



SEFI – Keynote Talk

André Rogaczewski, CEO/ Partner Netcompany

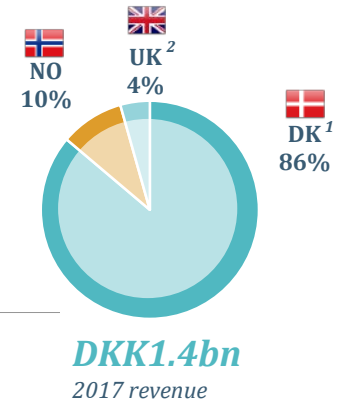
netcompany



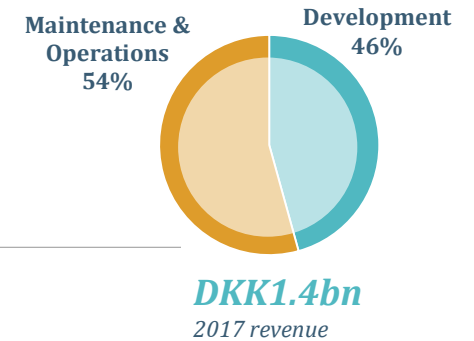
Netcompany today



Danish player with increasing Northern European footprint



Well balanced solution mix of development and maintenance



Proven capability of scaling Netcompany from ~250 to ~1,700 employees since 2010

The majority (80 %) of new employees in Netcompany are engineering graduates

So, have do a Netcompany engineer look like?



-
- In 2017 we hired 500+ engineers
 - They are all part of an unique career model with no HR involvement
 - Many of them become generalists and successful business leaders!
 - Some of them even become sales people!



“We are committed”

... to create sustainable, stronger societies and better lives for everyone through digital transformations.

We have a real passion, desire and belief in continuously creating a better world and life through digitalization

I think a **hero**
is any person
really intent
on making this
a **better place**
for **all** people.

MAYA ANGELOU

**Stop wishing
we lived in a
better world,
make it one.**

Together we are a disruptive force – better than ever seen before



Our purpose propels strong performance

Today Netcompany is one of the Danish Government's key partners in helping the public sector achieve a successful digital transformation

Key to success?



Driven through our purpose, joint commitment and great people

Netcompany directly impacts the life of Danish citizens across their lifecycle

- SELECTED EXAMPLES -

From the birth of
the digital citizen



Family benefits

over everyone's first
day in school



AULA Student Platform

to peoples'
everyday life



BORGER.DK

until the
golden age



Social Pension

ensuring the financing
of the Danish welfare
society



ICI



“So, what’s the problem?”

A burning platform

Shortage of engineers is alarming

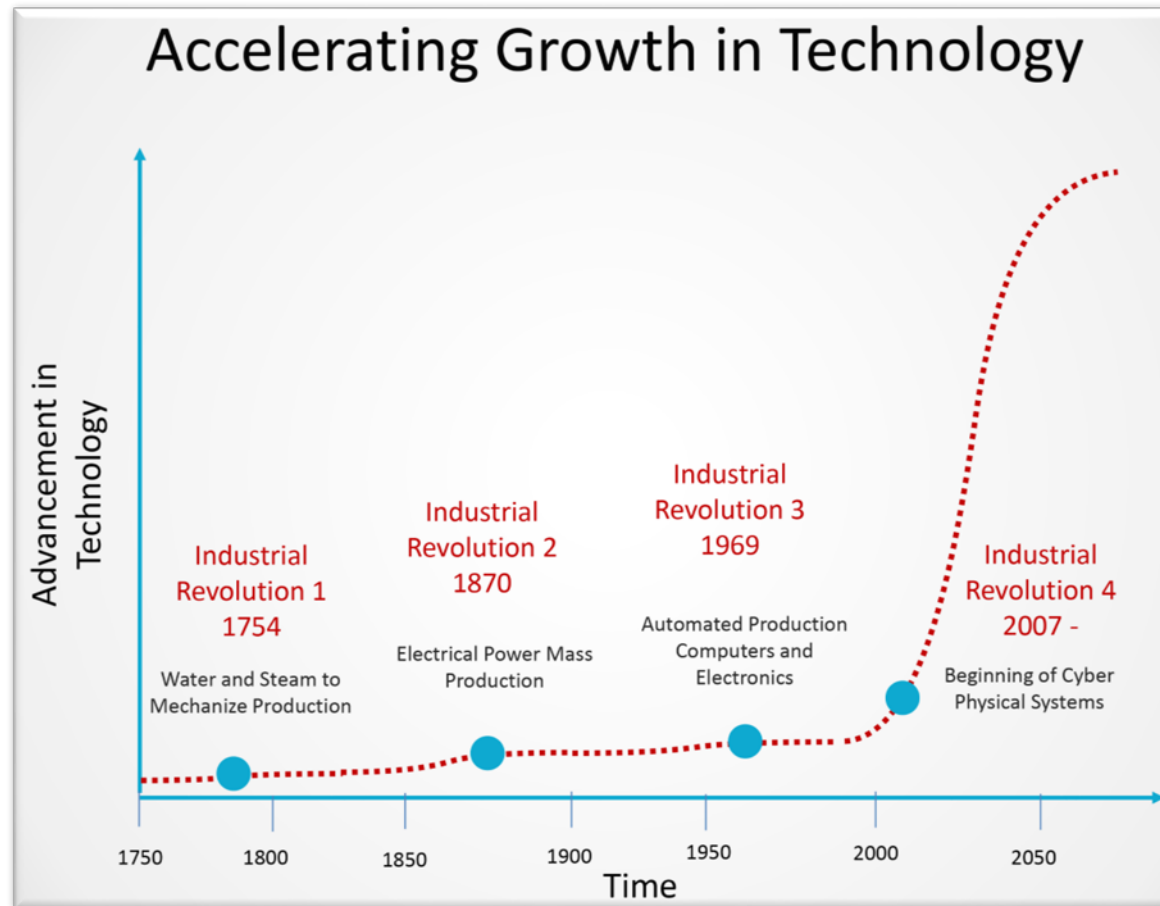


Denmark faces serious talent mismatch - expected shortage in 7 years of **approx. 20,000** highly educated people with a technological background

Consequence: Missing out on earnings and prosperity

Engineers will be highly needed going forward

Engineers will be at the epicenter of Industry 4.0
Recruitment a top priority - and the story telling is essential



We have a serious challenge ahead of us:

To create the innovative, creative, and responsible engineers we need in order to build and secure future prosperity in society
- indeed to create sustainable societies.

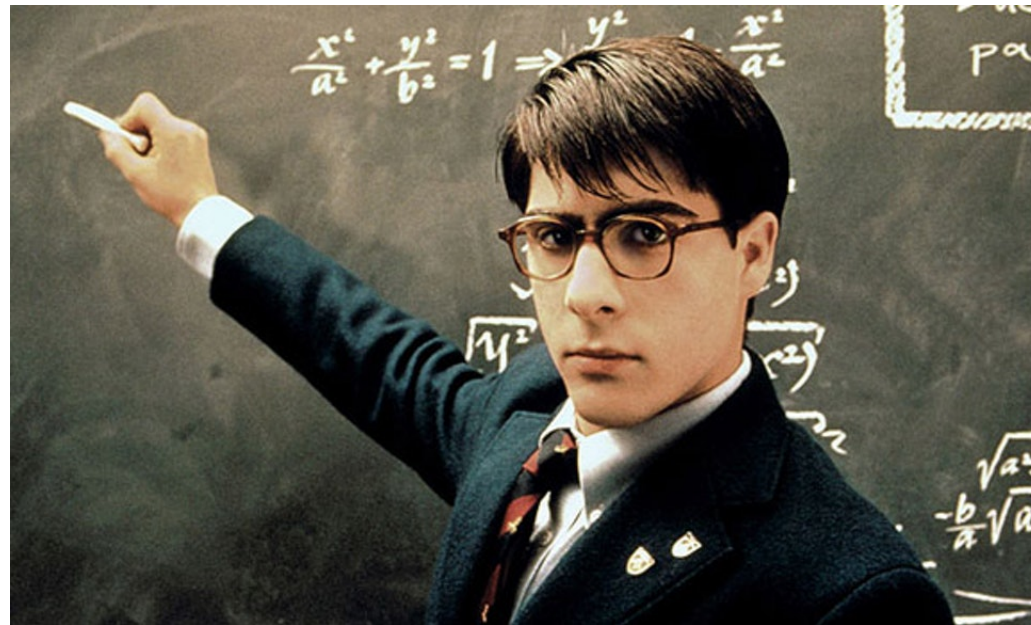




“What to do?”

The traditional story of an engineer

Often mistaken to be lacking creativity since work often revolves around numbers and facts



We are not just coding and computing - we are also creative and innovative ... and we are genuine good people

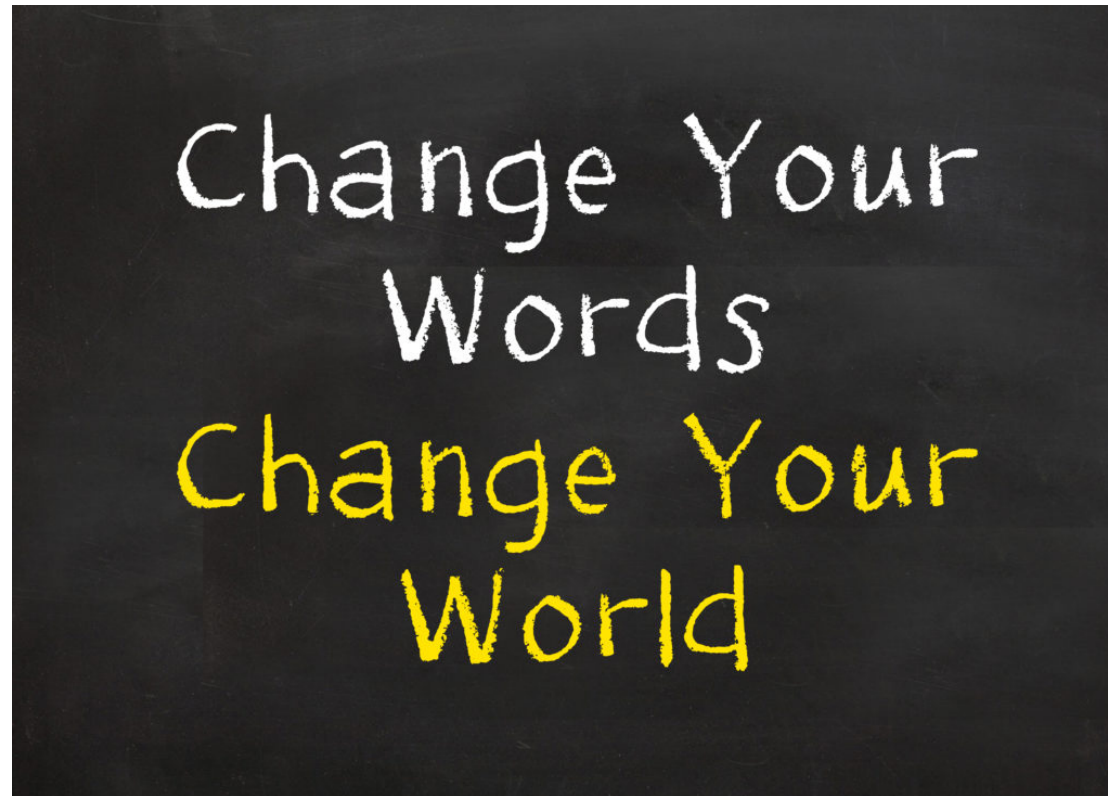
What do we think about studying law?



How should we think of and talk about engineers?



We must emphasize that engineering is about problem solving, design, innovation and especially about understanding the environment in which a product, device or application is going to be used



Universities traditionally deliver highly skilled and competent graduates with core technological understanding and engineering competences

Competencies fundamental to innovation and growth in businesses



A solid grasp on core technical skills acquired at the university is a **prerequisite and a necessity**

But creativity and innovation emerges when engineering graduates connect the dots: subject knowledge and challenges experienced in corporations and organizations



Creativity is just
connecting things.

Steve Jobs

"(...) Unfortunately, that's too rare a commodity. A lot of people in our industry haven't had very diverse experiences. So they don't have enough dots to connect, and they end up with very linear solutions without a broad perspective on the problem. The broader one's understanding of the human experience, the better design we will have."

Bridging the gap between educational institutions and corporate world

Greater collaboration between universities and businesses will foster greater innovation, creativity and entrepreneurs among engineering graduates



Life Long Learning in an Age of Technological Innovation

Technological change demands stronger and more continuous connections between education and employment

We all need to be lifelong learners
Updating our skills to keep an edge in all we do



Continuous collaboration between universities and businesses is key
Vehicle to enhance innovation through knowledge exchange





1. Entire different approach to how to market and brand the engineering educations and what it means to be an engineer

2. Establish close organizational and financial cooperation between the individual student and relevant companies throughout the education

3. Create a life long relationship between the engineer in corporate life and where he/she was educated in order to enable life long learning environments



André Rogaczewski