

The logo for amiedu, featuring the word "amiedu" in white lowercase letters on a red square background.

amiedu



International strategy & activities

Ami Foundation, Amiedu, Finland

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Ami Foundation - best comprehensive solutions

- **Amiedu is a vocational education provider** dedicated to improving the skills and competencies of individuals and organisations. A wide range of services for the **Commerce and services sector; Wellbeing sector; and the Real estate, construction and technology industries.**
- **The vision of Amiedu** is to be the leading vocational skills development partner and a centre of quality and excellence in vocational adult education. **Amiedu operates locally and globally – together with its customers.**
- **Congress Center Taitotalo** offers top class conference, meeting, restaurant and special event services



The Amiedu Story

Leadership materialises in making choices



Real estate,
construction
and
technology



Commerce
and
services



Wellbeing
and health
care sector

Growth strategy – the business customer segment, partnerships,
coaching and consultancy, best integrated solutions, effectiveness

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Amiedu – Key Figures

- Some 22.500 learners enrolled in 2017
- A full range of services
 - more than 80 basic vocational qualifications, further vocational or specialist vocational qualifications
 - over 40 professional certificates
 - consultative services and coaching programmes
- Innovative contents, coaching methods and learning environments.
- International activities since 1990.
- Some 260 learning and education specialists and an extensive network of partners
- Turnover of EUR 31,5 million in 2017

Operating sites of Amiedu

- **Taitotalo** in Helsinki



- **Amiedu II** in Helsinki



- And globally around the world

The four values directing our work



Social responsibility



Effectiveness



Reliability



Creativity

Core competencies

Business and
working life
competence

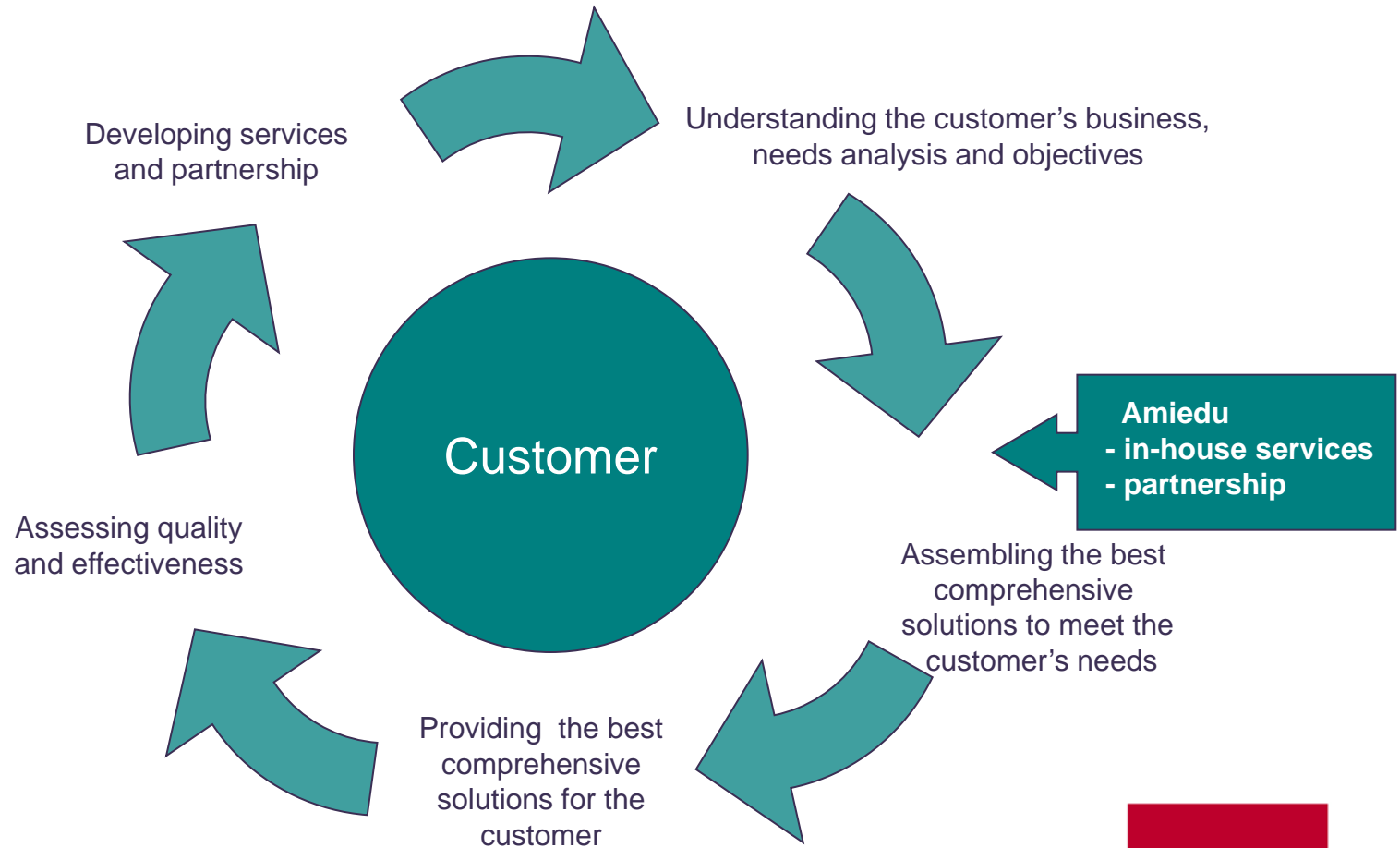
Service solutions
competence



Project
management
competence

Vocational education
and pedagogic
competence

Customer-centred, fully integrated solutions



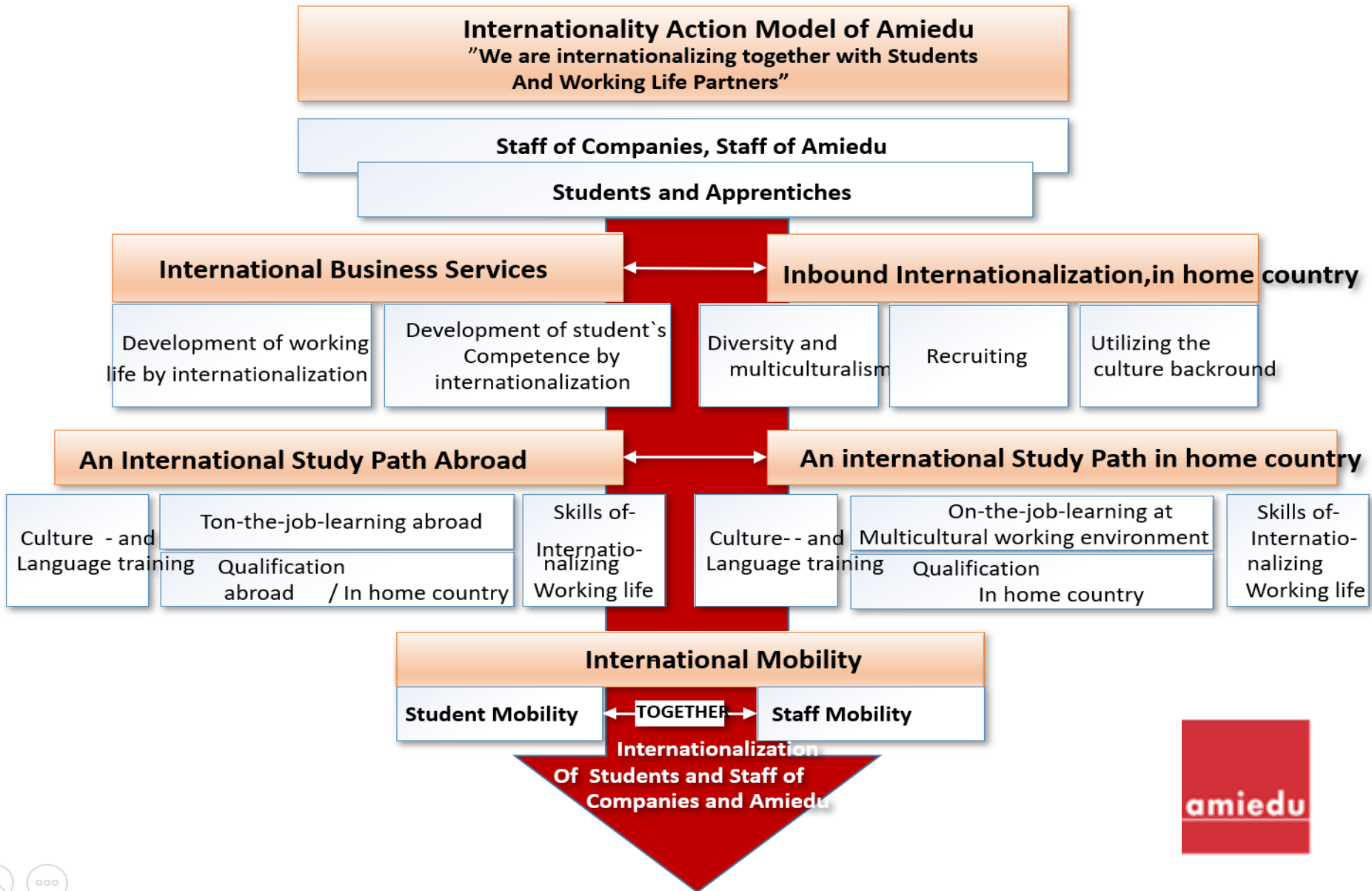
The role and Internationalization stages of Amiedu

Vocational Course Center, an Immigrant training expert

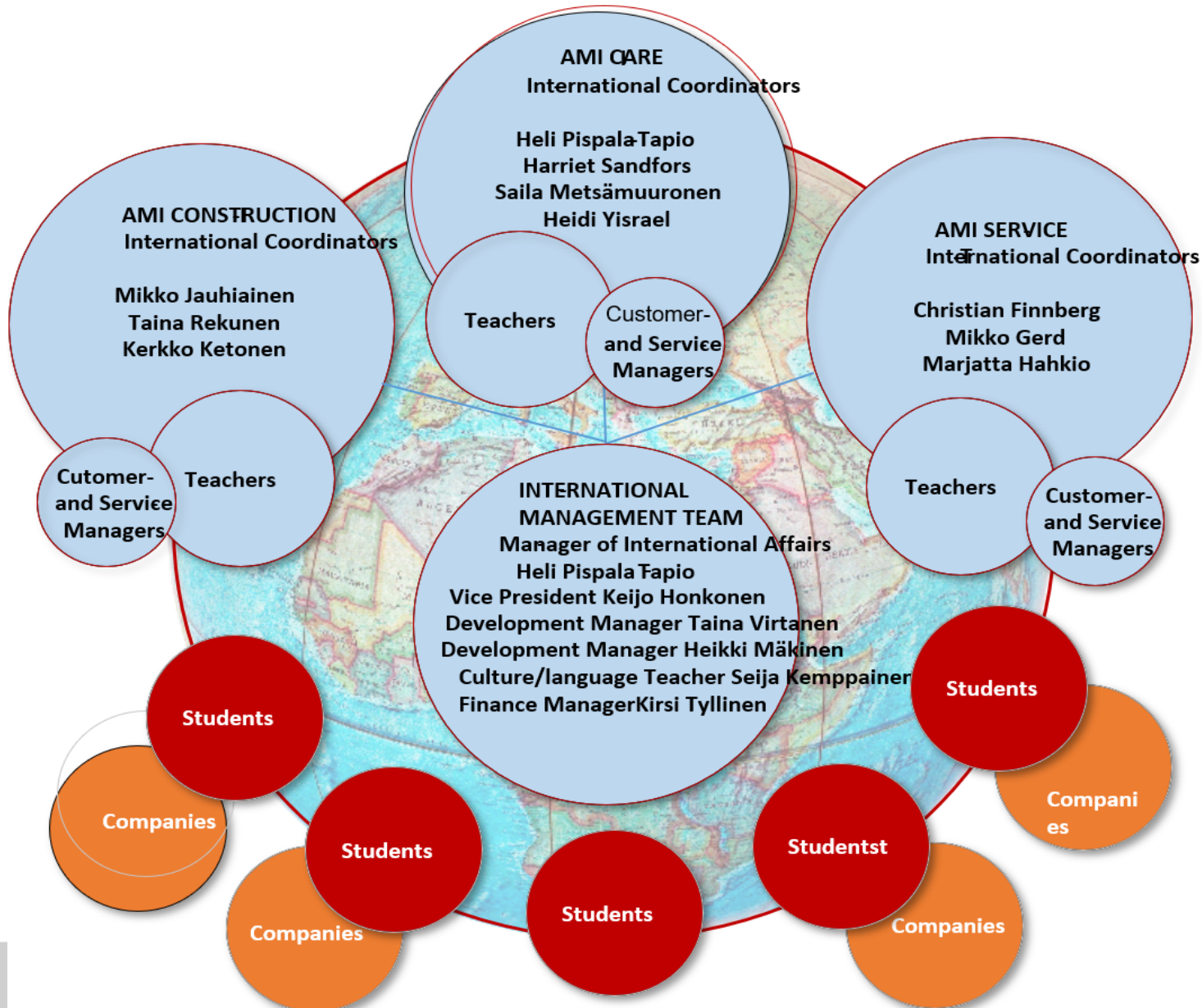
Adult Education Center;
Student Mobility, Staff Mobility;
LdV, Erasmus+, International
Develop projects with companies

Developer of Working Life;
Mobility Triangle: students/
apprentices, staff of companies, staff of Amiedu ; Mobility together
Mobility Charter 2018

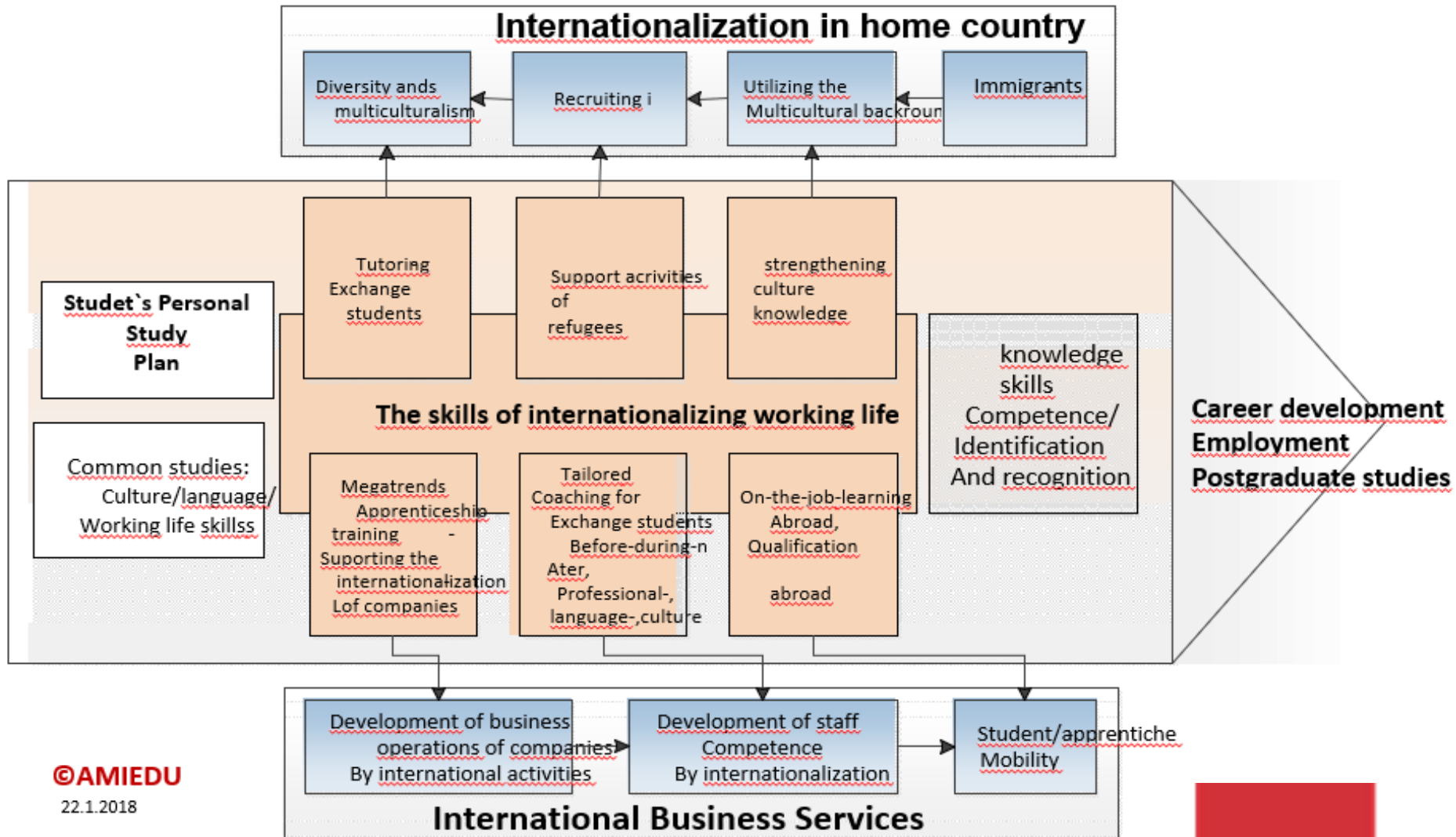
An International Strategy of Amiedu based on the Overall Strategy of Amiedu



Internationality Organization, Roles / International Organization of Amiedu, The International Team



An international Study Path of Student; in Finland or abroad



Global Drivers for Change

- The concept of work and the evolution of the job markets
 - **Global business and working life vs. localisation**
 - **Multinational Companies**
 - **The need for International expertise**
 - Changes in professions and career paths
 - Individualisation of job contents and work practices
- Value chains ↔ partnerships and ecosystems
 - Openness, trust and engagement – common goals and purpose
 - Creation of customer value, concepts = competition vs. networks
- Digitalisation, automation and robotisation are changing the concepts, practices and competence requirements in all sectors and industries
- Locally **The Helsinki Region** – growing to be a true melting pot
 - Different to the rest of Finland – immigrant concentration, **servicing internationalization in Finland**

Evaluation and Indicators of measurement

- Monitoring : Participants of Mobilities participate International Team meetings after mobility periods; feedback, further plans
- Internal auditing annually
- External auditing by the National Board of Education
- Amiedu`s Student feedback system
- Mobility Tool: Participant Report
- Future plan: participants`s feedback by survey pal
- Indicators: effectiveness, career development, satisfaction, employment,

Main lessons

- From the very beginning integrated into the overall strategy
- Multidisciplinary International Team
- Management commitment
- Normal education centre's activities
- "The time was right", linked to changes of society

Case Clas Ohlson: Student and Staff Mobility to United Kingdom

Clas Ohlson is an international company, for which it is important to promote their staff International career development.

The apprentice student representatives were Clas Ohlson`s supervisors and job managers. They completed their working life study periods and part of their Vocational Specialist Qualification of Master of Commerce in England.

During these exchange periods the most important purposes were to develop unified operating models between countries, as well as allow participants development of professional skills and competence, in particular job mentoring.



Thank You for Your Interest!

Ami Foundation, Amiedu

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