

# Shyang Jhuo Yue - Hinrich Foundation

Talent development partnership 2015-2017

## Partnership overview



promoting sustainable global trade

hinrich foundation



**Powerful partnership for talent development**

Shyang Jhuo Yue (SJY) established its Myanmar operation in 2014 as a 100% foreign direct invested company of SSB group Taiwan. The group has more than 24,000 employees in Asia and produces exclusively for adidas.

Since 2015, the Hinrich Foundation has partnered with SJY and adidas Group to co-sponsor career development for one Burmese candidate. Together, we aim to support the development of local talent to nurture the next generation of trade leaders.

The Hinrich Foundation advances its mission of promoting sustainable global trade through three interrelated programs: Trade Career Development, Export Trade Assistance and International Trade Research.

The Global Trade Leader Development Program is a partnership program that brings trade industry and university partners together to create immersive career development opportunities for aspiring Global Trade Leaders. Through 2017, the program has fully sponsored university education and employment for 133 aspiring Global Trade Leaders from 12 countries.

This partnership is a powerful skills development, Master's-level education and career path platform helping SJY to meet its need for next-generation leaders.

The Foundation co-funds and manages the entire process, including marketing, recruiting, shortlisting of candidates, coordination of the work placement, university onboarding, trade-activity engagement and final career transition. SJY co-funds the opportunity, selects the candidate, arranges the work-related components and provides mentoring for true career development.

## Key metrics

**1 Candidate**

The Shyang Jhuo Yue factory management noted a growing need for next-generation leaders with a business mindset and adept intercultural communication skills.

The Hinrich Foundation and SJY identified a candidate possessing these qualities in Tuang Thang Sawm Lian. Tuang is committed to embracing the opportunity presented and honoring the accompanying responsibilities as he grows his career in international trade with Shyang Jhuo Yue.

**1 Nationality**

As global manufacturers expand investment and production in emerging economies, companies like Shyang Jhuo Yue invest in local human capacity for long-term sustainability.

Tuang was recruited to improve operation processes and enhance local management capability of the Shyang Jhuo Yue factory in Myanmar. As the country continues to develop, his skills and training will become even more valuable.

**1 University**

After the Hinrich Foundation's extensive program search, Shyang Jhuo Yue selected the Vietnamese-German University in Ho Chi Minh City, Vietnam, as an excellent fit for its talent development needs.

The university's Master of Science in Global Production Engineering and Management program provides its diverse candidate base with expert engineering instruction and mentoring from German professors, as well as international management training.

## Corporate partner



*“Considering the skilled labor shortages (especially in the technical and engineering fields) in Vietnam and other Asian countries, we find great value in offering high-quality career development and educational opportunities in partnership with the Hinrich Foundation to help build up the next generation of manufacturing leaders.”*

**Kelly Nguyen**

Director of LO Operations and Projects  
adidas Group

## University partner



*“We have been impressed for the past three years with the quality of Hinrich Foundation Global Trade Leaders, and welcome the diversity in thought they bring to our programs at VGU. We look forward to continuing to collaborate with the Hinrich Foundation.”*

**Dr.-Ing. Mohammadjafar Hadad**

Senior Lecturer in Machining Processes and Manufacturing Technology Faculty of Engineering  
Vietnamese-German University

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## Candidate introduction

Tuang of the Shyang Jhuo Yue-Hinrich Foundation partnership program is highlighted below, with a personal testimony about his experience as a Hinrich Global Trade Leader.



**Tuang Thang Sawm Lian**

Myanmar

Vietnamese-German University

*MSc in Global Production Engineering and Management '16*

"I did not know the journey I started with the Hinrich Foundation and Shyang Jhuo Yue would take me to such heights and allow me to achieve such success in my life and career. This candidateship has provided me with hundreds of opportunities for growth and development through immersion in the exciting city of Ho Chi Minh.

When I graduate, I will work at Shyang Jhuo Yue's shoe manufacturing sites for three years to apply the knowledge I acquired through my education. I want to develop my career as a global trade leader and strengthen Myanmar's position on the international stage."



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adidas Group is thrilled to have supported 11 candidates in the Hinrich Foundation Global Trade Leader Program through the co-sponsorship of eight different suppliers since 2015.

Hinrich Foundation's professional enthusiasm and commitment to developing the next generation of leaders in the region is very impressive, and we are proud of our ongoing partnership.

For further details, visit [hinrichfoundation.com/trade-partnerships](http://hinrichfoundation.com/trade-partnerships) or contact the Hinrich Foundation at [community.group@hinrichfoundation.com](mailto:community.group@hinrichfoundation.com)