

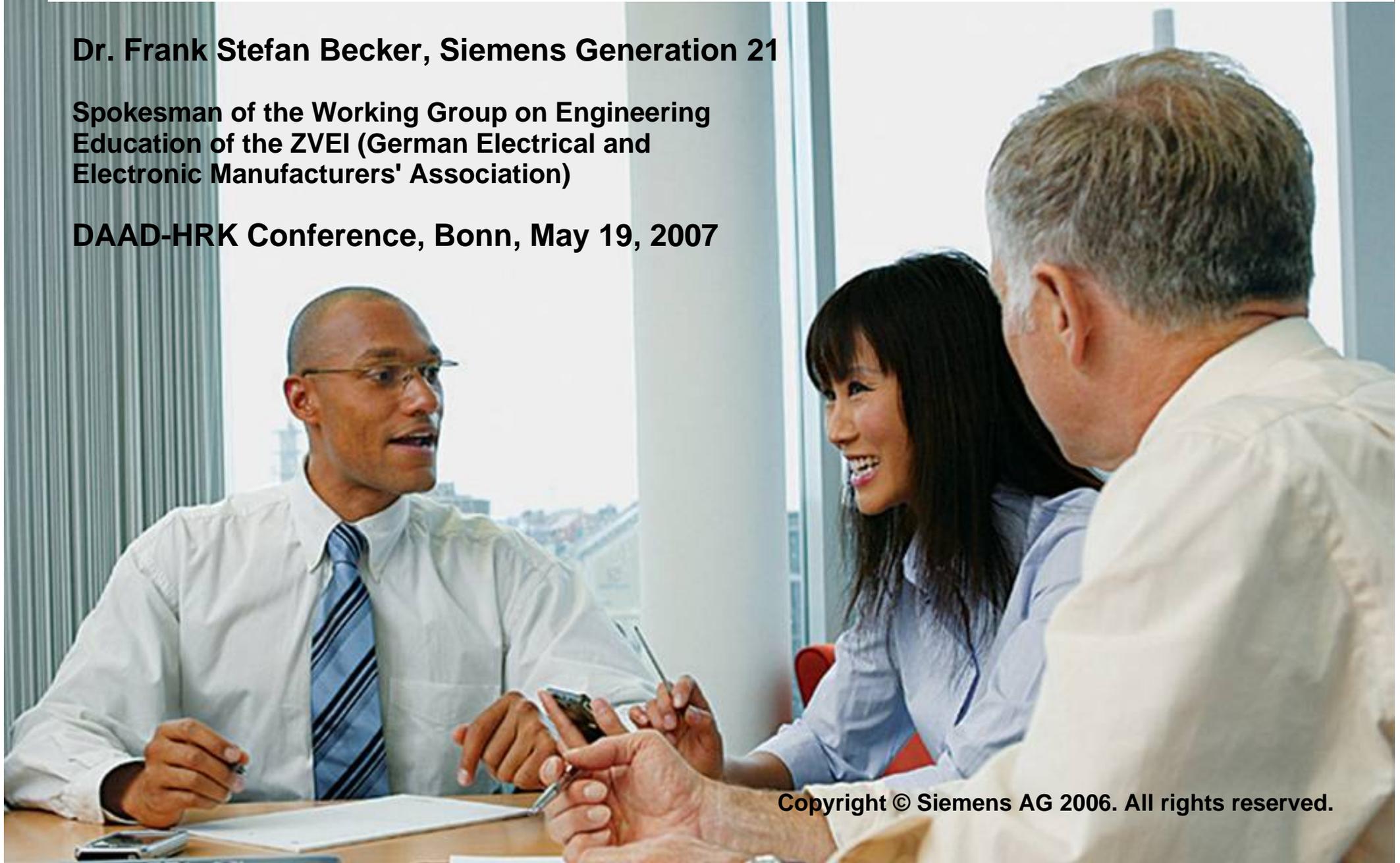
Enhancing Regional Employability through Quality Assurance

SIEMENS

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Spokesman of the Working Group on Engineering Education of the ZVEI (German Electrical and Electronic Manufacturers' Association)

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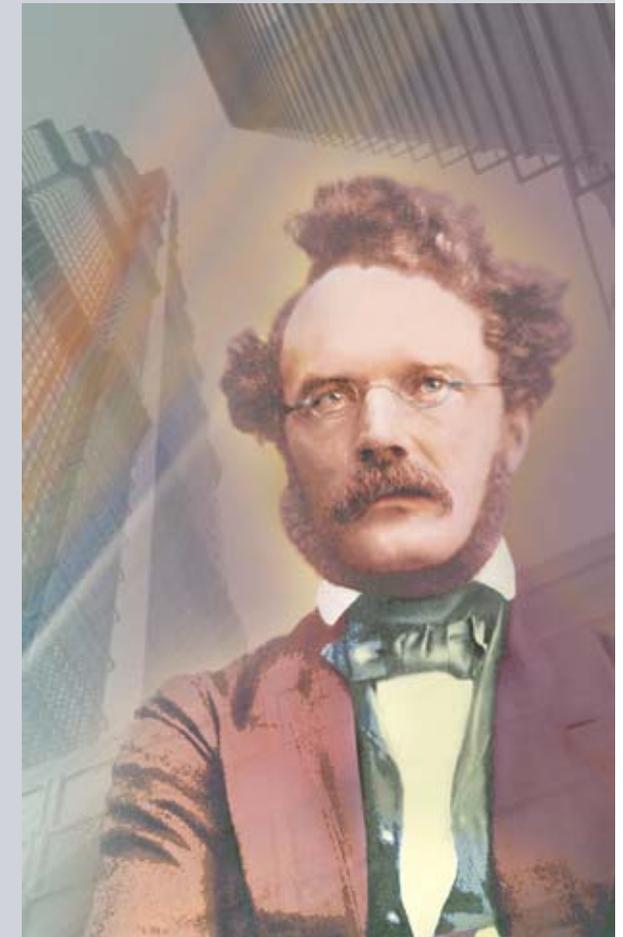
Siemens: Key attributes

Since 1847

- International
- Innovative
- Focused on electrical engineering and infrastructure solutions
- Oriented toward sustainability
- Socially responsible

In 2006

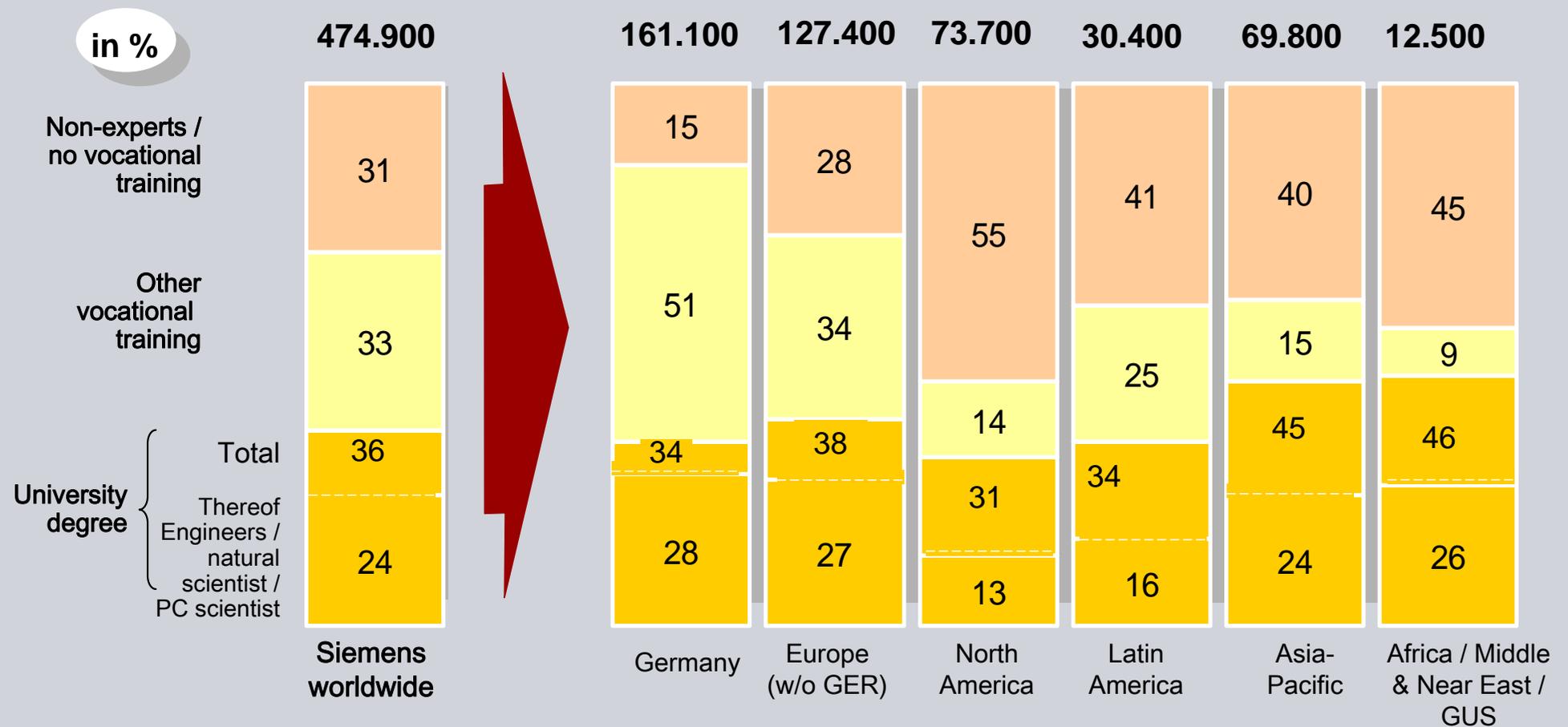
- 475,000 employees in 190 countries (66% outside G.)
- Sales of € 87.3 billion (81% outside Germany)
- Active in six business areas; € 5.7 billion R&D spending
- 36% of ww employees have a university degree,
- 91% of new employees with a university degree hired outside Germany



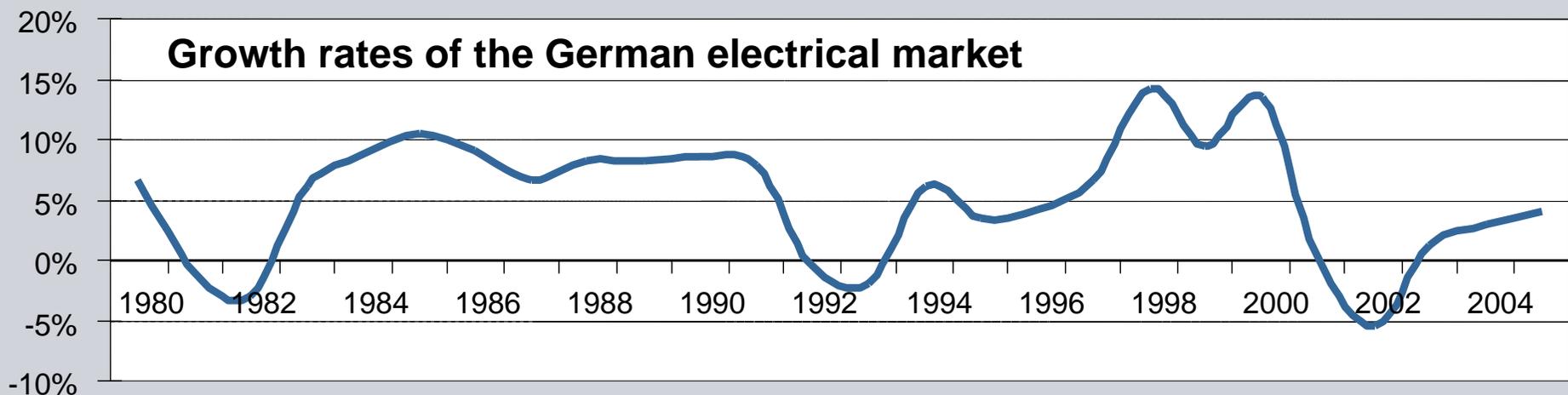
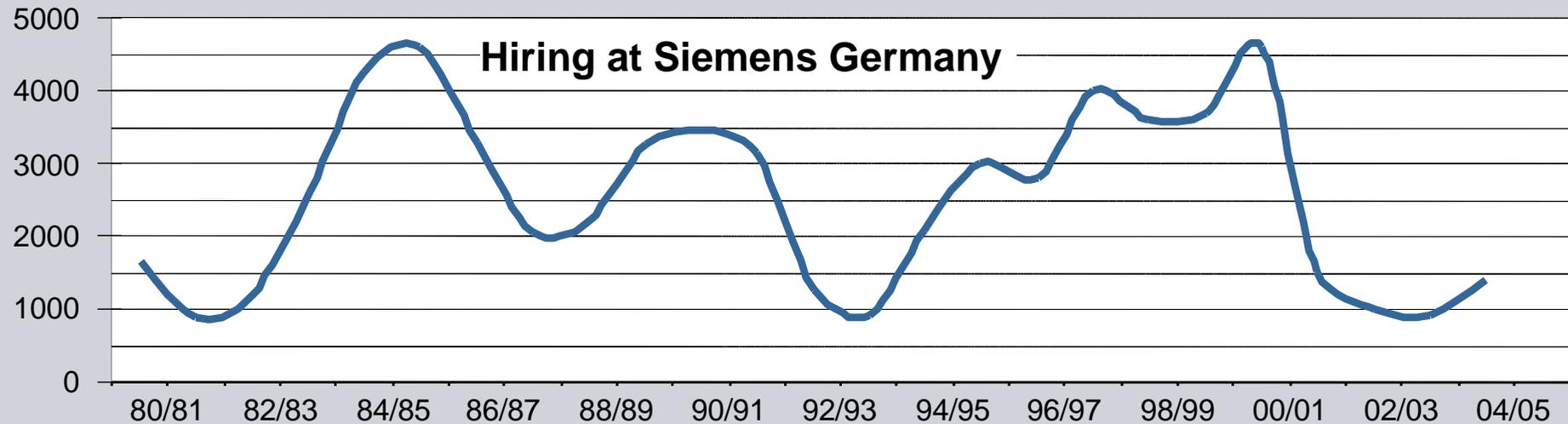
Every hour, Siemens generates sales of €10 million

Success requires a highly qualified workforce: 36% of our employees have a university degree

→ Structure depending on respective educational system and labor costs (Status 9/06)

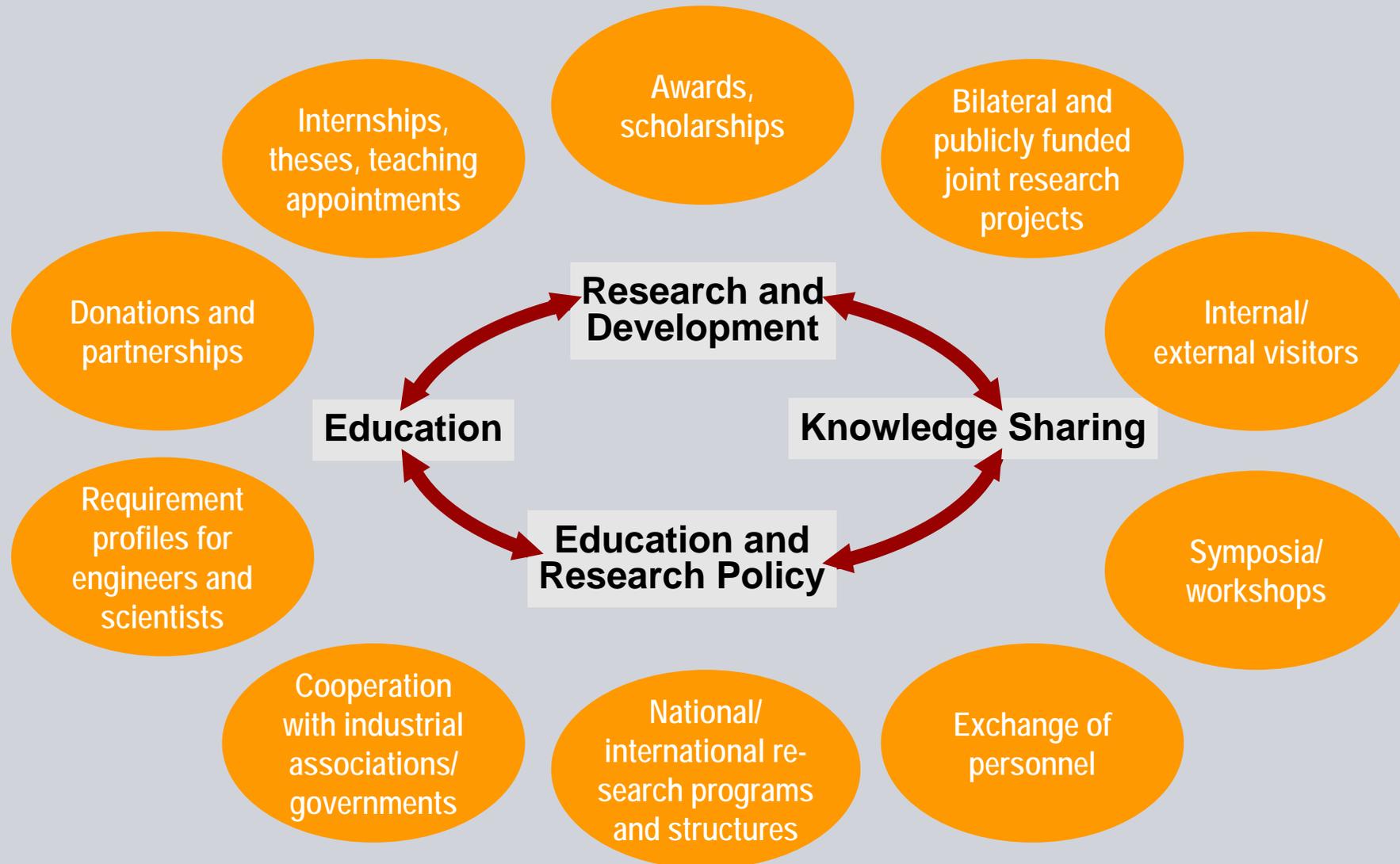


The cyclical nature of corporate hiring patterns - Explained by market fluctuations



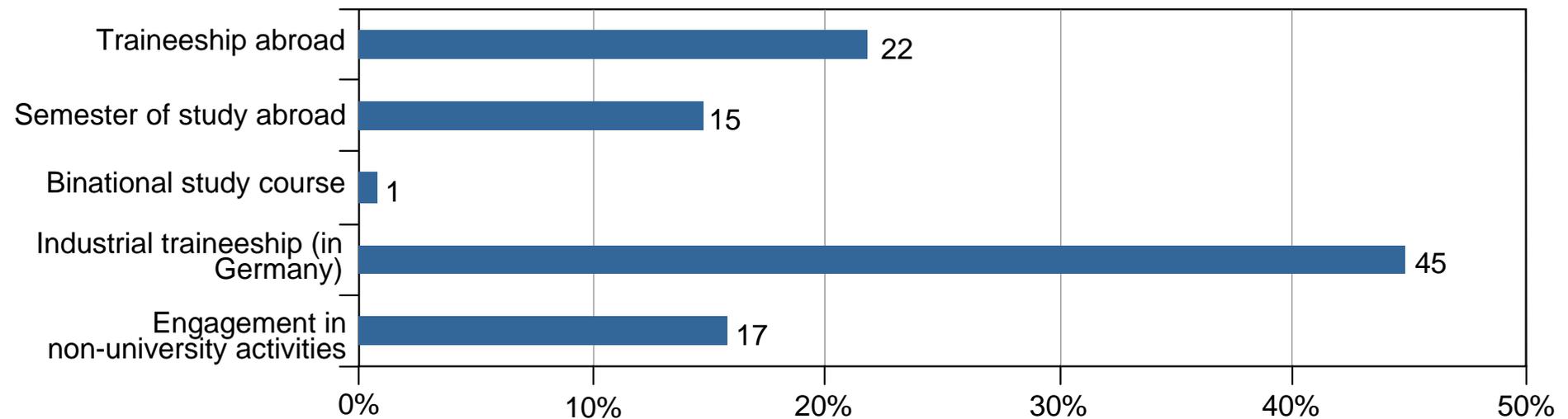
Hiring (university graduates, technical majors) follows the market and local needs

Siemens closely interacts with universities and public research institutions



- Recruiting is local: in the country, for the country. But later international teams, delegation to a different country or just cooperations in virtual teams require an “**international spirit**”
- New curricula should be developed in close cooperation with industry or professional associations, taking into account the requirements of the labour markets
- A constant monitoring of the teaching success using student and alumni feedback should be established
- Programs should be accredited, accreditation organizations should closely cooperate to agree on standards and procedures (NQF)
- Universities should make use of the Bologna Process to reform curricula (Credit Points, output-orientation), and to provide employers with a meaningful Diploma Supplement

ZVEI Survey among industry recruiters (2006): Initiatives to be taken by students



- Highest ranking for practical experience gained during internships (additional advantage: possibility of getting to know the student)
- Time spent abroad fosters independence and intercultural sensitivity, language proficiency is not the primary reason!
- Engagement in other activities is good training for soft skills

Some recommendations for universities: Talk to your “customers” (industry)

- Collect and analyze surveys with statements of managers or recruiters as carefully as scientific papers by your colleagues
- Define the set of skills and knowledge that your students should possess according to these requirements
- Use every opportunity to acquaint your students with the work environment, establish contacts with companies (internships, bachelor's/master's thesis)
- Facilitate international exchange by establishing cooperative arrangements with other universities to harmonize curricula and procedures
- Invite external experts to give presentations on business or social topics relevant for your students
- Teach students by giving them projects with specific goals

Thank you for your attention!