

# Seeds for the Future

## An investment in the EU's next generation

Though the failed Lisbon Strategy for the EU to become “the most competitive and dynamic knowledge-based economy in the world” was rebranded in 2005 as a Partnership for Growth and Jobs, both continue to prove elusive. Eurozone unemployment in particular is stubbornly high at 10.8%, with 22.1% of young people under the age of 25 unable to find a job.

The EU is looking to innovation, notably in ICT, to both address faltering growth and increase employment, especially among the young. It promotes various initiatives aimed at increasing training in digital skills for the workforce and for consumers to stimulate the digital economy.

Huawei's Seeds for the Future programme is honing the e-skills of Europe's most promising students, helping them stay up-to-date with the latest developments in ICT, as well as giving them a broader, international perspective. The experience of working in a multinational company and environment raises their value on the job market and prepares them for leadership roles in the future.

- Among those who have publicly praised the Seeds for the Future programme are: - The Deputy prime minister of Poland (2015) - The King of the Belgians (2015) - The President of Austria (2015) - The President of Ireland (2014)
- In 2015 alone, Huawei arranged for 77 groups from over 60 countries to visit China. Students were selected for their particular talents from a growing number of programme applicants in each of the following EU Member States and other European countries: Austria, Belgium, Bulgaria, Denmark, France, Germany, Greece, Hungary, Ireland, Italy, the Netherlands, Poland, Portugal, Romania, Spain, Slovenia, Sweden, UK, Iceland, Macedonia Norway, Serbia and Switzerland.
- Huawei has established partnerships with 120 universities as well as research and consulting institutes across Europe through the Huawei Innovation Research Programme (HIRP)
- In 2014, Huawei joined the European Commission's eSkills for Jobs campaign



## I. What is the Seeds for the Future programme?

Seeds for the Future is Huawei's global CSR flagship programme. It is our most heavily invested CSR activity, and we will continue with this investment globally in the long term. Initiated by Huawei in 2008, the programme seeks to develop local ICT talent, enhance knowledge transfers, and improve people's understanding of and interest in the telecommunications industry. It also encourages countries across different regions to participate in building digital society. The programme takes the following two forms.

- Collaboration with governments, higher education institutes, and other organizations to select top students and give them the opportunity to study and gain work experience at Huawei's headquarters in China. Enable these students to gain exposure to Chinese culture and cross-cultural work experience in a globalized business environment.
- Arrange for students to study cutting-edge technologies such as 5G, LTE, and cloud computing and offer them opportunities to have hands-on experience in Huawei's most advanced labs.

What makes this programme unique is that it also offers first-hand learning opportunities through interactions with Huawei staff and visits to Huawei laboratories, where the students can witness live demonstrations of the latest ICT technology up close.

## II. Seeds for the Future in Europe

- Public praise for the programme:

“The collaboration with companies such as Huawei and with countries such as China will definitely have a positive feedback for the Italian culture, innovation and economy. A very innovative project, which brings together the Italian Government and Huawei. Initiatives like this show that Italy aims at becoming a true ‘Knowledge Valley’”

**Italian Minister of Education**

“As a company with a vision for the future, Huawei has understood that Europe is not only a welcoming place to do business, but also that there is an extraordinary potential lying in the creativity of its youth, in the quality of its universities and research centres.”

**Belgian Consul General to Guangzhou**

“Huawei is making ICT more accessible and easier to use, and they are enhancing the learning of young Spanish people in ICT. We thank Huawei for allowing Spanish students to learn not just about technology, but about Chinese culture as well.”

**Spanish Minister of Education**



“For a country such as Holland which relies on experts for 30% of its jobs and income, it is a necessity to stay in touch with global commerce. International enterprises also invest more in innovation which drives knowledge economies such as ours.”

**Consulate General of the Netherlands in Guangzhou**

- **Positive reception from students:**

“After Beijing we travelled to Shenzhen. During this week, we learned a lot of key concepts of telecoms, networking and cloud computing. As a student of computer science, these concepts are very useful for my future and add more value to my education. I am grateful to Huawei for its kindness and for this great opportunity. I hope to return one day to get to know more about this fascinating country.”

- **Manuel, Spain**

“As my knowledge before the trip was limited to the IT world, I now feel like having filled a hole in my academic course. I now have a good insight on the basics of the telecommunication world from a theoretical point of view.”

- **Karel, The Netherlands**

“Every single day of this trip enriched me. From a professional point of view, I had the opportunity to have some first-hand experience with the technologies that today are the state of the art in telecommunications but that I could just appreciate on books till then.”

- **Letterio, Italy**

“It showed to an extent what the similarities and differences are of being an engineer in China compared to being an engineer in the western world. It also showed that I think that China has still a lot to offer in the electronics business.”

- **Milan, Belgium**

“To put it simply, one of the best experiences of my life. Huawei as a company was fascinating and it challenged many of the misconceptions we in the western world have about Chinese companies. The opportunity to work in China for Huawei has genuinely broadened my mind and has given me some amazing memories that I will never forget.”

- **Jamie, UK**

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