

Industry Sector Drive Technologies Division

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Hanover Fair 2012 / Pavilion 33

The fascination for technology – Siemens supports upcoming talent at the Hanover Fair

TectoYou aims to enthuse the young generation with technology and make them aware about the new prospects related to technical professions. Siemens will once again be involved in this initiative this year and offer around 1000 school students with the opportunity to visit Hanover. TectoYou is a nationwide scheme organized by the Hanover Fair in collaboration with “Germany – Land of Ideas” initiative that comprises of representatives from industry, science and politics.

At TectoYou, located in Pavilion 33 within the Hanover exhibition grounds the high school students will have the opportunity to get informed about career opportunities within Siemens. A variety of trainings and study schemes such as the dual study program and the vocational courses available at Siemens Technical Academy will be showcased. By familiarizing themselves live with technology available at the TectoYou booth the young minds will have the chance to assess their interests and find out the training alternatives suitable for them. The more agile-fingered can solder a LED heart while the others can lay their hands on Wii SmartGrid game which explains how different players in the energy market can be integrated into a smart and an efficient power grid using Siemens technology. Through the means of games they can also learn how Siemens Fludex couplings function and where they can be used. By pedaling an exercise bike linked to the coupling, the students can observe the amount of muscle power exerted which will be illustrated graphically by the water column in the adjacent glass tube. In addition to all this a new Facebook campaign will encourage the young visitors to click a photo of them and post it straight on www.facebook.com/StarteDeinSiemens.

Guided tours around the Siemens booth in Hall 9 will offer students the chance to experience the technical highlights of the Siemens trade fair, where a wide portfolio ranging from automation,

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material, and energy to drive technology will be exhibited. The visitors will also be able to experience concrete examples of automation solutions for instance from the world of automotive engineering.

TectoYou is regarded by Siemens as an important platform where students can attain an understanding about industrial technologies and the career opportunities associated with them. According to Gunter Erb, Head of Human Resources for the Siemens Industry Sector, “the shortage of upcoming talent in Germany is a burning issue. This makes it all the more important for us to fascinate the youth with technology and demonstrate them the prospective career opportunities available in this field. Through the Hanover Fair the students can open themselves up to the exciting world of Siemens technology present in industry. Particularly by addressing issues such as energy efficiency, we aim to establish the relevance of technology in our everyday lives and the need to cultivate a creative young generation for such professions.”

A picture accompanies this press release. This picture can be found online at:

www.siemens.com/dt-picture/4028



TectoYou – Siemens supports upcoming talent

For more information on training opportunities within Siemens log on to:

www.starte-dein-siemens.de

The text is also available in the Internet at www.siemens.com/drives/press

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