

NEWLAND × APM 合作

NEWLAND × APM Cooperation

核心合作模式 | **Core Cooperation Model**

NEWLAND（技术与课程 Technology & Courses）+ APM（平台与本地运营 Platform & Local Operation）



合作目标

Cooperation Goals

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战略合作愿景

Strategic Vision

建立长期战略合作关系，共同打造印尼数字人才培养生态

Establish a long-term strategic partnership to jointly build an Indonesian digital talent development ecosystem

重点合作领域

Key Cooperation Areas

AI、IoT、大数据
在线培训

AI, IoT & Big Data
Online Training

印尼学生
赴华实习

Indonesian Students
Internship in China

中印尼
职业技能竞赛

China-Indonesia
Digital Skills Competition

推进策略

Implementation Strategy

按照"**Pilot**（试点）→ **Expansion**（扩大）→ **Ecosystem**（生态）"三个阶段推进

Proceed in three phases: Pilot → Expansion → Ecosystem

合作项目一：AI、IoT、大数据线上培训

Project 1: AI, IoT & Big Data Online Training

合作模式

Cooperation Model

共同开发数字技能课程，由NEWLAND提供课程及认证体系，APM负责通过APP进行推广、招生和学习管理

Jointly develop digital skill courses; NEWLAND provides courses & certification, APM handles APP promotion, enrollment & learning management

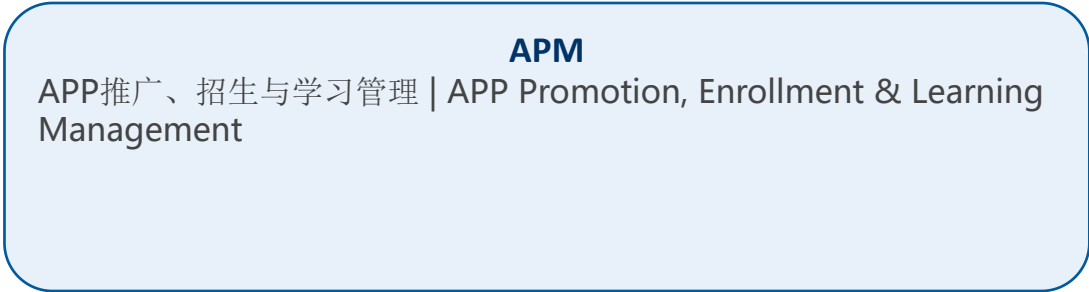
全流程

End-to-End Process



核心分工概览

Division of Responsibilities Overview



合作项目一：实施步骤

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Project 1: Implementation Steps

第一阶段：课程共建

Phase 1: Course Co-development (1-2 Months)

▪ NEWLAND

- ▶ 提供AI课程
- ▶ 提供IoT课程
- ▶ 提供Big Data课程
- ▶ 提供实验案例
- ▶ 提供考试题库

▪ APM提供教师培训

- ▶ 印尼市场需求调研
- ▶ 印尼语翻译
- ▶ 视频字幕制作
- ▶ APP课程上线
- ▶ 本地测试

成果：第一批上线5-10门课程

Result: 5-10 courses launched in first batch

第二阶段：试点培训

Phase 2: Pilot Training (2-3 Months)

▪ NEWLAND

- ▶ 在线授课
- ▶ 技术答疑
- ▶ 实验指导
- ▶ 考试认证

▪ APM

- ▶ 招生
- ▶ 学习管理
- ▶ 学员服务

建议：5所职业院校、500名学生

Suggested: 5 vocational schools, 500 students

第三阶段：规模推广

Phase 3: Scale-up & Promotion

▪ NEWLAND

- ▶ 课程持续开发
- ▶ 认证体系维护
- ▶ 师资支持

▪ APM

- ▶ 全国推广
- ▶ 企业员工培训
- ▶ 社会学习者覆盖

形成APM Digital Skills Academy，双方共同运营

Form APM Digital Skills Academy, jointly operated

合作项目一：双方分工与收益模式

Project 1: Division of Labor & Revenue Model

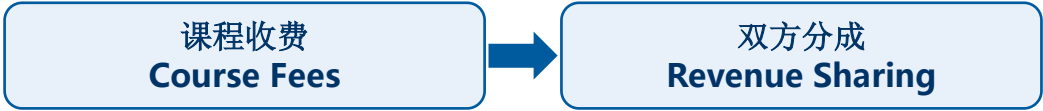
双方分工

Division of Responsibilities

NEWLAND	APM
课程开发 Course Development	平台运营 Platform Operation
实验平台 Lab Platform	市场推广 Market Promotion
师资培训 Teacher Training	招生 Enrollment
认证考试 Certification & Exams	客户服务 Customer Service
课程更新 Course Updates	政府及院校合作 Gov. & School Cooperation
国际认证 International Certification	学习数据管理 Learning Data Management

收益模式（建议）

Revenue Model (Suggested)



APM负责销售和运营，**NEWLAND**负责课程和认证，具体比例根据成本测算协商确定

APM handles sales & operation; NEWLAND handles courses & certification. Specific ratio negotiable based on cost analysis

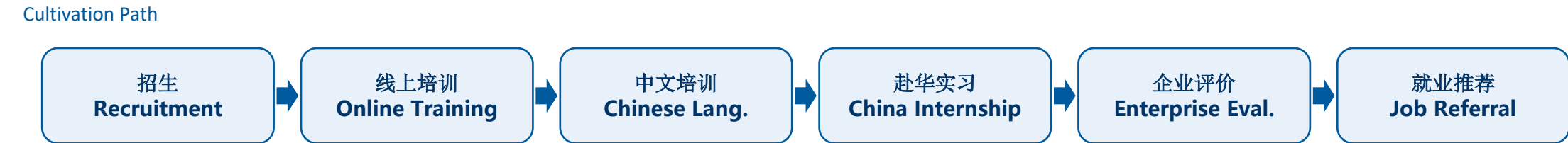
合作项目二：印尼学生赴华实习

Project 2: Indonesia-China Industry Internship Program

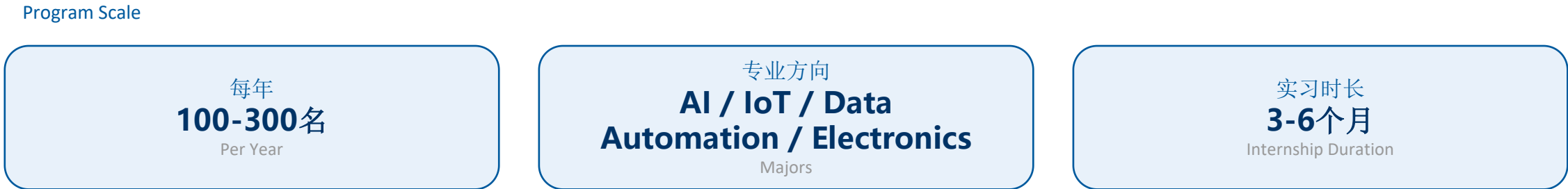
项目名称

Program Name
Indonesia-China Industry Internship Program（中印尼产业实习计划）

培养路径



项目规模



合作项目二：实施步骤

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Project 2: Implementation Steps



合作项目二：双方分工与项目特色

Project 2: Division of Labor & Program Features

双方分工

Division of Responsibilities

NEWLAND	APM
联系中国企业 Contact Chinese Enterprises	学生招募 Student Recruitment
安排实习岗位 Arrange Internship Positions	院校合作 School Cooperation
签订企业协议 Sign Enterprise Agreements	签证协助 Visa Assistance
企业导师 Enterprise Mentors	学生管理 Student Management
实习评价 Internship Evaluation	家校沟通 Home-School Communication
证书发放 Certificate Issuance	回国就业服务 Returnee Employment Service

项目特色

Program Features

线上学习
Online Learning

国际实习
International Internship

国际认证
International Certification

就业推荐
Job Referral

打造完整的人才培养链 | Build a complete talent development chain

合作项目三：中印尼职业技能竞赛

Project 3: China-Indonesia Digital Skills Competition

竞赛名称

Competition Name
China-Indonesia Digital Skills Competition（中印尼数字技能竞赛）

赛事方向



未来可逐步发展为区域品牌赛事 | Can gradually develop into a regional brand competition

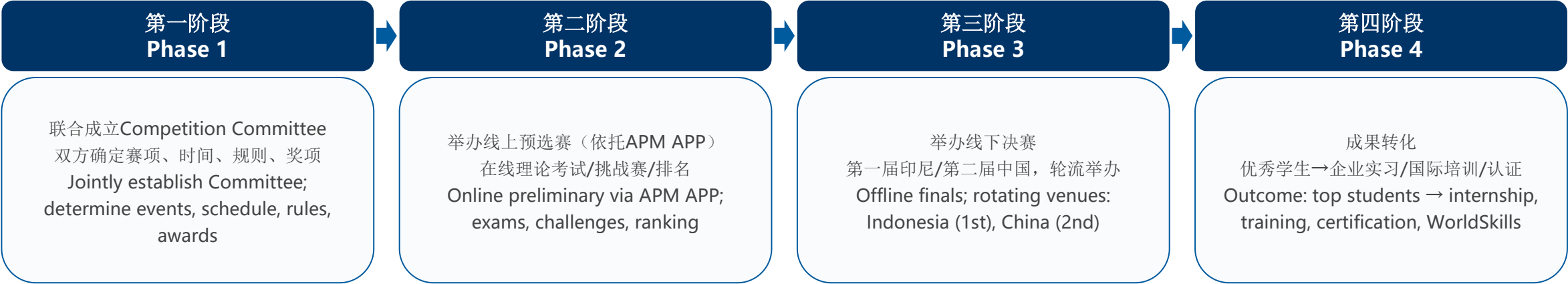
赛事组织模式



合作项目三：实施步骤与双方分工

Project 3: Implementation Steps & Division of Labor

实施步骤Implementation Steps



双方分工Division of Responsibilities

NEWLAND	APM
赛项开发 Event Development	赛事运营 Competition Operation
设备支持 Equipment Support	学校组织 School Organization
裁判培训 Judge Training	政府协调 Government Coordination
评分系统 Scoring System	宣传推广 Promotion
国际专家 International Experts	现场执行 On-site Execution
技术平台 Technical Platform	参赛管理 Participant Management

三个项目协同关系

Synergy of Three Projects

建议将三个项目设计为一体化培养体系，形成"培训—认证—竞赛—实习—就业"的完整闭环

Design three projects as an integrated talent development system, forming a complete closed loop: Training → Certification → Competition → Internship → Employment

核心闭环

Core Closed Loop

不是独立开展
而是层层递进
相互衔接
形成生态



一体化优势

Integrated Advantages

- 培训提供基础
- 认证验证能力
- 竞赛选拔人才
- 实习实战提升
- 就业实现价值