



## **CEE: Talents and Capacities for R&D projects**

**The CEE region has become a global hub for the automotive industry. OEMs and suppliers of the area compete for human resources to master the challenges of growth and innovation. edubiz - „Education meets Business” – is a new event in Budapest the 19 October 2017 and a platform for dialogue and networking between talents, the education sector and internationally active enterprises.**

In Budapest, edubiz aims to encourage joint projects in R&D and in dual education. More than 50 universities of the CEEPUS network (Central European Exchange Program for University Studies) in 14 countries are ready to enter into dialogue with the automotive industry. In addition, the event taking place from the 18th to the 20th of October at Automotive Hungary also aims to address talents and to support them in discovering local jobs and qualification opportunities.

edubiz in Budapest is a joint initiative of CEEPUS and local global, a Stuttgart based media company. Since 2010, edubiz takes place at trade fairs such as GlobalConnect or didacta. The event in Budapest is the international premiere of the event.

In the symposium to be held on the 19th of October, the attending speakers will highlight the rapid development of the entire region, but especially the contribution of Hungary to the global value chains in the automotive industry. “For Hungary it was about not being just an extended workbench. The expansion of R&D facilities in our country provides us a new positioning in the global automotive industry”, says Prof. Dr. László Palkovics, Hungarian Minister of State for Higher Education and keynote speaker at the event. “Hungary wants to become a hub of innovation for the industry. We have all presupposed assets in our country.”

### **An insight to HR and R&D strategies of the automotive industry**

At the edubiz event Bosch, Audi and Daimler, three German global leaders in the automotive sector, will provide insights in their strategies of activity development in Hungary. All three multinationals have extended their work field in Hungary by developing corporate education projects and by initiating dual education projects with high schools and universities in Hungary.

In addition to the speakers of the car industry, representatives of the Faculty of Transportation Engineering and Vehicle Engineering of Budapest University of Technology and Economics (BME) and the Faculty of Electrical Engineering and Computer Science of the University of Maribor (Slovenia) will take the floor. They will present R&D projects for the automotive industry such as “Secure and reliable Systems in the Automotive Industry”.

The contribution of the education sector in Central and Eastern Europe will be highlighted, furthermore, by an essay challenge. Students from 14 countries are invited to share their ideas on the future of mobility and of manufacturing. In a networking format students can enter into direct contact with HR responsables from companies.

Automotive Hungary is an exhibition at Hungexpo Budapest Fair Center with over 200 exhibitors from 10 countries and a record number of almost 10,000 professional visitors. The exhibitors hold simultaneously major business forums, in which considerable global brands are involved. One of the highlights is the “Automotive - Techtogether” - a technical competition for higher education students that also aims at establishing closer ties between students and automotive firms.

The fair and the edubiz event will take part from the 18th to the 20th of October. Participants of edubiz can get free tickets on <http://automotivexpo.hu/en/edubiz>.

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