Personality through education
Our employees – at your service!

ESO Education Group unites more than 2,200 committed, capable, creative employees. ESO – that includes job agents, trainers, lecturers, educators, executives, teachers, professors, social education workers, technical personnel, administrative staff and scientists, who implement our mission and keep advancing it with utmost dedication each and every day.

Over 2,500 specialized freelancers complement our powerful team.
Our customers – a mirror image of society

Over 50 years ago, ESO Education Group, as one of the largest private providers of education, laid the foundations for lifelong learning for all ages and all population groups. Our customers are a mirror image of society. We open the path to diverse and appropriately linked education programs and support our customers in their personal development – from daycare to university.
Contents

Personality through education:
ESO Education Group

our MISSION
Our activities are focused on the individual. We like to move people so that they can set something in motion.

our TRADITION
We are passionate about new ideas, we discover opportunities for the future and draw on our experience.

our QUALITY
We are masters of the art of combining creative development of our education and service offers with systematic quality assurance.

our SCHOOLS
Discovering their inner worth and learning for life, each of our students finds his or her own way.

our ACADEMIES
Set objectives and create a viable foundation for planning life by means of excellent training and education programs.

our UNIVERSITIES
Our universities foster freedom of thought. They challenge the entrepreneurial spirit and promote the navigational skills required.

our ADVANCED TRAINING CENTERS
Working out true talents and interests. Gaining motivation and self-confidence. Improving abilities and skills and extending expertise.

our DAYCARE CENTERS
Our daycare children experience a warm, stimulating atmosphere and take their first educational steps with our assistance.

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Life, in itself, means change. We are living in exciting times that are characterized by massive changes with tremendous dynamics and major social, economic and ecological upheavals. Our society and the economy are undergoing one of the most radical transformations in history. New ways of life and forms of work are emerging. Our production methods and consumer habits, our modes of transport and types of communication are changing. The same applies to learning and teaching; they are transformed as borders between them are becoming ever more fluid.

Nature is a very good teacher, having written success stories for approximately 3.5 billion years. It is nature that represents the universal rules of our planet. Key is the adaptability to change. In doing so, nature relies on predisposition, on the strength and self-regulation of every single cell: the singular individuality which is inherent in every cell and which will develop, prevail and fit in in the context of the whole.

“Personality through education” is the credo of ESO Education Group. We strengthen individuality by taking a holistic approach to human beings, respecting them in their aesthetic, emotional, ethical and cognitive dimensions, and acting on the conviction that all humans are of equal worth. People who want to lead successful, independent lives are supported through education in that we discover their interests and talents while respecting their integrity.

Every human being is object and subject at the same time and has to find his own path. Our task is to create and to promote optimum conditions for the individual development but equally to demand willingness to work and individual responsibility. With a sense of civic responsibility and power of judgment, with humanity and respect for life, it will be possible to successfully contribute to the happiness of all, as in today’s age of globalization, we all live in one world.

Sincerely yours,

Silvia Semidei
CEO, ESO Education Group

»In nature everything is connected; everything is interwoven; everything changes with everything; everything merges from one into another.«
Gotthold Ephraim Lessing
Oscar Wilde

»It is personalities, not principles, that move the age.«
All the achievements of civilization notwithstanding, we are embedded in Nature. Nature is the source and basis of our existence. Nature gives us strength and inspiration. Nature is our model through its particularities, diversity, and amazing and memorable characteristics, which exist side by side and complement one another. Nature is also our model through its strength and capacity for regeneration as well as through its innate ability to adapt swiftly to diverse situations and changes and, if need be, even to redefine itself. This has been Nature’s secret of success for untold millions of years.

Our organization likewise stands for the capacity to learn and for diversity, as well as for entrepreneurial spirit. Each of our more than 120 locations grows and develops on the basis of our common model – mission, vision, values and guidelines – against the background of its circumstances and needs as well as by furthering and developing the strengths of its staff. Our employees are our most important basis for success; our customers are part of the educational process and helping to shape it. This is why we facilitate and expect their participation, their shared responsibility and also their personal initiative. And this is what makes our range of education and training programs, our accompanying activities and our services so diverse, powerful and unique.

We respect and support any life plan of our customers and, as an international education provider we consider it our duty to enable people to develop strong and independent personalities. To this end, we promote talents, challenge the hidden potential and offer optimum framework conditions.

A true personality is characterized by an alert, critical mind that is able to develop its own ideas and thoughts, to reflect these thoughts and to act purposefully. We encourage and support people to act confidently and proactively – via appropriate practice-oriented education programs, our professional services and our open-minded and holistic counselling advice.
Open-mindedness, tolerance and dynamic thinking characterize our educational and integration work – making a significant contribution to realizing the concept of “a Europe of free and educated citizens”.

Mission
For our customers and for society
What do we do for our customers?

We support people with developing their personalities and accompany them on their path to a self-determined, independent life by means of our educational and integration work. In doing so, we are guided by our customers’ worlds of living and work and offer them the prerequisites for lifelong learning.

We responsibly address our customers’ requirements in different phases of life and for various qualification needs. With innovative concepts, we offer them holistic solutions in order to develop their competences and promote social integration.

What contribution do we make to society?

The concept of “a Europe of free and educated citizens” is driving us to consistently deliver top performance.

We enable and motivate people to develop and grow so that they can act proactively, can take part in social life and, moreover, can assume responsibility for themselves, the society and the environment.

Our goal-oriented and unbiased focus is on education and related integration work – both on a regional/national and an international level.

With practical knowledge and innovative impulses, we give constructive input to the development of Germany and Europe on their way to a knowledge-based society.

PERSONALITY THROUGH EDUCATION

Teaching

Education

Training

Development

We complement our core competence – education and training – in a holistic way by developing the personal strengths of our customers, by giving them adequate and individual support during the entire education period, by their active integration into society and structures as well as by placing them in the global world of work.
Lifelong learning
The purpose of all education programs is to qualify people in order to ensure the best starting conditions and development opportunities for them. This should happen in a continuous process of living, learning and working that is enjoyable and also takes individual stages of life and learning phases into account.

As a provider of future-oriented concepts, we create the necessary conditions for comprehensive and networked education and integration services and, as a consequence, for lifelong learning at every level: from kindergarten to programs for senior citizens, from catching up on credits to studying at a university (of applied sciences), from vocational trainings to PhD programs, from childhood dreams to a new career. That is what we are here for – and you can rely on us.

Personal. Innovative. Practical.
Besides classical tuition, we apply innovative teaching methods and learning techniques. Standard practice includes group work and project work as well as e-learning. In combining theory and practice, process simulations and internships in Germany and abroad, our graduates are specifically prepared for the multiple requirements of dynamic working life.

In addition to imparting specialist knowledge, we also shape and enhance personal development as well as communication and cooperation skills. This enables our graduates to develop problem-solving strategies and consequently, to assume personal responsibility.

Our education and integration work is horizontally and vertically linked and networked. It provides highly efficient educational processes through sensible, systematically structured education tracks with smooth transitions from each level to the next.
Our general objectives

Independent development of ESO Education Group
Development, to us, is the top priority. Autonomy, agility and fast decision-making processes in the entire structuring of our corporate strategy are essential for us.

Healthy and efficient growth
Sustainability, profitability and healthy growth to strengthen and improve our competitiveness are crucial to us. Efficient and transparent processes and structures, as well as an efficient use of resources ensure the flexibility, quality and efficiency of our services.

Promoting innovative and future-oriented work
With innovative concepts and their efficient implementation, we are committed to provide demand-oriented education and integration work to secure the future in a Republic of Education.

Optimizing our associated services
A key objective is the continuous expansion of our coordinated education services and products. In terms of content, location and financial feasibility, these services and products shall be easily available and accessible to our customers.

Expanding our international network
Regional involvement and strong partnerships as well as a wide range of national and international collaborations continuously expand and enrich our network. ESO Education Group is recognized, appreciated and valued as a reliable and solution-oriented partner.
Values
The basis of our corporate culture

**Responsibility**
We meet the expectations of our customers, employees and business partners responsibly, reliably and solution-oriented. Together, we can establish sustainable and robust relationships.

*We trust you – trust us!*

**Empathy**
We consider the needs of our customers, employees and business partners with empathy and address them sensitively in order to achieve our common goals. We understand the language of our customers.

*We see our work through your eyes!*

**Respect**
We treat our customers, employees and business partners with appreciation and open-mindedness. We are prepared to breaking old habits and are open to new ideas, different beliefs and creative approaches.

*We care about your personality!*
The basis of our corporate culture

For us, the basis is a binding set of consistent values that represent the essential requirement for a successful and rewarding process of education and integration.

**Commitment**

We dedicate ourselves to our customers, employees and business partners passionately and professionally. We feel obliged to achieve maximum benefit for them. To that end, we perform at our best and also expect a good performance.

*We are devoted to support you!*

**Efficiency**

Innovative and demand-oriented learning methods, flat hierarchies and perfectly synchronized processes ensure the efficiency and effectiveness of our services.

*We create added value through values!*
Guidelines

The basis of corporate strategy

**International**

We connect people and cultures!
With our international network, worldwide cooperation and partnerships, we contribute to “learning without limits” and to cooperative interaction among the diverse cultures.

**Quality-conscious**

Increased customer benefit is in the foreground!
Clarity and transparency provide orientation and create reliability. Our aim and claim are continuous improvement processes. Our high quality standards are regularly assessed by internal and external experts.
Our guidelines
Our general principles determine our company strategy, serve as guidelines for and motivate our employees, and show our customers what is important for us and what accounts for the quality of our services.

**Practice-oriented**
From daily practice for daily practice!
We focus on the needs of the world of work and everyday life. For this purpose, we use the knowhow as well as the valuable experience of our experts and cooperation partners. We guarantee tailor-made solutions.

**Holistic**
Solution-oriented actions require vision!
We look at the bigger picture – in order to jointly achieve our customers’ goals in an excellent and sustainable manner. And we are also closely connected to all our network partners to ensure our interdisciplinary approach and the value of our service offers.

**Personal**
Individuality and uniqueness strengthen the society!
With our tailored offers, we impart knowedge, realize human potential and motivate for personal initiative. This is how we support our customers to successfully participate in social and professional life.
Jean Jaurès

»Tradition is not about conserving the ashes, it is about keeping the fire burning.«
Experience and competence for the future of education

Trends and developments – social, economic and political developments, but also the increase of knowledge of the time; all of this is shaping us – just like a mighty tree, year after year, is exposed to and defies the weather and environmental conditions. Time leaves its marks – as we can see in those tree-rings. Yet a tree always manages to grow new shoots. It is learning, it is getting stronger, it is constantly evolving. Its tradition is the starting point of new developments.

We respond reliably and prudently to the dynamism of the world. Looking nostalgically back to the past will not work. It is the experience, the routine and the competencies that we have gained in our lives and works so far that spark our curiosity for new experiences. A good academic education, a good professional education and further education help us to focus on truly sustainable, timeless benefits.

ESO Education Group promotes individual strengths and individual skills that contribute to the development of our society in a responsible way – i.e. being aware of our values and traditions and in consideration of the crucial importance of knowledge that has been developed and preserved over many eras. Like nature, we too rely on independent, organic growth from within. We come into play wherever support is needed and at the same time, we leave room for enthusiasm, inspiration and growth.

Tree-ring after tree-ring, a tree matures to become a strong organism, bringing in past experiences to its future development. This way, it contributes to developing the strong community of a forest. We would like to follow this example: learn from experience, provide guidance and support, arouse enthusiasm for opportunities and strengthen the public good.

Jean Jaurès

“Tradition is not about conserving the ashes, it is about keeping the fire burning.”
Our tradition: Since 1966
French philologist Pierre Semidei paved the way for today’s ESO Education Group when he founded the first Euro-Sprachschule (Euro School of Languages) in Aschaffenburg in 1966. At the time, it could hardly be envisioned how important private providers of education programs and training courses would become.

Pierre Semidei was a committed European and a visionary as regards the importance of intercultural exchange in the field of education in Europe and the world. He was convinced of the fact that an internationally oriented education was the ideal basis for a self-determined and successful private and professional life – and he lived to prove it. Himself a Frenchman, he became a successful entrepreneur in Germany. Passionately, with an insatiable curiosity, strength of will and a nose for trends, he was open to change and always looking for innovative programs, international cooperation and networking agreements as well as trying to optimize the quality of “education services”.

“There is no doubt that the ability to communicate is a fundamental part of European integration. Just imagine which course the German reunification would have taken without a common language.”

Pierre Semidei
Founder of ESO Education Group, 1940 – 2009

Our promise:
Assuming responsibility
A comprehensive education includes the development of the personality – for a successful path of life. We have contributed to this continually and constantly expanded the scope of our services for over five decades.

Today, as back then, we adapt our concepts of education and integration to meet the requirements of the modern life and working world. This is made possible by continuous dialogue and by close partnerships within the economy as well as with researchers and international experts. We are well aware of our role as specialists, competent experts and initiators for individuals, companies, institutions and public authorities alike and we fulfill this task with a high degree of responsibility.

We meet the expectations of our customers, our business partners as well as our employees reliably and solution-oriented. We are committed, passionate and professional. This creates sustainable and stable relationships. We feel obliged to achieve the greatest possible benefits for all our partners. We perform at our best and also expect a good performance.

Our quality: Safeguarding the future
Since the very beginning, Pierre Semidei, the founder of ESO Education Group, had nothing in mind but top-quality and sustainable education offers. He knew his vision would only achieve lasting success if the education processes were built on reliable quality criteria. It is therefore not by coincidence that ESO, with its very first certification according to international standards (ISO 9001), has assumed a pioneering role in the German education system.

Our success: Setting new standards
We will continue to play our part as pioneers of education and training – a role we have fulfilled time and again in the past history of ESO Education Group. And we will continue to set new standards in the educational sector.
1966: Foundation of the first Euro-Sprachschule (Euro School of Languages) in Aschaffenburg

Our locations in Germany
- 8 university locations
- 39 academy locations
- 14 specialized and vocationally oriented secondary schools
- 120 state-approved vocational schools, technical colleges and professional academies
- 98 advanced training centers
- 1 secondary school with a boarding school
- 3 daycare centers

3 locations in Czechia
- 1 university location in Slovakia
our TRADITION

House of Brands: Strong brands for your education

MODEL: Mission · Vision · Values · Guidelines
Our House of Brands is built on the firm foundation of our model’s canon of values and the services of our cross-brand functional areas. Independent, self-sufficient strong brands form the pillars of the House of Brands under its umbrella organization, ESO Education Group. Taken together, the brands embody the vertical education chain as divided into five sectors by successive levels of education: daycare centers, schools, academies, universities and advanced training centers. The educational offers of a brand can also involve multiple sectors.

Each brand has its own DNA, its own corporate identity and operates in the market with its individual brand profile, core competencies and business models. Each of our brands positions itself by generating a distinctiveness which prospective customers associate with the quality of its educational offers and therefore trust us – and stay bound to us as our customers.

The individuality of each brand lets it act flexibly in the market while being backed by the structured know-how of highly professional organized specialists for all brands and functional areas of ESO Education Group. This brand strategy offers further advantages as follows:

• Committed specialized employees and managers of ESO Education Group’s Business Development area develop cross-brand education offers which are adopted throughout Germany not only by private customers and public funders but also by large and medium-sized companies.

• Consistent processes, procurement pools, synergy potentials, coordinated cooperation with professional associations, partners, the German federation, states and municipalities as well as coordinated education programs create decisive competitive advantages for the individual brands.

• Joint development and use of hardware and software leads to competitive advantages in digitalization in the area of education.

“The successful positioning of ESO Education Group in the highly complex atomized education market is a result of a corporate strategy that has created distinctive highly specialized brands. So it is that our offers are easily identified by our customers.”

Patrick Wintter
Company Executive and Head of Marketing & Sales
Customers always come first: Networking and shared services

Activities:
In Germany and worldwide
ESO Education Group is one of the largest associations of private education providers in Germany with more than 120 member institutes and over 1,000 concepts for education and integration.
You can find these offers in our daycare centers, schools, academies, universities and our advanced training centers.

ESO Education Group operates its own university in Slovakia and its own technical colleges and a secondary school in Czechia. It maintains partnerships with renowned universities, academies and training institutions all over the world.

Our work is shaped by close partnerships within the economy in Germany and abroad, by joint projects with global businesses as well as by internationally recognized degree programs.

Knowledge: networked
In addition, our long-term partnerships and cooperation with interest groups, researchers and, last but not least, leading representatives of the economy, facilitate well-founded, forward-looking action. This broad networking is a key feature of our quality and guarantees practical, international, modern sustainable transfer of education, knowledge and skills.

The service facilities of ESO Education Group support the member institutes with rapid, comprehensive exchange of know-how in all functional areas and areas of expertise. Specialists from various fields develop top-quality education and training programs for our locations which are active at the German federal level and across Europe in close cooperation with the staff in charge on site.

Organization
The following companies, offering services for individual and/or corporate customers, form part of ESO Education Group:

ECS – Euro-Communication-Service
ECS is the nationwide provider of translation and interpreting services of ESO. We are certified according to ISO 9001 and have a team of highly experienced professionals for all languages and nearly all subject areas.

Logophon
The Logophon publishing house has been producing teaching materials that meet the latest didactic standards for the past four decades.

ESO Consulting
When it comes to the qualification of employees – from expert advice to tailor-made training programs – ESO Consulting is the perfect central partner. We have access to the entire education network of ESO and organize and align nationwide offers.
**Internal contractors**

Internal contractors perform for all locations all services that contribute to easing each site’s daily workload.

**ECC – Euro Communication and Consult**

This full service in-house agency supports all locations with their advertising activities in the print and online areas. ECC offers design, text, handling, production and web development. It executes its advertising orders professionally and in a creative way.

**Euro IT Solutions**

The tasks of Euro IT Solutions include maintenance and development of the web-based cross-group school administration system, the Customer Relationship Management system (CRM) and fulfillment of the locations’ IT needs.

**Euro-Service and Administration**

All accounting tasks are carried out by Euro Service and Administration, which is an internal contractor. These tasks include not only payroll and financial accounting but also preparation of the annual financial statements for all locations.

**Functional areas: Clearly defined structure**

In the ten central functional areas, highly specialized professionals work on overlapping topic fields and create solutions and processes for the daily work of all brands and locations. The distinctness of the areas secures efficient, effective support paired with great know-how in the most important core topics. This lets the brands and locations focus on their core competences and draw on the expertise of the functional areas.

- Business Development
- Integrated Quality Management
- Marketing & Sales
- Real Estate & Vehicle Pool
- Human Resources Management
- Turnaround Management
- Finance
- Corporate Communication
- Systems & IT
- Auditing
The large number of study courses, training and further education programs can basically be divided into 14 specialist fields – combinations and interdisciplinary programs are also possible.

**Coaching & Placement**

We offer perfectly suited personnel services for both employers and applicants. Furthermore, we are a well-established contractor of the Federal Employment Agency.

**German & Integration**

The large number of people who successfully complete our German and integration courses as well as the occupational German courses are proof of our quality standards.

**Foreign Languages & International Studies**

Knowledge of foreign languages is vital in the globalized world – our educational offers merge cultural competence perfectly with foreign languages.

**Crafts & Technology**

Those who are interested in crafts and technology can come to us to acquire specialist knowledge or to bring it up to date – also with regard to Industry 4.0.

**Hospitality & Catering**

Specialist workers in the hospitality and catering sector are always being requested – our qualification offers are moving the participants forward professionally.

**IT & Media**

From Basic to Professional Training – our EDP training sessions for standard software teach the skills needed for the digitalized work environment.

**Logistics & Commerce**

Thanks to professional trainings and need-based qualifications, our participants are sought-after in the fields of sales or warehouse logistics.

**Pedagogy & Social Affairs**

Our many years of experience in this sector for socio-pedagogical specialists give our customers the optimum of specialist knowledge and social competence.

**School & Vocational Education**

General educational and vocational qualifications as well as advanced technical certificates are well-featured in our portfolio.

**Sports & Nutrition**

Making use of our offers in this area provides the customers with the best job chances in the continuously growing fitness and wellness sector.

**Tourism & Event**

We optimally prepare our graduates for future employment in a booming sector – so they have the best career opportunities.
**Health & Care**

We offer high-quality education and further education for all those interested in a profession in health or care.

**Fashion & Design**

We are the right educator for all looking to be creative and work in the field of fashion – for beginners and advanced alike.

**The Economy & Management**

From assistant to manager – our internationally oriented educational offers promise a successful future in the economy.
Our employees
Over 2,200 motivated, competent and creative personalities work for ESO Education Group. They ensure continuously that our customers receive the best possible educational offers to be successful in the working world and the society. On this mission, they are supported by over 2,500 freelancers.

Managers:
- Deans
- Directors
- Managers of specialist fields and functional areas
- Chief Executive Officers
- Chancellors
- Directors of facilities and academies
- Presidents
- Product managers

Pedagogical specialists:
- Trainers
- Advisors
- Educators
- Teachers
- Lecturers
- Social education workers
- Scientists

Administrative specialists:
- Job agents
- Education and career counsellors
- Facility specialists
- IT specialists
- Administrative specialists

Facts and figures: Employees and customers
Our customers
ESO Education Group offers a broad spectrum of educational possibilities. These are used by about 55,000 customers per year. Kindergarten place, tutoring or graduation, vocational training or studies, further and advanced training, integration or personnel service – we have the suitable option for every target group. Among our customers are not only private and corporate clients but also clients from the public sector.

Private customers:
- Professionals
- Parents
- Retirees
- Pupils
- Students
- Young Professionals

Public clients:
- Employment agencies/job centers
- Berufsförderungsdienst (Service for Vocational Promotion of the Federal Armed Forces) (BFD)
- Federal Government
- European Union
- European Social Fund
- Municipalities
- Federal states
- Ministries
- Pension and health insurances

Corporate clients:
- Small and medium-sized companies
- Corporations
- Personnel service providers
- Freelancers

55,000 customers per year

- 5,000 students at universities
- 23,000 participants of further and advanced training
- 3,000 young people in programs
- 18,000 participants of German and integration courses
- 5,500 vocational trainees at academies
- 200 students at the secondary school
- 300 children in daycare centers
Jean-Jacques Rousseau

»Reason forms man, but emotion guides him.«
Comparable to the geometry of honeycombs, our education and service concepts as well as our processes are transparently structured and systematically aligned. This is the base from where we can pursue our inspirations passionately and enthusiastically; just like swarming honey bees.

Philosopher and pedagogue, Jean-Jacques Rousseau has pointed out to us that reason and emotions go hand in hand. According to this principle, we have linked quality and passion.

ESO Education Group puts great emphasis on continuous improvement. We are never satisfied with our achievements. This applies both to our training portfolio and service offers as well as to ESO Education Group as an attractive employer.

Just like the structures of honeycombs develop in optimum cooperation, so do we develop our training and service concepts with great care, based on the ideas and the expert knowledge of the numerous members of our group. Our concepts remain stable and robust because we constantly focus on the requirements of the relevant work and life environment.

Our value-oriented and sustainable education offers are regularly certified and reviewed in internal and external audits. Our quality management system ensures transparent processes of teaching, services and management, leading to independent quality assurance for all member institutions of our group.

But quality is not an end in itself: Quality is the base from where we can pursue our inspirations passionately and enthusiastically, because we can rely upon the sound integration of new ideas and concepts into our system of solid and trustworthy structures.

We consider and adapt to the individual needs and requirements of our customers with great sensitivity. This, in turn, helps to equip our graduates with a high level of flexibility and adaptability, but also with strong intuitive and creative powers.

Far-sighted offers, empathic services, independent certification

Jean-Jacques Rousseau

» Reason forms man, but emotion guides him.«
The results are convincing: High-quality education

Ensuring results and safeguarding values
Qualified and responsible educational institutions are a decisive factor for the future of a society and for innovative business locations. But competence and skills do not come by chance. That is why we have committed ourselves to total quality – in all our services, instruction and management. A quality management system always depends on the full commitment of all employees to adhere to it, to remain open to feedback and willing to learn. Based on internationally recognized standards, our quality assurance is always focused on the relevant needs of our customers and on the requirements of the professional world. For us, quality means customer satisfaction. That is why we guarantee professionally implemented education and training programs, while our customers also make an essential contribution to their success. Optimized processes, a high level of transparency, strong motivation and continuous innovations ensure optimum cost-effectiveness. The certification benefits our customers, the company and our employees alike.

The first certification
We were the first institution in the field of education to receive a certificate for our quality management system according to international standards – DIN EN ISO 9001 – from CERTQUA. CERTQUA leads the market for certification companies in the area of education and has been accredited accordingly. Its partners are leading associations of the German economy: the Federation of the German Employers’ Associations (BDA), the Association of the German Chambers of Commerce and Industry (DIHK), the German Central Federation of Skilled Crafts (ZDH) and the Wuppertal Circle e.V.

Established & recognized
Only providers of education that have been recognized according to AZAV, the German Ordinance on Accreditation and Admission pursuant to Social Code 3, Promotion of Employment, are allowed to work for the Federal Employment Agency and the job centers. The members of ESO Education Group are recognized according to AZAV and have long been the reliable partners of these public authorities.

State-recognized degrees
The courses and training programs at our state-approved and/or state-recognized vocational schools, technical colleges, specialized schools and professional academies are subject to the provisions of the ministries of education and cultural affairs of the relevant federal states. We fulfill these requirements on a daily basis and either prepare our students for the state-recognized degrees or conduct the final exams ourselves.

ESO Education Group regularly submits to an audit of its energy consumption in accordance with the statutory requirements.
Quality assurance in higher education

The Science Council
The federal government and the governments of the German federal states are advised by the Science Council on questions about the conceptual design and content-related development of universities and on scientific and research issues. It has been conducting the accreditations of non-state universities as institutions since January 2001. This is a quality assurance procedure that is intended to clarify whether non-state university facilities are in a position to render services in teaching and research which meet recognized, scientific criteria. In this way, the Science Council controls the admission to the system of higher education.

Program accreditation
Since 2002, the FIBAA (Foundation for International Business Administration Accreditation) has awarded the seals of the German Accreditation Council for the accreditation of study programs in economics. This ensures the quality of the degree courses as well as their continuous evaluation. Tangible evidence of the quality practised by ESO Education Group is provided by the top places attained by our universities in surveys and official rankings of prestigious institutions for many years.

“Professional design, target-oriented implementation, review of achievements and continuous improvement are the cornerstones of successful education and integration work of ESO Education Group.”

Petra Kaltofen
Head of Integrated Quality Management

Everything revolves around the customer ... customer satisfaction is our top priority!
**Strong quality feature:**

**Networks, memberships and cooperation partnerships**

**International networking**
A multi-dimensional networking system is essential for the sustainable global exchange of information – and of fundamental importance for an education provider like ESO Education Group. Being part of well-working networks and membership in strong teams of internationally active partners make it possible to take sound, far-sighted decisions.

ESO Education Group maintains numerous partnerships that have developed over many years, and keeps close contacts with scientists, businesses and interest groups as well as with leading representatives from the industry and the economy. They give us important feedback and trend-setting impulses. This comprehensive network is a strong quality feature which guarantees the development and implementation of practical and relevant learning systems and training programs.

**Cooperation partners and customers**
The German federation, states and municipalities are important, long-term partners for which ESO Education Group provides training and education. Some of these offers are financed by support programs of the European Union and the European Social Fund.

ESO Education Group, acting as an education provider admitted under the Ordinance on Accreditation and Admission pursuant to Social Code 3, Promotion of Employment (AZAV), has provided the German Federal Employment Agency with a broad range of services for many years. The agency also works together with ESO in numerous committees to contribute many ideas for new developments in the area of education.

**Examination authorities**
In addition to their own tests and to national examinations, the ESO Education Group’s member institutions also arrange for internationally recognized examinations of national chambers and renowned organizations. ESO Education Group is a member of the relevant professional associations and examination committees offering degrees with a high level of acceptance in the economy.

**Associations**
In addition to our experience and our commitment, our memberships in various associations and close collaboration with our cooperation partners also ensure the consistently high quality of our services. Emerging trends in education can be identified at an early stage, and training and education programs can be developed and adapted accordingly.
High international standards
In view of the ever increasing globalization of the economy, international education programs are a matter of course for ESO Education Group. We see ourselves as education providers of international appeal, offering internationally-oriented education programs to provide for the professional future and career opportunities of our graduates in a global working world beyond the borders of Germany.

Internships and semesters abroad
With this in mind, the universities and academies of ESO Education Group put special emphasis not only on a high level of practical relevance, but also on the international dimension of their courses. That is why internships and semesters abroad are an integral part of all our study programs. They can be spent at one of our more than 220 partner universities worldwide. The choice of universities at which students can spend their integrated semester abroad depends on their course of study. The number of select prestigious international universities they can choose from varies depending on their particular field of specialization. During their semester abroad, the students each extend their intercultural competence and language skills. They can choose from 42 countries on all five continents. To guarantee the quality of these offers, the network of partner institutions is continuously maintained and extended. The number of partner universities offering high-quality study programs has been increasing from year to year.

Student exchange is complemented by the exchange of lecturers and professors. International guest lecturers contribute intercultural and international perspectives to the specialist courses while our lecturers share their expertise and knowledge with our partner universities. At the same time, they gather new insights from discussions with international students and colleagues and thereby enrich the quality of the tuition.

European education programs and projects
ESO Education Group maintains global partnerships with prestigious universities and academies and guarantees internationally recognized and renowned degrees. Additionally, ESO works closely with companies in Germany and abroad, since our customers are supposed to gain practical experience on the international labor market during their training program. This is ensured by partnering companies for specific projects or research work and by participating in training programs of the European Union, e.g. “Erasmus+” and “Leonardo da Vinci”.

An international network: Partners in the world

Our QUALITY
220 education partners in 42 countries on all 5 continents
If we are to teach real peace in this world, we shall have to begin with the children.

Mahatma Gandhi
Providing security, inspiring curiosity and developing compassion

Our daycare centers provide a rich and colorful educational environment, full of creativity, zest for life, gentleness, confidence and inspiration. We put special emphasis on compassion – teachers and children alike are able to radiate empathy. This is important to us because the childhood years are most decisive and, as it were, the most sensitive period of development. Children’s early experiences shape and leave an enduring impression on young minds and personalities. They are decisive for the development of physically and mentally strong and stable personalities. They determine the basis for complex human reasoning and communication. They contribute to emotional and social development – also incorporating curiosity, open-mindedness and eagerness to learn.

The flowers in the head of sunflowers are arranged to form the static axis of a spiral. In a sense, our development in life is comparable: from our core, we keep spiraling upward while time makes us advance and opens up to us, turn by turn, an ever expanding view of life.

We want to lay the foundations for the healthy personality development of the children entrusted to us by offering space and orientation: with warmth and humor, playful learning and carefully balanced teaching, and with honest answers to their many questions.

Young sunflowers turn to always follow the sun – in accordance with this principle of growth, we want to give the children entrusted to us the opportunity to grow and develop in a warm, safe and nurturing setting and to take their first careful independent steps to learn what is out there in the big wide world.
Discovering the world – playful learning: KITA Waldräuber and KITA Traumzauberbaum

What adults have long since forgotten, children are still able to do, and in an exemplary manner: to discover the world playfully and with natural curiosity. They do what numerous papers recommend as the optimum learning method and which appears perfectly obvious from our own personal experience: doing something yourself – learning through playing. Because this is precisely the way we can best and most naturally internalize our acquired knowledge. The essential prerequisites are an adequate and playful learning environment with a truly welcoming atmosphere and optimum learning conditions so that the children are still allowed to be children – notwithstanding all the educational encouragement they receive.

The daycare centers and separate children groups of ESO Education Group focus on the early childhood development, with educators and teachers benefitting most directly from the Euro Akademien expertise, namely from the continuing education program that is offered by the lecturers and specialists.

“Football, yes, I like that. And I like to be outside a lot. What I like most is to play with Hilmar. Hilmar is my friend.”

Luca from the KITA Traumzauberbaum, answering the question what he likes best about it.
Thus, for example, the KITA Waldräuber in Berlin, which is open from 6:00 to 19:00 hours, offers continuous care during holidays, and has an entry age of just 3 months in the nursery, does not just assume a pioneering role in the German kindergartens when it comes to flexibility. Its location right on the edge of a forest and two large playing yards for the children allow for sufficient outdoor time. The children explore their environment, develop motor skills and learn about the seasons, plants and animals.

The KITA Waldräuber provides full board with healthy, nutritious meals that are prepared in their own kitchen. Additionally, they promote language learning, offer early childhood music education and have an excellent nursery school program in close cooperation with a primary school. The educators and teachers of the KITA Waldräuber are committed to continuous quality improvement which they also demonstrate by their participations in the state program “Kitas in motion – for good and healthy daycare” and in the federal pilot project of preparing „More men and women to work in Kitas”.

In the KITA Traumzauberbaum in Bitterfeld-Wolfen, children are offered early learning and child care from toddler to preschool age. They have many opportunities to discover the world and themselves and to develop their creativity and imagination. It is these objectives and our closeness to nature that our name, “Traumzauberbaum”, originates from.

The four key areas of education at the KITA Traumzauberbaum are the promotion of language learning, health, movement education and Kneipp pedagogy. Social skills and intercultural as well as language development are at the center of our educational work with a special focus on building confidence and creativity. The children enjoy woodworking activities in our woodwork shop and discover in our Kneipp basin that health is fun. The KITA Traumzauberbaum experience is rounded off with healthy full board.

“The core objectives of our work are promotion of individual strengths and creative talents of each individual child as well as support with learning social competence. This applies both to our Kitas Traumzauberbaum and Waldräuber and to our new KITA Adlerküken in Berlin Treptow-Köpenick.”

Maria Kondring, Director

www.eso.de/kita-waldraeuber
www.eso.de/kita-traumzauberbaum
Marc Aurel

»Look into yourself. Deep inside you is a spring that will never dry up if you but know how to dig.«
Everyone can discover inner wealth in themselves, and also always something new. Self-reflection and awareness are valuable abilities, for they give us security along our path through life, even when external factors disrupt it. Those who know themselves are strong – like our school children whom we release into life.

Every large river arises from a tiny spring. Water finds its way to daylight from dark depths of the earth that are invisible to us. It becomes stronger and more powerful along with other rivulets to form a body of flowing water that carves out its own path – partly through landscapes and partly over or around obstacles that must be overcome. The river’s goal is the sea, a veritable ocean of possibilities and challenges.

Our schools accompany children and youths while they are growing up. Personalities mature and talents emerge into the light of day during this time, which is characterized by change. We take the responsibility that arises from our educational mandate very seriously. Like a riverbed, we provide the structures and footholds that the children and youths need during this exciting time of their lives in order to find their way. Our pedagogical work focuses on imparting knowledge, capabilities and skills.

At the same time, we offer these young people space in which to become self-assured, independent, inquisitive adults of strong character. The children and youths at our schools have the chance to experience themselves as valuable members of a community and find their place in it. We believe that each and every human being has talents which will emerge into the light of day when properly encouraged. One of our most important concerns is to discover and develop hidden potentials so that no talents are wasted.

We regard this development of personality as growth of insight, experience and knowledge – a continuous process which meanders through life like a river. We, like a spring of water, offer our school children the required supportive forces which should develop over time to independent driving forces and lead to individual, strong personalities. This is not just a valuable, important prerequisite for their later occupations in life.

Learning for life and finding one’s own path

Marc Aurel

» Look into yourself. Deep inside you is a spring that will never dry up if you but know how to dig.«
Living and learning on campus: A private secondary school on Lake Seiler with a boarding school

What makes the private secondary school Iserlohn so special?

School children can attend the Private Aufbaugymnasium Iserlohn, which is state accredited, beginning with the 7th grade once they and their parents have decided in favor of it. The school offers support with changing schools so that the transition is as smooth as possible.

Starting later at our secondary school opens up a number of possibilities which a school child might not get by starting in a state school. Each child is unique – our school’s self-image and mission are built on this conviction. Entering a secondary school later on is an alternative way of taking account of a particular child’s personal development.

“I like to recall anecdotes and, above all, the feeling of togetherness there. I learned much of my social competence in the boarding school. Even today, I am closely connected with many of my former classmates, both privately and professionally. I got to know my best friend in the boarding school and he served as best man at my wedding.”

INGO BALS IMMOBILIEN Management GmbH & Co. KG
Fit for the world
The students at our secondary school receive a qualified, state-accredited secondary school education, also as day students, up until successful diploma (G9). Special attention is devoted to encouraging the students to train their social competencies and expand their abilities to assume responsibility for themselves and others. They are also optimally prepared to face an environment and world of work that are continually changing, for it is they who will be shaping our world of tomorrow. We make them fit for the world.

The Boarding School for Education and Sports in Sauerland
The boys and girls who live in our boarding school gather social experience and experience that forms personalities as is only possible here. They practice a communal way of life within a larger international group. The internationality of our student body is part of our self-image. It offers the students the opportunity to learn from one another in order to prepare themselves for global togetherness in a world that keeps coalescing with all its challenges. Living and learning form a single unit. Wherein do one’s own strengths, gifts and interests lie? Aptitudes and talents are discovered – we guide the young people with developing them. This also applies in the areas of music and sports. Thus we make it possible for athletically inclined students to combine school and sports. For example, we are Germany’s only ice hockey boarding school with its own school and work together in competitive sports with the “Iserlohn Roosters”, which is a club in the German Ice Hockey League (DEL).

“Each child is unique – this theme guides our pedagogical specialists from day to day. In addition to the well-grounded school education from grade 7 to the general higher education entrance qualification in grade 13, these youths’ personalities are given optimum encouragement to develop. These students will be able to advance their educational careers on the basis of this firm foundation.”

Karl-Heinz Marx, Principal

www.privatgymnasium-iserrorlohn.de
Active in Czechia for more than 25 years
ESO Education Group opened schools of general education in Czechia – which was then still part of Czechoslovakia – in 1992. The students are prepared for the Czech university entrance qualification at the Czech technical secondary schools Česká Lípa, Strakonice and Prague and, at the same time, acquire complete vocational training in the areas of commerce and the hotel industry.

ESO Education Group also operates a secondary school in Prague. It was opened 1997 as an eight-year private secondary school and joined ESO Education Group in 2011. Over 5,000 students have passed the university entrance qualification course at these Euro-Schulen (Euroškoly).

Secondary School in Praha-Troja
The Trojské Gymnázium is named after Prague’s peaceful residential suburb of Praha-Troja and located directly on the banks of the Vltava in the south of Czechia’s capital city, Prague. Here there are parks, athletic fields and, above all, the river Vltava with its world-famous canal for canoo sports. This is our secondary school’s ideal surroundings for relaxation and recreational activities. When the weather is favorable, classes can also be conducted here in nature.

In addition to the general educational subjects, the pedagogical concept also includes sports, philosophy, social studies and economics; great importance is also attached to improving foreign language and IT skills. The high-quality face-to-face or, optionally, distance education is a good start in the world of work. The objective is optimal preparation of our students for a follow-on course of studies at a college or university, possibly in another country.

Our education concept includes not only first-rate instruction, modern learning methods and project weeks, but also the high quality of our school’s facilities. The classrooms are comfortably and very well equipped. Our students can use a laboratory for the sciences as well as other specialized rooms. There is a large gymnasium for games and sports as well as an athletic field and playground in the school garden where the students can relax between classes. We also have a club for students interested in new technology where they can increase their knowledge.

To make it possible for the students to gather practical educational experience in addition to the academic experience at school, the Trojské Gymnázium works closely together with various institutions and social partners, such as, for example, the Prague Botanical Garden, the Prague Zoo, the City of Prague Museum, the community of Prague-Troja and the sports club Sokol Troja.

Trojské Gymnázium in Prague: Unique in the Czech Republic
**Trojské Gymnázium, Prague 8 Branch**

Our secondary school has been supporting the education of foreign students since the year 2005. Most of them could scarcely speak a single word of the Czech language at the beginning of their stay in the Czech Republic. Nevertheless, many of them passed the university entrance qualification at our school and then enrolled in a college or university. This success prompted us to open a branch for 60 foreign students in Prague’s District 8 in the year 2015. Most of these students come from east European or Asian countries such as Russia, Ukraine, Azerbaijan, Kazakhstan, Belarus, and Moldavia. They spend the last three years of their secondary school time at our school. Many subjects are taught in the Czech language, so instruction must be coordinated with the needs of the foreign students. This concept and the type of instruction is unique in Czechia. Moreover, the Russian language plays an especially important role in our educational concept. Unfortunately, during the past 20 years, the Russian language was neglected in Czechia. Now interest in Russian is gradually coming back. This is why the Trojské Gymnázium also offers Russian in addition to the foreign languages German, English, French and Spanish. This means that all our graduates are very well prepared for university studies in western or eastern Europe.

The Euro-Schulen in Prague, Česká Lípa and Strakonice were the first schools in the Czech Republic to be certified pursuant to DIN EN ISO 9001. This took place in the year 2002 and they received a special tribute from the Czech minister of culture. Quality management has been further developed ever since, and there have been several re-certifications by CERTQUA.

“Our credo: Create an atmosphere in which all of our 200 students feel good, as in a large family, and have fun learning. Their successes at learning confirm our concept. Equipped with the general Czech university entrance qualification, they can pursue an academic career at home and abroad.”

Radim Jendrejas
Managing Director, Euro-Schulen Czechia

www.euroskola.cz
ACADEMIES

Johann Heinrich Pestalozzi

»When you make a decision, you can achieve so much more than what you would have expected.«
Stone, as a natural product, is a symbol of strength and individuality. Its composition, its highly individual enrichment with various minerals and soils, its formation by land movement, wind and water define its appearance. Stones serve as foundation, as building blocks and as landmarks. Each stone is unique, enormously complex, and its purpose can never be defined in advance.

The educational programs offered by the academies start with individual counseling of each student and a targeted analysis of his or her strengths and weaknesses. They help one to discover one’s own destiny, to develop passion, and to set out on the right career. The basic milestones of our programs are giving orientation, enhancing potentials, cultivating interests, building up knowledge and developing one’s ability to perform. They create a solid qualification basis.

This ensures that all our customers participate in social life. As a result, they will easily integrate in a strong and diverse society which they will be able to shape thanks to their educational experience. Their level of education and their sense of responsibility put them in the position to build bridges – for themselves and to others – in the society as in the economy. In case of unstable external conditions, their education and training will continue to serve as a reliable foundation, and will protect them, even in times of economic crisis, against unemployment and loss of identity. For, when you make a decision and – after thorough and well-advised deliberation – are deeply convinced of your plans, your entire approach to life will remain flexible, adaptive and creative.
Tailor-made, practical and individual: Education and training at the Euro Akademien

The first Euro Akademie was founded in Cologne in 1980 as a highly qualified educational institution for foreign language occupations. In the meantime, ESO Education Group has 36 Euro Akademien throughout Germany. Its dedicated founder, Pierre Semidei, significantly contributed to European cooperation in education and training. The Euro Akademien have committed to continue his life’s work.

At various locations throughout Germany, the Euro Akademien offer full-time education and numerous full-time and part-time further training programs. Students may choose from a wide spectrum of programs specializing in the commercial-linguistic, social, educational or medical fields.

The students at the vocationally oriented secondary schools of some of the locations can acquire the entrance qualification for a university of applied sciences with focus on the economy and administration or on health and social welfare.

The Euro Akademien stand out due to national and international connectedness. The balanced relationship of academic, vocational and practical contents in this form is unique. The knowledge acquired during instruction is deepened sustainably in intensive practice phases and forms the stable skills for a successful start in one’s career. Equipped with technical knowledge, practical experience and social competence, each graduate of the Euro Akademien who is setting out on his or her career is, in the eyes of employers, a motivated employee who is very well prepared.

Students and participants in advanced training programs are at the center of attention at the Euro Akademien and profit from excellent overall conditions for learning. They find personal mentoring and, as needed, additional support. They are instructed in classes of reasonable size.

The Euro Akademien are known for their qualified teaching staff, who have many years of professional experience.

Michaela Bednarzski
Graduate of Euro Akademie Berlin

“Upon completing training as a state-recognized foreign language correspondent, I worked in an international corporate law firm and then started in the Foreign Office as a foreign languages assistant in the foreign service. I am looking forward to the challenges that lie ahead both in Germany and abroad and to becoming acquainted with new languages and cultures. I have just the right skills for that!”
Pertinent academic degrees of the instructors guarantee the high quality of the contents and methodology of the instruction, which is guided by modern pedagogical concepts. Teaching and learning content are prepared in accordance with the latest scientific insights of a variety of disciplines and communicated clearly. The educational concept covers both technical and social aspects in equal measure. Encouragement of individual capabilities and development of personality play an important part along with conveyance of technical content.

First learn a vocation and then go on to an institute of higher learning? No problem at the Euro Akademien in the cases of Economy & Management and Foreign Languages & International Studies! Due to our cooperation with established partner colleges and universities over many years, our students are able to enroll in follow-on academic studies directly upon completing a vocational degree. The Euro Akademien also offer practice-oriented, bilingual programs in cooperation with partner colleges and universities.

Specialist academies for translators and interpreters
Our specialist academies at the Euro Akademie Bamberg and the Würzburger Dolmetscherschule (Würzburg Specialist Academy for Translators and Interpreters) train high school graduates and state-approved foreign language correspondents as state-certified translators or interpreters. The training includes two foreign languages as well as one specialist area and is specifically oriented towards the future professional practice and possible Bachelor degrees in Germany and abroad.

Due to the excellent reputation of both institutions and the practical relevance of the training, graduates can expect to secure demanding jobs in the economy, in international organizations, radio and television stations and publishing houses or can work as freelancers.

“The training and further education of the Euro Akademien not only takes into account the requirements of the economy, but also the individual needs of the participants. The professional success of our graduates proves that our practice-oriented education programs are perfectly aligned to today’s German and international labor markets.”

Iris Hermann, Managing Director of Euro Akademien
The first step toward academic studies: 
Higher education entrance qualifications

The students at the academies’ technical secondary schools are taught by highly qualified instructors who accompany them with a great variety of methods through the course of studies until the officially recognized diploma. Technical secondary schools are a form of vocational school because most of them are oriented to particular vocational fields. At the Euro Akademien, one can attend technical secondary schools for the vocational fields of economy and administration and of health and social welfare.

Technical Secondary Schools for Economy and Administration
The students at our specialized secondary schools for economy and administration take courses primarily related to the economy along with general subjects to prepare for possible further studies at a technical university. There is also an internship phase that provides optimal preparation for their future occupation.

Technical Secondary Schools for Health and Social Welfare
Along with general subjects, the educational contents at our technical secondary schools for health and social welfare are directed primarily to the subjects that are relevant for the social areas. These are supplemented by practical instruction.
Vocational secondary school for the economy and vocational secondary school for social welfare in Berlin

Students at our two vocational secondary schools in Berlin who have successfully completed their vocational training can, after two years, acquire the general or subject-related university entrance qualification. This full-time educational program imparts to them the general and subject-related theoretical education required for them to achieve this qualification. For all who fulfill the access prerequisites, this is an ideal way, based on the vocational qualification, to work toward studies at a university.
Thirty occupations in four fields that require formal training

Economy & Management
The practical educational offer in the field "Economy & Management" aims to prepare the students for their successful future in the economy of tomorrow. These certificates are recognized not only in Germany but also internationally. By learning at least two foreign languages, the students are very well prepared for communication with business contacts throughout the world. During internships abroad they can sniff out opportunities in the international job market. Thus they have best chances for a career, be it in an assistance or a management position.

Foreign Languages & International Studies
Foreign language skills open doors not only to other cultures, but also to exciting professions. Many companies regard mastery of foreign languages and intercultural capabilities as key components. The classical foreign language professions which the Euro Akademien offer are not fixed on particular employers and job descriptions; rather, they leave one with enough options in which to find one’s own way. Students who are interested in languages can choose from a great variety of foreign language courses at all levels of proficiency and acquire language certificates and diplomas accordingly.

Pedagogics & Social Studies
The Euro Akademien have acquired many years of experience in the education and further education of social-pedagogic specialists and assistant occupations. Well-trained specialists in the fields of early-childhood education and care are very much in demand. This situation of demand increases the requirements placed on pedagogic work. The Euro Akademien are committed to quantitative and qualitative development of their social-pedagogical offers of education so that the students profit from the high quality in respect to contents and methodology.

Health and Care
Children, adolescents, the elderly, the ill and the disabled: there are many people who need help. The labor market needs specialists with comprehensive know-how that includes not only technical knowledge and methodological capabilities but also social and communicative abilities. Care and health vocations offer happiness in one’s work with people and are at the pulse of life. Demanding, but also fascinating areas of work lie in out-patient, semi-stationary and stationary facilities of the health and social services, in which the demand for thoroughly trained personnel keeps rising.
The education offers at the Euro Akademien, with concentrations in commercially important foreign languages along with social, pedagogical and medical concentrations, are academically oriented. Graduates with concentrations in many areas can continue with a follow-on course of studies at one of our international partner universities.

Learning under best conditions
The quality of training and further education is an important key to success. In addition to the high quality of the contents and methodology of its academically oriented educational offers, the academies’ self-image includes offering its students the best general conditions under which one can learn successfully. These conditions include:

- Personal support
- Qualified instructors
- Holistic education
- Practice-related instruction
- Interactive learning
- Recognized certificates, diplomas and degrees

Having successfully completed a program of education or follow-on education, the graduates have created a solid basis of qualifications. Equipped with this knowledge and know-how, they can pursue a vocation and strive for a career in the world of work.

The academies’ credo also includes keeping additional, supplementary educational options available. Anyone who is considering further educational goals and is interested in a higher-level qualification such as a Bachelor’s degree will receive comprehensive advice and will have the option of realizing his or her educational goals at the Euro Akademien.
An excellent reputation in foreign language training: Würzburger Dolmetscherschule

The Würzburger Dolmetscherschule (WDS) was established over 60 years ago and is a private, state-approved specialist academy and vocational school for interpreters, translators and foreign language correspondents. It is affiliated to a service for foreign language and in-company trainings as well as to a seminar center for management assistants. With its wide range of programs, WDS sees itself today as a national center for modern languages, attracting students from all over Germany. WDS graduates are bilingual or trilingual foreign language specialists – with an optional additional specialization in business, IT or in the terminology of economics or natural sciences.

Double degree: Top-up Bachelor

The double degree top-up Bachelor offers students the opportunity to obtain academic degrees at home and abroad within two semesters. This combination of practical training and a short course of studies is a genuine alternative to studies for a university or a dual system degree. WDS has collaborated with numerous universities over the course of many years.

Contrary to science-based university studies, yet with comparable entry requirements, WDS has a clear focus on perfect fluency and professional practice. In terms of numbers, WDS, with its 250 students, is still nicely manageable and a very attractive alternative to state universities with their frequently impersonal environment. Contacts with teachers and fellow students are quickly established, and WDS, as a private school, is a most trusted name also with regard to technical innovation and personal commitment of its lecturers, who, for the most part, are native speakers.

“I do appreciate two aspects of my education at WDS: On the one hand, it’s the application of the latest didactic principles; and on the other, the special emphasis that is put on high-quality technology for our foreign language training.”

Manuel Geiß, future translator and interpreter
Participation in the European “Erasmus+” program (international student exchange) has made it possible to award scholarships for internships abroad for many years.

**Suitability and success**
Nearly 65% of the entire student body is comprised of high school or vocational school graduates with a passion for languages. Both the high school and the secondary school graduates keep achieving above-average grades in almost all final examinations – even compared to the high Bavarian standards of education. Success rates of the training are at 80 to 100% – due to a challenging, modern tuition and clear expectations of the linguistic aptitude of the participants.

**A long tradition**
The WDS history began in 1954, with an interpreters’ school for young talents from all over Germany. From 1964 on, it operated under its current official name “Würzburger Dolmetscherschule” which it kept when it was taken over in 1971, by ESO Education Group. In the course of the following decades, WDS developed into a “Competence Center” for foreign language professions in Lower Franconia and beyond. Under the management of Pierre Semidei, WDS received its state approval as a vocational school in 1973 and, in 1977, became a specialist academy for language professionals. WDS has strengthened its high reputation also by substantially contributing to the relevant curricula and by participating in the development of the Bavarian school system. At the same time, WDS has become an official examination center for the Chambers of Commerce and Industry in Paris, London and Madrid.

“WDS is the starting point for young people with a passion for languages. Here they receive challenging and practical training by competent native speakers. And with the top-up Bachelor program, they also have the opportunity to obtain additional academic degrees – ideal conditions for starting into a career as a recognized language professional.”

Dr. Jürgen Gude, Head of WDS

www.dolmetscher-schule.de
Demand-oriented education guaranteed for decades: Euro-Bildungswerk & Zentrum für Aus- und Weiterbildung

Euro-Bildungswerk Nürnberg (EBW), which was founded in 1980 as Euro-Sprachschule (Euro School of Languages), developed into a provider of numerous training and follow-on training courses in various areas. The focus is in the commercial-technical field. Euro-Bildungswerk Nürnberg is optimally equipped with its own workshops and modern equipment such as CNC machines, plastic injection molding machinery, stamping and re-forming technology as well as automation technology.

During the past few years our offer of education products has been extended to include advanced and follow-on training in the commercial, foreign languages and IT areas. Our range of education programs also includes integration courses as well as projects within the vocational orientation for adolescents and young adults. Whether private or corporate customers – everyone gets a training program that is precisely tailored to their specific needs.

The comprehensive collaboration with the professional associations and the regional networking within the Nürnberg metropolitan area as well as the nationwide collaboration through its membership of ESO Education Group support the outstanding position of Euro-Bildungswerk Nürnberg as an educational institution which actively forms the educational scene.

Throughout their entire education at the Euro-Bildungswerk (EBW) and the Zentrum für Aus- und Weiterbildung (ZAW), the participants receive capable and qualified expert support. A further plus is the equipment of the facilities with state-of-the-art machinery: all in all, optimum preparation for the job.
"In the Nürnberg metropolitan area, the EBW, for decades now, has done pioneering work in commercial-technical training and continuing education services, especially for the metalworking field. Merging with the ZAW helped us to further strengthen our leading position."

Günter Mößel
Head of EBW and ZAW

The Zentrum für Aus- und Weiterbildung (ZAW) in the Nürnberg metropolitan area became a member of ESO Education Group through its merger with the Euro-Bildungswerk (EBW) in 2014. This close connectedness of educational offers, in particular in the area of electronics and metals with concentration in the area of mechatronics and industrial mechanics, offers optimal surroundings for best possible education and further training. Our education offers also include various qualifications for business clients such as, for example, for “electrically qualified worker for fixed tasks”.

The ZAW developed from the former AEG/Elektrolux Training Workshop and had previously specialized in practice-oriented collaborative trainings for the industry and small and medium-sized companies mainly in the electrical and electronics field. It has been an independent company since September 2008.

Andreas Lux
DOSANtecSCHULTZ, Pump and Plant Engineering GmbH

"I am highly satisfied with the ZAW, as a customer and as a former participant in their various trainings. It has been a pleasure to work together with the ZAW instructors, and I would do it again at any time. The form of instruction, the good cooperation between the educators and trainees as well as the very good structure of the evaluation of our trainees are unique. The trainers are always available, even outside the course program. Our current trainee’s feedback confirms my own positive experience. I would always consult them for my colleagues or trainees again and would also not hesitate to recommend the ZAW to other companies."

Andreas Lux
DOSANtecSCHULTZ, Pump and Plant Engineering GmbH

www.ebw-nuernberg.de
www.zaw-nuernberg.de
Bertrand Russell

»Thought is great and swift and free, the light of the world, and the chief glory of man.«
Choosing the right university is of decisive importance. It is to determine the successful entry into the working world and a professional career. It is to impart freedom of thought as well as to take responsible and independent decisions and to act reliably and conscientiously.

The sea is the symbol of immense expanse, of impetuous force and challenging depths. It has fascinated us for centuries. It takes boldness and skills to dare to sail away from the safe harbor and to discover the new.

Our universities and business schools have inspired students, teachers and our major customers in the economy for decades. With great commitment and the ability to work independently, they start to shape and organize their studies, work and life on their own.

We provide our graduates with the necessary “skills” – scientifically based methods, concepts, findings and experience abroad. “Boldness”, on the other hand, is reflected in their curiosity, in their enthusiasm to approach new tasks and to create successful innovations with knowledge, inspiration and experience.

Rough seas may also be experienced on the way to a university degree. The universities of ESO Education Group are a place where students will be confronted with challenges and will gain strength for the future. We competently support and assist them in this.

Even if the waves are high and jobs, at times, turn out to be uncertain in the oceans of change: Our graduates are prepared for this and ready and eager to take on the challenges awaiting them – in their profession as in life. This performance potential opens up vast opportunities in the working world. It includes the lifelong capacity to always venture off to new horizons. With an excellent academic education, they gain the required steady confidence.

Academically educated and responsible individuals
The international experience that I gathered during my semesters abroad has strongly influenced and enriched me. Looking back now, I would say that my social and inter-cultural skills helped me most in my professional life.

Mirja Meyer
Client Service Director Digital, Jung von Matt/next GmbH, ISM graduate 2006
International School of Management (ISM), with campuses in Berlin, Dortmund, Frankfurt/Main, Munich, Hamburg, Cologne and Stuttgart, ranks among Germany’s leading private business schools and is one of its few non-profit private universities. Internationality, practical relevance and compact degree programs are the main success factors of ISM. University life is characterized by teaching professional competencies and social skills in small-group settings, a highly personal environment and by integrated semesters abroad and/or international modules at one of over 175 ISM partner universities.

Areas of concentration – for tomorrow’s leaders
ISM offers the right study model for every situation in life. Those who study full time select from a broad palette of subjects of concentration. These include: international management, economic psychology, marketing, finances, consumables, logistics and transport management, law, and sports management.

Part-time and dual programs also offer the possibility of combining studies and occupation. With its advanced training certificates on the university level, ISM offers companies the additional possibility of investing in the education of their employees.

Dialogue with the economy
To foster increased dialogue between the business school and the economy, ISM maintains a top-class network of representatives from international companies, associations and other organizations. Collaborations between the member companies and ISM make it possible to offer multifaceted practice-related projects. The education’s quality, topicality and high practical relevance have been confirmed by personnel managers, ISM students and alumni for years in numerous rankings such as the CHE university ranking, the Universum student survey as well as the Trendence university ranking.

“ISM has been one of Germany’s leading business schools for the past 25 years. Its focus on proximity to practice, internationality and social skills forms the profile of our university and guarantees our graduates a successful career in the global economy.”

Prof. Dr. Ingo Böckenholt
ISM President
Research @ ISM

Research institutes
The six research institutes of the university act as connecting link between partners from the economy and science. Their work is centered on the transfer of knowledge. The institutes pursue applications-oriented research with results that can be implemented directly in corporate practice. ISM’s various competence centers serve as an ideal platform for collaborations between companies because they stand for uncomplicated cooperation with external partners from science and practice.

Applications-oriented research
Kienbaum management consultants have found a partner for their scientific institute in ISM. Kienbaum Institut @ ISM for Leadership & Transformation combines scientific expertise with experience as consultants and dedicates itself to the big future questions of human resources management.

Social trends such as digitalization, globalization and sustainability make the tasks of logistics more and more complex. The Logistik Institut SCM @ ISM confronts these challenges and pursues applications-oriented research in the areas of supply chains, clusters and mobility.

The real estate sector is one of Germany’s most important economic sectors. The research institute REL @ ISM delivers meaningful research into all aspects of site and real-estate development with focus on the development of rents, purchase prices, and site selection and evaluation.

The Brand & Retail Management Institute @ ISM is the competence center for the topics of commerce, distribution and brand management. This institute does research work for current and future trends with its investigations in the areas of e-commerce, mobile marketing and cross channel strategies.

The Entrepreneurship Institute @ ISM serves as an incubator for young start-ups. In addition to supporting formation of new companies, the entrepreneurship institute focuses, among other things, on research in the areas of digital entrepreneurship, design thinking and formation management.

The Institute for Business Innovation & Evolution @ ISM is devoted to the topic of innovation management. Its research team supports companies with developing new product ideas, services and processes and to working out company-specific solutions.

ISM Slovakia
The ISM in Prešov has been offering Bachelor and Master's programs in the areas of international company management, company ethics and social services and management since 2005. There is also the possibility to earn a Master’s degree in Intercultural Management. Furthermore, students can participate in exchange programs of the European Union. This will expand their personal networks and give optimum preparation for all challenges of the international job market in an increasingly globalized world.

www.ismpo.sk
“I never wanted to become a theoretician. Instead, I always wanted to discuss examples of the practical application of theories. ISM has given me the ideal platform for this.”

Christian Hamer, Founder & Manager of PicturePeople GmbH & Co. KG, ISM graduate 2004
Munich Business School (MBS) is the first state-accredited private university in Bavaria and one of the leading business schools in the German-speaking countries. It is also a pioneer with the international orientation of study programs.

The current universities ranking of the German weekly “Wirtschaftswoche” assigns Munich Business School an excellent 8th place among all universities and is thus Germany’s highest-ranked private university of applied sciences in the area of business economics for the tenth time in succession. Other leading rankings of universities likewise regularly assign MBS a place in the top category with outstanding results in the decisive factors of internationality, practical relevance and social skills. The instructors at MBS have many years of professional experience in management positions of large, internationally active companies.

“My studies at Munich Business School were the ideal foundation to start my professional career. I’m still enjoying the benefits of the practical training and the network from my student days.”

Anna Julia Hummel
Consultant
Navitas Life Sciences, MBS graduate 2012

At home in the world, combining science and practice: Munich Business School
At MBS, we are committed to train our students holistically: This includes more than a broad general education and theoretical expertise. All of our degree programs are focusing on a high level of practical relevance, international orientation and the development of the individual personality.

Prof. Dr. Stefan Baldi
MBS Dean

Areas of specialization – international degrees
First-degree and postgraduate MBS students acquire officially recognized degrees in economics, from Bachelor’s to Master’s to an MBA and PhD. MBS also offers executive education programs for experienced executives.

Munich Business School enjoys an excellent reputation – with German and international students – due to its English or optionally bilingual study programs, its semesters abroad at over 60 international partner universities and its internships in Germany and abroad. A particularly attractive option is the possibility of double degree studies (Dual Degree) to acquire two different Master’s degrees. With this option, students would spend two semesters at an international partner university of MBS, for example Boston University or National Taiwan Normal University.

The Munich Business School’s executive education is divided into open enrolment programs for individual participants and in-house trainings customized for companies. These executive education programs are organized as a part-time in-service scheme and provide business knowledge and soft skills.

Diversity
The high diversity of the students, coming from more than 60 countries, accounts to a large part for the university’s social competence – which is not only taught but experienced at the university. A high level of intercultural competence exists on all levels – linguistic and cultural diversity is daily managed. Teachers and students learn together and from each other how to understand and use diversity as a strong profit. This enables our students to adapt to other cultures more easily – at home as well as during their studies abroad: the perfect preparation for leading positions in international companies.

www.munich-business-school.de
Albert Einstein

»Everyone is a genius! But if you judge a fish by its ability to climb a tree, it will live its whole life believing that it is stupid.«
No talent should be lost in our society

Besides the roots and the trunk, it is the leaves of a tree that are its most important organs. From a physiological point of view, their fresh green color stands for their contribution to the oxygen budget by photosynthesis and therefore to life on our planet. At the same time, the green foliage and its vitality represent constant regeneration and re-creation.

Lifelong learning is also a form of re-creation. According to this metaphor, the customers of our advanced training centers stand at the various branches of life and must likewise always continue to develop. They provide new impetus, fresh manpower and – if you like – fresh “oxygen” for our society and for the economy to subside and be stimulated. We support them in this with our ramified network of individual services.

Free choice of occupation means responsibility. This includes the development of true personal interests and abilities and active participation in society. We will provide support for self-orientation, if need be, and inspire and motivate our customers to master their own life and careers. For ESO’s advanced training centers, this means both “further” and “demand”.

To come back to Albert Einstein: We are convinced that everybody can be a genius in his own way and in any situation in life.
The ESO Education Group’s advanced training centers are competent, reliable partners for private customers, companies and public clients – from on-the-job or off-the-job training to advanced training and on to integration in the work market and society.

Euro-Schulen

As a brand of the first hour – ever since the first Euro-Sprachschule (Euro School of Languages) was founded in Aschaffenburg in 1966 – today’s more than 100 Euro-Schulen nationwide present a comprehensive product portfolio. This product range primarily covers the specialist fields of School & Vocational Training, German & Integration, and Coaching & Placement. These can be combined with other specialist fields such as, for example: Economy & Management, Logistics & Commerce, Hospitality & Catering and IT & Media.

The education and (further) training courses at the Euro-Schulen impart solid general education as well as well-founded technical knowledge. In addition, they provide for practical experience and contribute not only to extension of the key competencies but also to social skills. The students are accompanied, strengthened and supported in the development of their personalities so that their professional chances are increased. The large number of people who successfully complete these courses, as is evidenced by a certificate, and the high placement rates for the vocational integration measures speak for themselves.

Orientation and activation

The persons enrolled in the courses are personally coached so that they can find their way in the employment market. The graduates have learned to recognize their strengths, to set their objectives accordingly and to pursue their objectives with confidence. The individual educational prerequisites are written down so they can be taken up and built on – always also with the objective of activating and motivating the student to make his or her own commitment.
Fit for the job market
Continual further education and training within the meaning of lifelong learning turns experienced employees into specialists and bestows sustained success in one’s profession. Thus, for example, language training sessions open up new occupational possibilities at all proficiency levels and technical language courses, as a basis for an occupational stay abroad, open up new personal horizons. For this purpose, the Euro-Schulen are networked with partners around the world and are licensees of relevant language certificates. Our comprehensive offer in the IT sector supports the participants in being up-to-date with the latest knowledge and thus meeting the requirements of the job market.

Offers for private customers and companies
We can also advise companies and employees individually and competently in relation to a specific field in order to develop with the customer advanced training programs that are completely tailored to the desired level of education.

Precisely accurate qualifications
Success at learning begins with exact knowledge of the very different needs of the persons learning. This requires, on the one hand, a broad offer which addresses their differing interests and capabilities. But, on the other hand, this also requires appropriate learning structures, practically relevant concepts with methods conducive to learning, and teaching staff who respond with empathy to the students’ widely differing life situations and to the needs of their professional and personal development.

The persons learning can, for example, be adolescents, immigrants, successful professionals, or founders of a new business. Job-oriented concepts for precisely accurate qualifications have been developed with the objective of sustainably integrating the students into the world of work and into society. The contents required can be selected from a modular assembly system so that they fit exactly. The contents from theory and practice are closely linked to each other. The qualifications are oriented to the job market’s requirements.

“ESO Education Group not only fulfills its tasks in the field of education, but also develops related market-oriented innovations in this area. Beyond this, it also represents the interests of its customers – and has thus, for some 50 years, been fulfilling its mandate from society with great commitment.”

Andree Haese
Managing Director, Euro-Schulen
 Euro-Train Berlin and Herzberg
Euro-Train Berlin – a best-practice example of an education center of ESO Education Group – has been known for many years in Berlin and far beyond as a specialist for collaborative training in creative, manual vocations. Advanced training and retraining in these areas as well as German and integration courses are likewise parts of Euro-Train’s educational offer. The production school located in Herzberg is a companion for youths who are searching for their vocational goal. Here, disadvantaged young people receive counselling, motivation, coaching and targeted individual support. By learning and working they acquire social and technical skills in order to find their way to a self-determined life.

**our ADVANCED TRAINING CENTERS**

**School and vocational education:**
**Together to the right occupation**

**Competitive advantage**
As an educational institution that is active nationwide, ESO Education Group with its Euro-Schulen is near the scene of events and can therefore respond early to current developments such as lack of skilled staff, demographic change, vacant apprenticeship places and integration problems. Such early information can be put to advantage, especially in youth work. The objective is that young people discover and develop their strengths very early. This then forms a solid basis for individually evaluating sensible options for a suitable occupation and for acting as motivator and companion.

**Optimal fit**
At the present time, demography, lack of skilled staff and further factors lead to the suboptimal situation in which apprenticeship places are vacant but – at the same time – young people remain without an apprenticeship place. The Euro-Schulen advocate allocations of apprenticeship places which serve both the needs of the companies and those of the young people. They provide the sectors with special supportive offers in connection with an expanded search for candidates, even in other countries.

**Occupational orientation and preparation**
Young people need individualized occupational orientation and preparation in which strengths can be recognized and doubts dispelled. The basis for this is the “occupational interests analysis test” (BIAT) in connection with practice-oriented work. The internships brokered and accompanied by the Euro-Schulen serve as an estimate of the occupation under consideration and the young person’s own capabilities.

**School diplomas**
If there is a need for school diplomas like the standard “intermediate” and “general school-leaving” certificates, the Euro-Schulen offer the necessary framework for this, for example in the form of preparatory courses for an examination.
Individual support
The Euro-Schulen apply a variety of measures to accompany and lead young people to their educational or qualification goal. These include remedial teaching geared to the subject matter at hand, soft-skills training sessions for young people and other offers which strengthen personality. This has already helped several 10,000 youths to complete their education despite difficult occupational or personal circumstances.

Securing a successful education
The Euro-Schulen support youths and young adults with special support needs as well as those who are unable to find an apprenticeship on their own. First they work together as preparation for an apprenticeship. The Euro-Schulen place them in a suitable apprenticeship and experienced educators, teachers and social education workers accompany the training process. The Euro-Schulen are also the right partner for youths who need training or retraining that is suitable for a disabled person.

Apprenticeship management for companies
Companies interested in offering apprenticeships receive comprehensive support with creating the prerequisites for an apprenticeship program and with evaluating the suitability of candidates. We also accompany the training process in the selection phase and later when the apprenticeship contract has been concluded. The Euro-Schulen moderate and give support with creating additional apprenticeship places and they help with filling these places with the right candidates.

Training sessions and projects for integration and formation of personality
Integration of youths of foreign origin has been of particular importance for over 50 years. The Euro-Schulen have been quite active in the area of immigration in a great variety of ways, beginning with comprehensive language and integration courses. Various other training sessions and projects complete our comprehensive offers for young foreigners. The objective is always the same: successful integration into society and the job market.

Youth stands for the future of tomorrow. This is why one of our most important tasks is to support young people on their path through life. In doing so, we always keep their life situation in mind. Our mission: bring all young persons into appropriate training, and an appropriate occupation, and help to keep them there.
German & Integration: With language to success

The primary task: Immigrant integration
Hardly any other topic is currently as heatedly debated in Germany as the topic of integration. Whether it is about immigration or demographics, existing skills or shortage of specialists, refugees or asylum policy: Since its foundation, ESO Education Group has understood the issue of integration as one of the central tasks of education policy.

The above topics have therefore always been the focus of our work. People with a migrant background receive strong support when entering the country, when settling in and when learning the German language – our expertise, guidelines and practical tools help them to adapt to and cope with life in Germany. This includes giving them a warm welcome and initial orientation specifically for refugees, recognizing their degrees and qualifications, using existing skills and competences, (further) developing language skills and professional know-how as well as facilitating their integration into our multicultural society and its labor market.

“My German has improved. At the Euro-Schulen I have learned a lot about Germany, its politics, culture and about working and living in Germany – and this is important when you live in Germany! Thanks to the integration course and to the support I received, I have immediately found an adequate job.”

Mitra Damishon Nezhad
from Iran
It is with empathy and diplomacy that the Euro-Schulen cater for the needs of the immigrants as well as for the requirements of the receiving society. This holistic approach is ensured by our memberships in numerous organizations, associations and quality circles working to promote appropriate framework conditions in the sensitive area of immigrant integration.

**Selected offers and activities in the area of immigrant integration**
- **Initial orientation**
- **Integration courses**
  (incl. orientation and special courses)
- **Language consolidation**: general language for professional purposes (BAMF, ESF, BA, etc.)
- **Certificate courses**: European language certificates at all levels (A1 to C2)
- **Counseling & Advice**: German “mentors”, intercultural programs
- **Integration in the labor market**: professional qualifications, specialist language courses
- **Specific offers**: e.g. daycare centers with bilingual concepts, MobiPro-EU (www.jobofmylife.de)

“For 50 years now, we have supported people with a migrant background in their integration into society and the working world. More than 100 of our locations are accredited by the Federal Office for Migration and Refugees (BAMF) to run integration courses and also support immigrants with our additional services.”

Stefan Brummund, Company Executive and Head of Business Development B2P & Corporate Communication

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www.integrationskurs.de
Coaching & Placement: Just the right personnel services

Interface between candidates and the labor market
ESO Education Group has, for a long time, been a competent partner for those seeking employment, the unemployed, immigrants, companies, and the state employment agencies with their job centers. At over 120 locations of ESO Education Group, our experienced recruitment teams supply efficient services without any red tape. They are familiar with the labor market and its requirements on the one hand and also, on the other hand, know the candidates with their skills and competencies. For many years, they have been the perfect interface between the labor market, the enterprises and the candidates, ensuring successful and well-founded personnel placement services fitting for all partners.

Our job portal www.esojob.de serves as a job market for job-seekers and as a recruitment pool for businesses that require staff. All member schools of ESO Education Group offering personnel placement services quickly and efficiently match candidates to jobs and vice versa.

Profiling and individual training for the new job
The ESO Education Group’s specialists, with their long-term expertise in coaching and recruitment, create the job seekers’ profiles. Based on the results of this assessment, they develop individual training programs for the candidates including modules that will also address and correct personal and social weaknesses. The internships on offer represent the current “real-life” workplace needs of the companies; which helps to facilitate the entry into professional practice.

Our employers’ service manages thousands of contacts regionally and throughout Germany. As we keep up to date on current industry trends and labor market issues, also taking into account supply and demand, we can support our corporate customers – in times of increasing shortage of skilled workers and specialists – by recruiting candidates who are an ideal fit.
One example of our capability

An outstanding example of successful personnel placement is provided by Euro-Schulen Hanover. On behalf of the state employment agency in Hanover from 2009 to 2018 the Euro-Schulen Hanover supported a total of over 8,000 persons with their search for a suitable job or apprenticeship. They were able to reach a high, steady placement ratio. This measure included both “holistic integration services” (Ganzil) and “placement support with holistic approach” (UvG) in accordance with the Federal Social Code.