

# Can Sports Shoes - Hinrich Foundation

## Talent development partnership 2015-2017

### Partnership overview



promoting sustainable global trade

hinrich foundation



Powerful partnership for talent development

Can Sports Shoes is a Taiwanese-owned, Cambodian-operated footwear manufacturer for adidas Group, the second largest sportswear company in the world, with over \$17 billion in revenue in 2016.

Since 2015, the Hinrich Foundation has partnered with Can Sports Shoes to co-sponsor career development for one Cambodian candidate. Together, we aim to support more local talent through scholarships to nurture the next generation of 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 Can Sports Shoes 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. Can Sports Shoes co-funds the opportunity, selects its candidate, arranges the work-related components and provides mentoring for true career development.

### Key metrics

#### 1 Candidate

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

Hinrich Foundation and Can Sports Shoes identified a Cambodian candidate possessing these qualities in Bopha Eung. Bopha is committed to embracing the opportunity presented and honoring the accompanying responsibilities as she builds her career in international trade with Can Sports Shoes.

#### 1 Nationality

As global manufacturers expand investment and production in emerging economies, top companies like Can Sports Shoes invest in local human capacity for long-term sustainability.

Bopha was recruited to improve operation processes and enhance local management capability of Can Sports Shoes factory in Cambodia. As the country develops, her skills and training will become even more valuable.

#### 1 University

After Hinrich Foundation's extensive program search, Can Sports Shoes 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

Bopha of the Can Sports Shoes - Hinrich Foundation partnership is highlighted below, with her personal testimony about her experience as a Hinrich Global Trade Leader.



**Bopha Eung**  
Cambodia

Vietnamese-German University  
*MSc in Global Production Engineering and Management '16*

"The opportunity to earn a master's degree in Ho Chi Minh and begin a career with a world-class company like Can Sports Shoes was a dream that has become a reality for me. The skills I have learned at VGU and the guidance I have received from Hinrich Foundation have developed my confidence for continued success.

In the future, I will work at Can Sports Shoes Taiwan branch. I want to learn Chinese to be able to communicate with my colleagues. One thing that I am pretty confident about is my capacity to work and get along with foreigners, as I have been exposed to many different cultures during my study abroad. Although we have different backgrounds, once we make a step towards each other, I believe that everything can be shared."



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)