

Hanover, April 13, 2015

Hannover Messe 2015, Tec2You, Pavilion 11, Booth P11D

Siemens invites around 1,000 students to young talent initiative Tec2You

- **Themed guided tours of Hannover Messe stopping at the main Siemens booth in Hall 9**
- **CEO2You platform offers students chance to converse with Siemens Management members**
- **Tec2You Patron Johanna Wanka, Federal Minister for Education and Research, to visit the fair**

Siemens will be enabling around 1,000 students from 35 Siemens partner schools from around Germany to take part in the Tec2You young technology talent initiative at the Hannover Messe 2015. The scheme will allow youngsters between the ages of 15 and 18 to take part in guided tours of the fair grounds and the main Siemens booth in Hall 9. The tours will start out from the Siemens Tec2You booth in Hall 11/D. By providing workshops, interactive guided tours and the opportunity to talk face to face with CEOs, Siemens is offering the youngsters an introduction to the world of engineering and opening up the prospect of interesting potential career paths. As one of Germany's biggest training enterprises, Siemens opens up global perspectives to trainees and students on cooperative study programs, providing them with wide-ranging skill sets. Overall, the Tec2You scheme is expecting to welcome around 10,000 school students to this year's Hannover Messe.

The Tec2You initiative for young technology talent is held every year alongside the Hannover Messe, and offers school students the opportunity to gain an overview of what's on offer in terms of training and cooperative study opportunities in the technical industries. The initiative's Patron is Federal Minister for Education and Research Johanna Wanka. As in previous years, once again in 2105 Siemens is enabling the participation of around 1,000 students in total, who will be travelling to

the fair from 35 Siemens partner schools around Germany. A broad-based program of events has been organized for the youngsters at the fair. The focus will be on making complex technical concepts understandable using a playful approach and kindling enthusiasm for the technology of this high-growth industry. Once again, a central element of the initiative will be the Siemens presentation with a mixture of workshops, the CEO2You format and an interactive event game. The game features a digital production line which the students can walk through, providing them with a graphic impression of how the production process works in a “real” production hall and what is meant by the merger of real and virtual production worlds.

Another illustration of the future of industrial production will also be provided in the form of the Siemens Smart Table, which will offer an exciting insight into the technology company’s portfolio of products and services. Core aspects such as the future of manufacturing, sustainable energy and intelligent infrastructure will be explained using interactive visual displays. Alongside these varied impressions of future technological developments, the basic skills required for these career paths should not be overlooked. Bringing things back down to earth is a soldering station at the Siemens Tec2You booth, which offers students a chance to test their dexterity and skill by producing LED hearts under instruction from Siemens personnel.

The CEO2You format also offers youngsters the chance to converse with high-ranking Siemens management members face to face in person, and ask questions about their day-to-day working lives and careers. Participating students visiting the Hannover Messe will of course not be restricted to the Tec2You Pavilion. With the chance to take part in guided tours – there are a total of six themed tours to choose from – the young guests will have the chance to explore the fair and naturally drop by at the 3,500 square meter main Siemens booth in Hall 9. With this year’s theme “On the way to Industrie 4.0 – Driving the Digital Enterprise”, the Siemens booth showcases an array of solutions and products from the group-wide growth areas of electrification, automation and digitalization.

As one of the biggest private training enterprises, during fiscal 2014/2015 Siemens employed around 10,000 trainees and students on cooperative study programs (7,000 for the company’s own recruitment and almost 3,000 for external cooperation partners) at just under 40 training locations. Siemens also works in partnership with

around 30 universities, and as Germany's biggest provider of cooperative study placements provides undergraduate opportunities for around 2,800 young people.

This press release and press picture are available at
<http://www.siemens.com/press/PR2015040176COEN>

For further information on Hannover Messe, please see
www.siemens.com/press/hm2015

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