Anna Engel-Köhler

Managing Director

**FOREWORD**

Prof. Günther G. Goth

President of the Board

Once again in 2015, the German economy went from strength to strength and experienced an increased demand for workers – employment figures in Germany reached another record high. At the same time, more and more companies found it difficult to fill their positions with adequately skilled workers. The shortfall of professionals within the labour market remains one of the biggest issues of the German economy. For 2015, the Cologne Institute for Economic Research identified a deficit of 140,000 employees in the STEM sector, including an increasing lack of STEM professionals. Last year, the Federal German Employment Agency noted a shortfall of experts and professionals within the healthcare sector across almost all the German states. Further compounding this development, the KMK (Standing Conference of the Ministers of Education and Cultural Affairs) is predicting a significant decline in students completing lower secondary school (Hauptschule, Realschule) by 2025.

The federal government has introduced a professional workers’ concept that among others aims to secure professional work through the following measures: decrease in secondary school dropouts; more training qualifications for low achievers; return-to-learn programmes for adults; improved integration of the disabled; increased job mobility; integration of non-working women; expansion of day-care services; later retirement for senior employees; and improved integration of workers with an immigration background.

The Bavarian Educational Institute of Industry and Commerce (bbw) is firmly focused on these challenges. Thanks to their continuing dialogue with our clients, our teams have been able to work out comprehensive solution concepts and individual personnel development tools. To name just a few examples, our range of solutions includes early childhood development projects with a specific focus on STEM skills; practice-based projects for students and teachers; and measures towards practice-based job orientation and competency assessment. We support low achievers with measures such as mentor and buddy programmes, assisted training, and projects such as “power me”. We offer partial qualifications for unskilled and semi-skilled workers, as well as retraining programmes and external proficiency examinations. Our range of programmes includes development programmes for HR managers, master craftsmen and supervisors, as well as qualification projects for women in managerial roles.

We provide training to disabled youth and in-house rehab training and retraining for adults. We have expanded our child and student day-care supervision services, which makes it easier for workers to integrate work into family life. On a federal level, we offer companies advisory services on occupational health and safety and also on occupational integration management.

Another one of our continuing key objectives is to help unemployed persons find their way into the job market again. This also includes improving job opportunities for asylum seekers and tolerated residents through language instruction, proficiency assessments and training.

The personnel-related services we offer range from temporary work management, including full-scale administration and coordination of temporary work opportunities, through to interim management, recruiting and direct placement, and right up to taking on full-scale outsourcing of HR tasks.

The services we provide to corporate as well as private customers have continued to flourish. We have noted increased demand for our offers on forward-looking personnel management. For the fifth time last October, students commenced classes in our Executive Master of Human Resource Management (hrmaster). With Hochschule der Bayerischen Wirtschaft (HDBW), our training college for Bavarian businesses, we are also offering professionals a new pathway into continuing vocational training.

Increasingly, a company’s market success relies on its international scope. For this reason, we have reorganised and further expanded our international activities. We are currently running vocational training projects in Tunisia, Romania, Serbia and Macedonia. These are characterised by a strong practical focus, and they foster our dual vocational education and training approach.

One of our most crucial challenges is keep pace with societal change. The digital revolution is reshuffling learning paradigms from the bottom up. We are in the process of adapting our learning structures accordingly, and as part of this, we are also expanding our blended-learning programmes. bbw’s range of seminars is strongly focused on subjects related to Industry 4.0. Considering the rapid technological progress taking place in this area, there is also increased demand for seminars in corporate culture and organisational development.

2015 was a good year for our corporate group – we successfully met all the challenges posed on us from the outside and that we posed on ourselves. For this, we’d like to express our gratitude to all our clients and commissioning partners, as well as our employee base.

Here at the Bavarian Educational Institute of Industry and Commerce, we’d like to assure you, our clients, that in 2016 we will once again ensure that your expertise is increased, shared and networked, and that you are able to reach your envisioned vocational and business goals.