

Press Release

ITQ at the SPS in Nuremberg, November 14-16, 2023 (Hall 6, Booth 240)

## Press Release SPS 2023

# "Everyone wants to be an Influencer, but no one wants to be an Engineer."

## Germany must expand MINT-Education and network it more closely

Garching, October 04th, 2023 – To further advance digitalization in the automation industry, Germany urgently **needs Young Talents in the MINT sector**. At this year's **SPS from November 14-16, 2023**, **ITQ GmbH**, as a competent partner for software and systems engineering, will present not only solution approaches for development processes in automation, but also educational projects that support companies in recruiting **MINT-Specialists**. Visitors can find out more about innovative training projects and their comprehensive networking from [ITQ GmbH](#) at the joint **Bayern Innovativ booth in Hall 6, Booth 240**.

For years, the **German Education System** has been considered antiquated and fractured by the federal system. Even computer science and MINT instruction is not sufficient. As a result, the next generation of students and trainees is not sensitized to the automation industry of the future and lacks the necessary motivation and interest. As an independent engineering and consulting company, **ITQ GmbH** is **advancing digitalization in the automation industry** and has set itself the goal of profitably linking existing education approaches with one another.



*Image 1: Inspiring the next generation with technology workshops (Source: ITQ GmbH)*

Press Release

ITQ at the SPS in Nuremberg, November 14-16, 2023 (Hall 6, Booth 240)

At the [SPS Trade Fair in Nuremberg](#), the company will present its [own Education 4.0 Approaches](#) and show how **small technical "toys"** can be used to learn first programming skills in a fun way for all ages. ITQ will show how a mechanical kit of a **Cleaning Robot** or simple technical toys with Raspberry Pi Pico microcontrollers and initial programming in Python can delight visitors young and old. In addition, **interested visitors** can look forward to a **Digital Petting Zoo 4.0 based on LEGO Mindstorms, Hydrogen Cars for experimenting** and **Virtual Reality Applications**.

The **"Coach the Coach"** method has proven to be highly effective for extracurricular training. **Young engineers and students as well as trainees are qualified as technology coaches**, who then pass on their knowledge to **young students** in workshops. "This mixture of learning and teaching, of being encouraged and challenged, is extremely effective," says Dr. Rainer Stetter, Managing Director of ITQ GmbH.

**The Innovation Festivals (MAKEATHONS)** are another way of finding **Young Talents**. At the **SMART GREEN ISLAND MAKEATHON 2023**, **over 600 international students and company representatives came together for 4 days on Gran Canaria** to work together on technical and prototypes. For both sides, the MAKEATHON is an innovative recruiting platform in addition to the educational approach.



*Image 2: SMART GREEN ISLAND MAKEATHON as an innovative recruiting measure (Source: ITQ GmbH)*

The automation industry needs intelligent solutions, from simple sensors to complex smart production solutions. **Young MINT-Talents** must be promoted and sensitized to the industry, so Germany can take the step **toward a digitized industrial world**.

Press Release

ITQ at the SPS in Nuremberg, November 14-16, 2023 (Hall 6, Booth 240)

## About ITQ GmbH

Founded in 1998, ITQ GmbH is an independent engineering and consulting company with a focus on automation, mechanical and plant engineering. The experienced team of experts specializes in interdisciplinary problem solving related to software and systems engineering. Its core competencies include software engineering (analysis, design, implementation, testing) and process improvement as well as project and crisis management as well as consulting and coaching.

A special concern of ITQ is both requirements-oriented and forward-looking training as well as continuing education concepts, which already start with the younger generations. Therefore, the company promotes young academics in practical study projects as well as technical workshops for children, pupils, and students through their Gerda Stetter Foundation – Technik macht Spass!

Characters (incl. spaces): 4.374

Characters (excl. spaces): 3.741

## More Information:

[ITQ GmbH](#)

[Education 4.0 Projects](#)

[Gerda Stetter Foundation](#)

## Photo Material:

[Innovative training concepts](#)

## Video Material:

[SMART GREEN ISLAND MAKEATHON 2023](#)

[Measures against the shortage of skilled workers](#)

[Technology workshops](#)

## Press Contact:

**ITQ GmbH**

Caroline Schiller

Parkring 4 | D-85748 Garching b. München

Phone: +49 (0) 89 321981-74

E-Mail: [schiller@itq.de](mailto:schiller@itq.de)

[www.itq.de](http://www.itq.de)