



Deutsch-Philippinische
Industrie- und Handelskammer
German-Philippine Chamber
of Commerce and Industry



Dual Education
and Training

Supported by



Federal Ministry
for Economic Affairs
and Energy

Makati City, September 22, 2026

REQUEST FOR PROPOSAL

Market Development and Marketing Strategy for Dual Education and Training in the Philippines

GPCCI invites experienced consultants and agencies to submit proposals for the development of a market development and marketing strategy for Dual Education and Training in the Philippines.

The assignment will focus on market positioning, stakeholder and company engagement, commercial sustainability and a 12-month implementation roadmap.

Submission Deadline: October 23, 2026

Submit proposals to:

kristina.silan@gpcci.org

janina.bessler@gpcci.org

1. Background

The German-Philippine Chamber of Commerce and Industry (GPCCI), also known as AHK Philippines, is a bilateral business association and member of the German Chamber Network (AHK).

GPCCI supports German and Philippine companies in market development and provides German-standard training and workforce development solutions. In vocational education, GPCCI acts as a bridge between German quality standards and the Philippine context, working with companies, educational institutions and other stakeholders to develop practical, industry-oriented training.

GPCCI's vision is:

The Dual Education and Training Department of GPCCI aims to be the trusted first point of contact for companies investing in workforce development and education in the Philippines.

2. Current Situation

The Philippine vocational education landscape faces a gap between training offerings and the skills and qualifications required by industry. Companies increasingly need skilled workers who combine technical knowledge, practical experience, and professional competencies.



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GPCCI's Dual Education and Training offers an opportunity to address this gap by combining theoretical learning with structured, company-based training, that is industry-led. Based on principles of the German dual training system and adapted to the Philippine context, it enables companies to actively develop their future workforce.

At the same time, vocational education is still often perceived as a second-choice option, while a bachelor's degree remains the preferred career pathway for many families.

GPCCI has demonstrated that Dual Education and Training can work in the Philippine context through partnerships with companies such as Porsche, KSB and Megawide. As the quality assurance adviser, GPCCI maintains excellence through full-service (end to end comprehensive) guidance, structured monitoring, and certification according to the German standards.

GPCCI has also established capabilities in implementation and advisory services, curriculum development, program monitoring and evaluation, quality assurance, DIHK-AHK certification and workforce training such as the AdA International Trainer certification program.

The next step is to build on these experiences and move from successful individual partnerships towards broader and scalable market adoption.

GPCCI aims to attract additional companies and educational partners, expand into further sectors and strengthen the attractiveness of vocational career pathways.

Existing activities include **industry roundtables, the Dual Education and Training Summit, the Dual Education in Practice series, social media, video and storytelling activities.**

3. Scope of Work

3.1 Stakeholder Analysis

Targeted engagement with partners and prospects to identify hesitations, decision criteria, and so on, in engaging in dual or further training

3.2 Positioning and Communication

Define the positioning and value proposition for Dual Education. Develop communication and campaign approach, include target-specific messaging

3.3 Commercial Structuring

Assess how GPCCI's current offering can be structured, packaged and priced to support commercial sustainability beyond project funding.

This may include recommendations regarding service packages, pricing principles and potential revenue opportunities. A detailed financial business plan is not required.

3.4 Prioritization

Provide a short prioritization of what the team should act on first within a 12 months horizon with success indicators.

4. Expected Deliverables

1. **Stakeholder and Marketing Strategy**
Including target market prioritization and company acquisition strategy.
2. **Positioning and Communication Framework**
Including value propositions, key messages, target-group messaging and campaign direction.
3. **Commercial Sustainability Framework**
Including recommendations on service structure, pricing principles, revenue opportunities and scalability.
4. **12-Month Implementation Roadmap**
Including priorities, activities, milestones, responsibilities and indicative resources.
5. **KPI Framework**
A concise metrics covering company acquisition, partnerships, conversion, communication and commercial performance.

5. Desired Profile and outcome

GPCCI is seeking an experienced consultant or agency to develop a clear, actionable and scalable Marketing strategy for Dual Education and Training in the Philippines.

The strategy should enable GPCCI to:

- attract more companies and training partners;
- develop a systematic approach to company acquisition;
- improve the positioning of vocational career pathways;
- leverage existing partnerships and success stories;
- strengthen GPCCI's value proposition; and
- establish a sustainable and scalable approach to its Dual Education and Training offering.

A strong understanding of the Philippine market and business environment is essential. Experience with companies, schools, government institutions, industry associations, international organizations, chambers of commerce or German/European institutions is an advantage.

6. Proposal Requirements

Interested parties are invited to submit their offers electronically by email to:

kristina.silan@gpcci.org and janina.bessler@gpcci.org.

We further invite interested parties to submit proposals for the expected deliverables, in accordance with the following requirements:

- **Agency / Consultant Profile**



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- **Relevant Experience & Case Studies** – comparable projects
 - **Understanding of the Challenge** – brief assessment of the opportunity and key barriers;
 - **Proposed Approach** – methodology, research and strategic approach
 - **Initial Recommendations** – key ideas or hypotheses
 - **Work Plan & Timeline** – key phases and milestones
 - **Financial Proposal** – transparent cost breakdown and assumptions, clearly distinguishing between core and optional services.
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7. Timeline

The expected project duration is approximately **10–12** weeks from contract award.

The proposed timeline should include, at a minimum:

- inception and alignment with GPCCI
- strategic analysis and development
- validation with GPCCI
- presentation of final strategy and
- delivery of the final strategy and implementation roadmap.

Submission Deadline: All proposals including the necessary documentation must be submitted by **October 23, 2026**.