

PROSESC Project - Welcome to Győr

The capital of the hungarian automotive industry



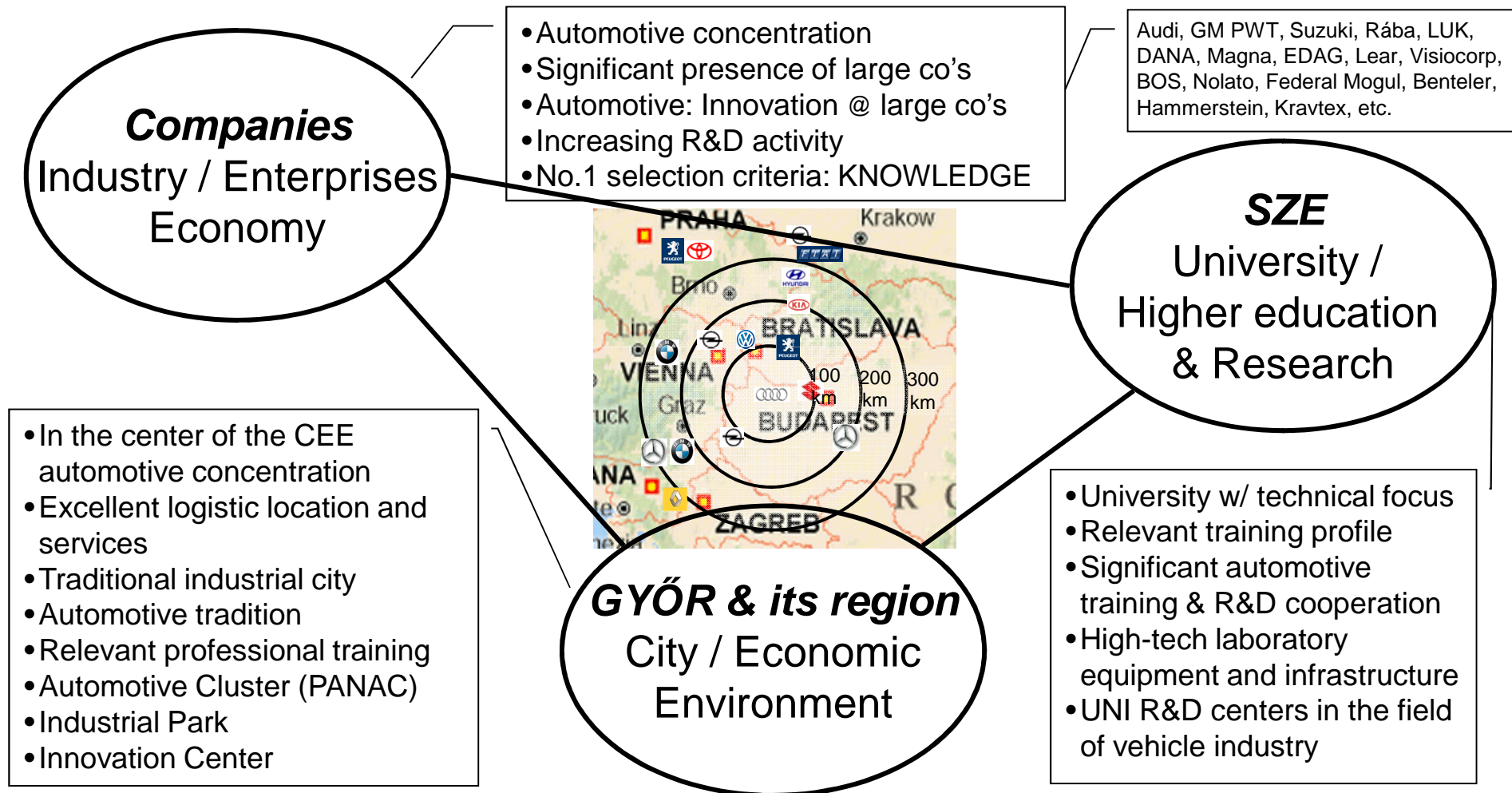
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SZE-Győr

October 2011

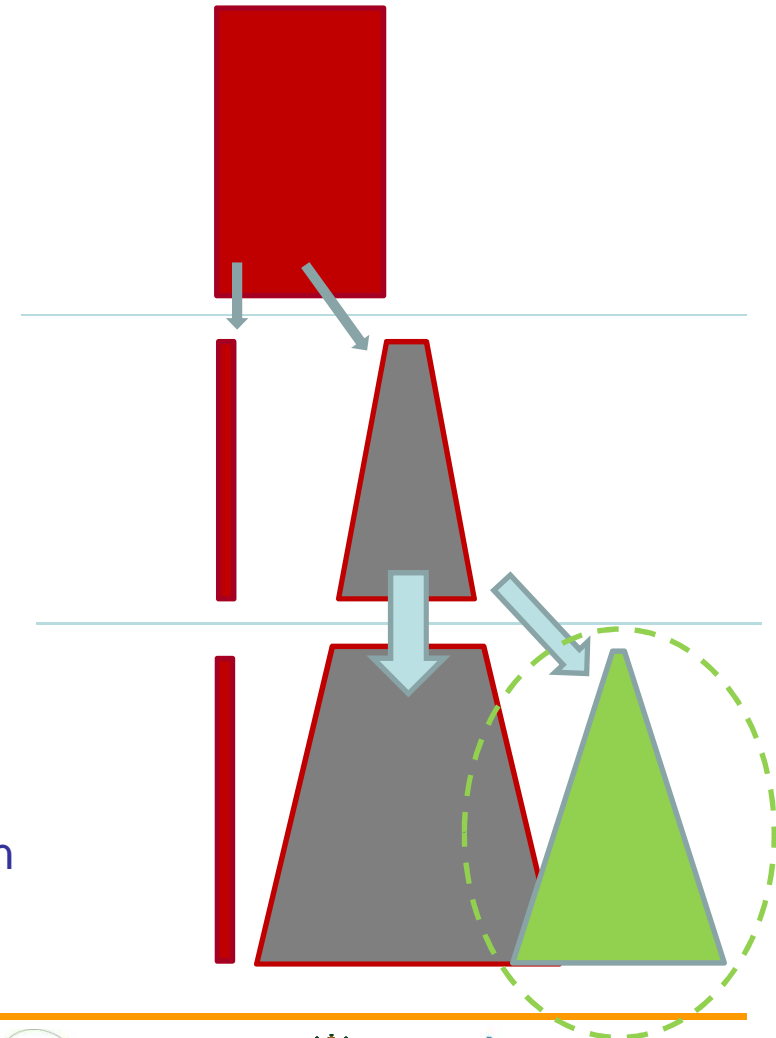


- Welcome
- Győr, the capital of the Hungarian Automotive Industry
 - Third round of expansion, with new „flavors”
 - Key challenges
- About Széchenyi István University in general
 - UNI of applicable knowledge, with regional focus
- Developments in Győr
- Agenda of the day
 - What do we have to show to you?



Development of Győr as an automotive location

- Traditional automotive location
 - Over 100 years of automotive history
 - Industrial culture & education system
 - Heavy duty vehicles (RÁBA)
- First transition – the 90's
 - Trigger: Audi settlement
 - Joining the global supply chain
 - Production site, supplier development
- Second transition – as of now
 - Main trigger: Audi expansion
 - Chance to complete the supply chain
 - Alternative trigger: new opportunities
 - Alternative products, parallel supply chain
 - R&D capabilities and innovation



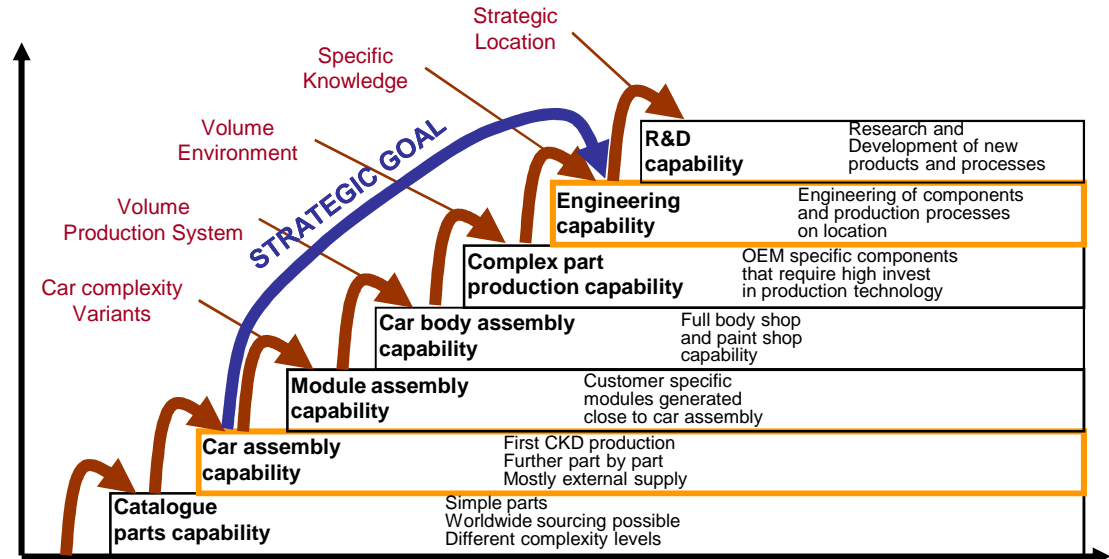
Targeted fields of excellence (based on company expertise):

- Product focus
 - Car-body
 - Engines and peripheries of vehicles
 - Alternative fuel and energy sources
 - Axles and drive-train components
- Technology focus
 - New materials
 - Optimized design solutions
 - Production process efficiency
 - Automation, Man-Machine Interaction
 - Intelligent traffic and transportation systems

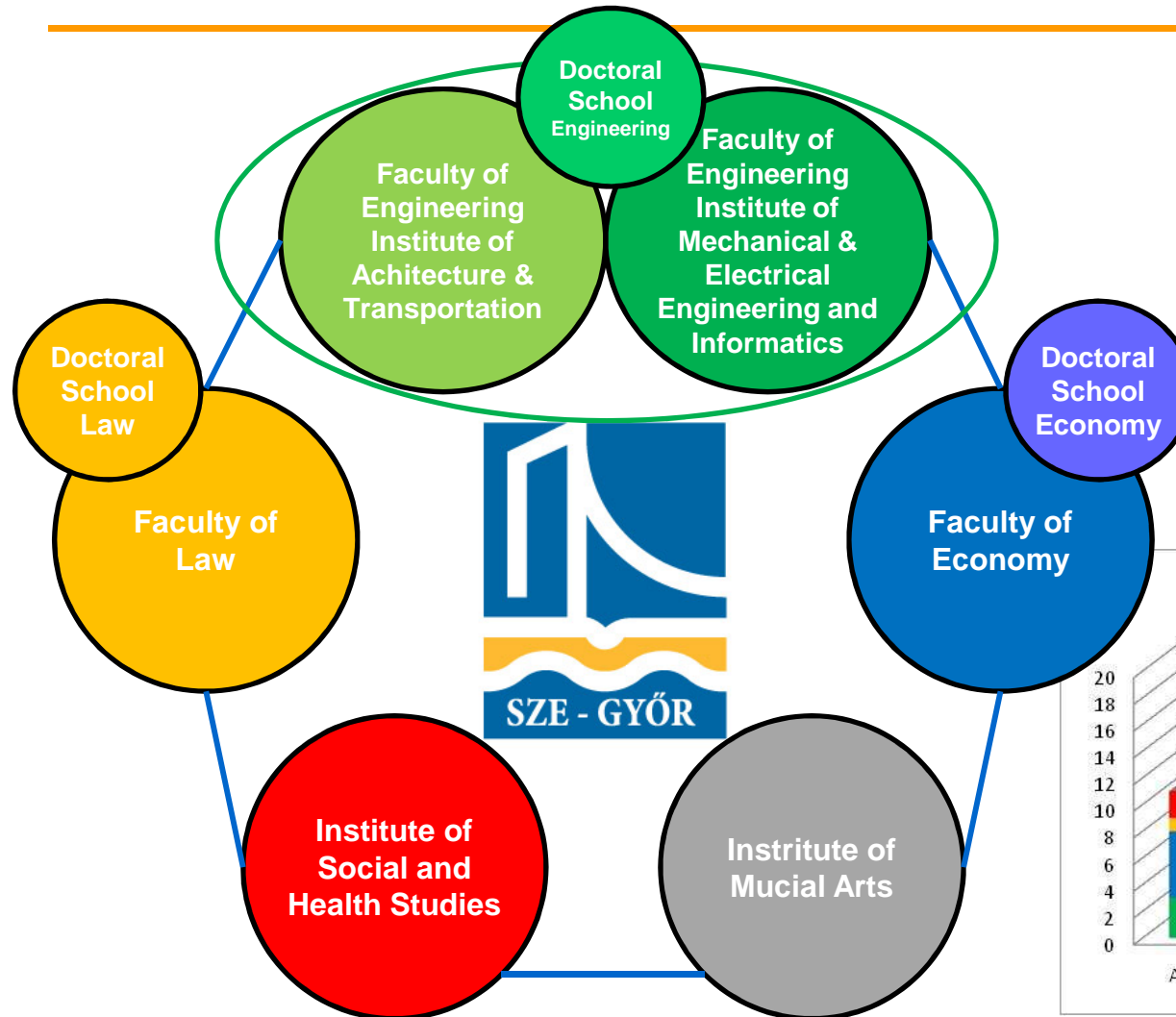
Motto: „intelligent traffic – intelligent vehicles – intelligent production”

- Strategic challenge:
from a production site to a development center

- Focused capacity building
 - Knowledge transfer, knowledge concentration in selected fields
 - Attractive innovation friendly environment
 - European center of excellence through harmonized activities
- Technology transfer
 - Institutionalizing knowledge
 - Dissemination of acquired knowledge



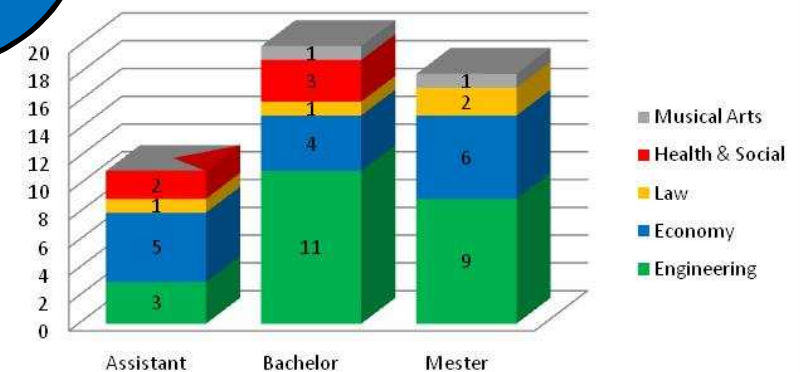
- Availability of Human Resources
 - In quality (new professions) and in quantity
 - Expecting +10.000 new jobs in the automotive sector
 - Life and services of the city needs to be rethought
- Presence of innovation and entrepreneurship
 - Ability to live with the alternative opportunities
 - Local products for newly created markets or remaining suppliers



• Levels of offered trainings

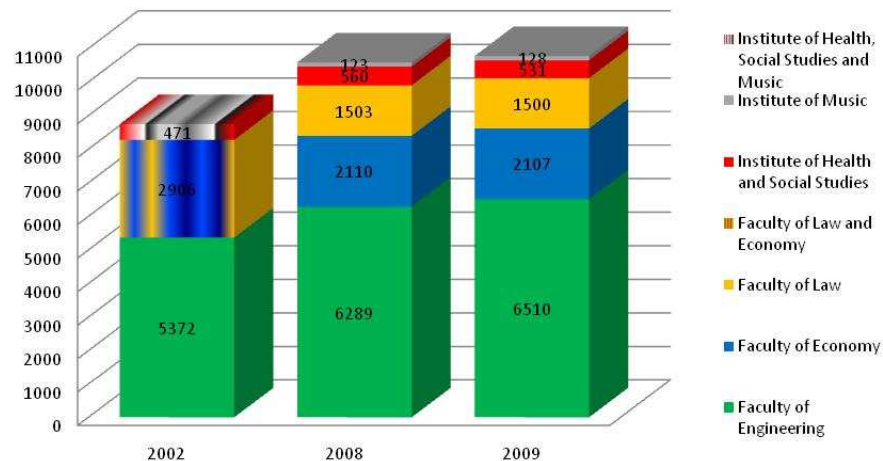
- Assistant (engineer, lawyer, office)
- **Bachelor Degrees**
- **Master Degrees**
- **Doctoral Courses**
- Further education

Distribution of trainings (Autumn 2010)

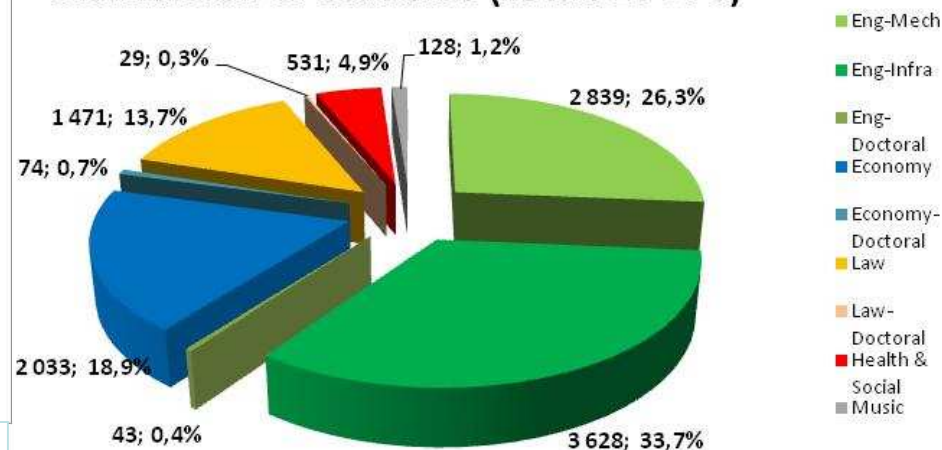


Statistics on Education

Changes in enrolled students

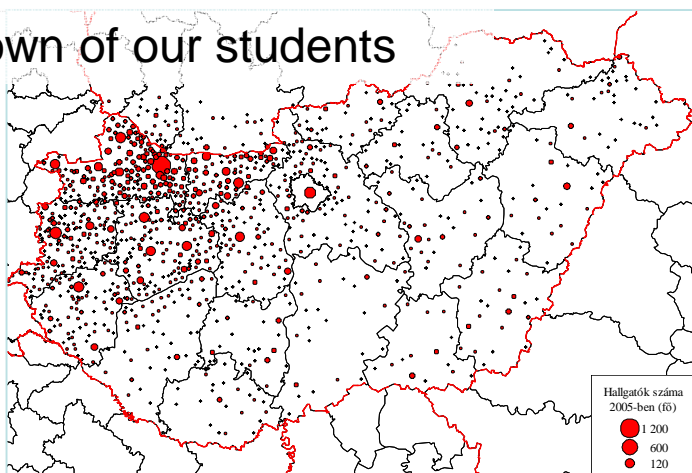


Distribution of Students (Total: 10 776)



Autumn 2009

Hometown of our students

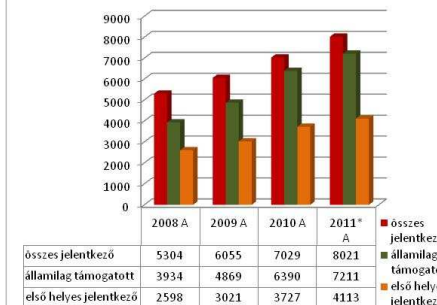


Further Statistics

Full time courses 7 050
Distance learning 3 650

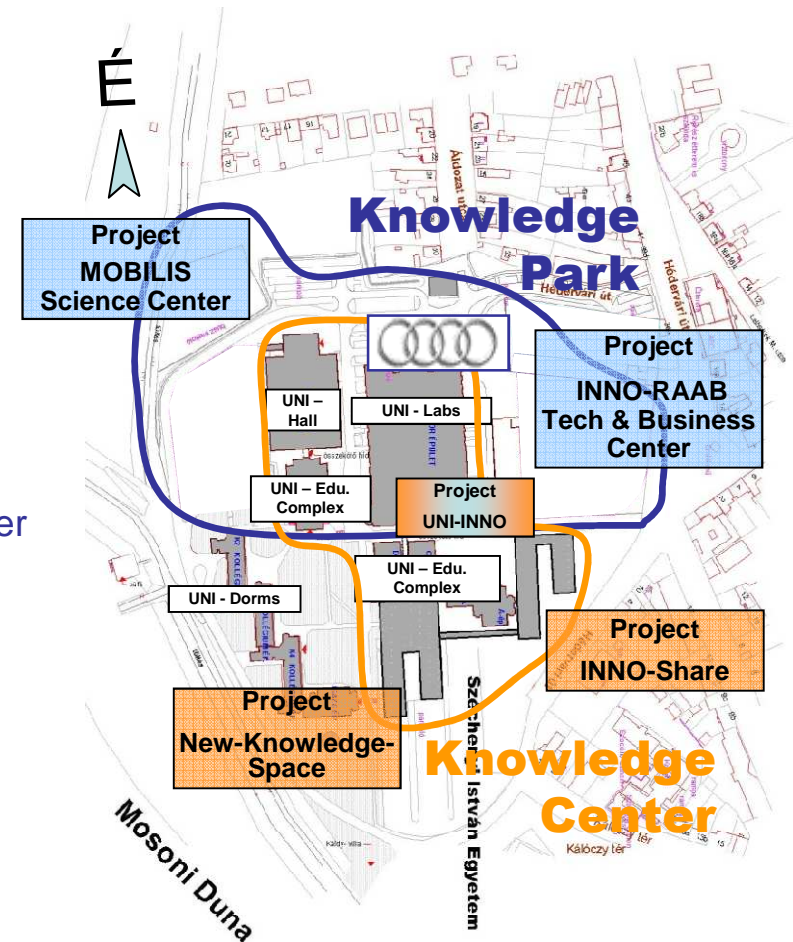
Number of Faculty Members: 385

Change in applications



UNI's focused development to support intensive knowledge flow

- Knowledge Center (investment: 2009-2011)
 - Knowledge concentration, capacity building (~ 40m €)
 - Focus area: Technical disciplines related to mobility
 - Infrastructure, R&D equipment and human investment
 - Organizational development (~ 10m €)
 - To enhance responsiveness in industrial cooperation
 - Key step: Strategy planning on a different level – setting up Directorate for Strategy and Development
 - Key project: Knowledge Management (KM) unit
- Knowledge Park (investment planned: 2012-2013)
 - Technology and product development, technology transfer
 - High-tech business park, clean profile: R&D&I (~ 20m €)
 - Direct access to UNI R&D capacities and KM services
 - MOBILIS Science Center on Vehicle Technology - Project of Győr City Municipality (~ 8m €)
 - Non-formal teaching by involvement & dissemination of scientific results
 - Attracting new generation of students through experience
- Cross section: R&D&I projects & Infra development
 - Joint UNI – Company research projects



Key developments in Győr - HR

- Education

- Restructuring education and professional training system in Győr, to prefer technical professions at all levels
- Introduction of Audi Training Center + preparation of expanding it to a regional training center
- Opening of the **MOBILIS** Science Center, focusing on the physics of mobility

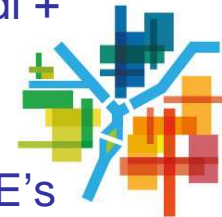


- City marketing

- Intensive promotion of the „Győr career”
- Joint slogan and logo of the city, the UNI & Audi + the business community

- Services for SME's and start-ups

- Technonet Center for technology intensive SME's
- IN-Spiral and IN-Cube centers @ the UNI for young start-ups



**Health
Culture
Innovation**
We are building the future in Győr.

- Let's listen to our speakers for examples
 - Lightweight electric vehicles
 - Alternative solutions for mobility
 - Hydrogen in city traffic
 - Production and storage of hydrogen
 - Electricity provider supporting the spreading of e-mobility
 - Development of an E-Van

Thank you for your attention!

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