

# Heidelberg Training Sessions Begin As Digitisation Gains In Popularity

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**Digital learning content using cutting-edge technologies is becoming increasingly important as digitisation spreads throughout all areas of the company and new digital business models come to the fore.**

Practical examples include the use of augmented reality technology during service and maintenance work on presses, for instance. This trend applies across the board, to commercial specialties and dual study courses in all disciplines, as well as to technical and IT-related careers.

The training year at Heidelberger Druckmaschinen AG (Heidelberg) started on September 1, 2020. Despite the ongoing Covid-19 pandemic, another 99 young men and women are embarking on their training or dual study courses at one of the company's four sites in Wiesloch-Walldorf, Brandenburg, Amstetten, and Ludwigsburg. The focus is on production-related careers, such as training as a mechanic, mechatronics engineer, electronics engineer or logistician.

The popularity of dual study courses is growing ever higher, and not just because they integrate theory and practical projects in the company. Here, too, digitisation is playing a key

role. For example, the dual study course in Digital Media/Media Management and Communication covers technical principles for e-commerce and mobile applications, followed by planning media projects, media research, and media automation. The Business IT course teaches key business management and information technology skills. All the dual study courses centre on participants developing their own ideas and trying them out in practice at the earliest possible opportunity.

‘We invest in up-and-coming talent, and as the world market leader in sheetfed offset presses we offer the best opportunities for highly skilled training, which then generally leads on to a permanent employment contract,’ said Prof. Rupert Felder, Head of Human Resources at Heidelberg. ‘This year, as in previous years, we took on practically all our newly qualified trainees, as we need young people with their ideas and passion – an important investment in the future of Heidelberg.’

Applications are already being taken for training and study courses starting in September 2021. In light of demographic trends and the ongoing digital transformation, the company is planning to progressively increase the number of training places in the years ahead.

With primarily older employees retiring in the medium term, Heidelberg will continue to need trainees with an interest in various information technologies and exciting careers in a digital production environment. The company currently employs around 300 trainees at its four sites, approximately 230 of whom are based at the largest site, Wiesloch-Walldorf.

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