

Fun with Technology

The project under the motto “enjoy technology” in collaboration with COPA-DATA, FH Salzburg and CONOVA was to attract young people especially young women to the theme of technology and promote the beginnings of a technical education. Through the early positioning of these companies in education, an excellent bond is created and identification with the company and their products and services.

For both companies and the region of Salzburg this initiative can ensure junior technical staff in the long term. In addition to the benefits for the region, the companies promise an example effect for the entire region of Austria and thus for similar projects. The increased local presence results in an overall picture of both companies, which increases potential employees awareness and job

opportunities in other business units such as Marketing, Product Management, Sales etc.

The project, in effect, enables local training institutions to offer a modern, market-driven education. This not only affects universities but also general education schools through to AMS/WIFI/BFI, etc.

The long-term nature of the overall approach and the accompanying modules from toddler to adult age ensures a sufficient amount of technicians and general employees in the region. Both companies can grow in such projects and can expand their in-house expertise in the areas of teaching and further training.

PROJECT OVERVIEW

INSTITUTION

Ing. Punzenberger COPA-DATA GmbH
University of Applied Sciences Salzburg
Conova communications GmbH



WANT TO KNOW MORE

Reinhard Mayr, Product Manager
Ing. Punzenberger COPA-DATA GmbH
ReinhardM@copadata.com
www.copadata.com

