

PRESS RELEASE

Convenient Translation

Student teams start at the changes.AWARD

Today the Kick Off-Event of the third changes.AWARD took place for the participating student teams in the German Branch of Mitsubishi Electric Europe B.V. The winners expect coveted trips all around the World.

Ratingen, 06 February 2018

At the changes.AWARD everything is about the subject business plan. How do you develop your own business idea? How can you finance this project and how do you reach the audience in the best possible way? How do you persuade the jury from your business model? This is what the changes.AWARD is about – the topic is sustainability.

Today the student competition, which is sponsored by friends and supporters of the industrial museum Cromford e.V. and Mitsubishi Electric Europe B.V., was kicked off. A whole day the participating teams from seven schools located in Ratingen, Düsseldorf, Heiligenhaus and Dinslaken visited Mitsubishi Electric in Ratingen with their teachers and received interesting information about the changes.AWARD. Besides presentations, where the teachers and students could learn much about the implementation of their projects, the presentation of last year's winner "Smart'n'Energy was significantly interesting. The new teams got a good impression of how a successful business plan presentation looks like. In the afternoon, the groups met their personal coaches. The coaches who are experts from Mitsubishi Electric and other leading companies in Ratingen are always available for the participants while they are in the project phase.

Now the teams start the elaboration of the project ideas. The winner group can be looking forward to an internship at Mitsubishi Electric and a trip to Japan.

The second and third place can be looking forward to awesome prizes, too. The second place awaits a trip to Barcelona and the third will enjoy an exciting time in Munich.

It was a successful opening ceremony for the changes.AWARD 2018, which stands under the patronage of Prof. Dr. Andreas Pinkwart, Minister for economy, innovation, digitalization and Energy of Nordrhein-Westfalen.



“For the teams the present-day was a successful start into the project-phase in which they are going to be supported by their coaches. I am sure, that an exciting finale will await us“, says Wolfgang Küppers, the first chairman of the friends and supporters of the industrial museum.

Wolfgang Küppers

“The changes.AWARD connects schools with companies. The highly motivated student teams inspire us with their creative ideas. We wish all teams every success.“, says Georg Jennen, General Manager of the German branch of Mitsubishi Electric



Georg Jennen

By the way, the German Branch of Mitsubishi Electric trains wholesale and international trade as well as IT specialists. In addition, Mitsubishi Electric also offers dual studies for air conditioning and mechatronics.



Group photo with all participants of the changes.AWARD 2018



Students with their coach and teacher

About Freunde und Förderer des Industriemuseums Cromford e.V.

The friends' association was founded in 1993 with the purpose to keep the knowledge about the early industrial development alive. Since then the association links economy and culture in the textile factory Cromford via its high-class board of trustees, which consists of personalities of industry, politics and culture.

Represented by 240 engaged employees the association organizes various activities with focus on the conservation of industrial history on site.

Further information under <http://cromford-ev.de/crom/>

About Mitsubishi Electric

Since almost 100 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, Mitsubishi Electric Corporation is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment as well as air conditioning and heating technology.

With around 138,700 employees the company recorded consolidated group sales of 37.8 billion US Dollar* in the fiscal year ended March 31, 2017.

Our sales offices, research & development centers and manufacturing plants are located in over 30 countries.

Since 1978, Mitsubishi Electric is represented in Germany as a branch of Mitsubishi Electric Europe. Mitsubishi Electric Europe is a wholly owned subsidiary of Mitsubishi Electric Corporation in Tokyo.

* At an exchange rate of 113 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2017

For more information visit

<http://www.MitsubishiElectric.de>

www.changes-award.de

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