

12th March, 2012

Siemens sparks interest in engineering careers at The Big Bang Fair

NEC, Birmingham March 15-17th

Siemens is a lead sponsor of The Big Bang Fair for the third consecutive year. The event, organised by Engineering UK, will celebrate young people's achievements in science, technology, engineering and mathematics (STEM) and encourage them to investigate the diverse and exciting careers which use these important subjects every day business life.

Siemens has announced an array of exciting activities which includes a Red Bull racing simulator and special guests on the stand including Oris Deley from Channel Five's The Gadget Show and a member of the GB Rowing Team.

By touring the Siemens stand, visitors will be able to find out about skills and career opportunities. Other attractions include building a miniature wind turbine, using a 4D ultrasound scanner to scan a model of a baby, and viewing the latest surveillance technology.

Roland Aurich, chief executive, Siemens plc, said: "As a global pioneer in innovative and environmental technologies, Siemens needs bright young people who are fascinated by science. The Big Bang Fair gives us an ideal platform to inspire young people deciding on their careers to consider working for global engineering companies such as Siemens and to become the next generation of engineers and scientists.

"As with many key engineering organisations in the UK, Siemens has realised that an interest in engineering needs to start early, in primary school, if students are to carry forward the interest in sciences and maths necessary for future careers in engineering.

"We need to get the message across that engineering is exciting and creative. What could be more exciting than the opportunity to work on projects such as the design of transport

systems, the manufacture and construction of wind farms or the development of the latest medical scanners?

"Siemens is involved in a number of projects to enthuse students about engineering. When I see the huge numbers of students attending The Big Bang Fair, some of the hundreds taking part in the Greenpower electric car challenge and the fantastic work they put in to the related competitions, I cannot be anything other than confident that we can increasingly turn this early passion for science and engineering into enthusiasm for careers in engineering."

For more information on Siemens at The Big Bang visit: www.siemens.co.uk/thebigbang, or join our group on Facebook: <http://www.facebook.com/SiemensAtTheBigBangFair> or follow us on twitter: <http://twitter.com/SiemensBigBang>

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Notes to editors:



Picture caption: Ortis Deley, presenter of Channel Five's The Gadget Show

****Photocall opportunity****

Gadget Show presenter Ortis Deley will be available to answer questions on the Siemens stand between 3-5pm on Thursday, 15 March and from around 11am until 1.30pm on Friday, 16 March.

Ortis is a much loved presenter on Five's flagship programme, The Gadget Show. This is a natural role for him seeing as he has always been obsessed with gadgets and gizmos alike. Ortis has filmed some reports for BBC1's The One Show, as well as appearing on GMTV as the gadget expert. He has recently hosted his own dating show The Love Quest for Facebook and other social networking sites. Ortis has also been signed up to present his own radio show –Sunday breakfast for Choice FM London.

About Siemens in the UK

Siemens was established in the United Kingdom 169 years ago and now employs 12,972 people in the UK. Last year's revenues were £4.4 billion*. As a leading global engineering and technology services company, Siemens provides innovative solutions to help tackle the world's major challenges, across the key sectors of energy, industry, infrastructure & cities and healthcare. Siemens has offices and factories throughout the UK, with its headquarters in Frimley, Surrey. The company's global headquarters is in Munich, Germany. For more information, visit www.siemens.co.uk

* Data includes intercompany revenue. Data may not be comparable with revenue reported in annual or interim reports.

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In addition to supporting The Big Bang Fair, Siemens is very active in encouraging the development of engineering skills and take-up of Science Technology, Engineering and Maths. As part of the revival of the apprenticeship route to engineering careers in the UK, Siemens also sponsors Greenpower, a national education program with schools across UK to generate enthusiasm for STEM via a competition to build electric racing cars.

About the Big Bang Fair

The Big Bang Fair is organised by Engineering UK - an independent, not-for-profit organisation whose purpose is to promote the vital contribution that engineers, and engineering and technology, make to our society. The Big Bang will kick-off National Science & Engineering Week and is expected to attract around 15,000 students. Other on-site attractions include a range of interactive science exhibits, theatre, workshops and events which represent the very best of British science, engineering and technology. Visitors will also be wowed by experiments, explosions, simulators and live shows, including Sky One's multi award-winning Brainiac and the BBC's Bang Goes the Theory.