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- 36 years as teacher at Aarhus Business College, Denmark
- 16 years as educational consultant at AABC
- 18 years as "Short Term Expert" on VET reforms in Russia, Poland, Czech Republic, Hungary, Slovenia, Serbia, Albania, South Africa, USA, Australia, Cuba and Greenland
- 15 years as external assessor with the EU commission in Brussels under the EU programs Leonardo, Erasmus+ and Socrates.
- Co-owner of two private companies, 1 Consultancy Agency and 1 Advertising Agency.



# Educating a global workforce!

Work placements abroad
The Danish PIU programme



# Agenda

- PIU What is it?
- How is it financed?
- Can it be transferred?
- Q/A



# The Danish DUAL VET System

- 2 years full time studies at a VET college.
- Contract with a company for a paid apprenticeship
- 2 years paid apprenticeship in a company
- Participation in between 4 20 weeks VET training at a VET college, during the 2 years of apprenticeship.
- Final examination The Journeyman's Test.



# PIU - What is it?

- A programme where Danish under-graduates\*
   work abroad for typically 12 months in a paid apprenticeship
- An education where the undergraduate also attends 3 to 10-week courses in Denmark relevant to the field of work
- A fantastic opportunity for the companies abroad to tap in on the Danish / Scandinavian way of thinking.



## Their background

- Generally focussed on business and related topics (2 years full time study)
  - Marketing/Sales/Trade
  - Accountancy/finance
  - Business language (primarily english)
  - Social science
  - Innovation and entrepeurship
  - ICT



### Their tasks from day-to-day?

- Same as any other "trainee" or "apprentice" basically the same tasks as a regular FTE.
- Customerservice, invoicing, salesbackup, accountancy, summaries, reports, etc.
- Need to be active... must be enough work!
- Important they need to be educated in the relevant fields of the job.



### Checklists – from "sales"

### **Communication and Service**

Sales and Service The already ticked functions are compulsory. Please tick 3 more functions in this box. Sales and service profile in the company Х Marketing profile and plan 2 Х Planning and execution of sales 3 х Developing and maintaining customer relations 4 Х Planning, execution and conclusion of personal customer service Х Segmentation of customers 6 7 Participation in product development Calculation of prices 8 Execution of active sales 9 Sales on electronic media 10 Use of electronic media in marketing and communication with customers 11 Participation in the planning and implementation of activities and campaigns 12 13 Preparation of sales letters and quotations



# What's in it for the company?

- An under-graduate with drive and motivation
- A competent young person eager to work, learn and face cultural and linguistic challenges in a new work environment.
- A person that will bring professional skills from their vocational education in Denmark.
- A person that can provide relevant information about business practices in Scandinavia that may be of value for companies abroad.



# How is it financed?

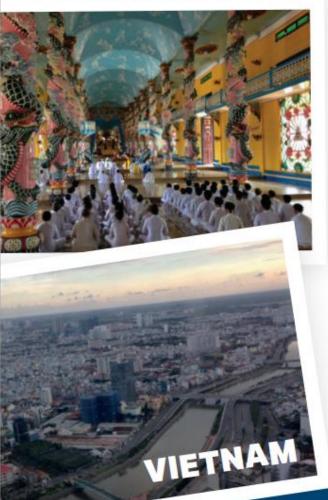
- Every Danish public and private company pay a levy to the Employers Reimbursement Fund.
- A company with 10 employees will have to pay Euro 3200 a year (320 Euro for each employee)



# What are the money used for?

- Salary and transportation while the apprentice is participating in VET training at a college.
- Diet and lodging during participation in VET training at a college.
- A bonus for recruitment of an additional apprentice in the company (Euro 2.600 a year)
- PIU grant of Euro 2300 a year to be used on accommodation, travel to VET training in DK, etc.





### **Practicalities**

### Period of placement:

One year (can be extended for another year).

### Start date:

Between 1 August and 1 September.

### College:

The trainee must attend a one- to two-week course at AABC during the year at your company (no costs involved for your company).

### **Working hours:**

Full-time

#### Salary:

The equivalent of a local trainee salary depending on the trainee's skills.

### Holiday:

20 - 25 days per employment year.

#### Insurance:

The trainee must be covered by your company's industrial injury insurance and your employee's liability insurance.

#### Accommodation:

The trainees are responsible for finding their own accommodation.



### Can it be transferred to other countries?

YES, why not?

**Questions and answers**