



# P R E S S   R E L E A S E

## Rainmaker Asia, University of Makati, and the European IT Service Center Foundation Sign a Memorandum of Collaboration for Dualized Training



**Collaboration on Dualized Training.** (seated from left to right) Mr. Henry Schumacher, European IT Service Center Foundation; Dr. Edita Chan, University of Makati; Mr. Andrew Sarakinis, Rainmaker Asia

*Makati City, 02 July 2009* – Today sets another milestone in the implementation of a project entitled **“Establishment of Market-driven and Technology-based Courses and Further Training for the Information Technology Sector in the National Capital Region, Philippines.”** Co-funded by the European Union, Hanns Seidel Foundation / Germany, and the European IT Service Center Foundation, this project is a human capability initiative enhancing the employability of students as well as strengthening the curriculum of academe.

Through this project, dualized training resources have been developed. These include a competency standard, a competency-based curriculum, fifty-three (53) learning packages, and a competency assessment instrument for Contact Center Servicing. The signing of a memorandum of collaboration



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seals the commitment of the University of Makati to adopt and integrate these resources into its short-term and associate degree courses, Rainmaker Asia to accommodate students for industry training, and the European IT Service Center Foundation to facilitate the implementation of the dualized program.

Present at the signing were Mr. Andrew Sarakinis, Vice President Asia Pacific & General Manager of Rainmaker Asia; Dr. Edita Chan, Executive Vice President of the University of Makati, and Mr. Henry Schumacher, President of the European IT Service Center Foundation. Distinguished guests include Ms. Charlotte Minasyan-Pekovits and Mr. Robert Leon of the Delegation of the European Commission to the Philippines; Mr. Enrico Enriquez and Ms. Evangeline Laguimun of Rainmaker Asia; Mr. Antonio Alegria of the Dual Training System Networking Foundation; and Dr. Marita Canapi, Dr. Milagros Torres, Dr. Gloria Valdez, Prof. Adelina Patriarca, Dir. William Salire of the University of Makati.

The Dual Training System (DTS) makes use of two training venues, the school and its partner company to ensure that students are given appropriate training in theory and practice. It is a teaching process that empowers a company to provide relevant content to a partner educational institution. Students are equipped with a set of skills developed to suit the company's needs. With competency standards, competency-based curricula, self-contained learning modules, competency assessment instruments, and training plans, DTS provides students theoretical as well as hands-on learning. Companies who have instituted DTS observed great improvement in the skills of students thereby making them more qualified for specific jobs and providing employers with trained and skilled graduates. Moreover, students who have undergone DTS training exhibit good work attitude, superior communication skills, clear career direction, and enhanced decision-making capabilities.

The Philippines has already embraced today's fast-paced global economy. To address the global demand for services, talent development is key. Industry and academe must join hands to combat the country's current human resource challenges where the employment mismatch is not because of the lack of opportunities but of the lack of available qualified talents.

EITSC supports the IT/BPO industry in the areas of trade promotion, human capacity building, and investment promotion. With industry and academe partners, it seeks to enhance the skills of the knowledge workforce, help further boost the growth of the Philippine IT/BPO industry, and strengthen the position of the Philippines as a preferred outsourcing and offshoring destination.

Rainmaker Asia operates as an offshore call center in the Philippines. The company offers inbound sales and order taking, inbound customer care, outbound telemarketing and lead generation,



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customized financial and logistics support, backoffice processing, and technical support and helpdesk services. It serves financial, logistics, software, pharmaceutical, and telecommunications firms in the United States and the Philippines. The company was founded in 1999 and is based in Manila, Philippines. As of July 19, 2007, Rainmaker Asia operates as a subsidiary of Rainmaker Systems, Inc. and was recently re-certified for its compliance to ISO 9001:2008 Standards.

University of Makati is one of the primary instruments in educating and training morally upright, self-reliant and community-oriented citizens of Makati City. As a public university fully-funded by the local government unit, it ensures that those who have less in life will have the privilege of having equal access to quality tertiary education and skills training. Through relevant curricula delivered by a core of professional faculty, it develops competent and computer literate graduates who can respond to the needs of the Makati business community and the Philippine economy as it becomes globally competitive toward the new millennium.

## Further information, please refer to:

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