



Pou Chen - Hinrich Foundation

Talent development partnership 2015-2018

Partnership overview



promoting sustainable global trade
hinrich foundation



Powerful partnership for talent development

Pou Chen Corporation was founded in 1969, producing canvas and rubber footwear. Today, Pou Chen produces over 300 million pairs of shoes per year through an expansive network of manufacturers worldwide.

Since 2015, the Hinrich Foundation has partnered with Pou Chen and adidas Group to co-sponsor career development for three Burmese candidates. 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 Pou Chen 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. Pou Chen co-funds the opportunity, selects its candidate, arranges the work-related components and provides mentoring for true career development.

Key metrics

3 Candidates

Pou Chen management noted a growing need for a pipeline of next-generation Burmese leaders with adept business mindsets and intercultural communication skills.

Hinrich Foundation and Pou Chen identified candidates for the past 3 academic years, each possessing the necessary qualities to meet the needs of Pou Chen. Each candidate is committed to embracing the opportunity and honoring the responsibilities as they grow in their careers with Pou Chen.

1 Nationality

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

Each Burmese candidate was intentionally recruited to improve operation processes and enhance local management capability of the Pou Chen factory in Myanmar. As the country continues to develop, their skills and training will become even more valuable.

1 University

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

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

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 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

VGU



"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 and Alumni Testimonials

The candidates and alumni of the Pou Chen-HF partnership are highlighted below, each with a personal testimony about their experience as Hinrich Global Trade Leaders.



Toe (Kevin) Lattyar Htun

Myanmar

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

"This is the first time I've lived independently in a foreign country, and so I have met many challenges which have led to my increased confidence in this new environment. In addition, I am learning very much through the work integrated learning program - not only just knowledge and qualifications, but about attitude and effort.

I strongly believe that the GPEM program can lead to a fantastic future career in the way of becoming a successful global trade leader. Indeed, the program completely encourages me to strive for the best result of my capability and dream for the highest goals throughout my career."



Nyi Nyi Han

Myanmar

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

"I am proud to be able to make the most of this opportunity from HF and Pou Chen. The chance to enroll in a Master's degree after struggling in Myanmar with my low-demand Bachelor's degree is a gift that will allow me to move up in my career. The GPEM program is one of the famous programs from TU Berlin, allowing us to connect with influential companies from Germany, such as Mercedes, Bosch and adidas.

I confidently believe that different cultures and diversities can make our communities better and stronger, which is I never hesitate to meet and make friends from others countries. Moreover, I am keen to listen their beliefs and hopes while I am also willing to share the culture of my beloved country, Myanmar. All in all, the skill and knowledge I have gained through my experience with HF, adidas and VGU has opened my eyes to strive forward for my brighter future."



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