

Press Information

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ESMT Berlin fosters international knowledge transfer with leadership programs for Malaysian CEOs and journalists

- Exchange organized by ESMT Berlin and K-Pintar Academy
- Hands-on approach and networking opportunities

ESMT Berlin is providing customized executive education for Malaysian CEOs and journalists who have come to Berlin to learn more about business strategies, human capital development, and the media ecosystem in Germany. ESMT cooperates with K-Pintar Academy, a leading provider for human resource development from Kuala Lumpur. One of the two programs, the Smart Business Leaders Program, has been designed to enhance strategic capabilities for senior managers and owners of small and medium-sized enterprises (SMEs). The second program targets journalists and senior editors of leading newspapers, public relation agencies, online media, and news agencies. The participants have been selected by K-Pintar Academy and the Malaysian governmental agency the Human Resources Development Fund (HRDF).

From September 17-22, 2017, participants of the six-day Smart Business Leaders Program get the opportunity to gain valuable insights into the development of the German industry. Alongside practice-oriented lectures at ESMT, the program includes site visits to renowned German businesses, such as the SAP Innovation Center and Otto Bock Laboratories, a family-owned company and Hidden Champion in medical instruments.

The program for Malaysian journalists started on September 17, 2017, in Berlin and will end on September 23, 2017, in Munich. It will deepen the participants' knowledge on human capital development, for example in an executive talk at Daimler on how the company finds and recruits global talent. The group also gets a glimpse into the future of manufacturing and telecommunication with site visits to the Fraunhofer Heinrich Hertz Institute and EOS, a global leader in industrial 3D printing. At the ESMT, the journalists discuss human resource development, digitalization strategies and ethics in journalism with the ESMT faculty.

"Malaysian managers of small and medium-sized enterprises as well as journalists will get the opportunity to gain hands-on insights in internationalization strategies and innovation management of highly successful business and global leaders," says [Bianca Schmitz](#), program director at ESMT.

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About ESMT Berlin

ESMT Berlin was founded 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. ESMT faculty publishes in top academic journals. Additionally, the business school provides an interdisciplinary platform for discourse between politics, business, and academia. The business school is based in Berlin, Germany, with Schloss Gracht as an additional location near Cologne. ESMT is a private business school with the right to grant PhDs and is accredited by the German state, AACSB, AMBA, EQUIS, and FIBAA. www.esmt.org