



# Shyang Hung Chen - Hinrich Foundation

## Talent development partnership - 2016-2017

### Partnership overview



promoting sustainable global trade

hinrich foundation



### Powerful partnership for talent development

Shyang Hung Chen (SHC) is a Taiwanese-owned, Vietnamese-operated footwear manufacturer for adidas Group, the second largest sportswear company in the world.

Since 2015, the Hinrich Foundation has collaborated with SHC and adidas Group to co-sponsor the career development of their most outstanding employees. This scholarship program aims to develop their business sense and knowledge in sustainable practices, helping them level up their professional careers at SHC.

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 SHC to meet its needs 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. SHC co-funds the opportunity, selects their candidate, arranges the work-related components, and provides mentoring for true career development.

### Key metrics

## 2 Candidates

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

Hinrich Foundation and SHC identified two Vietnamese team members possessing these qualities. They are committed to embracing the opportunity presented and honoring the accompanying responsibilities as they grow their careers in international trade with Shyang Hung Chen.

## 1 Nationality

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

These aspiring Global Trade Leaders were recruited to improve the sustainability of operation processes and enhance local management capability of SHC's factory in Vietnam. As the country continues to develop, their skills and training will become even more valuable.

## 1 University

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

The university's MBA in Small and Medium Sized Enterprise Promotion and Training provides a diverse candidate base with theoretical insights as well as practical experience promoting small and medium-sized enterprises.

### Corporate partners

*"SHC aims to develop local talent as part of our business strategy, and the Hinrich Foundation provides a great platform and opportunities to help develop and enhance our workforces' capability and qualifications."*

*This not only benefits our company internally, but it helps the industry as a whole."*



**Dung Dang**  
VP of HR and Sustainable Environmental Assessment  
Shyang Hung Cheng



**Kelly Nguyen**  
Director of LO Operations and Projects at adidas Group  
adidas Group



**Dr. Mohammadjafar Hadad**  
Senior Lecturer in Machine and Manufacturing Technology  
Vietnamese-German University

### University partner

*"We have been impressed for the past 3 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 Hinrich Foundation to develop the next generation of talent in the trade sector."*



# Shyang Hung Chen - Hinrich Foundation

## Candidate introductions

The candidates of the Shyang Hung Chen-Hinrich Foundation partnership program are highlighted below, each with a personal testimony about their experience as Hinrich Global Trade Leaders.



### Thi Tha Ngo

Vietnam

*Vietnamese-German University*  
Master of Business Administration '17

"I strongly believe that the program will enrich my knowledge and help me in my career development. The course content of the MBA program combined with the practical work involved will provide me a good opportunity to perform my job better. I definitely believe the program can deepen my knowledge of the world and my understanding of the global and international business so that I can achieve my career goals and help others in my community."



### (Anna) Nhu Thuy Phuong

Vietnam

*Vietnamese-German University*  
Master of Business Administration '17

"I heard about the Hinrich Foundation for the first time in 2015 from an adidas supplier, which was cooperating to sponsor foreign students to study Global Production Engineering and Management program at Vietnamese-German University (VGU). From then, I discovered that Hinrich Foundation took further steps to deepen their support to adidas' suppliers talent development by sponsoring team members MBAs at VGU. I was strongly surprised and grateful to be part of the staff of Shyang Hung Cheng who receive this joint opportunity. This proved the company's belief in my capability and desire to develop me further. Thanks to Hinrich Foundation for initiating this invaluable experience."



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)