



PRESS RELEASE

September 2019

New embedded talents gather in Nuremberg

- 1,000 students expected from all over Europe
- Exclusive keynote by Professor Jana Koehler

Every spring for more than ten years, the community has been gathering at embedded world in Nuremberg, the world's leading trade fair for embedded systems, to learn about new developments in all aspects of embedded system technologies. University students in the relevant disciplines are a fixed part of the event, and the Student Day on 27 February 2020 will give new talents in the embedded scene a further opportunity to expand their networks and expertise. The richly varied programme will be rounded out by an exclusive keynote presentation by Professor Jana Koehler, CEO of the German Research Centre for Artificial Intelligence (Deutsches Forschungszentrum für Künstliche Intelligenz, DFKI).

The eleventh embedded world Student Day will take place in 2020, and is well established as part of the supporting programme for the embedded world trade fair. University students in the relevant disciplines with a connection to embedded technologies, IT and electronics will have the opportunity to attend the trade fair itself, in addition to two keynote presentations and a panel discussion. This gives them the chance to get to know the industry and exhibiting companies, and to establish contacts with potential employers. Students from Germany, France, Austria and the Czech Republic are expected to attend.

“The Student Day is an absolute must for these students, and always enjoys an excellent turnout, with a thousand participants,” observes Professor Axel Sikora, Chair of the Exhibition Advisory Board and Conference Chair of embedded world. “The young, budding embedded engineers and their lecturers regularly give us thoroughly positive feedback. That shows us the importance of the Student Day as a networking platform and knowledge tank for the new talents in the industry.”

**Veranstalter Konferenzen
Conference organizer**
WEKA FACHMEDIEN GmbH
Richard-Reitzner-Allee 2
85540 Haar b. München, Germany
T +49 89 25556-1349
F +49 89 25556-0349
info@embedded-world.eu
www.embedded-world.eu

**Geschäftsführer
CEOs**
Kurt Skupin, Wolfgang Materna

**Amtsgericht
Registration Number**
HRB 119806 München

**Veranstalter Fachmesse
Exhibition organizer**
NürnbergMesse GmbH
Messezentrum
90471 Nürnberg, Germany
T +49 9 11 86 06-0
F +49 9 11 86 06-82 28
embedded-world@nuernbergmesse.de
www.embedded-world.de

**Vorsitzender des Aufsichtsrates
Chairman of the Supervisory Board**
Albert Füracker, Mdl.
Bayerischer Staatsminister der
Finanzen und für Heimat
Bavarian State Minister of Finance
and Regional Identity

**Geschäftsführer
CEOs**
Dr. Roland Fleck, Peter Ottmann

**Registergericht
Registration Number**
HRB 761 Nürnberg

**Keynote looks at the future of artificial intelligence**

The keynote presentation by Professor Jana Koehler will be the centrepiece of the Student Day. Under the heading “Artificial Intelligence – The Next Twenty Years”, she will turn her focus to the future of artificial intelligence. A specialist in AI, artificial robotics and Industrie 4.0, as well as software architecture, her activities include the optimisation and digitalisation of business processes. Professor Koehler is CEO of the German Research Centre for Artificial Intelligence (Deutsches Forschungszentrum für Künstliche Intelligenz GmbH, DFKI), and is also a member of the German Society for Information Technology (Deutsche Gesellschaft für Informatik). She was previously Professor of Information Technology at the University of Lucerne, and has worked for Schindler AG and IBM Research Zürich. She is also co-author of one of the key standards in Business Process Management (BPMN 2.0).

Exclusive offer for university students

The exclusive special programme of the embedded world Student Day brings together university students and exhibiting companies. This is where future engineers have the opportunity to get to know specialists from the sector. They are brought to Nuremberg by bus free of charge by their respective universities. On arrival, they will be welcomed by Professor Axel Sikora, who will introduce them to the embedded sector and the embedded world trade fair. Following the lecture by Professor Koehler, a foyer exhibition for the students will allow selected companies to get into conversation with the specialists of the future. The visit to the trade fair in the afternoon is free of charge for the students. A separate trade fair guide specially developed for Student Day will also lead the students to the stands of the event's sponsors.

A few facts about the embedded world Student Day

- 27 February 2020, from 9:00
- Free bus travel to the venue for university participants
- Free entry to the trade fair
- Presentation of embedded sector and embedded world Exhibition & Conference by Professor Axel Sikora
- Exclusive keynote by Professor Jana Koehler
- Free light lunch
- Presentations by selected companies in the foyer of the lecture room



- Trade fair guide with hall floor plans and names of the sponsors of the Student Day

We invite you to follow us on Twitter: @embedded_world

Contacts for press and media

Bertold Brackemeier, Simon Kögel

T +49 9 11 86 06-89 02

simon.koegel@nuernbergmesse.de

Details of exhibitors and their latest product information are available from: www.embedded-world.de/exhibitors-products

All press texts and further information, films and photos are available at: www.embedded-world.de/en/news

More detailed information and videos about the Student Day are available from: www.embedded-world.de/en/exhibitors/student-day