

Meng Da - Hinrich Foundation

Talent development partnership 2015-2017

Partnership overview



promoting sustainable global trade
hinrich foundation



Powerful partnership for talent development

Meng Da 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.

In 2015, the Hinrich Foundation partnered with Meng Da 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 Meng Da 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. Meng Da co-funds the opportunity, selects the candidate, arranges the work-related components and provides mentoring for true career development.

Key metrics

1 Candidate

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

Hinrich Foundation and Meng Da identified a Cambodian scholar possessing these qualities in Tola Ean. Tola is committed to embracing the opportunity presented and honoring the accompanying responsibilities as he grows his career in international trade with Meng Da.

1 Nationality

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

Tola was recruited to improve operation processes and enhance local management capability of Meng Da factory in Cambodia. As the country continues to develop, his skills and training will become even more valuable.

1 University

After Hinrich Foundation's extensive program search, Meng Da 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

Tola Ean, the selected candidate for the Meng Da - Hinrich Foundation partnership program is highlighted below, with his personal testimony about his experience as a Hinrich Global Trade Leader.



Tola Ean
Cambodia

Vietnamese-German University
MSc in Global Production Engineering and Management '17

"This opportunity helped me to see things in whole new perspective. I learned about the best manufacturing and engineering practices around the world, and developed new connections with professionals from adidas, HF and other trade organizations that I engaged with for my thesis project and academic needs."



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