

Beats meet career opportunities: music festival energizes students and companies

- **VDE organizes music festival for electronics, information technology and computer science at Stromwerk Dresden**
- **Innovative format brings students, prospective students and companies together to highlight career opportunities and counteract the shortage of skilled workers**
- **Numerous companies and universities help shape the program – admission is free**

(Frankfurt a. M., 28.05.2024) The starting signal is imminent: The Business Festival for Electronics, Information Technology and Computer Science will celebrate its premiere on June 7, 2024. Music meets career at "bits, bonding, bassline". Students will have the unique opportunity to make direct contact with leading companies in the technology sector in a relaxed atmosphere. The Stromwerk Dresden in Kraftwerk Mitte opens its doors for the event. The event is organized by the VDE. Dresden University of Technology (TUD), which already has many years of experience with similar festivals, is acting as a local supporter. Prof. Frank Ellinger from the TUD says: "Our experience has shown that technical content can be conveyed very well and effectively to the public by combining it with music, especially to young people." Other sponsors include various companies, universities and the city of Dresden. "At a time when the shortage of skilled workers is one of the greatest challenges, it is crucial to reach young talents in electrical engineering and information technology at an early stage, to inspire them and to show them exciting opportunities," says the initiator of the festival Dr. Damian Dudek, Managing Director of the Information Technology Society in the VDE (VDE ITG).

Electrifying experience: live music and career prospects

Just under 1,000 registrations from all over Germany already show just how much anticipation there is. Visitors can look forward to a varied program: various bands and DJs will be performing on stage, including the award-winning PARTYPROFs from TU Dresden – three

electrical engineers with a passion for music – and DJ Rob Lafête, who will be bringing the latest hits from the world of electronic music. In addition, companies offer a wide range of activities that promote exchange between students, prospective students and industry.

Numerous industry partners support the format and help shape the program. Universities and universities of applied sciences are also taking part in order to tackle the issue of recruiting young talent together. The special thing about the event is that admission is free. Admission is from the age of 18. Further information and online tickets are available at:

www.vde.com/efestival.

New ways of recruiting young talent

On the one hand, electrical engineering is the basis for numerous innovations and well-paid, secure jobs. On the other hand, studying electrical engineering is very demanding. While companies are desperately looking for young talent, 60 percent drop out of their studies in electrical engineering and information technology. The majority do so in the first semester, as a study by the VDE and the International Central Institute for Youth and Educational Television (IZI) shows.

The VDE wants to change this. "Young people want to shape the future – electrical engineering is a strong answer to this need. After all, electrical engineers are driving digitalization today, enabling electromobility and creating new opportunities for Industry 4.0," emphasizes Dr. Michael Schanz, Head of the VDE Technical Committee for Studies, Careers and Society. Inspiring young talent for technical professions is therefore essential to ensure the innovative strength and competitiveness of the industry. The festival should make it easier for them to access exciting career opportunities and be an inspiring platform for students and companies alike.

The VDE has been involved in promoting young talent for years. The VDE Young Net is the network for the next generation of e-technical specialists and managers. It comprises around 3,500 students and young professionals in electrical engineering and information technology. The 50 VDE university groups are the student part of VDE Young Net. They promote technical, scientific and socio-political discussion among members and students, as well as with the public.

Information for media representatives

Media representatives are cordially invited to the "bits, bonding, bassline" festival. Please register via e-mail with Damian Dudek (damian.dudek@vde.com). There will be an opportunity to talk to VDE or company representatives on site.

About VDE:

VDE, one of the largest technology organizations in Europe, has been regarded as a synonym for innovation and technological progress for more than 130 years. VDE is the only organization in the world that combines science, standardization, testing, certification, and application consulting under one umbrella. The VDE mark has been synonymous with the highest safety standards and consumer protection for more than 100 years.

Our passion is the advancement of technology, the next generation of engineers and technologists, and lifelong learning and career development “on the job”. Within the VDE network more than 2,000 employees at over 60 locations worldwide, more than 100,000 honorary experts, and around 1,500 companies are dedicated to ensuring a future worth living: networked, digital, electrical. Shaping the e-dialistic future.

The VDE (VDE Association for Electrical, Electronic & Information Technologies) is headquartered in Frankfurt am Main. For more information, visit www.vde.com

Press contact: Jennifer Bounoua, Phone +49 151 14600477, presse@vde.com