language by lecturers from the Carl

Duisberg Centren.

They also have an opportunity to undergo a three-month industrial attachment with German-based companies, arranged by the Malaysian German Chamber of Commerce.

Prospective students are invited to KBU's open day today from 10am to 6pm.

For more information, call 03-77273200, fax 03-77272733, SMS 012-2772320, email enquiry@kbu.edu.my or log on to www.kbu.edu.my

NEW STRAITS TIMES, 19032012

## Down Memory Lane with Carl Duisberg Centren (CDC)

### 'Boost ties with German SMEs'

**STUTTGART (Germany):** Malaysian ambassador to Germany Datuk Ibrahim Abdullah believes an effective way to forge closer ties between Malaysia and Germany is to intensify people-to-people contacts.

"We already have good relations with Germany at official levels, including between the non-governmental organisations.

"However, we can take the relationship to a higher level if we intensify people-to-people contacts," he said in an interview with Bernama on the sidelines of the CMT Consular Travel Show here.

The envoy, who is based in Berlin, was attending the inauguration of Malaysia's "partner country" participation, where Malaysia hogged the limelight at the just-concluded eight-day show.

He added: "Our relations with Germany have matured very well. But I believe people-to-people contacts can boost bilateral relations.

"I am looking at reaching out to Germany's small- and medium-sized enterprises (SMEs) that will provide a good base for networking.

"The Malaysian Industrial Development Authority and Matrade offices in Germany are making the necessary contacts and building up a base with the SMEs."

Ibrahim said renewable energy was an interesting area of bilateral business cooperation, which held the promise of good business with German companies.

"I would urge German companies to look at Malaysia for joint ventures and other forms of solar energy co-

operation." Bernama

NEW STRAITS TIMES, 23012012

### KBU, the choice for German-linked education

**KBU** International College proved once again to be the preferred choice for Germany-linked tertiary education when a batch of sponsored students from the Public Services Department (PSD) and Yayasan Telekom Malaysia (YTM) enrolled in its preparatory programme recently.

KBU is hosting PSD sponsored students for the third time, the first batch having enrolled in 2003. With the YTM student enrolment this year, the college has achieved another milestone in Germany-linked tertiary education.

The students and their parents were at KBU recently for an orientation programme, also attended by PSD assistant director (training) Muhd Feros B. Kasim and YTM director Mohd Mizan Mohamed. Students were given a programme overview by KBU director/governor Tan Sri Dr Yahaya Ibrahim. Also present was KBU CEO Datuk Teo Chiang Liang.

KBU is the only private college in Malaysia to offer a German language programme. It is conducted by native German lecturers from Carl Duisberg Centren (CDC), Germany. The students will be in the programme for six months, during which they will also attend an intensive English language programme.

They then enrol in the Australian Matriculation programme which can be completed in just one year and is accepted for entry into German higher education institutions under a special arrangement. German is a compulsory paper for sponsored students. Again, it is taught by German native speakers to ensure students are well-equipped before leaving for Germany in early 2008.

KBU will play host to these SPM high achievers for one and a half years. All students are expected take up engineering programmes in the various "Fachhochschule" or "Universitaet" in Germany. KBU's most recent PSD sponsored students left for Germany in January.

The college has an excellent track record for preparing students for German tertiary education. Through its Language Centre and Centre of Matriculation Studies, learning is usually enhanced through 'beyond the classroom' activities like motivational and language camps and field trips organised in collaboration with CDC.

For more information, call 03-7727 3200, fax 03-7727 2733, sms 012-277 2320, e-mail: enquiry@kbu.edu.my or visit [www.kbu.edu.my](http://www.kbu.edu.my).



PSD and YTM sponsored students with KBU management.

THE SUN, 06082006

## In Appreciation

Thank you to our partners for 20 years of excellent collaboration in education and training.



Federal Republic of Germany,  
Malaysia



**YAYASAN**  
TELEKOM MALAYSIA



**GOETHE-INSTITUT**



**JPK**



**KOLEJ KOMUNITI**  
KEMENTERIAN PENGAJIAN TINGGI MALAYSIA



# Autograph

---





**CARL DUISBERG CENTREN MALAYSIA/YES SDN BHD**

70-C Jalan SS 21 / 35, Damansara Utama, 47400 Petaling Jaya, Malaysia

Tel.: +60 3 772 74475

Fax: +60 3 772 74476

E-Mail: [yes2000@studyonair.com](mailto:yes2000@studyonair.com)