

# Samsung: Smart skills, smart future



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**Society is in the midst of a global digital revolution. Through innovation and connectivity Samsung is helping to create a world of new possibilities, transforming how people work, explore, share and create. Meanwhile, public policy agendas continue to be impacted by measures of austerity and high unemployment.**

Across Europe, one quarter of all young people between the ages of 16 and 24 are unemployed—that’s almost six million young people who are not getting the training, experience and confidence gained through productive work. Yet despite this high unemployment, employers in Europe cannot find the skilled candidates they need. The European Commission estimates that there could be 900,000 vacancies for information and communications technology (ICT) professionals by 2015. There is a clear mismatch in how young people are being prepared for the technologically-driven work place, and the opportunities the ICT sector is creating.

By 2020 90% of jobs will require digital skills. But according to European Schoolnet, only a third of students in the EU are considered digitally competent. The education-to-employment systems are failing to equip young people with the necessary skills to thrive in the digital world.

It is especially important to reach young people in disadvantaged areas. They have the most to gain from the digital revolution, but unless they get the access and opportunity they will be left further behind.

Children born into the digital world are coming of age. But how can young people thrive in the digital economy without the support and skills they need?

Samsung’s corporate citizenship agenda is simple, yet effective. It focuses on creating shared value: value for citizens, for consumers and for business. Individually and in collaborations with partners, our goal is to help everyone live healthier, better educated, more sustainable lives. Samsung’s philosophy is that “a company is its people”. Investing in people is the only way to ensure stable, smart and inclusive growth.

Samsung Europe recently reaffirmed its pledge to invest in its Europe-wide digital education programme to provide young people with access to 21st century technologies, skills and training. Samsung’s digital education programme started in 2013 with “smart classrooms” for 6-16 year olds

## A company is its people

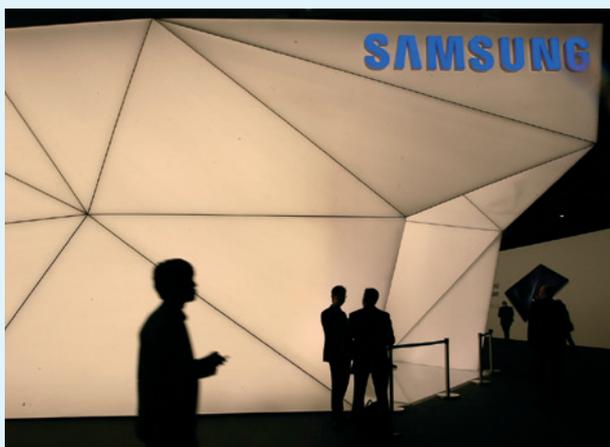
in disadvantaged areas, and vocational training in “tech institutes” for 16-24 year olds. By the end of 2014 the programme will have reached over 45,000 school children and almost 10,000 students.

Europe has been a driver of the global digital economy. Its creative talent pool and entrepreneurial spirit is world renowned. Creative solutions for business, healthcare, mobile software, transport, networks and connectivity depend on a creative and talented workforce. Europe’s prosperity and societal wellbeing in the digital world of tomorrow will depend largely on maintaining this edge.

Through its products Samsung embraces convergence and connectivity, creating devices that inspire and enable creativity. Through its investment into education and training, Samsung helps to reduce the skills gap and unlock the potential of young people.

Together we can reaffirm Europe’s place in the technology race.

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