

# Globalisation – Germany needs young Foreigners

## SUMMARY / ABSTRACT

*Modern people are integrated in the globalised world by their participation in mass consumption and in using electronic media for communication and work. The globalisation process itself is very complex and dynamic. Main interdependent spheres of globalisation are nature, demography, science&technology, economy, politics, culture and ethics. The challenging task for everybody is to adapt adequately to a changing world where the biggest changes arise from wider and more intensive use of electronic communication and media technologies. The internet is bringing people from different continents and countries closer. The new possibilities and opportunities of the digital revolution are requiring businessmen and marketing managers, but also students to adapt to the new conditions and demands of a world economy. German agritechnology export exemplifies that modern companies have many new challenging tasks in global marketing and therefore a need for more and better educated and trained foreigners. Talented and motivated foreign graduates are invited to work in German companies and institutions.*

The famous three questions of Philosopher Immanuel Kant: *What can I know? - What ought I to do? - What can I hope?* also today everybody should ask himself/herself from time to time these questions, in order to adopt to challenging conditions, risks and opportunities in world and life.

One of these challenges is the globalisation process. In the following short article some aspects of main global developments and some conclusions of it for managers and students are described.

## 1. Globalisation of interdependent multinational consumer societies

In today's world every person in developed industrialised countries is influenced as a consumer by globalisation to some degree.

*Consumers are buying and using a lot of international products*

Middle class people everywhere are using cars from Asia or EU daily, they are watching television on TV sets from China, following game shows whose formates were invented in America and they are watching world championships in sports. Teenagers and adults are using mobile phones from Scandinavia with electronics from Asia and they are writing on computers with hardware from Asia and software from America.

Modern people are surfing the internet – the world wide web – and they are buying their food in supermarkets where they can find hundreds of sorts of vine from different countries. Local foods like bread, cheese, milk, meat are processed on machinery which often comes from Germany or Italy. The seeds for corn and wheat for local food are very often genetically developed in the United States.

For vacation many middle class people are travelling abroad, using aircraft designed and produced in the EU or USA and living in hotels run by international chains.

*Globalisation in work and employment mostly for qualified and creative people*

The globalisation level in practical daily work of people is lesser than in consumption. Many people like farmers, food producers, shop assistants, construction workers, truck drivers, teachers, professors, secretaries, policemen, postmen, fire fighters, doctors, nurses, municipal administrators, people in banks and insurance companies – they are all working in their local regional markets for their local clients using computers, internet, mobile phones and other foreign imported equipment. However, in their work these people have no direct international connection or competition. There is no direct world market influence and pressure to their work.

But in the developed countries more and more people also have a daily working relationship with foreigners or with foreign content on the world wide web. These groups of globalised workers include investment bankers, scientists, employees of export and import companies, of tourist agencies and hotels, pilots and flight attendants, sales people of export companies, people in purchasing departments, doctors learning in the evening about new diseases and their therapies on the internet. Artists are watching and listening on YouTube to performances of their international colleagues to get new inspirations for their work. Engineers and architects are doing research on the internet in order to learn and find solutions. Students as well are people who use the internet heavily as working and entertainment tool.

*Globalisation is a very complex and dynamic matter*

The globalisation process has several spheres and is the result of interaction of many million people from many countries, branches, institutions and companies. Globalisation can be categorized into the following seven fields:

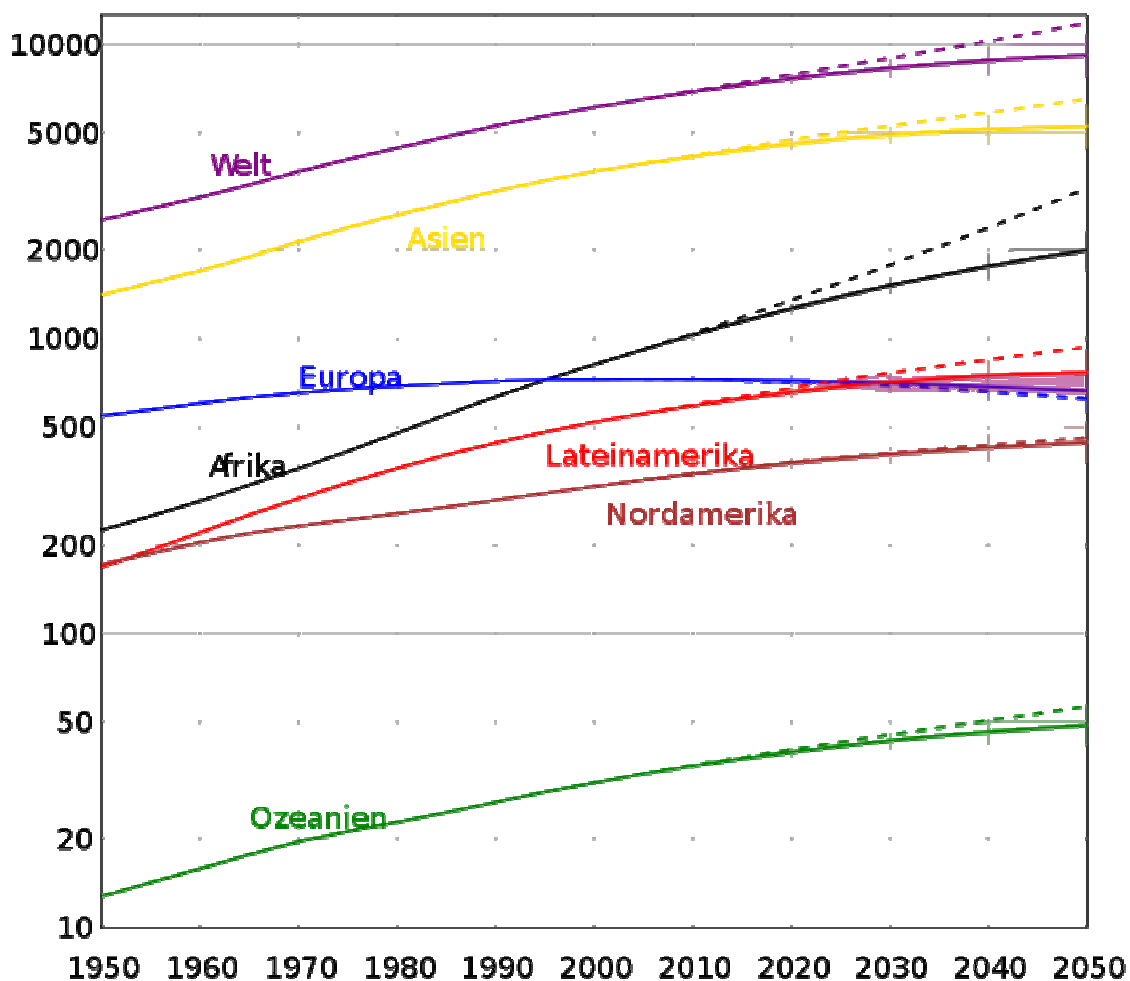
#### NATURE & ECOLOGY

In this field climate change, degradation and projected shortages of water are the hot issues and challenges today and in the future.

#### DEMOGRAPHY

In the middle of the 20th century approximately 2 billion people were living on earth, at the year 2000 we had nearly 6 billion and the prognosis for 2050 is close to 10 billion people in the world. The major part of these people will not live in the developed countries. Today approximately twenty percent of the world population is living in China and another twenty percent in India.

Strongest growth of global population in the next decades will be in the poorer countries in Africa, Asia and Latin America.



Source: Wikipedia - Weltbevölkerung <http://de.wikipedia.org/wiki/Weltbev%C3%B6lkerung>

## SCIENCE & TECHNOLOGY

The inventions of railways, steamships and telegraph were pushing modernisation and globalisation in the 19th century. Telephone, radio, TV, aircrafts, computer, mobile phones and internet are core elements of current global modernisation. After the industrial revolution, nowadays the digital revolution is influencing all spheres of life directly because computers and mobile phones are used in all areas of social life.

A parallel wave of innovation is occurring in life science. Cell Biology is one scientific segment in it. The picture illustrates that today and in the next decade this science is working as an international organism in which the EU and USA are playing the central role.

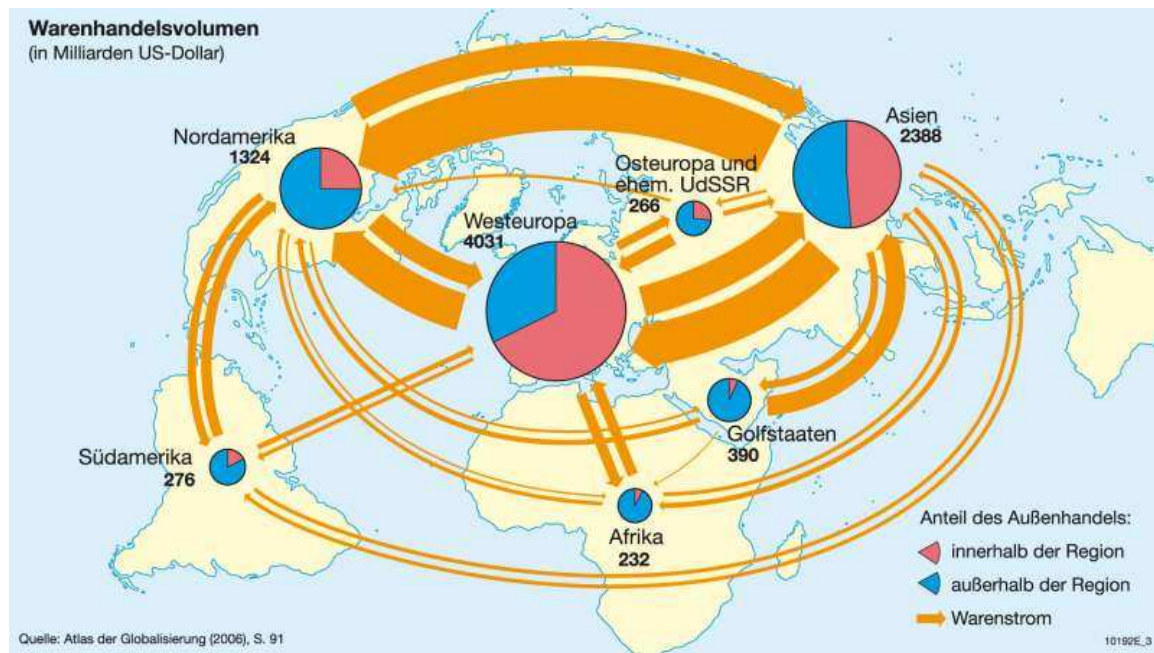
*Global Visitor Distribution of cell-biological Scientific Website: [www.cellbiol.net](http://www.cellbiol.net)*



Source: <http://www.cellbiol.net/cbe/multimedia.php> and ClustrMaps

## ECONOMY

Increasing mass consumption including mass tourism based on market and profit orientation is the core of global economy in our century. With increasing world population, the worldwide urbanisation process will continue as well. Millions of new people have to be integrated in new and expanded structures of global and national distribution of work.



World Trade Structure: Main players EU – ASIA – USA, Source: Atlas of Globalisation

## POLITICS

World Wars I/II and the cold war between American and Russian blocks were dominating the political world in the last century. In the current 21 century that bipolar world is already displaced by a

multipolar world with more fluid structures. We can differentiate for example the highly developed old triad group of countries USA-EU-JAPAN, the strong developing BRICS countries BRASIL-RUSSIA-INDIA-CHINA-SOUTHAFRICA and the many underdeveloped countries in Africa, Asia and Latin America. But this structure is fluid. According Japanese Economist Kenichi Ohmae, the Yellow-Sea group CHINA-JAPAN-TAIWAN-SOUTHKOREA is already forming a regional block in the global economy similar to the EU but without political integration (Source: GHRF2006 Kenichi Ohmae, CEO Business Breakthrough Inc. [www.youtube.com/watch?v=Y9hwsGTRn6Q&feature=related](http://www.youtube.com/watch?v=Y9hwsGTRn6Q&feature=related))

## CULTURE

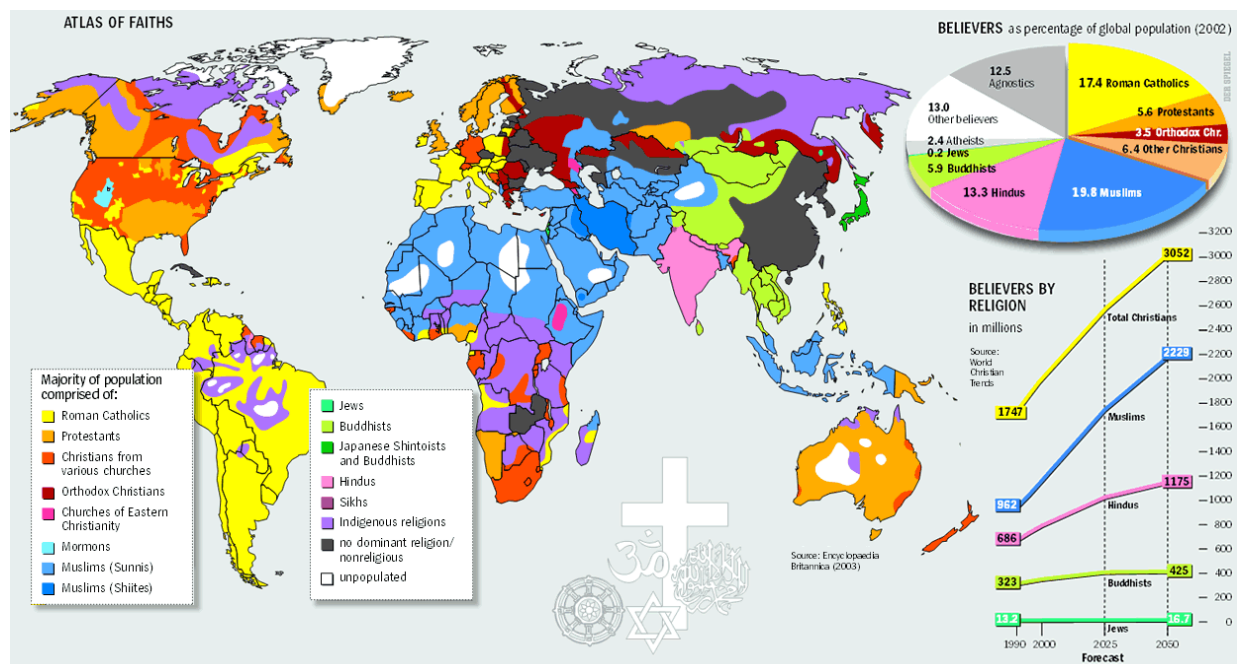
Music is for example one of the most important elements of human culture and beside of architecture also one of the best indicators of historical cultural change. Development of human civilisation and changing times are hearable in the music melodies of the different historic times. There is a big difference in form and content of the pre-industrial music of Bach, Beethoven, Mozart, Tschaikevsky and the industrial, mass media and electronical music of the Beatles, Abba and Michael Jackson or Lady Gaga.

## EDUCATION

With the invention of writing 4.000 years B.C., an exchange of information between distant living people could be realised and it was possible to transfer information and know-how from one generation to another. The Bible was and is the first global book keeping and distributing the core lessons and norms of human thinking, feeling and behaving. Besides Christianization, Western education is widely based on the Enlightenment period in European Culture and Philosophy (1650-1815: Descartes, Spinoza, Locke, Newton, Diderot, Voltaire, Montesquieu, Lessing, Humboldt, Goethe, Kant, Hegel). In humanistic understanding COSMOPOLITISM is the highest form education. It encompasses the major issues of the world facing humanity: to seek peace, justice, the exchange of cultures, human gender relations and a harmonic relationship with nature. In the 21. century, internet and web-literacy provide the technical possibilities for millions of people to have direct access to global educational resources.

## ETHICS

Like in global economy and global political society, demographic change has an enormous influence for development of global ethics. Societies based on Christian and Muslim ethical values in the underdeveloped countries of Africa, Asia and Latin America will grow within the next decades especially:



Source: [http://www.rayfowler.org/blog/wp-content/uploads/map\\_world\\_religions.gif](http://www.rayfowler.org/blog/wp-content/uploads/map_world_religions.gif)

The accelerated complex globalisation process is producing permanent imbalances, contradictions and tensions. Therefore, within the next decades, the world highly needs the peace provided by old wisdom of the world religions: the Christian Love, Hope&Faith orientation, peace as basic concept of Islam, the harmony principle of Taoism, the truthfulness of Hinduism and the Buddhist norm not to do any evil.

*Adequate adaptation to globalisation is difficult and a challenging task*

The different spheres and players of globalisation are interconnected and interdependent. Nobody has the complete overview about the extremely complex and highly dynamic globalisation process. Most things and matters in the world are not transparent and understandable. The structural powers of financial, economic, technical or educational systems are invisible. All things are contradictory.

Modern globalisation provides at the same time enormous opportunities and possibilities but also risks and uncertainties for people, families, companies and nations.

Therefore an adequate adaptation to globalisation process is so difficult for every nation, for every institution, for every company and for every individual.

People and teams have to know and to learn:

- What important things are changing in the world?
- What do I have to learn and how do I have to change?
- How and where can I learn and save a good life?

## **2. World is changed and will be changed by new IT technologies**

In the sixties of the last century the introduction of jet planes in civil aviation caused international travel costs to drop strongly. This was the technological precondition for emerging new mass tourism in the high productive economies like United States or Germany.

Today cheap communication tools like mobile phones and netbooks are integrating every year additional millions of people in national and international communication and business systems.

*Internet is changing societies and economies*

The Indian-American technology entrepreneur and academic Vivek Wadhwa is reporting:

*India is the world's fastest-growing mobile market, with more than 20 million new subscribers every month. Low monthly plans, cheap handsets, the expanding .. cell-phone infrastructure ... are transforming rural and urban businesses by improving connectivity and expanding markets. People are also using cell phones for business transactions, banking, information research, and entertainment. India's software developers are devising new and innovative applications for its masses. As a result, entrepreneurship is booming. Startups are building sophisticated medical devices, web technologies, cleantech products, and mobile applications.*

[http://www.businessweek.com/technology/content/dec2010/tc2010128\\_116888.htm](http://www.businessweek.com/technology/content/dec2010/tc2010128_116888.htm)  
*Dec 8, 2010, Indian Technology's Fourth Wave*

The internet is distributing information and know-how quickly around the world. Millions of people are learning via world wide web about new technologies, new products, new work opportunities, new music and new life forms – and so they are generating with the internet new dreams, new wishes, new plans and new solutions. Facebook for example was a base for the 2011 spring revolutions in the Arab world which were realised by a younger generation.

The global migration process and especially the brain drain in it is supported by the internet. Young and talented people are looking for their future opportunities at leading universities in the world and also in the creative global innovation hubs. Undereducated people from Asia and Africa are looking

simply for jobs and income in the richer countries of the globe.

Traditionally these universities and the most important hubs like Hollywood in cultural/media segment and Silicon Valley for IT industry are located in the United States.

But Singapore and Hongkong are already emerging as new innovative business hubs and “Bollywood” is not only the largest film producer in India. It is already one of the largest centers of film production in the world.

*Wide use and combination of IT inventions will change the world in the next decades*

In the last six decades a wave of many important IT inventions and innovations – mostly from United States - occurred:

Internet/ARPANET '69, Microprocessor '70, E-Mail '71, Personal Computer '76  
MS-DOS software '80, analog mobil phone '83, camcorder 83, GPS navigation '85  
Photoshop software '88, World-Wide-Web '90, digital mobile phone / SMS '92,  
Google '98, Alibaba.com '99, Baidu.com '00, Wikipedia '01, Skype '03, LinkedIn '03,  
Facebook '04, YouTube '05, Twitter '06.

*Source: Wikipedia*

Today we have approx. two billion mobile users in the world. Often a teenager today has more than 100 Facebook friends and is sending monthly several hundreds SMS to those friends in his/her community.

Similar to film, radio and TV, in the next decades internet, mobile communication and new social and business networks will change the forms of life and work not only in the developed countries of the Northern hemisphere but also the live of several hundreds of million people in BRICS countries and in the underdeveloped third world. The new electronic communication tools and new communication behaviours will change business life and procedures as well. Therefore future oriented managers as well as students need to be informed about upcoming business needs and demands on team work in a more and more globalised world.

### **3. Managers and Students should look to BRICS developments**

Teams and managers in trade firms, tourist agencies, hotel and logistics industries, in export companies and importing institutions/organisations are at first influenced by the quick developing globalisation. They have to learn especially about upcoming opportunities and risks of economic and social development especially in BRICS countries.

#### **CHINA**

Among the five BRICS countries China (1,3 billion people) is with the greatest certainty currently, as well as in the medium and long term future (2011-2030) the most important regional market in the world economy. About twenty percent of the world's population lives in China, where millions of people belong to a well-trained and highly performance-oriented middle class.

The traditional Chinese culture emphasizes consensus-oriented thinking and behaviour. This guarantees today and in the future a peaceful coexistence and efficient interaction of a very high number of people, teams, companies and institutions. The consensus oriented Chinese philosophy and culture is also helpful in foreign trade and foreign politics. The Shanghai Cooperation Organisation (Member states: China, Russia, Kazakhstan, Kyrgyzstan, Tajikistan, Uzbekistan; Observer states: India, Iran, Pakistan, Mongolia; Dialogue partners: Belarus, Sri Lanka; Guest Attendance: Turkmenistan, ASEAN) is becoming a more and more powerful international organisation oriented towards international cooperation and peace-keeping.

#### **INDIA**

In the pace of modernisation of its economic and social structures, India (1,2 billion people) is lying far behind China. According to IMF data the GNP (PPP) of India was in 2009 only 40 percent (3.526.124 Intl.\$) of Chinese GNP (8.765.240 Intl.\$).

Main reasons and indicators of India's underdevelopment are especially the social system with one fourth of the population in underprivileged classes (16% scheduled casts, 8% scheduled tribes) and the very poor education system in rural areas. Therefore in 2010 literacy level in India is only 74% (men 82%, women 66%, source: Wikipedia), while it is 97% in China (men 99%, women 95%: *Source UNESCO <http://www.accu.or.jp/litdbase/policy/chn/index.htm>*).

Nevertheless, India should be because of the enormous size of its market, the number two in the new export and import partners group from BRIC countries. India, like China, has millions of friendly, hard-working and well-trained people.

## BRAZIL

The largest Latin American country is like North America historically a country of immigration. Besides the Portuguese, Germans, Italians and other Europeans were the pioneer generations that continually built-up throughout decades the Brazilian market economy and capitalistic society with especial strong cooperative elements in the banking and agricultural sector.

The descendants of European immigrants often inherit the mentality of their grandparents and so many Brazilian teams and company owners, managers and people are following ways of thinking and behaving what are very close to European ones.

In spite of the utmost importance of urbanization and urban centers, an important part of the soul of every country lies in its villages and small towns. And those who visit the BRIC countries today will find the differences between them not so much in big cities, but in the small towns and villages. And an enormous advantage of Brazil in comparison with Russia, China and India is that in the agricultural relevant areas the social structures are more sound (for example lower level of criminality) than in big cities.

## SOUTHERN AFRICA

The Republic of South Africa is a small country with only 50 million inhabitants in comparison to the other BRICS nations. But the African continent has in total a population of approximately 1 billion people what will double within the next half century. Africa faces a dramatic increase in population, in market dimensions and in social development problems within the next decades. South Africa is economically the most industrialised country on the continent and therefore it will play a very important role within the economic and social development in Africa within the next decades.

### *Challenge for European Export Companies: Global extended Marketing Communication*

The emerging BRICS markets provide new export business opportunities for Western companies, however, to start business with new foreign partners in BRICS is a big challenge as well. Especially medium sized export companies, oriented towards the world market, face new enormous tasks in marketing & sales as well as in the human resource fields.

An example is the agritechnology export industry of Germany. Between 2011-2030, the top ten German export companies will have to extend their external marketing communication processes significantly because the main emerging market regions are now located overseas – no longer mainly in close geographical and cultural proximity to the EU.

*Example German Agritechnology Export*  
**Old European/CIS markets 1990-2010 >> New global markets 2011-2030**

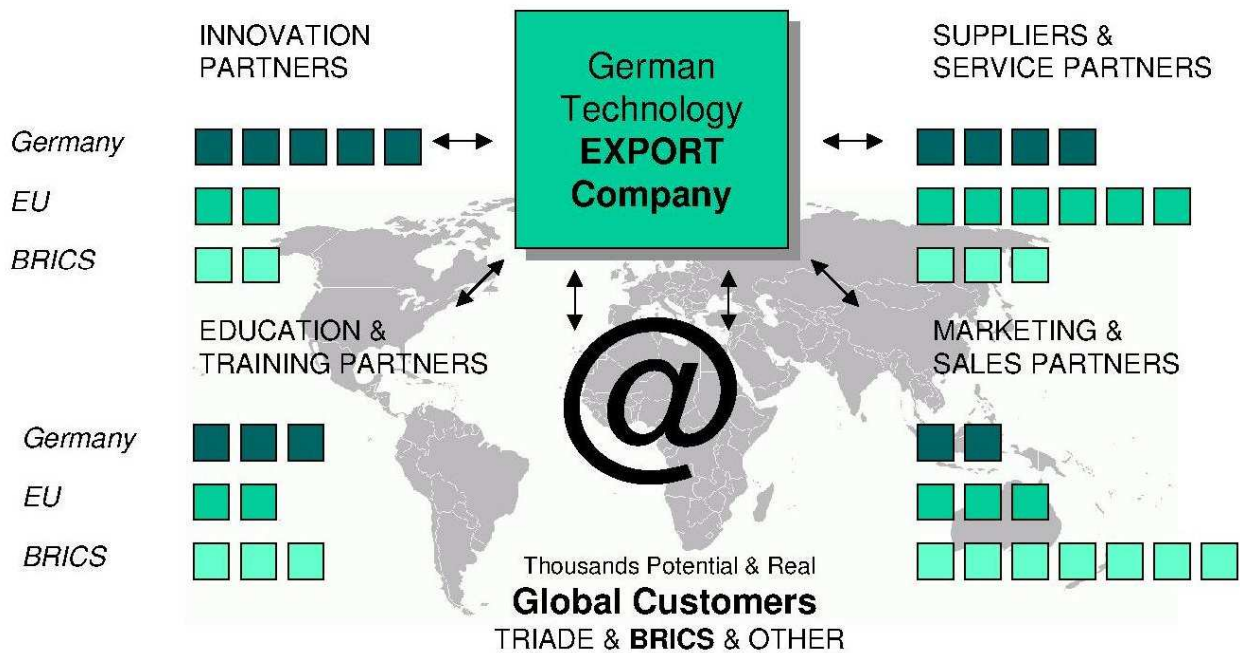


Main tasks of responsible marketing teams and managers in that process are:

- Developing and using e-commerce and affiliate marketing in interactive communication solutions with customers and sales partners following e-commerce pioneers like DELL  
<http://www1.ap.dell.com/content/topics/topic.aspx/ap/topics/main/en/affiliate-sa?c=sg&l=en&cs=sgbsd1>)
- Developing and using social media like YouTube, Facebook and Twitter for new interactive communication with potential and real business partners world wide
- Connecting more intensively external scientific R&D and education partners from Germany/EU/CIS now in a global network also with partners in China, India and Brazil
- Connecting German innovation teams of export companies with innovation partners in the global science and business clusters of the branch – in bio/agri fields for example:
  - > NETHERLANDS => SEED VALLEY [www.seedvalley.nl](http://www.seedvalley.nl)
  - > FRANCE => VEGEPOLYS CLUSTER [www.vegepolys.eu](http://www.vegepolys.eu)
  - > GERMANY => BIOREGIO STERN [www.en.bioregio-stern.de/en/](http://www.en.bioregio-stern.de/en/)
  - > SWITZERLAND => BIOVALLEY BASEL [www.biovalley.ch](http://www.biovalley.ch)
- Regional extensions of marketing and sales networks to BRICS; building up new local sales and service teams in the BRICS markets and preparing/ establishing some local production of components and/or assembling processes in BRICS because of increasing political and economical “Localisation” needs in the new global market regions.
- Establishing of a global company network for distance e-learning via internet because in new BRICS human resource qualifications in the agricultural sector do not have the quality levels of Germany/EU. BA/MBA/PhD Students of agricultural or engineering sciences in BRICS countries have unfortunately not the same possibilities as their German/EU peers to learn additional practical skills complementary to their theoretical studies in apprentice or internship activities. Most modern organised and equipped companies believe in on-the job training and efficient learning-by-doing procedures in order to teach modern innovative/creative project and process organisation.
- Generally hiring more foreign people to increase foreign language capability and to improve inter-cultural competences in the export company in general.



## Example German Agritechnology Export New Global Innovation & Marketing Communication Network



In the field of agritechnology leading German companies in their globalisation processes are:

KWS	Seeds	<a href="http://www.kws.de">www.kws.de</a>
BASF	Plant protection	<a href="http://www.basf.com">www.basf.com</a>
BAYER	Plant protection	<a href="http://www.bayercropscience.de">www.bayercropscience.de</a>
CLAAS	Tractors / Harvesting	<a href="http://www.claas.com">www.claas.com</a>
GRIMME	Harvesting	<a href="http://www.grimme.de">www.grimme.de</a>
LEMKEN	Soil cultivation	<a href="http://www.lemken.com">www.lemken.com</a>
RAUCH	Spreading & seeding	<a href="http://www.rauch.de">www.rauch.de</a>
PETKUS	Seed cleaning	<a href="http://www.petkus.de">www.petkus.de</a>
MASTERRIND	Cattle breeding	<a href="http://www.masterrind.com">www.masterrind.com</a>

Leading German scientific institutions and university faculties in agritechnology are:

Leibniz Institute of Plant Genetics and Crop Plant Research	<a href="http://www.ipk-gatersleben.de">www.ipk-gatersleben.de</a>
Max Planck Institute for Plant Breeding Research	<a href="http://www.mpiz-koeln.mpg.de">www.mpiz-koeln.mpg.de</a>
University Hohenheim, University Goettingen, University Kiel, University Weihenstephan-Triesdorf.	
First German address for foreign students is DAAD	<a href="http://www.daad.de">www.daad.de</a>

*German Science, Education and Export Industries need qualified and motivated foreigners*

Because of history, traditions and highly developed technical & social infrastructures, Germany will continue to hold a world wide leading position for a long time in global distribution of work and business, as well as in science, technology and machine building industry. But as one of the special global innovation and high-tech regions, Germany's science and industry need more international relationships in the next decades and more foreigners studying and working directly in Germany and/or in German companies.

Key profile elements of the young foreigners needed in Germany are:

- English language capability and readiness to learn some German too
- Good foreign BA, MBA or PhD graduate degree
- Friendly, open minded and creative team worker
- High communication skills (oral & written)
- Some international experiences in education, work or sports
- Ambitious and general interest in modernisation processes.

In a more and more globalised world, the current and next generation have to work more intensively and better together in a much more communicative and cooperative way than their preceding generations of parents and grand parents where many people had have to suffer from wars, cold war, poor living standards and political limitations in education and international exchange of goods and ideas.

Future oriented young people should use their great opportunities to become cosmopolitans.

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