

Press information

Berlin, September 11, 2015

ESMT expands international reach with leadership program for Malaysian CEOs

- **Cooperation between ESMT and K-Pintar Academy**
- **Focus on growing Malaysian Mittelstand**

ESMT European School of Management and Technology has hosted 20 Malaysian CEOs this week in Berlin. The six-day leadership course, *Smart Business Leaders Program*, concentrates on internationalization strategies and innovation management to strengthen Malaysian hidden champions. ESMT delivered this program in collaboration with one of Malaysia's leading human capital development solution providers, K-Pintar Sdn Bhd. The participants received support and funding from Malaysia's government agency, the Human Resources Development Fund (HRDF), which promotes human capital development efforts in the country under the purview of the Malaysian Ministry of Human Resources.

The practice-oriented program provides insights into how CEOs in Germany develop their companies with regards to strategies, products, and new businesses. Topics covered include innovation in the digital age, principles of corporate governance, and managing competition with global manufacturers and high-tech giants.

The program participants consisting of CEOs of small and medium-sized enterprises (SMEs) from sectors such as manufacturing, IT, logistics, human resources, and consultancy, have met with innovators from Berlin for an exchange of insights on how to become and remain world leaders in technology. The program has included company visits to BMW Electric Vehicles production in Leipzig, to corporate accelerators and incubators such as Axel Springer Plug & Play Accelerator, and betahaus in Berlin; and has given participants the opportunity to network with potential business partners.

RA Thiagaraja, CEO of K-Pintar, feels that Germany has the ingredients that make the formula for SME sustainability a reality, adding that, "German SMEs known as hidden champions have the ability to reinforce existing services and products according to the times. The fluidity in the willingness to learn, change and innovate is what Malaysia strives to adopt so we may constantly grow, progress, and remain relevant competitors in the global business world."

Jens Weinmann, program director at ESMT, commented, "Malaysia is striving to strengthen its small and medium-sized companies. This program supports this endeavor in and out of the classroom. The hands-on approach allows for a transfer of knowledge between German and Malaysian business leaders with the goal of strengthening the Malaysian Mittelstand."

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About ESMT

ESMT European School of Management and Technology was founded in October 2002 by 25 leading global companies and institutions. The international business school offers a full-time MBA, an executive MBA, a master's in management as well as open enrollment and customized executive education programs. ESMT focuses on three main topics: leadership and social responsibility, European competitiveness, and the management of technology. Additionally, the business school provides an interdisciplinary platform for discourse between politics, business, and academia. ESMT is based in Berlin, Germany, with Schloss Gracht as an additional location near Cologne. ESMT is a private business school, accredited by the German state, AACSB, AMBA, and FIBAA. Since 2013 ESMT has the right to grant PhDs. www.esmt.org

About K-PINTAR

K-Pintar initially focused on providing soft skills training when it first started 13 years ago, and soon began creating and offering certification programmes. The organization evolved over time through the realization that Malaysian employers require more than just intelligence in their workforce, and needed employees who were certified with specific skills. As the concept of effective leadership began gaining traction over the years, K-Pintar set up its Centre for Executive Development in 2012 with a focus on global certification courses in Executive Education and Coaching, which has now led to its collaboration with ESMT. K-Pintar was also a winner of the prestigious Malaysian Human Resource Minister Award in 2013. www.kpintaracademy.com