

PRESS RELEASE

Hamburg launches digital education strategy for aviation

Partners in Hamburg's aviation cluster launch innovative and federally funded education and training network to develop specialist personnel for SMEs

Hamburg, 8 November, 2017: Small to medium-sized suppliers, universities, education and training institutions and public administration have joined forces in Hamburg to systematically adapt the qualification process for specialist personnel in the world's third-largest aviation region to the demands of the future. Between now and 2021, the partners in Hamburg's aviation cluster will be working together in the new Digital Learning Network — DigiNet.Air — to develop digital education and training programmes, training methods using new technologies such as virtual reality, and new fields of business. The focus of DigiNet.Air is primarily on education and training providers and SMEs, as these groups face special challenges as digitalisation increases. The network project is being led by the Hamburg Centre of Aviation Training-Lab (HCAT+ e.V). Germany's Federal Ministry of Education and Research (BMBF) is providing almost five million euros in funding for DigiNet.Air.

The essential goal of DigiNet.Air is to support suppliers as they undertake digital transformation; this is done with new formats and content that combine to create a sustainable exchange of knowledge and technology between the education/training and commercial spheres. Virtual project laboratories, a training workshop, "Work and Learning 4.0", and a physical "TechShop 4.0" allow companies and their employees to try out digital processes.

Time is pressing. Already today, almost every passenger boarding an aircraft has a smartphone in his or her pocket. Mobile boarding passes, internet above the clouds, customer support via WhatsApp... Digitalisation has already fundamentally transformed aviation, and now it is transforming the industry in the same way. The manufacture and operation of aircraft is being irreversibly changed with networked delivery chains, automated production and systematic communication between people, machines and components. These developments, collectively known as "Industry 4.0", present immense challenges for the experts and leaders of SMEs as well as vocational schools and universities.

The Hamburg Centre of Aviation Training - Lab (HCAT+ e.V), as leader of the consortium, is implementing DigiNet.Air subprojects, as are the Hamburg University of Applied Sciences (HAW Hamburg), the Hanse-Aerospace and HECAS associations, the Hamburg Institute for Vocational Education and Training (HIBB), nordbildung (the training network for the metal and electrical industry) and the Hamburg University of Technology (TUHH).



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Senator Frank Horch, Minister for Economic Affairs, Transport and Innovation: *"The Hamburg Centre of Aviation Training Lab is the catalyst for all training topics in our aviation industry. I am especially thrilled that DigiNet.Air has succeeded in achieving a lasting integration of our SMEs with the universities and training institutions for such an important topic as digitalisation."*

Alkiavidis Thomas, President of Hanse-Aerospace: *"The digitalised working world of tomorrow will present us with many new challenges. This makes it particularly important to prepare our education and training programmes at the small and medium-sized enterprise level — the heart of Germany's economy — for the future. DigiNet.Air is the right project at the right time."*

Prof. Dr. Monika Bessenrodt-Weberpals, Vice President for Academics & Teaching, E-Learning, Career Service and Equal Opportunities at the Hamburg University of Applied Sciences: *"As a University of Applied Sciences, we have a breadth of experience to offer in terms of cooperation with companies and engineering service providers. Extending this cooperation, taking it from a pure research focus to incorporate qualification, the Hamburg Centre of Aviation Training Lab network project is long overdue. Innovation in aviation depends fundamentally on well-trained, creative people in this field. I am delighted that we can address the important issue of qualification for the digital job market together in the project network."*

Joerg Manthey, Chairman of HECAS Hanseatic Engineering & Consulting Association: *"The DigiNet.Air project presents HECAS with a great opportunity to play a defining role in the development of digital training modules for the engineering of the future. Our member companies can raise the qualification level for their employees, enhancing their competitiveness. At the same time, there is the opportunity to develop new business models and service offerings relating to Industry 4.0 and Work 4.0."*

Dr Sandra Garbade, Managing Director of Hamburg Institute for Vocational Education and Training (HIBB): *"Within the framework of the existing HCAT cooperation, DigiNet.Air is a pioneering element, a building block that fits very well with HIBB's efforts to expand digital training. We are very happy to contribute our experience, our expertise and our competence in the fields of training and aviation, driving digital learning in aviation forward as we work together with the partners in the DigiNet.Air pilot project."*

Peter Golinski, Managing Director nordbildung network for training in the metal and electrical industry: *"Within the DigiNet.Air framework, we and the businesses operating in the metal and electrical industry are laying an important foundation for the development of practical learning structures throughout the entire supplier industry."*

Prof. Dr. Soenke Knutzen, Vice President for Teaching at the Hamburg University of Technology:



“This era is characterised by rapid digital transformation. This is making excellent academic and vocational education opportunities more important. The synergy of cooperation between all education providers in the aviation industry within the DigiNet.Air project will result in the development of a training and education spectrum that is so innovative that it further strengthens Hamburg as a centre of aviation.”

Links: www.hamburg-aviation.com

About HCAT+:

As a consortium of authorities, universities, education and training institutions, commercial associations and companies, the Hamburg Centre of Aviation Training – Lab (HCAT+) e.V. , established in 2015, coordinates personnel and qualification activities in the Hamburg Aviation cluster by identifying existing training opportunities and future needs for new forms of training for companies in the aviation industry. With joint projects, HCAT+ e.V. is maintaining the vocational and academic educational competence of Hamburg as a centre of aviation. Its programmes support small and medium-sized enterprises in the Metropolitan Region in particular in the area of sustainable personnel development. HCAT+ e.V. is funded by the Department of Economic Affairs, Transport and Innovation (BWVI).

About Hamburg Aviation

With more than 40,000 highly qualified personnel, Hamburg is one of the biggest locations in the world's civil aviation industry. The two giants of the industry, Airbus and Lufthansa Technik, are joined by Hamburg Airport and more than 300 suppliers, as well as a variety of scientific and technological institutions. Every one of them contributes know-how and expertise. Companies, universities, associations, the economic authority and other partners have come together to form Hamburg Aviation, a cluster dedicated to advancing the city as an aviation location. Together they pursue a common goal: to network research and development, thereby bringing to market high-quality products and services for the aviation of the future – products that are good for passengers and set the standards in terms of resource protection. Hamburg Aviation concentrates on five product areas: the development and construction of aircraft and aircraft systems, the development and construction of cabins and cabin systems, the optimisation of aviation services, improving the efficiency of the air transportation system, and aviation-related information and communications technology. In 2008, Hamburg's aviation cluster was honoured by the Federal Ministry of Education and Research as a Leading-Edge Cluster. In 2014, Hamburg Aviation was honoured with the GOLD Label by the European Commission's ECEI Initiative, recognising it as one of Europe's best managed clusters. In 2016, Hamburg was declared to be one of 100 “Landmarks in the Land of Ideas”.



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