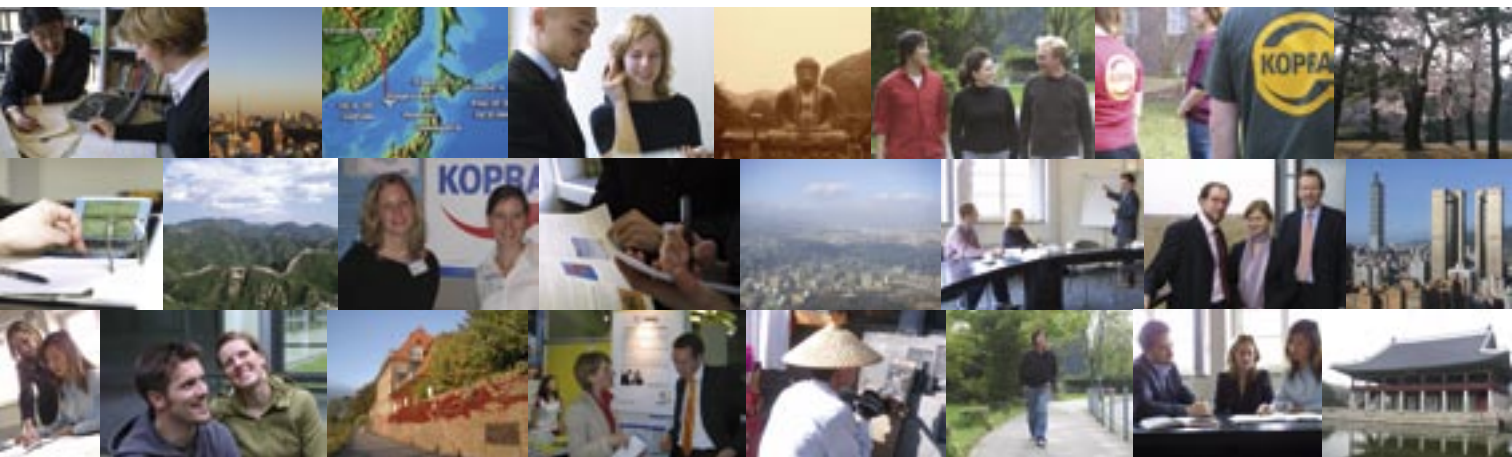




BUILDING BRIDGES BETWEEN EUROPE AND ASIA
1995-2005





Edited by:

KOPRA

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Third-party funded project KOPRA (2004-2008)

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Henrik Schmiegelow, German Ambassador to Japan

Holding the patronage of KOPRA, it is my great pleasure to extend my congratulations to your network on the occasion of its 10th anniversary.

I am particularly impressed by the fact that, since its foundation, KOPRA has always taken full advantage of modern technology, seizing the opportunities of information exchange through the internet and advancing alongside the expansion of the World Wide Web. It is in accordance with this potential of the World Wide Web that those seeking information are provided with information in a structured and target-oriented manner.

When those who provide professional internships are put into contact with those who seek an internship through the KOPRA platform, the most important step has been taken. The interested parties can then directly discuss the details of the future internship arrangement. The concept of KOPRA is as uncomplicated as it is convincing. Therefore it comes as no surprise that the placement of interns through KOPRA, in both Japan and Germany, is as successful as it is.

Of course, the efficiency of such a gateway also depends on the abilities of the young people managing it. And to them I would like to express my special appreciation. Also I would like to thank all of those who have initiated this project and who since then have been supporting it in Japan and in Germany.

KOPRA has become a supporting pillar of German-Japanese exchange and a solid bridge in the mutual understanding of our two countries. This is a reason for us to be full of pride. My best wishes for a lasting success!

Tokyo, January 2005



Jürgen R. Thumann, President, Federation of German Industries (BDI)

East Asia provides great opportunities for German business and hence invites us to deepen our involvement. Because of the region's diversity in language and varied economic approaches, it is crucial for us to help prepare young Europeans for these challenges.

KOPRA is making a direct and effective contribution towards this goal by familiarizing young managers/leaders with the languages, the regional distinctions and local peculiarities of the various East Asian economies. Ten years ago we started this project in Japan, where we have watched with great pleasure as KOPRA consistently improved its service and increased the number of internships. Now KOPRA is planning to extend its services to China, Taiwan, South Korea and the whole of Europe, I have every reason to expect that KOPRA will perform this task as successfully as it has in Japan.

On the occasion of KOPRA's 10th anniversary, I would like to express my appreciation for its accomplishments. I would also like to pay tribute to KOPRA's staff for investing time and energy to give others the opportunity to gain an enriching experience and learn in an international environment.

Berlin, February 2005



Wolfgang Clement, Federal Minister for Labour and Economic Affairs of Germany 2002-2005

Wenn vom Arbeitsmarkt die Rede ist, dann meist als abstrakter Begriff. Einen erlebbaren Arbeitsmarkt, sogar über Ländergrenzen hinweg, für Auszubildende, Studenten und Absolventen bietet die Koordinierungsstelle für Praktika. Hier treffen Angebot und Nachfrage aufeinander. Qualifizierte junge Menschen, die sich mit ihren Fähigkeiten darstellen, treffen unter www.kopra.org auf Unternehmen in Deutschland und Asien, die qualifizierte Praktikanten suchen.

Für alle Beteiligten ist KOPRA ein Markt vieler Möglichkeiten. KOPRA ist im Zeitalter der Globalisierung eine großartige Idee. Weltweit sind junge Menschen mit Tatendrang und Wissensdurst auch als Praktikanten für jedes Unternehmen ein Gewinn. Unternehmerisches Handeln ohne qualifizierte Arbeitskräfte führt in die Sackgasse. Deshalb ist klar, dass sich Unternehmen im eigenen Interesse rechtzeitig um qualifizierte Arbeitskräfte im In- und Ausland bemühen müssen. Hierfür sind Praktika ein guter Weg.

Auszubildende, Studierende und Absolventen stehen heute überall vor großen Herausforderungen. Es gilt, sich rechtzeitig über die Erfordernisse des Arbeitsmarktes, auch im Ausland, zu informieren und Zusatzqualifikationen zu erwerben. Weit mehr als für meine Generation gilt heute: Wissen veraltet immer schneller. Das Wissen aus dem Studium ist nirgendwo mehr eine statische Größe. Praktika bestätigen eine Grundwahrheit unserer Zeit: Lebenslanges Lernen wird die Zukunft prägen. Das ist Herausforderung und Chance zugleich, denn die Begegnung mit immer wieder Neuem, vor allem auch mit anderen Sprachen und Kulturen, ist stets ein persönlicher Gewinn.

Praktika sind der Lackmustest für jede Ausbildung in der Praxis. Der „Sturm und Drang“ junger Menschen ist es häufig, der Gegebenes hinterfragt. Das setzt Innovationspotenziale frei. Deshalb ist es eine große Chance, wenn junge Menschen die Chance zu Praktika in Unternehmen im In- und im Ausland bekommen und nutzen. Beide Seiten profitieren davon.

Ich wünsche KOPRA und allen Praktikanten weiterhin viel Erfolg.

Berlin, February 2005



KOPRA – building bridges between Europe and Asia A central internship platform meets companies' and interns' demands

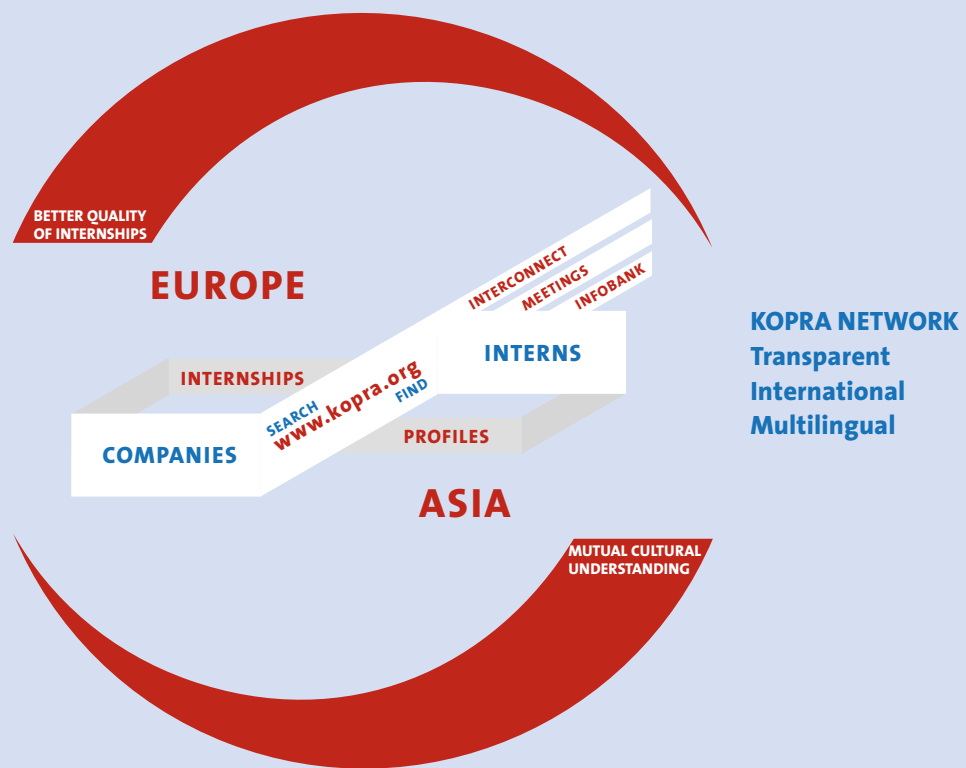
Perhaps the easiest way to demonstrate best how the KOPRA platform operates is by way of a simple example, in this case that of the pairing of a typical company, Mayer GmbH, with Susanne Lehmann, a prospective intern.

Susanne Lehmann, a German student of East Asian Studies, is looking for an internship in East Asia to top off her academic education. The wealth of prospective offers however is not only complex but is also difficult to access without connections within this economic region. It would be helpful if there was a central information point to manage the offers which might interest her.

At the same time, Germany based Mayer GmbH is looking for trainees to support the team in their expanding Shanghai branch. Within the company, advertising of jobs inevitably undergoes much deliberation in order to minimise costs and maximise the audience. What is needed is an easily accessible and cost free service.

KOPRA – International Internship Platform aims to bring the two parties together via a centralised platform promoting contact between companies and their respective target group. The KOPRA website www.kopra.org provides interested companies with the option to post their internship offers free of charge. Potential interns all over the world can view the offers and apply directly to the companies or upload their CVs, thus making them visible to the wide range of companies visiting the site.

The internship aspirant Susanne has made use of this service and is now awaiting an offer in which she could see herself thriving. As a KOPRA e.v. member, she regularly receives info mails whenever a new internship offer is posted. Amongst this information, her attention is drawn to the interesting offer of Mayer GmbH in Shanghai. Mayer GmbH, which posted its offer stating specific requirements and internship details on www.kopra.org, receives numerous applications from students within a short period of time and soon a suitable candidate is found: Susanne Lehmann.



Initial anxiety concerning visa application and housing is allayed by the comprehensive information provided by the KOPRA info bank, a collection of relevant information on topics such as visas, accommodation, travel and language. The company also receives support from the local multilingual KOPRA staff, who are always willing to help.

For the intern Susanne, the new environment is vast and exciting. Outside her internship company, she is looking for contacts with other international interns. She uses the KOPRA “InterConnect” tool to get in touch with other students and also attends the monthly KOPRA meetings. These are held at local restaurants in an informal atmosphere, giving foreign interns the chance to get together, post questions and exchange experiences. Known as “KOPRA Treffen”, these meetings have become well known German-Asian constants in Düsseldorf, Seoul, Shanghai, Taipei and Tokyo.

The KOPRA concept works out: Since the platform’s inception, the number of companies posting internship offers on www.kopra.org has continually increased. KOPRA has helped to arrange several hundred internships so far and hosts, on average, 150 offers at any one time on its website. Up to 500 people visit www.kopra.org every day, making it the most popular platform for internship exchange with East Asia.

KOPRA at a glance

Free and easy-to-use service accessible around the world

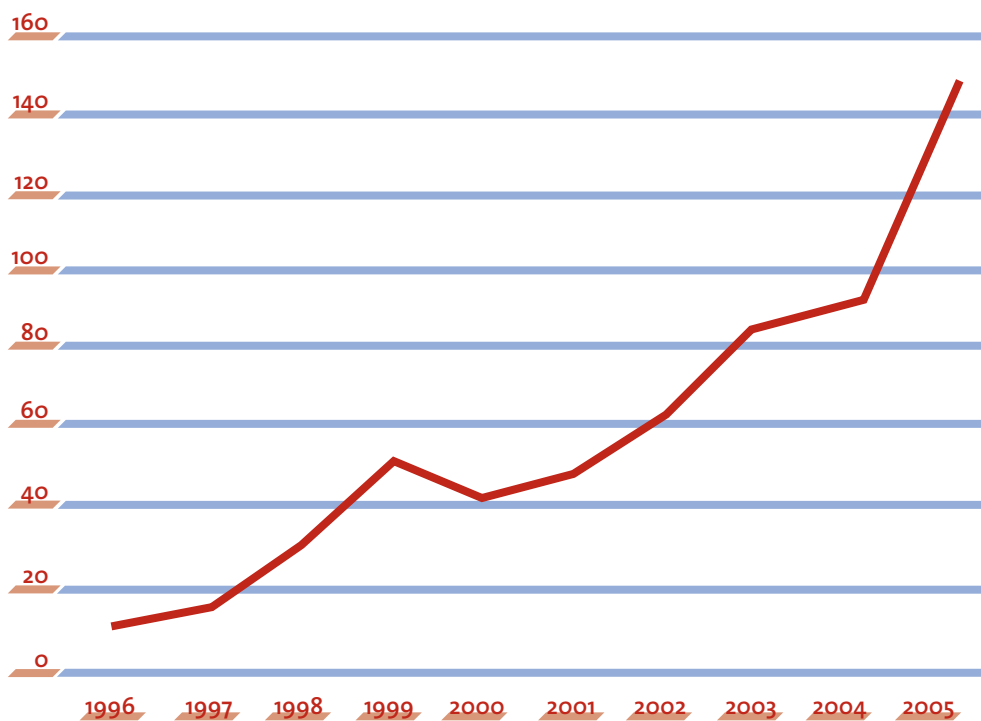
Qualified candidates with specific knowledge about East Asia

Up to **12,000 visits** and **140,000 clicks** on www.kopra.org per month

More than **150 internship providers** at present and around **400 internships** mediated by KOPRA annually

No interference in the selection process on the part of KOPRA

Multilingual support by our offices in **Duisburg, Seoul, Shanghai, Taipei** and **Tokyo**



Number of online internships/day (average)

Building a network

The innovative idea to create a transparent internship exchange platform for companies and students, accessible for everyone via the internet, back then a novel technology, was the fundamental thought when KOPRA came into life more than ten years ago.

In 1998, the non-profit organisation KOPRA – Koordinationsstelle für Praktika e.V. was founded with its basis in German law to assure a continuous support. During the following years, an ever increasing number of members were convinced by the advantages of this innovative concept and joined the association, thus giving it a chance to further and improve its services.

2004 witnessed the beginning of a new era for KOPRA: Thanks to the funding of Stiftung Mercator GmbH, KOPRA started to extend its services from Japan to China, Germany, Korea and Taiwan. Today, KOPRA can look back on several hundred mediated internships and take pride in the great popularity of its meetings.

Due to the great contribution of those who helped to build up the KOPRA network over the last decade, and the collected experience they have gained along the way, KOPRA has been able to grow very quickly into new multilateral dimensions and appears to have made its mark among the East-Asia community.



University of Duisburg-Essen, LE Building

KOPRA Offices

KOPRA Head Office Duisburg

The KOPRA project is affiliated to the Chair for East Asian Economic Studies at the University of Duisburg-Essen as a third-party funded project since 2004. Located in the heart of the vivid Rhine-Ruhr Area, KOPRA Head Office Duisburg resides on the premises of the Institute for East Asian Studies. With more than 30 scientists, the Institute provides for an inspiring and cooperative surrounding.

The project is supervised by Prof. Dr. Werner Pascha and coordinated by KOPRA Director Ms. Julia Hollmann. This is where – in close cooperation with the board of KOPRA e.V. – all the different threads come together.

Like every KOPRA office, our head office is staffed with alternating interns, whose main tasks are the acquisition of internships, public relations and the organisation of KOPRA meetings.

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Goethe-Institut
Seoul



Chinese German School for
Postgraduate Studies (CDHK), Shanghai

KOPRA Offices

KOPRA Office Seoul

The first KOPRA intern started to work in Seoul from within a home office in July 2004. Since January 2005 however, the KOPRA Office Seoul is located on the premises of Goethe-Institut Seoul at Namsan Hill. The Goethe-Institut is the cultural institute of the Federal Republic of Germany with a global reach. It promotes the study of the German language abroad and fosters knowledge about Germany by providing information on its culture, society and politics. The Goethe-Institut Seoul organises and supports a broad spectrum of events that promote international cultural exchange and plays an active role in the region's cultural life. KOPRA appreciates the dialogue and fruitful cooperation with Goethe-Institut staff.

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seoul@kopra.org

KOPRA Office Shanghai

KOPRA operates in Shanghai since December 2004. In June 2005, the office was moved to the premises of Chinese German School for Postgraduate Studies (CDHK). The CDHK was founded in 1998 as an academic joint venture of the German Academic Exchange Service (DAAD) and the Tongji University, the biggest university in Shanghai. Chinese students with a Bachelors' degree can work towards a Masters' at the CDHK in electrical engineering, mechanical engineering and economics. The office is located on the sixth floor, neighbouring the administration and management of the CDHK.

Contact:

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shanghai@kopra.org



*TÜV Rheinland Taiwan Ltd.,
Taipei*



*New State Manor Building,
Tokyo*

KOPRA Offices

KOPRA Office Taipei

Since June 2005, KOPRA Office Taipei is located on the premises of TÜV Rheinland Taiwan Ltd. The TÜV Rheinland Group is a leading international technical service provider documenting the safety and quality of products, systems and services. The KOPRA Office Taipei is located in the city's lively Zongshan district on the eighth floor of a modern office building, ten minutes by foot from the Zongshan Junior High School MRT station.

The TÜV accommodates nearly 250 employees of various nationalities, such as German, Chinese, French, Italian and Dutch on two floors. Technical facilities and support is exemplary. The atmosphere is communicative and warm and provides for lively discussions as well as insights and tips and, if needed, help by friendly and forthcoming TÜV staff.

Contact:

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taipei@kopra.org

KOPRA Office Tokyo

KOPRA Office Tokyo was our first – and for eight years – our only office, since the internship exchange was mainly focused on Germany and Japan at the beginning of the KOPRA initiative. Many private as well as corporate sponsors helped bringing the KOPRA idea into being. Among those are institutions such as the Japanese German Society (JDG) Tokyo e.V. and the German Academic Exchange Service (DAAD) – our long standing supporters. Situated in the heart of Tokyo between Yoyogi and Shinjuku, the office is provided by MC Corporation at New State Manor Building. The office itself, a former apartment, is spacious, sunny and well equipped. Altogether it is an interesting, exciting and varying work atmosphere.

Contact:

KOPRA Office Tokyo
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tokyo@kopra.org



Commentaries by companies and institutions

Especially to Japanese students and companies the concept of an “internship” is still new. KOPRA steps in right here, playing an initial and important role in providing internships and career opportunities, which would not be possible otherwise.

[Uwe Bast and Hans-Günther Krauth, Board Members of NPO Doitsu Net Project \[www.doitsu.com\]\(http://www.doitsu.com\), Tokyo](#)

KOPRA provides a way to advertise internship offers and therefore, to source cross-border human resources solution.

[Magdalena Meller, Executive Director & Co-Founder, Sterling Limited, Hong Kong](#)

Since more than three years, we get highly motivated, committed students via KOPRA, who can cope with the different business segments of TÜV anytime.

[Ute Nauditt, Human Resource Department, TÜV Rheinland Japan Ltd., Yokohama](#)

We get most of our interns through KOPRA. The quality of applicants is usually good and we can afford to choose the best one. Keep up the good work!

[Norbert Wiehl, Director, Market Risk Control, DEPFA BANK, Tokyo](#)

“If you don’t feel it – you won’t reach it.” Goethe’s wisdom is still valid today. Experiencing job reality and business mentality on site abroad is an enriching privilege. The return on money and time invested in an internship is assured for all parties involved: the intern, its future employers and business partners at either end of Eurasia. In a handful of cases I personally and the Frankfurt Office of DKW have referred requests by companies and applications by young students or professionals to KOPRA. I have received high praise for the efficiency and the dedication of the KOPRA volunteers involved. Moreover they have successfully completed each single task. Therefore, I appeal to German and Korean companies: Offer internships – KOPRA provides the organizational platform! A big compliment to this trend-setting students’ initiative which the German Korean Business Association (DKW) is glad to support.

[Jürgen Wöhler, Chairman, German Korean Business Association \(DKW\) e.V., Frankfurt](#)



Commentaries by students

Since finding a suitable company for an internship within the field of my study in the Netherlands is very hard, I soon expanded my view across the border and went on searching in Germany. Doing so, I soon found the KOPRA website on which a wide range of internships are listed, most of them immediately caught my attention right away since their field of interest overlaps greatly with those of my study. I like the fact that you can post your CV. Now, companies also have a more active role in selecting interesting candidates, increasing the chance for you to work at a nice company as well.

[Ralf Baumgaertner, student of Hoge School Zuyd, Maastricht](#)

In searching for an internship in Asia, I found KOPRA on the internet. I was searching for an internship in the journalism field and fortunately I came into contact with Arirang TV, Korea. Arirang TV posted an offer on the KOPRA website. My internship in Korea was very important and useful to me and got me some very good connections to Asia. The new website offers some interesting new features like posting your own CV. KOPRA has been extremely helpful to me. Thank you!

[Friedrich H. Kern, intern at Arirang TV, Seoul](#)

Working at KOPRA gave me a great chance to see how a German international organisation works and how it builds a bridge between Germany and East Asia. While I was working at KOPRA, I was required to take every task globally: one thing which is applied in one country is not always applied in other countries. I am sure it helps me to work at international institutions, organisations, or companies in my future.

[Naoko Kuge, intern at KOPRA Head Office, Duisburg](#)

There are many places where you can look for an internship nowadays, but when it comes to Asia there are just a few organisations that will help you to find exactly what you want – KOPRA is probably the most efficient one.

[Stephan Rausch, intern at DaimlerChrysler Japan Ltd., Tokyo](#)

The new website is very good and I get a lot of information there. Thanks to your website I found my internship here in Taiwan.

[Andre Stelzner, intern at TÜV Rheinland Taiwan Ltd., Taichung](#)

KOPRA's website (the new one even more) is very helpful in realising what kind of demand exists, and what kind of companies act in Japan. Thank you for doing this job!

[Said Sultani, student at FernUniversitaet Hagen](#)

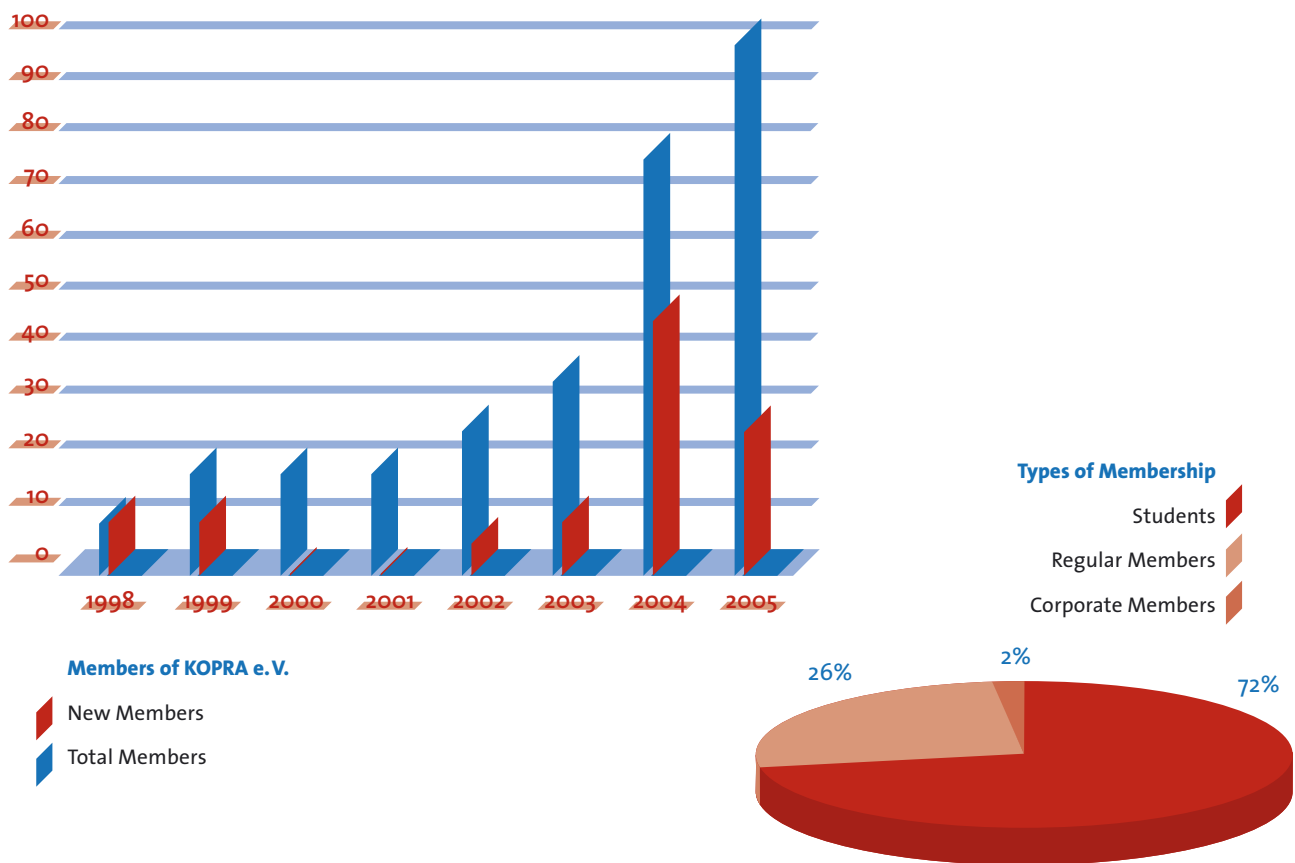


*From left to right:
Ingo Meierhans, Chairman KOPRA e. V.,
Julia Hollmann, Director KOPRA e. V.,
Prof. Dr. Werner Pascha, Supervisor, third-party funded project KOPRA*

General overview of KOPRA history

- 1995** German businessmen develop the idea and concept for an internship service – later called “KOordinationsstelle für PRAktika” (KOPRA).
- 1996** Interns conduct a survey to prove the necessity of an internship coordination platform for Japan. Thereupon it is decided to conceive KOPRA as an internet project and the first KOPRA webpage is created with the support of the Chair for East Asian Economic Studies at the University of Duisburg-Essen.
- 1997** KOPRA opens its first office in Tokyo, while students continue the maintenance of KOPRA’s website.
- 1998** KOPRA introduces its own internet domain www.kopra.org. The charitable organisation KOPRA – Koordinationsstelle für Praktika e.V. is founded in Germany.
- 1999–2002** KOPRA is made known among companies, gains further reputation and grows accordingly. In 1999, the first companies apply for membership at KOPRA e.V.
- 2003** Financial support is granted by the German foundation Stiftung Mercator GmbH, thus enabling KOPRA to extend its activities towards China, Germany, Korea and Taiwan.
- 2004** Thanks to the funding of Stiftung Mercator GmbH, KOPRA is now hosted as a third-party funded project at the University of Duisburg-Essen and KOPRA Head Office is opened.
- 2005** KOPRA presents its re-designed multilingual homepage with an extended range of services for companies and students. KOPRA Office Seoul, KOPRA Office Shanghai and KOPRA Office Taipei are opened on the premises of Goethe-Institut Seoul, Chinese German School for Postgraduate Studies (CDHK) at Tongji University and TÜV Rheinland Taiwan Ltd. respectively.

Now, KOPRA is ready to extend its services into additional regions of Europe and Asia.



Get involved!

Given that a network is conditioned by the spirit and the number of its participants, to have a share in improving the quantity and quality of the overall internship exchange is, we believe, a vital contribution towards the mutual understanding and cooperation between Europe and Asia. We invite you to make use of the KOPRA infrastructure for your personnel recruitment and your career planning. Post internship offers and get to know East Asia experts! Place your profile and do internships! Attend our meetings and become a member! Get involved!

With your membership at KOPRA e.V., you help KOPRA to sustain and improve its services. KOPRA – Koordinationsstelle für Praktika e.V. is registered as a non-profit charitable organisation (“gemeinnütziger Verein”) in Germany. Any donations to sustain and improve our service will be gratefully accepted and are deductible from taxable income in Germany (§ 10 b EstG and § No. 3 KStG). To show our gratitude, companies will be given the opportunity to post an alternating advertising banner on our website www.kopra.org.

We are looking forward to a continuing and fruitful cooperation with all companies, interns, partners and supporters.

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