SMC invites outstanding students and doctoral candidates in all fields of study to experience the world of strategy consulting at our two-day event in Barcelona.

**Live and breathe strategy**

Data is the gold of the 21st century. Used intelligently, data opens countless possibilities: from self-learning manufacturing plants and resource-optimized service concepts in the energy sector through to unseen levels of transport interconnectivity. How will increasing digitalization change the world? How can Siemens use intelligent data, especially in the field of mobility?

Discuss and work through these challenges in a case study workshop: You won’t just get to know us, our way of working and our culture, but you’ll also become familiar with our client Siemens.

We’ll also visit a Siemens factory where traction engines, used in trains and railcars such as the latest ICE for example, are made. Our exciting supporting program – including a catamaran cruise along the Catalonian coast – and exclusive evening event form the perfect opportunity for you to get to know our SMC colleagues in a more informal setting.

**When?**
April 27–28, 2017

**Where?**
Barcelona

**Interested?**
Apply by March 19, 2017.

For detailed information, please visit our website: [siemens.com/smc/insights](http://siemens.com/smc/insights)

We look forward to hearing from you!