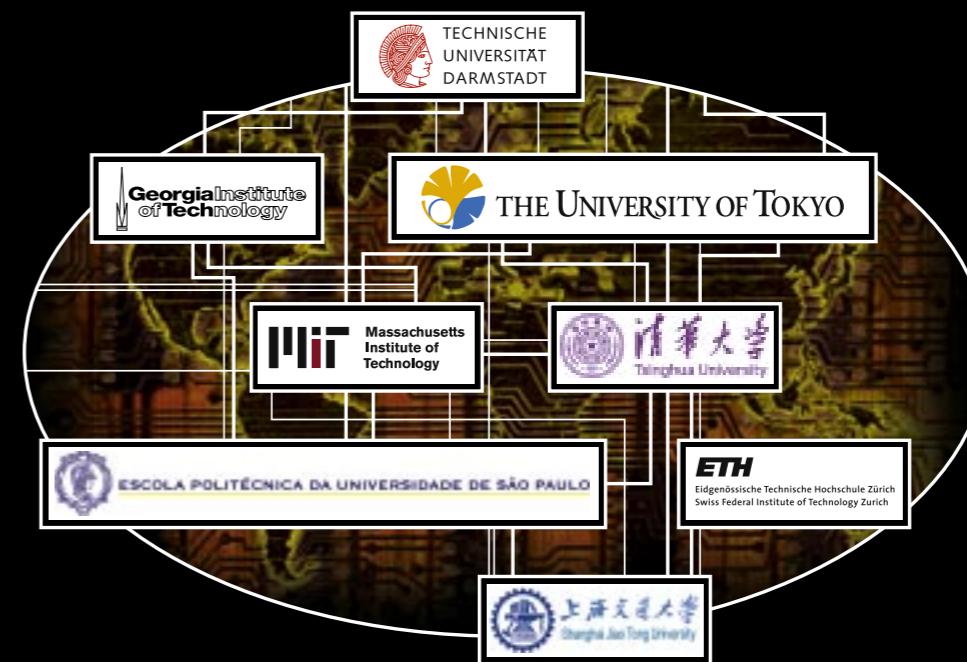


Interested?

Global Engineering Excellence

To find out more about this initiative, who is behind it, and the benefits, or to sign up for our regular electronic newsletter, visit www.global-engineering-excellence.org.



Uncovering the facts about future global engineering.

Underlying concept

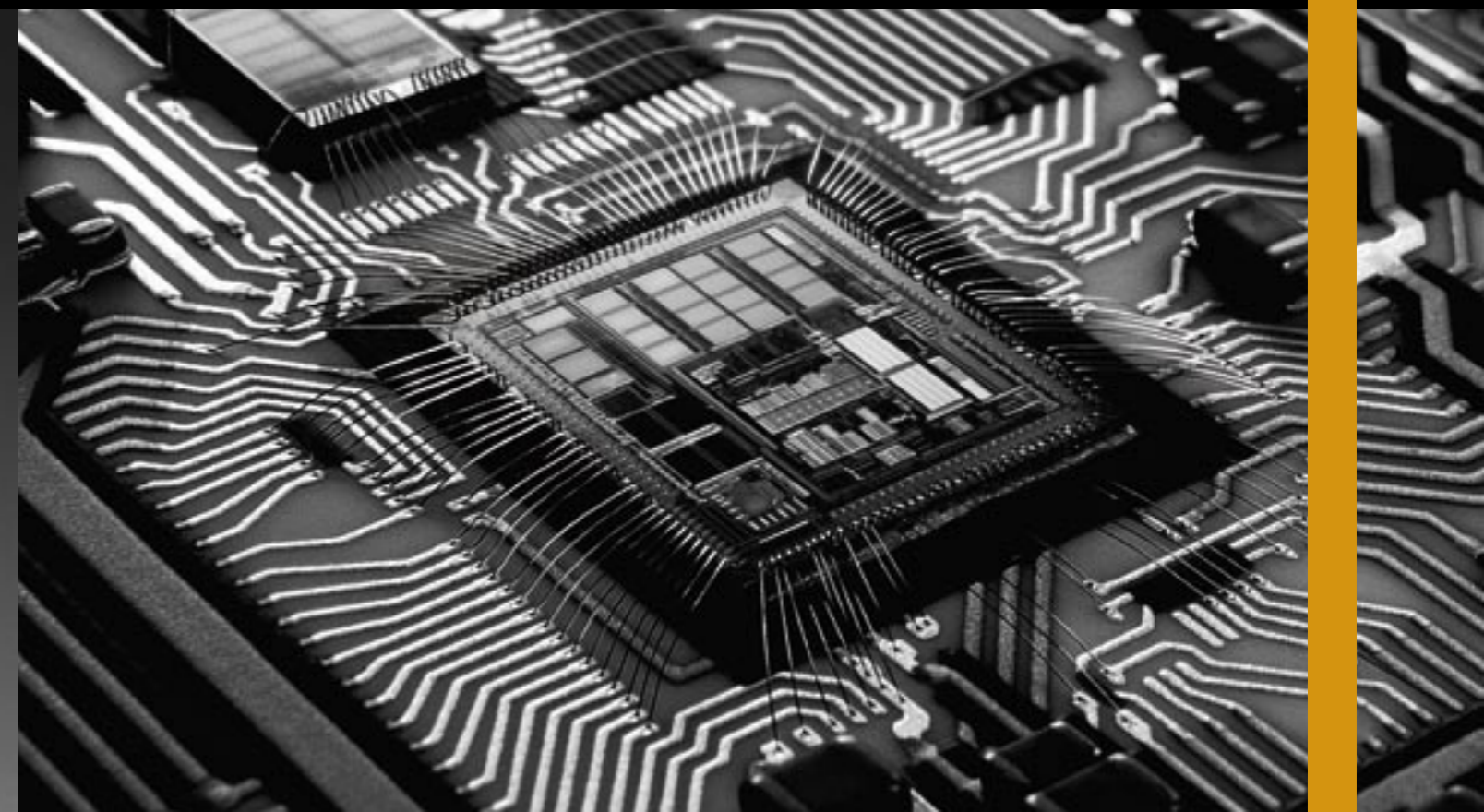
Technological innovation is a key driving force in every national economy worldwide. To steal a march on its core competitors, every economy needs innovative instruments to research, develop and train the next generation of engineers. So, to support this process, Continental has joined forces with eight leading international universities to launch the Global Engineering Excellence initiative.

Mission statement

At Continental we don't just learn about state-of-the-art technology. We don't just develop it. It's our passion. Our very lifeblood. As a leading international supplier to the high-tech automotive industry, Continental has always played an active role in promoting the development of world-class engineers. Hand in hand with the

academic establishment, we have helped effect educational reform and shape the training of the next generation of engineers. And it is this ongoing commitment that compelled us to join a comprehensive Engineering Excellence initiative, in close cooperation with eight highly renowned international universities, spanning no fewer than four continents.

Continental is also passionate about partnership with universities and leading institutions of education. This is why we're honoured to take part in this initiative – as part of our responsibility to business and the international community. It's the fundamental reason for our commitment to the 'Global Engineering Study'.



The path to global excellence.

The primary objective of the initiative for Global Engineering Excellence is to add weight to the increasingly important role played by engineering sciences in the global economy. Industry as a whole needs highly educated engineers to safeguard technology leadership and future innovations. By participating in this international study, universities will gain – and provide – an immediate insight into engineering practice worldwide, culminating in the presentation of findings at a global information platform in November 2006. Based on thorough scientific research, the study is expected to uncover the fundamental facts about the world of engineering education, careers and the types of candidates entering professional engineering. The research data and findings will subsequently enjoy wide-scale distribution. Participating universities will give a detailed outline of international trends and engineering training developments.

Ultimately, engineering excellence will be pivotal to global economic growth, so every industry needs engineers equipped to achieve top results, to function as primary catalysts of entrepreneurship and outstanding cultural achievement. So it goes without saying that this study will go beyond the boundaries of the automotive sector to look at all engineering sciences, irrespective of branch or industry.

The design of the study.

Now, more than ever, companies need actively to support young and aspiring engineers to keep global business activities profitable. To sharpen public and professional perception of needs, we have to recognise engineering profiles and careers, and invest in general image-building – worldwide.

Global in scope, the study will analyse the growing impact of 'Global Engineering' on today's markets, while providing basic and scientific data on engineering education, careers and professional engineering profiles. Specifically, it will address the global nature of engineering today and emerging trends in engineering education, including successful approaches to internationalisation. The study also aims to pinpoint how universities, industries and government can cooperate more productively in preparing more engineers for the modern-day global marketplace.

Issued biannually, the first global engineering study will be published by the initiative for Global Engineering Excellence in November 2006.



University profiles

Technische Universität Darmstadt, Germany

The Technische Universität Darmstadt (TUD) counts as one of the leading universities in Germany in terms of research and teaching capability. Compared to other former State universities in Germany, the TUD is unique in its freedom to operate autonomously, independent of outside control.

The Swiss Federal Institute of Technology Zurich, Switzerland

The Swiss Federal Institute of Technology Zurich (ETH Zurich) was opened in 1855. From the outset it has been one of the leading universities of technical and natural sciences in Europe.

Georgia Institute of Technology, USA

The Georgia Institute of Technology is one of the nation's top research universities, distinguished by its commitment to improving the human condition through advanced science and technology.

Massachusetts Institute of Technology, USA

The Massachusetts Institute of Technology (MIT) is independent, coeducational, and privately endowed. The mission of MIT is to advance knowledge and educate students in science, technology, and other areas of scholarship that will best serve the nation and the world in the 21st century.

Shanghai Jiao Tong University, China

Founded in 1896, Shanghai Jiao Tong University (SJTU) is one of the top universities in China. It is emphasizing on contributing to the development of the economy and society, particularly on collaborating with industry and technology transfer. SJTU's engineering programmes cover almost all the major fields of engineering.

Tsinghua University, China

Since its foundation in 1911, Tsinghua University has rapidly established itself as one of China's leading institutions for comprehensive research, with a strong commitment to fundamental research, applied research and scientific innovation.

Universidade de São Paulo, Brazil

The Escola Politécnica da Universidade de São Paulo (EPUSP) is one of the oldest and most prestigious engineering schools in Brazil. Since its foundation it has been among the top engineering schools nationwide.

University of Tokyo, Japan

The University of Tokyo was established in 1877 as the first national university in Japan. It is well known for the excellence of its faculty and students; today, as in the past, graduates often go on to become leaders in government, business and the world of academia.

Continental AG

The Continental Corporation is one of the world's leading suppliers to the automotive industry, with extensive know-how in tire and brake technology, vehicle dynamics control, and electronic and sensor systems. Our goal is to make individual mobility safer and more comfortable. About 85,000 employees in 27 countries around the globe are working for you at over 100 manufacturing facilities, research centres and test tracks.

As the world's leading technology partner to the automotive industry, Continental develops and manufactures high-quality components, modules and systems. Our activities are focused on innovations for greater safety, eco-friendly mobility and driving comfort. Our R&D centres and manufacturing plants are located close to customer facilities, so we are always where it matters most – in every corner of the globe. Our business units count among the most competitive in the industry. For example, we are the world's number one supplier of foundation brakes and number two supplier of electronic brake systems. In the tire sector we rank fourth worldwide, and are the European market leader for winter tires and original equipment passenger and light truck tires. Our ContiTech division is the global market leader of film and slush skins used in vehicle interiors.

The Continental Corporation creates new opportunities for customers, suppliers, employees and shareholders alike. Our overriding aim is to enjoy sustained growth, based on the ongoing enhancement of value-added. And this approach to value-added will remain consistent and continuous, centring constantly on the goal in hand. Thus, pivotal to all activities will be a focus on providing outstanding, reliable, world-class quality products, tailored to current and future needs.

