

### **Siemens sets new training standards for GenZ**

## **Digital – value-oriented – fit for the future: Siemens launches training year 2025**

- **1,700 young talents to start careers at Siemens**
- **AI-supported didactics, future-oriented key competencies and the promotion of social values to make young people fit for the working world**
- **Training agreement at a click – Digital document management sets new standards**
- **SIEYA@School brings digital career orientation into the classroom**

More than 1,700 young people (2024: 1,700) will begin their professional careers at Siemens in the new 2025 training year at 18 training centers Germany-wide.

Siemens is a pioneer in work-study programs: focused on digital expertise, the responsible utilization of artificial intelligence (AI) and the creation of a clear value compass, the company provides targeted training programs to prepare the young people of GenZ for the working world of tomorrow.

“Education is the key to innovative power, sustainable progress and social cohesion. This generation of young talent also wants to work independently today, develop themselves further and feel that what they do has a purpose. That’s why we at Siemens foster not only digital expertise but also fundamental competencies such as critical thinking and problem-solving – for people who want to actively shape today’s transformation,” explained Judith Wiese, Chief People and Sustainability Officer, member of the Managing Board and Labor Director of Siemens AG.

### **Focus on AI-supported didactics and future-oriented key competencies**

Professional training at Siemens is rigorously oriented toward the requirements of the digital future. Advanced learning platforms and immersive technologies such as

virtual and augmented reality as well as innovative teaching methods and entrepreneurial thinking strengthen training in the digital age. Topics such as AI, data analytics, the internet of things (IoT), cybersecurity and the circular economy are integrated along the entire education chain. Generative AI is increasingly important: Siemens conveys AI to its trainees as an interdisciplinary topic and empowers them to use AI tools efficiently, securely and responsibly.

“To keep pace with today’s rapid technological transformation, education has to become more and more a dynamic, future-oriented ecosystem in which learners, teachers, educational institutions and other relevant organizations successfully network and exchange ideas,” emphasized Bettina Weckesser, head of training at Siemens worldwide. “That’s why we’re fostering learning in the ecosystem, digital expertise, the responsible utilization of AI and life-long, self-determined learning,” she added.

### **Promoting social values for the future**

Siemens’ training philosophy focuses on individual support and close monitoring by educators as well as collaboration within the team. Future-oriented skills and fundamental competencies are crucial particularly in the age of AI, in which knowledge rapidly becomes obsolete. A high-quality education is the key to creating the skilled professionals of tomorrow. For this reason, Siemens provides targeted training programs to foster resilience, entrepreneurial thinking, technological openness, teamwork and values orientation. Xplore, Siemens’ innovative training concept, also strengthens democratic values, a commitment to society and social competencies. Since the last training year, the company has successfully implemented this concept with projects such as a social media competition and other events, signaling its strong support for value-oriented training and equal opportunity education.

### **Training agreement at a click – Digital agreement sets new standards**

In concluding agreements, Siemens is also a digital pioneer: at the start of the new recruiting year, trainees receive their training agreements in digital form. With the help of an e-signature, these agreements can be signed significantly faster and independently of location. Not only does this process increase efficiency and speed, it also contributes to sustainability. Digital tools like the e-signature are helping make

education more modern, more accessible and more future-oriented – fully in line with the requirements of a learning, digital and inclusive society.

### **SIEYA@School – Digital career orientation in the classroom**

Utilizing a gamification approach and interactive teaching materials, the Siemens-developed webapp SIEYA – Siemens Your Adventure – is already getting more than 21,000 young talents excited about technology and innovation – real value-added for career orientation. Siemens is now bringing education in science, technology, engineering and mathematics (STEM) and career orientation directly into the classroom: the Germany-wide SIEYA@School initiative links hands-on STEM lessons with early career orientation and special offerings for teachers. This scalable approach combines playful learning formats, high-quality materials and digital tools – corresponding to school curricula, certified and based on teacher surveys. The aim is to reduce teachers' workloads and get young people excited about forward-looking career fields at an early stage. At the end of the year, the first five topic modules will be available Germany-wide free of charge via school clouds. STEM competencies are a key innovation driver for Germany. For this reason, early career orientation is a social responsibility shared by schools and companies.

Altogether, around 4,200 apprentices and university students are now taking part in work-study programs at Siemens in Germany. In the current training year, there are about 900 traineeships at Siemens AG, 280 at Siemens Mobility GmbH and 200 at Siemens Healthineers AG. As part of its collaborative training program, Siemens is also training 320 young people for external partners. In fiscal 2024, the company invested about €442 million worldwide in the training and professional development of its people.

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In fiscal 2024, which ended on September 30, 2024, the Siemens Group generated revenue of €75.9 billion and net income of €9.0 billion. As of September 30, 2024, the company employed around 312,000 people worldwide on the basis of continuing operations. Further information is available on the Internet at [www.siemens.com](https://www.siemens.com).