



Hewlett –Packard: key partner in the upcoming EU e-skills week

HP is taking an active role in a large range of e-Skills activities

The e-Skills Week 2010 is an initiative of the European Commission's DG Enterprise and Industry. It aims to raise awareness of the growing demand of highly skilled ICT practitioners and users within the industry, across the European Union. HP, the largest technology company in the world and one with a large investment in the EU, is ideally placed to contribute. That is why HP has agreed to be an official stakeholder of eSkills week.

Our participation is led by Johan Deschuyffeleer, Vice President and General Manager Technology Services for HP EMEA. Johan has been appointed an official ambassador of the eSkills week. He and his fellow ambassadors will seek to inspire young students and entrepreneurs to use ICT in their studies and work or even to pursue careers in the ICT industry. Gabi Zedlmayer, HP's Vice President, Office of Global Social Innovation, will speak at the opening event of the eSkills week at the CeBIT technology show in Hannover, 2nd March. Gabi will share a panel with other industry leaders, a European Commissioner and key MEPs. She will outline her experience of how to best cultivate and grow eSkills across the European Union.

HP will also be engaged in various activities at the member state level, for instance in Austria where it will participate in two e-skills week initiatives.

Director for the Personal Systems Group of HP Austria, DI Norbert Schöfberger, will participate in a panel discussion on the present and future of eSkills in Europe, together with representatives from universities, the public sector and executives from other IT companies.

In addition, HP Austria will join and co sponsor Microsoft's e-fitness initiative. The programme is supported by HP's Austria General Manager, Ing Rudolf Kemler, and will focus on creating awareness for the necessity of eSkills in Europe.

To ensure it continuously supports the participation of women in the ICT workforce, HP will also take part in "Go digITall!", the e-Skills Week closing event, in an activity aimed at encouraging high school girls to take a career in the IT

sector. Female employees from HP will participate in series of workshops that will provide the young women with experienced testimonies on ICT careers. It will be a practical view of what IT jobs involve through sharing their stories, their work and what attracts them to this environment.

HP is proud of its association with the EU e-skills week. The e-skills gap is widening and the demand for an ICT-literate workforce is growing. Tackling this deficit is vital for the future growth of a sustainable, knowledge-based European economy.

By

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