

MEDIA ALERT

Hyundai Motor Europe, teachers and EU policy makers invest in the future employability of young Europeans with the ‘Skills for the Future’ initiative

Skills for the Future – an initiative by Junior Achievement-Young Enterprise (JA-YE) Europe and Hyundai Motor Europe – will work to bridge the skills gap between education and 21st century jobs

Brussels, 10 April 2013 – Teachers, Hyundai Motor Europe executives and EU policy makers will gather today to discuss how to equip young Europeans with the skills needed for their future employability while boosting competitiveness in Europe. The panel discussion ‘Skills for the Future’ hosted at the European Parliament and organized by Junior Achievement-Young Enterprise Europe (JA-YE) and Hyundai Motor Europe will demonstrate how private sector companies, in collaboration with non-profit and government stakeholders, can work to prepare students for the real world environment.

Skills development tailored to young people is essential in providing employment opportunities. With rising youth unemployment and the EU’s growth strategy for innovation, access to entrepreneurship education for young Europeans is imperative. Caroline Jenner, CEO JA-YE Europe: *“Comprehensive initiatives for youth employment, education and skills are essential to improve the school-to-work transition for young people. We are working with Hyundai Motor Europe to provide students with skills and confidence for the 21st century job market.”*

Skills for the Future works to bolster young people’s Science, Technology, Engineering and Math (STEM) skills, entrepreneurship and employability by connecting them with industry professionals inside and outside the classroom. The initiative offers hands-on workshops, professional mentorship and classroom visits. These learning opportunities allow students to leave school better prepared to enter the work place.

Skills for the Future’s 2013 event will bring together leaders for a panel discussion on how partnerships such as Skills for the Future can nurture Europe’s young talent pool and drive European innovation. Allan Rushforth, Senior Vice President and COO of Hyundai Motor Europe: *“Hyundai’s continuing investment in Skills for the Future will help greater numbers of students produce the innovation needed to further their own skills development and drive forward our industry and the European economy. The panel discussion reiterates the importance of public-private education collaborations in tackling the skills gap in Europe’s job market. We’ve seen the value of using our insights and resources to support educators and empower young people, and we’re expecting even greater results in the coming year.”*

Other panellists will include the Director General of DG Employment, Koos Richelle; the Deputy Director General of DG Education, Xavier Prats Monne and the Chairman of JA-YE Europe and Consultant with Clifford Chance, Michael Bray.

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About Skills for the Future

Skills for the Future is organised by Junior Achievement-Young Enterprise (JA-YE) Europe in partnership with Hyundai Motor Europe. The event is a part of the broader Skills for the Future programme that aims to improve youth employability. During the 3-year initiative, 10,000 young people between the ages of 15 and 18 in 15 European countries will have the opportunity to try their hand at enterprise, learn valuable STEM skills and apply their knowledge in new ways.

The panel discussion will be followed by a cocktail reception in the European Parliament (Room ASP5E-2), Rue Wiertz 60, 1047 Brussels.

About Junior Achievement-Young Enterprise Europe

JA-YE Europe (www.ja-ye.org) is Europe's largest provider of entrepreneurship education programmes, reaching 3.1 million students in 37 countries in 2012. Funded by businesses, institutions, foundations and individuals, JA-YE brings the public and private sectors together to provide young people in primary and secondary schools and early university with experiences that promote the skills, understanding and perspective that they will need to succeed in a global economy. The JA-YE Company Programme is recognised by the European Commission Enterprise Directorate General as a 'Best Practice in Entrepreneurship Education'. JA-YE Europe is the European Regional Operating Center for JA Worldwide®

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About Hyundai Motor Europe

The company designs, engineers and manufactures cars in Europe, specifically for European consumers. In 2012, Hyundai achieved European sales of 444.000 units, taking a new-car market share of 3,5%. Almost 95% of the vehicles Hyundai sells in the region are designed, engineered and tested in Europe. And more than 70% are built at its two local factories (Czech Republic and Turkey), including New Generation i30, which is shortlisted for Europe's 2013 Car of the Year award. Hyundai sells cars in 28 European countries across 2.500 outlets.

Hyundai offers its unique, Europe-only, Five Year Triple Care warranty package with all new cars sold in the region, providing customers with a five-year warranty with no mileage limit, five years of roadside assistance and five years of vehicle health checks.

More information about Hyundai Motor Europe and its products is available at www.hyundai.com/eu.