

Press Release
electronica 2024

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Do-it-yourself instead of watching YouTube

ITQ GmbH and Messe München invite technology enthusiasts to electronica 2024 to actively discover the world of the latest technologies. Instead of passively watching videos on YouTube, the two companies offer participants the opportunity to get hands-on and gain valuable technology and programming experience in various STEM activities and a MAKEATHON.

Garching, October 25th, 2024 – [ITQ GmbH](#) supports Messe München at the **Young Talents Days at the [international electronics trade fair electronica](#)**. **On Friday, November 15th, 2024**, students can actively try out the latest technologies at various technology and programming workshops. ITQ GmbH offers a **6-hour MAKEATHON** for students. The aim is to arouse the next generation's interest in technology and digital solutions at an early stage and thus counteract the shortage of skilled workers in the STEM sector in the long term.

On **Young Talents Day**, school students will have the opportunity to visit **electronica from 9 a.m. to 3 p.m. at Stand 360 in Hall A4** and take part in interactive technology workshops. The workshops in cooperation with the [Gerda Stetter Foundation](#) "**Technik macht Spaß!** ' (**'Technology is fun!** ") provide **initial programming experience**, including with [LEGO Mindstorms EV3](#), [KARL, the small robot from Medion](#), and the innovative [TI-Innovator Rover from Texas Instruments](#), which is controlled by a calculator. Participants discover the important topics **of sustainable use of resources and renewable energy generation** using specially developed demonstrators from the EU-funded [EDUDEMOS project](#). All workshops offer initial insights into the world of programming and electronics and are primarily intended to generate enthusiasm for STEM professions. Simple technical tools such as Raspberry Pi microcontrollers are used. Programming is done in a child-friendly way using Python to introduce children to technology in a playful way.

A highlight of the Young Talents activities is the **electronica MAKEATHON**. Following the example of the successful international [SMART GREEN ISLAND MAKEATHONS](#), this MAKEATHON gives students the chance to put their theoretical knowledge directly into practice and develop **innovative solutions** together in the shortest possible time. The students work on real tasks in teams and develop initial solutions and prototypes within just six hours – with the support of experienced engineers from ITQ GmbH. The MAKEATHON thus offers valuable insights into the world of the electronics industry.

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The organizer **Dr. Rainer Stetter, CEO of ITQ GmbH**, is delighted about the cooperation with the trade fair: “For more than two decades, we have been committed to the extracurricular STEM education of children and young people.

Our modular training systems, which we use to teach tomorrow's generation about technology in a practical way, have met with great interest from companies, and not just since the shortage of skilled workers. Organizing these events as part of a leading trade fair has a special appeal for exhibitors and visitors.”



There's no shortage of fun - international participants in the SMART GREEN ISLAND MAKEATHON develop initial prototypes for a sustainable future (Source: ITQ GmbH)

Participation in the STEM activities is free of charge. Interested **pupils, professors and teachers from educational institutions** can register for participation with ITQ GmbH at marketing@itq.de.

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About ITQ GmbH

Founded in 1998, ITQ GmbH is an independent engineering and consulting company with a focus on automation, mechanical and plant engineering. The experienced team of experts specializes in interdisciplinary problem solving related to software and systems engineering. Its core competencies include software engineering (analysis, design, implementation, testing) and process improvement as well as project and crisis management as well as consulting and coaching.

A special concern of ITQ is both requirements-oriented and forward-looking training as well as continuing education concepts, which already start with the younger generations. Therefore, the company promotes young academics in practical study projects as well as technical workshops for children, pupils, and students through their Gerda Stetter Foundation – Technik macht Spass!

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Characters (without spaces): 4.048

More Information:

[ITQ GmbH](#)

[Dr. Stetter ITQ S.L.U](#)

[SMART GREEN ISLAND MAKEATHON](#)

[Gerda Stetter Foundation – Technik macht Spass!](#)

Picture and Video Material:

[SMART GREEN ISLAND MAKEATHON – Pictures](#)

[SMART GREEN ISLAND MAKEATHON – Video](#)

Press Contact:

ITQ GmbH

Caroline Schiller

Parkring 4

85748 Garching bei München

Germany

Phone: +49 89 321981-74

E-Mail: schiller@itq.de

www.itq.de