

THINK BIG! Live at bauma 2013

4 February 2013 by Messe München

New, exciting and interactive: an extensive program for schoolchildren is being organized for the first time at bauma 2013. This 3,000 square meter display is being put on by the German Engineering Federation – the VDMA (Verband Deutscher Maschinen- und Anlagenbau e.V.) – in cooperation with Messe München GmbH and the agricultural machinery association LandBauTechnik Bundesverband. Already over 7,500 pupils from 170 different schools have registered to take part.

All-out action

The aim of this initiative is to fill young people with enthusiasm for technology and the construction and building material machinery sector in particular. The program is aimed primarily at the age range of 13 to 18, across the spectrum of school types. It promises "action" for the entire duration of the show. In Hall B0, specially reserved for this program, twelve companies will be setting up THINK BIG booths, where they will show the schoolchildren just what working in the technology field can involve. For this they will be bringing along a variety of cranes, graders and digger simulators, presenting CAD workplaces, and inviting the youngsters to have a go at dismantling and re-assembling engines and to engage in experiments. On hand at these action stands will be employees from the human resources departments of these firms, young technicians and engineers and also sometimes even the top boss in person, all of them ready and willing to talk and answer questions.

Workshop live!

A part of the hall and the program is dedicated to a "Workshop live". Here trainees and their supervisors will be working in small groups on machinery, using tools and tool trolleys. Two presenters will be looking over the shoulders of these young technicians and asking some of them about their lives and career choices. Construction machinery companies will be supplying equipment for this workshop, comprising a wheel loader, a wheeled excavator, a site hoist, a vibratory plate, a concrete pump and a roller. The whole thing will be broadcast live on a big screen.

Plenty of careers information

Between the presentations, a range of films will be shown about apprenticeships, study courses and careers. The youngsters will also be able to gather information at a number of classical "Infopoints": The VDMA, for example, is setting up one such information point about the construction and building material machinery

sector, and – supported by the universities – about degree courses in engineering and other study routes in higher education. The LandBauTechnik Bundesverband and bbi, the German association of construction machinery hire companies and suppliers, will also be giving information and advice at a second "Infopoint", this time on apprenticeships in the various fields of technology. And – specially for girls – women involved in the MINT Initiative (which encourages young people's interest in mathematics, IT, science and technology) will be presenting their offering.

Win an iPad

As well as all this, the youngsters will also have time to experience the fascination of bauma itself – live. A paper chase will lead them through this impressive trade show and to the booths of VDMA member companies. The schoolchildren who answer a series of questions correctly have the chance of winning an iPad. Each day one iPad will be awarded to a lucky winner.

Free entry for schoolchildren

The VDMA has commissioned the Institut für Talententwicklung (IfT) in Munich to organize the event – i.e. getting companies to take part, coordinating the schools, briefing teachers and schoolchildren, and arranging the buses. Messe München has also agreed to give free entry to bauma for schoolchildren who register through the IfT.

Sponsors and a school group from Emsland

The "THING BIG! Live at bauma" initiative is being supported by the member companies of the VDMA Construction Equipment and Building Material Machinery Association, in particular, the following: the Ammann Group, Bauer Maschinen GmbH, Fritzmeier Group, Geda-Dechentreiter GmbH & Co KG, Komatsu Hanomag GmbH, Liebherr International, Putzmeister Holding GmbH, Stetter GmbH, Terex Demag GmbH, Wacker Neuson SE, Zeppelin Baumaschinen GmbH and ZF Friedrichshafen. At the suggestion of Paus Maschinenfabrik GmbH in Emsbüren the business association of Emsland (Wirtschaftsverband Emsland) will be making it possible for a group of 30 to 40 children from grammar schools in that region to take part in the event.

Further information: <http://winkbigbubwww.facebook.com/th>

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