

adidas Myanmar - Hinrich Foundation

Talent development partnership 2017-2018

Partnership overview



Powerful partnership for talent development

adidas Myanmar is a Burmese-operated footwear manufacturer for adidas Group, the second largest sportswear company in the world, with over \$17 billion in revenue in 2016.

In 2017, the Hinrich Foundation partnered with adidas Myanmar and adidas Group to co-sponsor the career development of 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 adidas Myanmar 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. adidas Myanmar co-funds the opportunity, selects the candidate, arranges the work-related components and provides mentoring for true career development.

Key metrics

1 Candidate

The adidas Myanmar management noted a growing need for next-generation leaders with a business mindset and adept intercultural communication skills.

Hinrich Foundation and adidas Myanmar identified a candidate possessing these qualities in Ho Hin Hein. Hein is committed to embracing the opportunity presented and honoring the accompanying responsibilities as he grows his career in international trade with adidas Myanmar.

1 Nationality

As global manufacturers expand investment and production in emerging economies, top companies like adidas Myanmar choose to invest in local human capacity for long-term sustainability.

Hein was recruited to help improve operation processes and enhance the local management capability of the expanding adidas Myanmar factory. As the country continues to develop, his skills and training will become even more valuable.

1 University

After Hinrich Foundation's extensive program search, adidas Myanmar 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 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

For further details, visit hinrichfoundation.com/trade-partnerships or contact the Hinrich Foundation at community.group@hinrichfoundation.com

Global Trade Leader Development Program

www.hinrichfoundation.com www.adidas-group.com