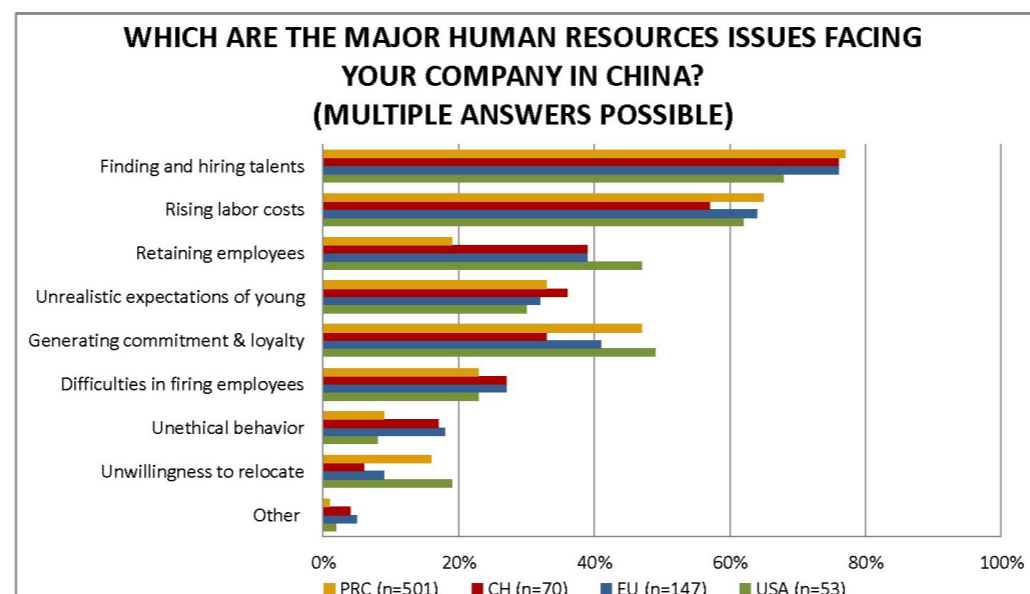


Innovation in Vocational Education and Training among Swiss companies in Shanghai

The key management challenge for Swiss companies in China remains finding and retaining human resources (HR). As a consequence, **human resources remain a central element for success**, as it has been since we started surveying companies 7 years ago.

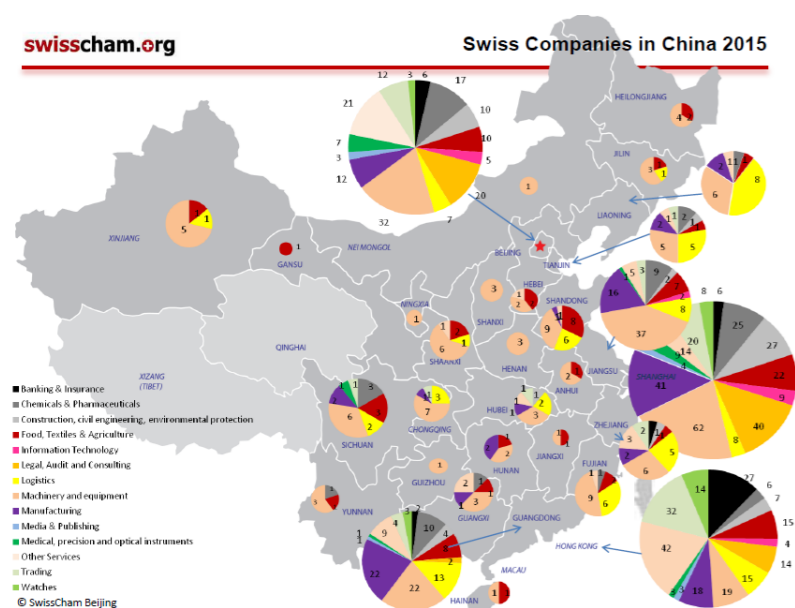
(CEIBS Business in China Survey 2014)



China's vocational education development strategy 2014 – 2020

Universities of applied sciences added to the tertiary *Technical and Vocational Education and Training* education to offer bachelor level vocational education.

(Embassy of Switzerland in China 2014)



514 Swiss companies and 347 subsidiaries in Mainland China of which 250 are based in Shanghai - mainly in machinery and manufacturing

ZHAW Swissnex Staff Mobility in May 2014: Result: Recruitment and training of staff as key challenge for Swiss companies, but no research done in this field so far.

Goal: Gain an overview on how companies individually or in groups (clusters) have solved this problem. Establish **case studies**. Find **best practices**. Make **recommendations**.

How to get there:

- CEIBS Business in China Survey 2016 (ongoing until the end of 2015)
- Follow-up visit in spring 2016 (case studies)

Added Value: Numerous researchers currently focus on ideas such as how to „export the Swiss educational system“, how to promote it, always with a focus on the role of governments. In contrast to those efforts, I examine how the private sector has solved the issue without major government intervention. Focus on the company as a research object, not entire industries and not the entire country, only Shanghai and only Swiss companies.