

PRESS RELEASE

indeson CEO Calls for Systemic Skills Solutions at ASEAN Digital Content Summit 2025

JOHOR BAHRU / BERLIN — September 3, 2025 — **indeson**, the international consultancy for education and workforce transformation, announced today that its CEO **Dr. Rainer Gerke** delivered a keynote address at the **ASEAN Digital Content Summit (ADCS) 2025** in Johor, Malaysia.

His session, “*Supporting Youth and SMEs in the Creative Digital Economy: Europe’s Capacity Building Programs*,” outlined how **system-wide, demand-driven skills strategies** can empower the creative industries while strengthening education and workforce systems across all sectors.

Creative Economy: A Digital-First Sector

Organized by the **Malaysia Digital Economy Corporation (MDEC)** under the **Ministry of Digital**, ADCS 2025 convened over **2,000 delegates and 100 exhibitors** from ASEAN, Asia, and Europe to showcase advances in animation, gaming, digital media, and immersive technologies. The creative economy holds a special place: its workforce is often **digitally native** and closer to technologies such as **AI, immersive media, and gaming platforms** than many other sectors. This makes it a **natural proving ground** for innovative approaches to training, recognition of skills, and public–private collaboration.

Dr. Gerke’s Key Messages

In his presentation, Dr. Gerke stressed three priorities that apply to the creative economy and other industries alike:

- **Demand-driven ecosystems** linking occupational standards, dual training models, and industry–education partnerships.
- **Digital upskilling pathways** for youth and SMEs in areas such as AI, data, cybersecurity, and e-commerce.
- **Public–private collaboration** leveraging European initiatives like *Creative Europe*, the *Digital Europe Programme*, and the *Pact for Skills*.

He also proposed a roadmap for **EU–ASEAN cooperation**:

- an **Adaptive Products Lab** for ASEAN IP,
- **AI-powered localization tools**, and
- a **Predictive Economy Sandbox** for forecasting talent needs.

These pilots, combined with **2030 backcasting of skills demand** and an **annual Skills & Growth Index**, would provide a concrete framework for long-term collaboration.

“The creative economy is not just cultural—it is systemic,” said **Dr. Rainer Gerke**, CEO of **indeson**. “When governments and industries align training with market needs, young people gain real opportunities, SMEs can innovate, and economies prosper. The same principles that apply in manufacturing, energy, or health can accelerate growth in the creative industries.”

“Because creative professionals are closest to new digital tools, this sector is a natural proving ground for responsible AI in training and workforce systems,” Dr. Gerke added. “With clear governance and sustainable integration, AI can support teachers, improve learning, and provide valuable labor-market insights—while respecting local ownership and data sovereignty.”

indeson’s Broader Role in ASEAN and Beyond

indeson applies the same **systemic, evidence-based approach** across industries worldwide. Current projects include:

- **Egypt** — advising on innovative financing mechanisms for TVET schools to strengthen institutional sustainability.
- **Moldova** — conducting labor market analyses to integrate green and digital skills into national VET policy.
- **Pakistan** — embedding digital and green competencies in competency-based training (NVQF 5–7) across multiple sectors.
- **Philippines** — supporting ADB-funded innovation in TVET systems, including 4IR skills integration and MSME skill databases.

In Malaysia, alongside the Summit, Dr. Gerke also engaged in **strategic discussions with the EU Global Gateway initiative and Universiti Putra Malaysia** on advancing system-level TVET reform—reinforcing indeson’s role as a trusted advisor shaping ASEAN’s education and workforce agenda.

About indeson

indeson is an international consultancy specializing in **technical and vocational education and training (TVET)** and systemic workforce development. Headquartered in Germany and active through hubs across **Europe, Asia, Latin America, and beyond**, indeson partners with governments, development agencies, and the private sector to design demand-driven curricula, strengthen sector skills ecosystems, and integrate **AI-enabled workforce strategies**. Its teams have contributed to **50+ initiatives across more than 30 countries**.

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