

Jia Hsin - Hinrich Foundation

Talent development partnership 2016-2017

Partnership overview



promoting sustainable global trade

hinrich foundation



Powerful partnership for talent development

Jia Hsin is a Vietnamese-owned and operated footwear manufacturer for adidas Group, the second largest sportswear company in the world, with over \$17 billion in revenue in 2016.

Since 2016, the Hinrich Foundation has partnered with Jia Hsin and adidas Group to co-sponsor the career development for a single candidate in Vietnam. 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 Jia Hsin 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. Jia Hsin co-funds the opportunity, selects the candidate, arranges the work-related components and provides mentoring for true career development.

Key metrics

1 Candidate

Jia Hsin management noted a growing need for next-generation Vietnamese leaders with a business mindset and adept intercultural communication skills.

Hinrich Foundation and Jia Hsin identified a scholar possessing these qualities in Diep Do. Diep is committed to embracing the opportunity presented and honoring the accompanying responsibilities as she grows her career in international trade with Jia Hsin.

1 Nationality

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

Diep was recruited to improve operation processes and enhance local management capability of Jia Hsin factory in Vietnam. As the country develops, her skills and training will become even more valuable.

1 University

After Hinrich Foundation's extensive program search, Jia Hsin selected the French Vietnamese Center of Management (CFVG) in Ho Chi Minh City, Vietnam, as an excellent fit for its talent development needs.

The university's Master of Business Administration program provides its diverse candidate base with industry-specific instruction and mentoring from quality international and local professors.

Corporate partner

adidas®

GROUP



“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 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 are pleased to support the continued education of Hinrich Global Trade Leaders and welcome the connection with Jia Hsin as a new industry contact.

Global Trade Leader Development Program

Jia Hsin - Hinrich Foundation

Candidate introduction

Diep Do of the Jia Hsin - Hinrich Foundation partnership program is highlighted below, with her personal testimony about her experience as a Hinrich Global Trade Leader.



Diep Do
Vietnam

French Vietnamese Center of Management (CFVG)
Master of Business Administration '17

"Trade is a golden door that keeps our economy open, dynamic and competitive. It is critical to prosperity by fueling economic growth, providing good jobs, improving living standards and helping provide affordable goods and services to people.

This opportunity is providing me with the education and career advancement that will be essential in a successful career in trade. I am fortunate to have discovered this opportunity and am proud to be working with Jia Hsin."



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 or contact the Hinrich Foundation at community.group@hinrichfoundation.com