



Embassy
of the Federal Republic of Germany
Kuala Lumpur

GERMANY
FACES
MALAYSIA

GERMAN DAY @UMP

13 May 2015 (Wednesday)

8:00am - 5:00pm,

Astaka Hall, Universiti Malaysia Pahang

**OPPORTUNITIES
TO BUILD UP LINKAGES
WITH GERMAN COMPANIES & INSTITUTES**



JOINTLY ORGANISED BY

GERMAN EMBASSY KUALA LUMPUR
AND UNIVERSITI MALAYSIA PAHANG

Jointly-organised by:



Embassy
of the Federal Republic of Germany
Kuala Lumpur

Embassy of the Federal Republic of Germany
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207, Jalan Tun Razak
50400 Kuala Lumpur

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1st Secretary, Head of Press and Culture Department
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Universiti Malaysia Pahang (UMP)
Lebuhraya Tun Razak
26300 Gambang, Kuantan
Pahang Darul Makmur

Advisor: Professor Dr. Wan Azhar Wan Yusoff,
Deputy Vice Chancellor, Academic & International
Project Manager: Professor Dr. -Ing. Nik Abdullah Nik
Mohamed & Mr. Mohd Raizalhilmy B. Mohd Rais.

Together with the team of Universiti Malaysia Pahang

Programme for the Day

German Day – UMP Gambang Campus
(13th of May 2015)

MAIN PROGRAMME (Astaka Hall)

Soft Opening	
9:00am	Opportunities for Higher Education in Germany Speaker: Dr. Guido Schnieders, Director of DAAD Information Centre
9:30am	Introduction to the new Business Engineering Programme Speaker: Dr. Mohd Ridzuan Bin Darun, Dean Faculty of Industrial Management
Official Opening Ceremony	
10:00am	<ol style="list-style-type: none">1. Malaysian National Anthem2. German National Anthem3. Official UMP Song4. Recital of Doa5. Welcome speech by Prof. Dato' Dr. Daing Nasir Ibrahim <i>Vice Chancellor of Universiti Malaysia Pahang</i>6. Welcome speech by H.E. Holger Michael <i>German Ambassador to Malaysia</i>7. Opening speech by Dato' Seri Idris Jusoh <i>Minister of Education II (tbc)</i>8. UMP-BOSCH signing of Memoranda of Understanding (MoU)9. Exchange of tokens of appreciation10. Cultural show <i>K.D. von Dittersdorf: Deutscher Tanz (German Dance)</i> <i>Carsten Häger: Tango Melancólico / Tango Santiago</i>11. VIP tour of the exhibition

Programme for the Day

Presentations, Talks and Entertainment

11:30am	Company presentation by Bosch
11:50am	Company presentation by Siemens
12:10pm	Company presentation by SAP
12:30pm	Presentation by German Alumni Association of Malaysia (GAAM)
12:50pm	Presentation by German School Kuala Lumpur
1:10pm	Company presentation by BMW
2:00pm	Opening of the Afternoon Session
2:10pm	Company presentation by BASF-Petronas
2:30pm	Presentation by Eckert Schools
2:50pm	Company presentation by Fresenius
3:10pm	Company presentation by Bayer
3:30pm	Company presentation by Trumpf
3:50pm	Company presentation by Volkswagen
4:10pm	Company presentation by Mühlbauer

Closing

4.30pm Prize giving ceremony & End of German Day

Musical entertainment is provided by students and staff of the German School Kuala Lumpur: Mr. Karsten Schulz, Mr. Lay Kar Kho, Ms. Julia Sostmann, Ms. Serafina Wald, Ms. Anja Ostertag

Food stalls and outdoor exhibition are located in front of the International Office Building

SIDE EVENTS

Goethe-Institut Movie Screenings

(Seminar Room, Dept. of Academic & International)

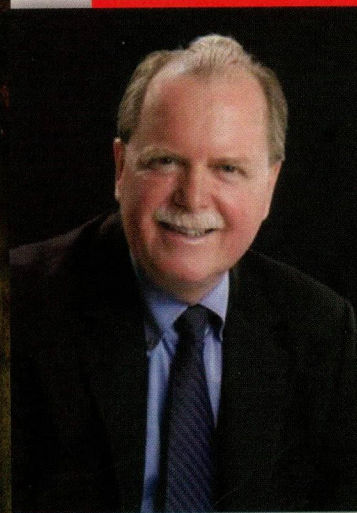
Spelling Bee & German Quiz

(Mini Theatre, Block X)

12:00 noon	Lessons of a Dream – 2011, 105 min (How Football Came to Germany)	11:00 am	Spelling Bee
2:00 pm	Oh Boy – 2012, 83 min (Urban Adventures in Berlin)	2:00 pm	German Quiz

There is also a LUCKY DRAW with several opportunities to win attractive prizes throughout the day. Please listen carefully to the respective announcements in Astaka Hall.

Message from the Ambassador



Welcome to the German Day at Universiti Malaysia Pahang!

It is great to be back in Gambang after the successful “German Day” in 2010. Since then, Germany and Malaysia have continuously intensified their academic and scientific cooperation. More than 80 bilateral collaboration agreements between universities are now in force. The Engineering Faculties at UMP are a key driver of this cooperation. The “German Academic Career Center” (GACC) at UMP is a unique one-stop address for any student wishing to participate in the university’s

acclaimed double degree programmes with their German partners, mainly the Universities of Applied Sciences at Karlsruhe and Reutlingen. The GACC also engages German companies in Malaysia to provide internships, scholarships and job opportunities. This year’s German Day brings a number of world-class German companies to Gambang. Despite many challenges, the German economy is strong and continues to be a champion in exports. But German companies also invest and manufacture in Malaysia, especially in Pahang. Learn more about this during the event.

The “German Day” does not only highlight academia and economics, the goal is to present “GerMany Faces”, as expressed by the logo. Besides the Business and Education Fair, we are proud to offer German food, movies and language information. The “German Day” is an event that needs thorough planning and creativity. On this note, I would like to thank UMP’s Vice Chancellor Professor Dato’ Dr. Daing Nasir Ibrahim, GACC Director Prof. Nik Abdullah Nik Mohamed, the organizing team as well as all the partners for their strong commitment and support.

Wishing all participants a fruitful and rewarding German Day, I remain
With my best regards
Holger Michael

German Ambassador to Malaysia

Message from the Vice Chancellor

Salam 1Malaysia!

As we say *Selamat Datang* in Bahasa Malaysia, we bid you all *Wilkommen* to Universiti Malaysia Pahang (UMP) in conjunction with the celebration of this edition of German Day – the testimony of the close ties between this university and the German Embassy in Malaysia.

2015 marks the fifth year of UMP's formal collaboration with the Federal Republic of Germany, a smart linkage that has brought this university closer to German universities and their academic excellence, thus enabling UMP to benefit from her partnership with Karlsruhe University of Applied Sciences (HsKA) and Reutlingen University which is principally facilitated by the German Embassy, German Academic Exchange Service (DAAD) and UMP's own German Academic & Career Centre (GACC).



Looking back, the efforts toiled for the past five years have enabled UMP to strategically position herself on global higher education map, an achievement that is significant for a 13-year old Public University, giving her the competitive edge to emerge as a first choice technological university as aspired in UMP Strategic Plan 2011-2015.

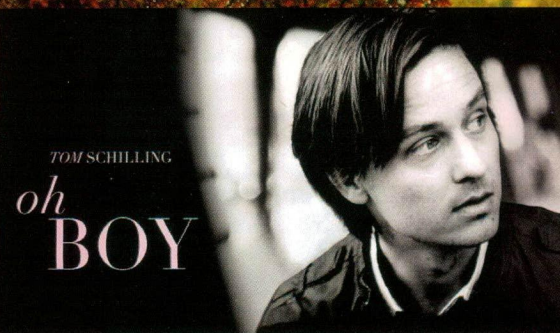
While UMP-Germany linkage is relatively new, the diplomatic and economic ties between our two countries have significantly flourished since 1957 when the Federation of Malaya achieved her independence. With that maturity, Germany has now become one of Malaysia's major trading partners with RM 23.6 million in total trade in 2014.

With that encouraging diplomatic and economic ecosystem, it is certain that much could be further explored by both countries, and UMP is privileged to have her share in this venture, as Germany provides us with endless opportunities to augment our brand.

Terima kasih.

PROFESSOR DATO' DR. DAING NASIR IBRAHIM

Vice-Chancellor
Universiti Malaysia Pahang



OH BOY (2012)

Director: Jan-Ole Gerster

English title:

A Coffee in Berlin

Black and White, 83 min

German with English subtitles

“Do you know what it’s like...to have the feeling that all the people around you are honestly kind of weird? But when you think it over, then it becomes clear that the problem is with yourself.” Jan Ole Gerster’s feature debut ‘*Oh Boy*’ paints a day in the life of Niko, a young man who has dropped out of university and does not have a job. Niko lives for the moment. He drifts aimlessly through the streets of Berlin, curiously observing everyone around him and oblivious to his growing status as an outsider. Shot in black and white and enriched with a dynamic jazz soundtrack, this award-winning film is a love letter to Berlin and the Generation Y experience.

GOETHE-INSTITUT MOVIE SCREENINGS

Der ganz große Traum (2011)

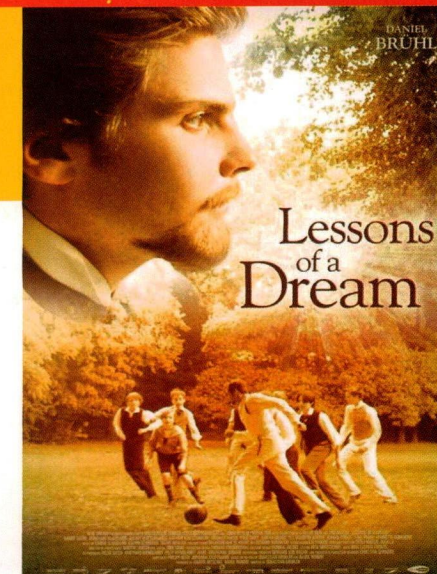
Director: Sebastian Grobler

English title: Lessons of a Dream

Colour, 105 min.

German with English subtitles

Germany without football is hard to imagine, and yet the beautiful game may never have taken root there were it not for the enthusiasm and determination of one man – Konrad Koch. German-born but Oxford-educated, Koch was hired to teach English by a strictly-run German boys school in 1874. A visionary teacher, he introduces football – well established in England, but unknown in Germany – to teach the boys English, self-esteem and good old British values of ‘fair play’. Needless to say, this progressive curriculum gets him into all kinds of trouble with parents, administrators and other teachers... By turns dramatic and funny, the film has a first-rate cast led by the excellent Daniel Brühl.



Company Profile



Airbus in Malaysia

Airbus Customer Services Sdn Bhd

The Airbus Customer Services Sdn Bhd in Malaysia commenced operations in February 2014. Located near the Kuala Lumpur International Airport, the operation represents an expansion of Airbus' global network of customer support centres providing 24/7 specialised major aircraft repair services and structural repair engineering.

The Airbus Customer Services Sdn Bhd in Malaysia has been supporting the Asia Pacific region. The operation specifically increases the aircraft manufacturer's proximity to its customers located in the South-East Asian region, supporting the region's high fleet growth and contributing to regionalization objectives for entry-into-service support.

Amongst the services is embodiment of major repair activities including retrofits, modifications and complex repairs involving specialities in aircraft structures, systems and avionics. In addition, Airbus Customer Services Sdn Bhd will provide structural repair engineering support to customer queries. Eventually this service would supplement the "follow the sun" concept in answering to customers in reduced time as there will be structural repair engineering teams located in major time-zones around the world.

Airbus Customer Services Sdn Bhd

Lot PT16, Jalan KLIA S7,
Southern Support Zone,
Kuala Lumpur International Airport,
64000 Sepang, Selangor, Malaysia.

Tel : +603 8778 9600

Fax : +603 8778 9601

Website : www.airbus.com



Company Profile

Fresenius Medical Care Malaysia - THE RENAL COMPANY

Sharing A Lifelong Commitment

Fresenius Medical Care - The Renal Company with more than 100 years of history and experience - is the world's largest integrated provider of products and services for individuals undergoing dialysis because of chronic kidney failure (a condition that affects more than 2.5 million individuals worldwide).

In Malaysia we have been providing life-saving therapies to renal patients for 15 years. We are the largest private provider of dialysis care in the country; with a team of 369 employees caring for more than 2,000 patients across our network of 19 dialysis clinics and home patient programs.

For our healthcare professional partners, we offer "end-to-end solutions" - from dialysis facility management to high quality products and therapies for patient treatments.

In our local production plant in Ipoh we manufacture Reverse Osmosis systems providing highly purified water needed for dialysis. In Enstek we produce concentrates and fluids for both - haemodialysis (HD), as well as peritoneal dialysis (PD) treatment, which makes us the first PD manufacturer in Malaysia.

And beyond our product and service offering, we are providing networking and knowledge exchange platforms including scientific symposia as well as renal education events.

Through continued education programs such as our Advanced Renal Education Program (AREP) and through the Fresenius Institute of Dialysis Nursing (FIDN) we support healthcare professionals to ensure highly skilled professionals are available for the essential care of all renal patients in Malaysia.

We also take our social responsibility in Malaysia seriously. From educating the public about good kidney health, to raising awareness for chronic kidney disease and the corresponding risks, as well as lending a helping hand to organisations such as the National Kidney Foundation and World Kidney Day.

Moving forward, we will continue to meet the ever challenging yet rewarding needs for improved therapies and care for those undergoing dialysis.

Our local presence aims to improve the quality of life for people living with chronic kidney disease as well as support the renal community to our utmost in Malaysia.



For more information, please visit www.fmc-my.com

FRESENIUS MEDICAL CARE DIALYSIS CLINICS PROVIDING INTERNATIONAL CLINIC STANDARDS

Fresenius Medical Care private dialysis clinics are the first in Malaysia with International accreditation by the highly coveted Australian Council on Healthcare Standards International (ACHSI).

For more information, please visit www.fmc-my.com



**FRESENIUS
MEDICAL CARE**

THE RENAL COMPANY

A LIFELONG COMMITMENT

Fresenius Medical Care Malaysia Sdn Bhd - 2nd Floor, Axis Technology Centre,
Lot 13, Jalan 51A/225, 46100 Petaling Jaya Selangor Darul Ehsan - Malaysia
Phone: +603 7952 5888 - Fax: +603 7957 1272 - www.fmc-my.com



Company Profile



BOSCH

Invented for life

Bosch has been present in Malaysia since 1923, represented by Robert Bosch Sdn Bhd, with offices located in Selangor (Petaling Jaya and Shah Alam) and Penang (Bayan Lepas and Prai). In Malaysia, Bosch is active in the areas of Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. The company has two manufacturing arms in Penang producing car multimedia solutions and power tools equipment. In 2013, Malaysia contributed sales of RM 485 million (EUR 116 million) and employed almost 2,100 associates.

Robert Bosch Sdn Bhd (Malaysian Headquarters):

Robert Bosch Sdn Bhd is responsible for the sales and distribution of Bosch automotive aftermarket, automotive original equipment, power tools, security and thermotechnology systems.

Bosch Rexroth Sdn Bhd

Bosch Rexroth Sdn Bhd started its operations in Malaysia in 1978 and is the largest supplier of locally-developed hydraulics for various industries all around the world. Aided by a continuous flow of latest technology from Germany, Bosch Rexroth has been able to build up a high level of competency locally.

Robert Bosch (Malaysia) Sdn Bhd

Robert Bosch (Malaysia) Sdn Bhd (RBMA) is one of the eight manufacturing pioneers in the Bayan Lepas Free Industrial Zone in Penang. RBMA manufacture Car Multimedia products such as integrated head units and navigation systems, as well as Electronic Manufacturing Services (EMS) products for OEMs world-wide.

Robert Bosch Power Tools Sdn Bhd

Robert Bosch Power Tools Sdn Bhd (PTMA) is one of the eight manufacturing pioneers in the Bayan Lepas Free Industrial Zone in Penang. The plant develops and produces cordless/corded power tools, cordless measuring tools and also produces battery packs and AC motors for local and global markets.

Company Profile

About BASF PETRONAS Chemicals Sdn Bhd (Boilerplate)

BASF PETRONAS Chemicals is a Malaysian-based joint venture between BASF SE and Petroliaam Nasional Berhad (PETRONAS), Malaysia's National Oil Company, under its subsidiary PETRONAS Chemicals Group (PCG). Incorporated in 1997, the company operates an integrated petrochemical complex situated at the Gebeng Industrial Zone, Pahang. The company's share of capital is 60% held by BASF SE and 40% by PCG with a total investment of about RM3.4 billion (US\$900 million) in production facilities for Acrylic Monomers, Oxo Products and Butanediol.

The range of chemicals produced by BASF PETRONAS Chemicals meet the growing demand in various industries including plastics, adhesives, lacquers, dyestuff, automobile and industrial coatings, paper, diapers, water treatment, textile and leather. April 2014 saw the groundbreaking of a new Integrated Aroma Ingredients Complex which will house facilities to produce Citral, Citronellol and L-menthol. The Aroma Ingredients produced will be used as flavours and fragrances for the food & beverages, fabric and homecare and personal care industries.

The RM1.5 billion (approx. US\$500 million) complex will be developed in phases where the first plants of the complex are expected to come on-stream in 2016. This cutting edge technological investment will make Malaysia an important hub in the Asia-Pacific region for the worldwide supply of Aroma Ingredients.

BASF
PETRONAS
C H E M I C A L S

Institution Profile

DAAD

Deutscher Akademischer Austausch Dienst
German Academic Exchange Service

DAAD Information Centre Kuala Lumpur

DAAD, Germany's agency for the promotion of academic cooperation and exchange, established its Information Centre in Kuala Lumpur more than ten years ago. Besides promoting DAAD's postgraduate scholarship programmes, the centre dispenses advice to prospective students, academic staff and researchers interested in study and research opportunities in Germany. It also serves as a first port-of-call for Malaysian higher education institutions seeking cooperation partners in Germany and vice versa.

As statistics reveal, the centre has met a high demand: between 2002 and 2014, the number of Malaysian students in Germany increased by more than 400% with almost 1,000 Malaysians currently studying in Germany. The majority of these students take advantage of cutting-edge science and engineering courses, many of which are offered in the English language. With some 400 German companies present in Malaysia, the students enjoy excellent employment opportunities on their return and make a valuable contribution to Malaysia's reputation as a high-tech country. The centre can be contacted for free advice and information material at the following address:

DAAD Information Centre Kuala Lumpur

German Business Center, Suite 47.05

Menara AmBank

No. 8 Jalan Yap Kwan Seng

50450 Kuala Lumpur

Tel: +60 3 9235 1841

E-mail: info@daadkl.org

Website: <http://daadkl.org>

Facebook: DAAD Information Centre Kuala Lumpur

We offer info sessions on studying in Germany (in our office and online). Please check our website for the info-session schedule.

Company Profile

As a market leader in enterprise application software, SAP helps companies of all sizes and industries run better. From the back office to the boardroom, the warehouse to the storefront, the desktop to the mobile device, SAP empowers people and organizations to work together more efficiently. SAP uses business insight more effectively to stay ahead of the competition. SAP applications and services enable more than 282,000 customers to operate profitably, adapt continuously and grow sustainably.

Through SAP University Alliances and Student Academy programs, SAP works with universities to develop highly-qualified graduates with critical skills for the 21st century workforce. These programs allow students to learn how technology can enable businesses to accelerate decision-making. It is an unprecedented opportunity for students to bring more professional value with them as they enter the workforce.

For more information, visit www.sap.com.

SAP



Company Profile

SIEMENS

Siemens in Malaysia

Siemens is a global powerhouse, positioned along the electrification value chain, from power generation, transmission, distribution, smart grid solutions and in the areas of medical imaging and in-vitro diagnostics. Founded by Werner Von Siemens in 1899, Siemens made its first recorded sale in Malaysia in 1908. Built to increase efficiency, the company's intelligent, automated infrastructure systems complete with safety and sustainability measures are seen to be imprinted in Malaysia and globally, reducing environmental footprint and combating climate change whilst increasing customers' level of competitiveness. In 2001, Siemens spearheaded an Express Rail Link (ERL) project, building a 57-kilometer city-airport connection, with a recorded distance of 28 minutes from KL Sentral to KLIA.

Another project that is currently underway is the Klang Valley Mass Rapid Transit (KVMRT), one of South-East Asia's largest Mass Rapid Transit. As the supplier of electric trains, depot equipment and maintenance and together with our consortium partners, Siemens AG, SMH Rail Sdn Bhd and Hisniaga Sdn Bhd, the KVMRT project, when completed, shall cover a distance measuring 51 kilometers, bypassing 31 stations in total. The KVMRT system is expected to have a frequency of 3½ minutes for every train, with a capacity of about 1,200 passengers for each train.

By the year 2017, Malaysia will be home to 6 units of the world's largest and most efficient gas turbines, being the first country to have installed the SGT5-8000H turbines in the ASEAN region. Since marking its presence here in Malaysia more than 100 years ago, Siemens is committed in providing long-term benefits to the societies in which we operate, through corporate citizenship activities in the areas of 'Education and Science', 'Social', 'Environment' and 'Arts and Culture' via employee volunteering act and deployment of resources.

Institution Profile

The Goethe-Institut is a worldwide non-profit organization for the promotion of the German language and culture. It is the official German cultural institute and organized as a registered society. The main objectives are to promote the learning of the German language abroad, to encourage international cultural cooperation and to convey an all-round image of Germany by providing information on its culture, society and politics.

FACTS AND FIGURES

160 Goethe-Instituts and 10 Liaison Offices in 94 countries provide information on culture, language, and other general aspects of Germany. The Goethe-Instituts abroad have more than 246,000 learners of German per year, the 13 institutes in Germany more than 39,000. The Goethe-Institut organizes almost 6,000 cultural events each year; its head-office is located in Munich.

GERMAN LANGUAGE COURSES

We offer language courses for beginners, intermediate, and advanced learners. All classes are conducted in German and the instruction is based on communicative methods.

The courses are progressively structured and presented in a friendly and comfortable atmosphere. All of our tutors are trained teachers of German as a Foreign Language and inform learners in their classes about social and cultural aspects of German-speaking countries. Goethe-Institut offers intensive, extensive, tailor-made courses and orientation programs for young learners.



Goethe-Institut Malaysia

Suite 06-07, 6th Floor,
Menara See Hoy Chan
374, Jalan Tun Razak,
50400 Kuala Lumpur, Malaysia
Tel. +60 3 2164 2011
info@kualalumpur.goethe.org

Institution Profile

Persatuan Alumni Jerman, Kuala Lumpur
(German Alumni Association, Kuala Lumpur)



was approved by the Registrar
of Society on 29 September
2003. The formation of the
Association was the
initiative of
H.E. Mr. Jürgen Staks,
ex-German Ambassador to Malaysia.

His Excellency's perseverance in activating
Malaysian interests toward fostering greater
cooperation between the Federal Republic of
Germany and Malaysia was with the intention
that the Membership to the
Association is opened to
all individuals and
corporations with the
same common interests.



Company Profile

Mühlbauer Group is a German-based company
operating with nearly 3,000 employees
worldwide. Our main activities are
developing, marketing and manufacturing of
high tech automation systems for the
Semiconductor and Smart Card industries.



Mühlbauer
High Tech International

Jumpstart Your Career

Diverse career opportunities
for you at Bosch Malaysia



BOSCH

Invented for life



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Bosch LinkedIn

www.linkedin.com/company/bosch_malaysia



Find us on Facebook!
Bosch Malaysia

www.facebook.com/BoschMalaysia

Bosch Website

www.bosch.com.my

Company Profile



ROHDE & SCHWARZ

In Rohde & Schwarz, our people are our focus. We value and nurture talents. We focus on developing our staff to the fullest, contributing to their personal growth and career aspirations.

We thrive on innovation as we rank high among global technology leaders in all our business fields. Flat hierarchies, straightforward structure and a relaxed working environment give our people plenty of room to generate innovative ideas.

Such is the driver of our success in all our market segments, including mobile radio and wireless communications, broadcast, RF electronics manufacturing, aerospace and defense homeland security industry.

Being an independent and family-owned company, Rohde & Schwarz generates its growth from its own resources, and is not influenced by market forces thus enabling the company to plan for the long term. Today, there are approximately 9,300 employees in over 70 countries.

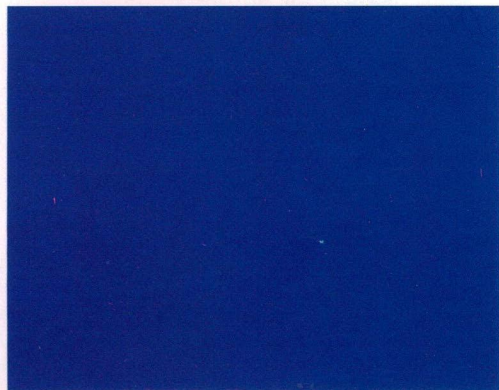
Company headquarters are in Munich, Germany. The company has achieved net revenue of € 1.9 billion (USD 2.5 billion) in fiscal year 2012/2013 (July 2012 to June 2013).

For more information about careers with Rohde & Schwarz, visit
<http://www.careers.rohde-schwarz.com>

Company Profile

TRUMPF is a leading global high-technology company and produces machine tools, lasers and electronics for industrial applications. Our technologies are used in the manufacturing of the most diverse products, from vehicles, building technology and mobile devices to state-of-the-art power and data storage. As an independent, family-owned company, we think and act long-term and this is why we have been a guarantor of innovations for many decades now.

TRUMPF



Company Profile

About BMW Malaysia Sdn. Bhd

BMW Group Malaysia is the representative of Bayerische Motoren Werke (BMW) AG in Malaysia with activities that cover the wholesale of BMW, MINI and BMW Motorrad vehicles, spare parts and accessories as well as the overall planning of sales, marketing, after-sales and other related activities in Malaysia. The organisation's presence in the country includes its National Sales Company (NSC) in Cyberjaya and BMW Assembly Facilities at the Kulim Hi-Tech Park, Kedah which supports the Malaysian region as well as the BMW Group Data Centre (GDC), BMW Group Regional Training Centre (RTC) in Cyberjaya and BMW Group Parts Distribution Centre (PDC) in the Pelepas Free Zone at the Port of Tanjung Pelepas (PTP), Johor which supports 22 markets in the Asia-Pacific region. The BMW Group Malaysia dealership network covers 36 outlets in various cities in the country.



Company Profile

VOLKSWAGEN

GROUP MALAYSIA

Volkswagen Group Malaysia.

The Volkswagen brand is no stranger to Malaysians. Generations of Malaysians have grown up with their own or someone else's Volkswagen Beetle occupying a place of affection in their hearts and life stories. Till today, this hallmark of the Volkswagen brand's lasting quality and distinct character continues to enjoy a faithful following even as newer models from Volkswagen have started to spark off their own groups of fans in the country.

Volkswagen Group Malaysia was officially launched in Malaysia on 16 February 2006, with the Corporate Headquarters situated in Wisma Volkswagen, Bangsar. From here, it will control marketing, sales and after sales to cater and fulfil the Malaysian customer's wishes for individual mobility in all situations of life.

Institution Profile



We Shape the Future!

The Eckert Schools is one of the largest private educational institutions in Germany and a worldwide presence with the Eckert Schools International. Since being established about 70 years ago, we have prepared more than 70,000 people for successful careers.

Due to the quality and practice-oriented training of our courses, 98% of our participants become successful graduates later on. We have technical know-how and flexible course creations. Furthermore, our graduates are highly demanded by the international job market. Eckert is truly an innovative representative of the German educational system.

Tailor-made worldwide offerings such as DIMI, customer specific seminars, 'Train the Trainer' programs and consulting in all areas of school organisation and quality management in the field of education are just a few of the building blocks of our expansive portfolio. Eckert Schools International is a global player offering know-how and is made in Germany.

Building Intelligently



Saving Energy

Science For A Better Life



Children have dreams that can come true. At Bayer, we have visions that we do our utmost to fulfil.

As one of the world's leading producers of high-quality polymer materials, Bayer MaterialScience offers intelligent solutions for energy-efficient construction in all the world's climate zones. High-performance insulating materials made of polyurethane ensure that roofs, ceilings, walls and floors are insulated effectively. This reduces the energy consumption of buildings significantly.

Together with our partners, we bring our visions of energy-saving construction to life – for the sake of climate protection, and for the generations of tomorrow. www.bayer.com

Institution Profile



Exzellente
Deutsche
Auslandsschule

The **German School of Kuala Lumpur (DSKL)** is a non-profit private institution run by the Society Persatuan Sekolah Jerman Malaysia (Deutscher Schulverein Malaysia). It provides education for students from Kindergarten to Secondary School into the German University Entrance Qualification "DIAP" (Deutsches Internationales Abitur). DSKL offers 3 leaving school certificates, German University Entrance Qualification (DIAP), Year 10 Exam (Realschulabschluss, Mittlere Reife) and Year 9 Exam (Hauptschulabschluss).

The school is recognized by the Ministers of Education of the 16 States of the Federal Republic of Germany which means that all report cards and final exams are recognized in the same way as public schools in Germany. The school is subsidized financially and with qualified teachers by the 'Central Agency for German Schools Abroad' (Zentralstelle für Auslandsschulwesen), a subsidiary of the German Foreign Office.

At the DSKL, instruction is conducted mainly in German but History and Physics are partly taught in English from year 8 onwards. DSKL is not registered as an International School, so up to now no Malaysian Students are permitted to enrol. Nevertheless, the DSKL school community reaches out and often interacts with Malaysian and International students in various fields e.g. sports and cultural events. In fact, the DSKL takes pride in its "Sinfonietta" orchestra comprising 30 talented musicians.

In 2009 and again in 2014, the school was certified as "**Excellent German School Abroad**" after a thorough evaluation by German Federal School Inspection Teams. The educational concept of DSKL encourages and trains students in all forms of independent and cooperative learning. Often, students work on projects and present their results to other students.

In the same spirit, during the German Day at UMP, the school will showcase two 10-minute presentations. 11th Grade Students will give an impression of our high educational standards. Furthermore on "German Day", three Sinfonietta members and their teachers will play the National Anthems of Malaysia and Germany for you as well as a few traditional dances.



Bayer: HealthCare CropScience MaterialScience

Institution Profile



**Universiti
Malaysia
PAHANG**

Engineering • Technology • Creativity

VISION

To be a world-class Technological University

MISSION

To provide high quality education, research and services in engineering and technology in a culture of creativity and innovation

UNIVERSITI MALAYSIA PAHANG AT A GLANCE (UMP)

Universiti Malaysia Pahang (UMP) was established by the Government of Malaysia on February 16, 2002. UMP was set up as a competency-based technical university which specializes in the fields of engineering and technology. UMP is located on the east coast state of Pahang, the biggest state in Peninsular Malaysia with vast areas of rainforest endowed with a wide range of biodiversity and natural resources. The campus is also strategically located in the East Coast Industrial Belt of Peninsular Malaysia, which hosts a large number of multinational corporations (MNCs) in the chemical, petrochemical, manufacturing, automotive and biotechnology industries.

UMP offers a wide range of practical-based tertiary education programmes in engineering and technology. Its application-oriented curriculum integrates theory and practice in the concept of a teaching factory, emphasizing experiential and action learning, task oriented and problem solving. UMP focuses on applied researchers and industrial projects to enrich the teaching and learning processes while promoting the commercialisation of the research products, thus exposing students to the latest research and development activities in the industries.

The university's campuses are fully equipped with the latest information & communication technology (ICT) systems, including wireless broadband internet connections to facilitate the university's electronic-based e-learning and e-management activities. UMP is committed to the development of human capital and technology to fulfil the needs of industries as well as to contribute to the country's overall development.

Company Profile

Bayer: Science For A Better Life

Bayer is a global enterprise with core competencies in the fields of health care, agriculture and high-tech polymer materials. As an innovation company, it sets trends in research-intensive areas. Bayer's products and services are designed to benefit people and improve their quality of life. At the same time, the group aims to create value through innovation, growth and high earning power. Bayer is committed to the principles of sustainable development and to its social and ethical responsibilities as a corporate citizen. In fiscal year 2014, the group employed 118,900 people and had sales of EUR 42.2 billion. Capital expenditures amounted to EUR 2.5 billion, R&D expenses to EUR 3.6 billion.



Bayer HealthCare, a subgroup of Bayer AG with annual sales of around EUR 20.0 billion (2014), is one of the world's leading, innovative companies in the healthcare and medical products industry and is based in Leverkusen, Germany. The company combines the global activities of the Animal Health, Consumer Care, Medical Care and Pharmaceuticals divisions. Bayer HealthCare's aim is to discover, develop, manufacture and market products that will improve human and animal health worldwide. Bayer HealthCare has a global workforce of 60,700 employees (Dec 31, 2014) and is represented in more than 100 countries.

Bayer CropScience, the subgroup of Bayer AG responsible for the agricultural business, has annual sales of EUR 9.494 million (2014) and is one of the world's leading innovative crop science companies in the areas of seeds, crop protection and non-agricultural pest control. The company offers an outstanding range of products including high value seeds, innovative crop protection solutions based on chemical and biological modes of action as well as an extensive service backup for modern, sustainable agriculture. In the area of non-agricultural applications, Bayer CropScience has a broad portfolio of products and services to control pests from home and garden to forestry applications. The company has a global workforce of 23,100 and is represented in more than 120 countries.

With 2014 sales of EUR 11.7 billion, Bayer MaterialScience is among the world's largest polymer company. Business activities are focused on the manufacturing of high-tech polymer materials and the development of innovative solutions for products used in many areas of daily life. The main segments served are the automotive, electrical and electronics, construction and sports and leisure industries. Bayer MaterialScience has 30 production sites around the globe and employed approximately 14,200 people at the end of 2014.

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For more information, go to www.bayer.com*

Institution Profile

German Academic & Career Centre (GACC)

The GACC – German Academic & Career Centre is a department at Universiti Malaysia Pahang handling Dual-Award Degree Programmes in collaboration with German Universities of Applied Sciences, the prestigious Hochschule Karlsruhe Technik und Wirtschaft (HsKA), Germany and also Hochschule Reutlingen. The first Dual-Award Degree Programme in Mechatronics was implemented in 2010, followed by Automotive in 2012. In 2015 the first batch of Business Engineering students will pursue their studies at UMP.

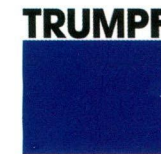
Being well aware of the industry's huge demand for highly-qualified engineers in Malaysia, GACC offers exclusive collaborations in tailoring our graduates to the specific demand and requirements of the industries. In addition to the engineering curriculum, which is partially covered by German professors from our partner universities Hochschule Karlsruhe and Hochschule Reutlingen, GACC provides a wide range of soft skills workshops to produce graduates who are ready for the job market.

With the unrelenting support by both Malaysian and German Governments, and also with the accreditations owned by these programmes from various accreditation bodies, our graduates are marketable locally and internationally.

“GACC – Producing German trained Engineers for Malaysia”

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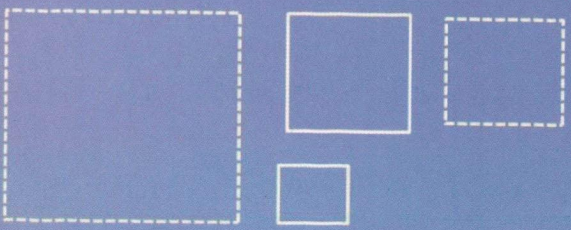
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