

**INSIGHTS**

## Brain power for a digitised Europe

As Europe is pressing ahead with its digital transformation, nurturing young talent and fostering e-skills is one of the most important investments we can make. High youth unemployment coexists with a shortage of skilled ICT workers, indicating that educational systems are struggling to adapt to this rapidly changing business environment.

The private sector can make an important contribution to bridging this gap. As a global innovation leader, Huawei is ideally placed to advise and mentor the innovators of tomorrow. We take the approach that training initiatives are not just a part of our contribution to Europe as a responsible corporate citizen, but also a prerequisite to staying on top of the innovation game.

We currently provide support through three concrete initiatives aimed at talented young people with a digital mindset.

### **Seeds for the Future**

Huawei's largest training initiative for talented young people is the global Seeds for the Future Programme, which enables selected undergraduates to receive hands-on work experience at Huawei's global headquarters in Shenzhen, providing them with important insights into the workings of a global ICT company. Their training trip also includes language courses and cultural immersion in different Chinese cities and innovation hubs.

The programme currently covers 32 European countries, and more than 2000 young Europeans will have been trained by 2020.

### **European University Challenge**

The competition, offering scholarships as prizes for the winners, challenges Europe's best undergraduates to come up with brilliant new ideas during their ICT university courses.

In collaboration with universities, Huawei teaches students the relationship between knowledge and industry, providing them with opportunities to reflect on the future of digital transformation in relation to the skills they are busy acquiring.

The contest is organised by universities across European countries where Huawei also runs research hubs including Belgium, Finland, France, Italy, Sweden and the UK. Over 10 universities participated in the 2018 edition. While the format varies from one country to another, it is always geared towards preparing students for an increasingly digitised and globalised job market, supporting targeted ICT training and challenging them to come up with innovative ideas.

Students sharpen their skills over many hours of dedicated lectures, coding assignments and lab tours in Europe and China. They are mentored by Huawei and local industry experts.

### **International Collegiate Programming Contest (ICPC)**

The contest, sponsored by Huawei, is an algorithmic programming competition for college students. Teams of three, representing their university, work to solve real-world problems, fostering collaboration, creativity, innovation and the ability to perform under pressure. It is the oldest, largest and most prestigious programming contest in the world and covers numerous European countries.

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