



Workshop : Incentives for teachers and students – Experience of the industry

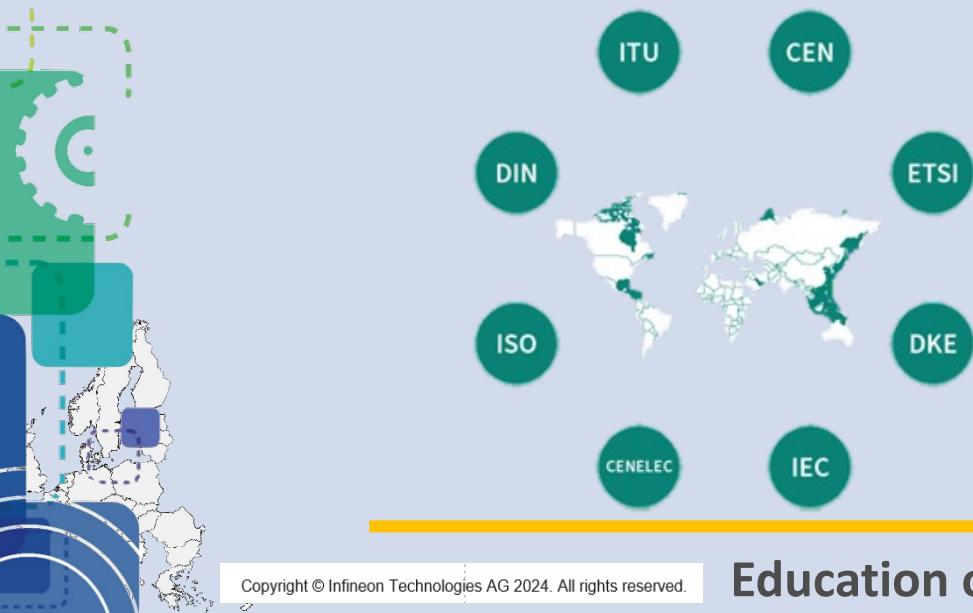
The iceberg problem



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The „iceberg“ problem - majority remains hidden or unnoticed



- Standardization has much more value than usually seen (Hidden Depth)
- Standardization has a wrong image of “unattractive” work (Surface-Level Understanding)
- Standardization impact the industry on many levels (Impact and Consequences)
- Standardization influences business (Business Implications)

A holistic understanding and training in Standardization helps to create the awareness of its strategic importance
(Training and Awareness)

Benefits of strong position in standardization

Standards encourage technology adoption

- › Provide consumer confidence in safety (gov'ts influence) and efficiency of products

Standardization can be used to

- › win and open path for business
- › protect products and systems path forward

Standardization helps to

- › shape standards for markets in favor of industry business
- › secure investments in technology, manufacturing, products and applications
- › foster emerging markets growth



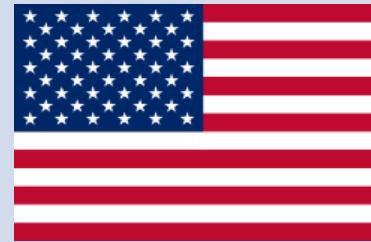
Excellence as a way out of the Economic Slump



“Technical standards are of strategic importance. Europe's technological sovereignty, ability to reduce dependencies and protection of EU values will rely on our ability to be a global standard-setter. [...]”

EU Commissioner for the Internal Market - Thierry Breton

Standardization on a global scale requires a decision on engagement and industry roadmaps



Standardization impact on Industry

Revenue growth 

Profit 

**Scenario 1:
Follow more
standards**



**Scenario 2:
Skip more
standards**



**If ... More National and
Regional standards**

- Increase the number of required products or do requalification, recertification
- Decrease of the Profit

Standardization work is a decision driven by the business

Market Shaping and Growing &
Strengthening business



Relationships in ecosystem



Strengthening University
relationship

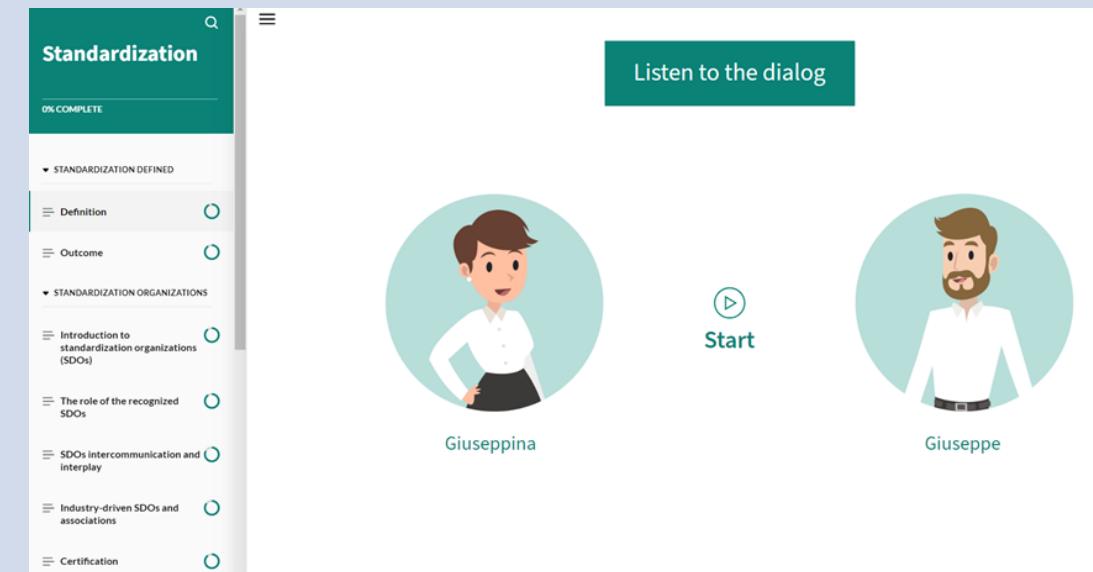


Technical (expert) work



Standardization Training at Infineon

- **Trainings** for both internally (virtual sessions) and externally e.g. guest lectures at Universities.
- **Training professionals** for standardization begins with their **awareness**.
- Raise awareness on standardization with **our onboarding process-newcomers**.
- **Virtual training with “gamified” elements for standardization newcomers**



Standardization Training at Infineon

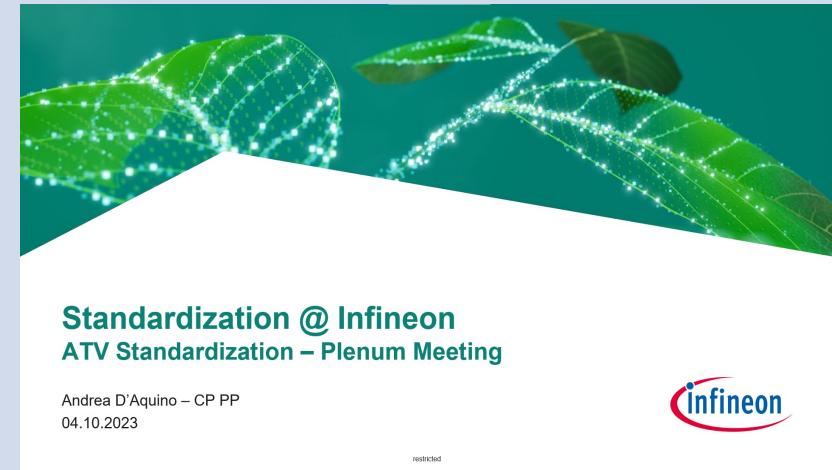
- Continuous awareness campaigns.
- **Prepared for different departments.**
- **Use of specific IT tools.**

Activities in detail – Standardization



- Participation to institutional initiatives for standardization**
 - Lobbying (internally and externally) to bring standardization at a strategic level
 - Consultation with members of government bodies, industry and civil society to define standardization strategies
 - Collaboration with industry associations to promote standardization
- Enhancement of Infineon's image as leader for multiple technologies**
 - Acquisition of prominent roles within standardization bodies and industry associations
 - Promotion of standardization within Infineon through trainings
 - Coordination of Infineon's presence in the most important workgroups
- Management of internal tools supporting standardization**
 - Management of memberships
 - Management of documentation
 - Dissemination of information via intranet website and regular meetings with different stakeholders

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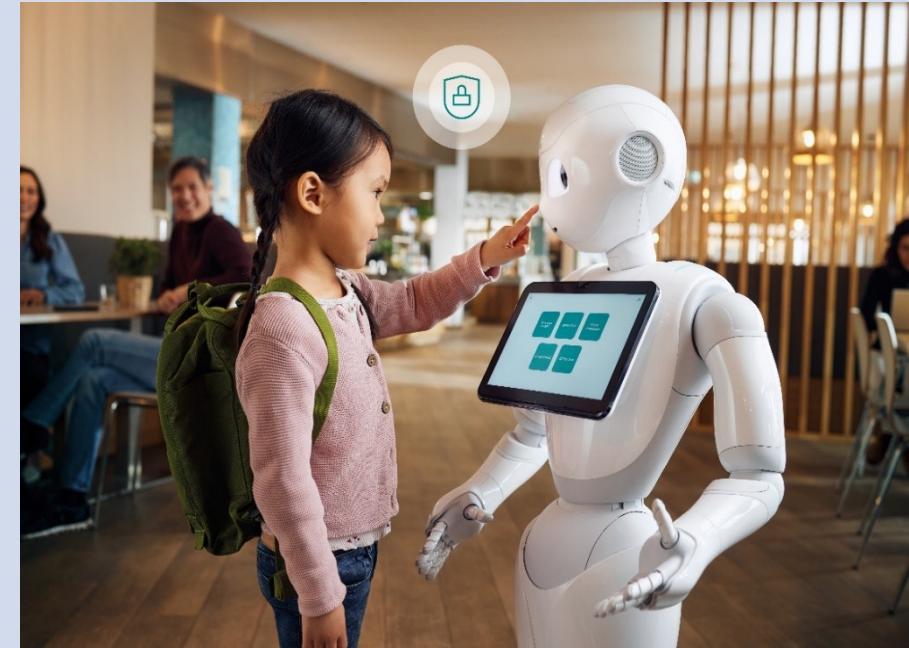


- **Corporate functions - Communication and Public Policy department to coordinate standardization activities.**
- **Ensure correct communication about standardization activities via all channels.**

Incentives for teachers and students – Experience of the industry – Takeaways

Standardization is an essential tool for businesses and countries to establish themselves in emerging markets, secure investments, and create new opportunities for growth.

The impact of standardization is not limited to the business environment. It has **geopolitical implications** as well.



Create awareness by various trainings is essential. By Trainings for EXPERTS, NEWCOMERS and via **cooperation with UNIVERSITIES**.

Standardization is an **INCENTIVE** for the industry if young engineers, lawyers, scientists are “**well educated & trained on standardization**” before employed.



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