



Vocational qualification as bank assistant in Madagascar

First round of qualified bank training successfully concluded at Caisse d'Epargne de Madagascar (CEM)

It was a great day for the trainees of Caisse d'Epargne de Madagascar (CEM). They were the first to attend a vocational training course to qualify as bank assistant, and all eleven trainees passed their exams at the first attempt! Having developed this dual vocational training course during the past two years, this success was also a great joy to the Hamburg Chamber of Trade and Industry, the Sparkassenstiftung für internationale Kooperation and the Madagascan Chambers.

Combining theoretical instruction with practical training on the job, special skills and knowledge required for the work at a universal bank is imparted within the scope of this vocational training course. Moreover, the training concept includes the enhancement of skills in the area of social, methodological and sales competence. The overall objective is to install customised and accepted training standards throughout the country and establish a practice-oriented alternative to university education.

The next vocational training course will start in February 2010. It will also be open to participants who are not employed by CEM. Different banks and microfinance institutions have already shown interest in participating in this vocational training measure. It goes without saying that Sparkassenstiftung will continue to support the dual vocational training – for example by revising the training material and organising a “Train the Trainer” qualification measure for teachers and instructors.

Together with the Hamburger Sparkasse (Hamburg Savings Bank), Sparkassenstiftung has been supporting CEM already since 2006 within the scope of a long-term partnership project. With over one million customers, the Caisse d'Epargne de Madagascar is the most important provider of basic, pro-poor savings products in Madagascar. CEM operates some 20 branch offices and, through the project, has also started marketing its products via a mobile branch. CEM has been offering savings products since 1918. Formerly part of Madagascar's Post Office, CEM became a joint-stock company in its own right in 2001, with the Malagasy government as its sole shareholder.

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