



**Einstieg**  
Hamburg

# Documentation 2019

## Facts and Figures about the Fair

Einstieg Hamburg, the largest career fair in the north, once again provided 320 exhibitors with an ideal venue for establishing valuable contacts with committed young people. On 22 and 23 February, 27 000 visitors used the wide range of training and study programmes on offer to review their career ideas, to put them into concrete terms or to discover completely new paths - either through personal chats with the exhibitors or by taking part in the extensive supplementary programme. Exhibiting companies, universities, gap-year organisers, professional associations and organisations were particularly pleased with the outstanding discussions they have had with potential future employees. The main attractions for visitors this year were the creative camp, the diverse lecture programme, the hands-on activities at the occupations challenge and the numerous theme portals on trade, wholesale and foreign trade and logistics.

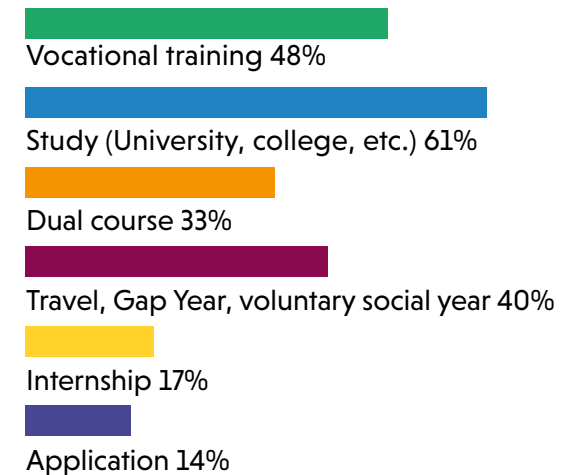
Einstieg Hamburg's significance in the region when it comes to career choice is also reflected by the presence of well-known supporters. Senator of Education Ties Rabe opened this year's trade fair and visited important network partners of Einstieg Hamburg such as the AGA business association, Hamburg Chamber of Trade, Hamburg Logistics Initiative and the Hamburg Institute for Vocational Education and Training. In the opening round of lectures "#Education #Study #Gap Year - What is right for me?" he pointed out "This fair gives inspiration as to which paths can be taken after school because the professional world is becoming more and more diverse."

It is the variety of possibilities that visitors are looking for: 61% of the young people surveyed were interested in studying, 48% in training, and 40% wanted to learn more about a stay abroad or voluntary services. A little over one third were interested in a dual course of study (33%), around 17% in an internship and 14% in the topic of application. Fortunately, the majority of the young people came to the fair very well prepared, whether through the information offered at the schools, the online interest check, their own research on exhibitors and lectures at einstieg.com or through the video tutorials.

54% of the visitors surveyed state that they did not yet know what they wanted to do after finishing school. On the other hand, the 34% who did used the trade fair quite specifically to decide on a particular training, study or gap year offers.

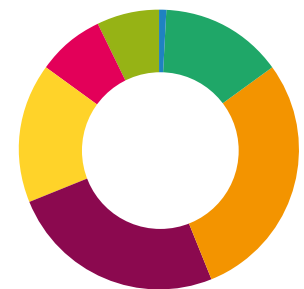
### What kind of information would you like to gather at the fair?

multiple answers possible, 3 answers max.



### What 's your age?

- Younger than 15 years 1%
- 15 years 14%
- 16 years 29%
- 17 years 25%
- 18 years 16%
- 19 years 8%
- 20 years 7%



## Visitor and exhibitor comments

*"Once again a huge praise for the sensational trade fair on the weekend. Very inspiring conversations and a very refreshing exchange."*

Marvin Grabowski, speaker and author of the book "Early Live Crisis".

*"I still have no idea what I would like to do after graduation. I'm here today to find out what my opportunities are. I think it's great that so many different companies and universities take part. I also plan on attending some lectures "*

Lisa S. (16 years), Hamburg

*"We are using Einstieg as the largest career orientation fair in the north to inform pupils and parents through direct talks about career prospects in training and dual studies at Airbus. We particularly appreciate the good organisation and customer-oriented service of the Einstieg team."*

Günther Meyer, Airbus

*Through participating in this fair, we got the opportunity to provide our students in Hamburg with information about our university. It was very useful to us.*

Bahar Sahin, Akdeniz University

*Also this year we were very pleased with the quality of the potential applicants and the organisation of the fair. Saturday is still well ahead of Friday in terms of quality.*

Felix Zahn, Getriebebau Nord GmbH & Co. KG

*"I was delighted with the wide range on offer at this trade fair. My son wants to start an apprenticeship. He has taken part in the occupations challenge and would now like to visit some stands which he had already pre-selected during some preparation at school. He liked the fact that trainees also answered questions when he first started with the meetings".*

Sandra W. (mother), Hamburg

*"Einstieg Hamburg is the direct line between companies and school graduates!"*

Sterni Park, Kerstin Asmussen



## Special Features and Highlights

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Among the highlights of this year's fair were the creative camp, over 90 stage lectures to attend and inquire about, the occupations challenge with its ten stations, the application panel offering styling and tips for video applications as well as the various portals presenting the range of training and study opportunities in the respective industry.

### Creative Camp

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Acting, drawing, designing, dancing, or writing? This year Landesverband Private Kreativschulen Hamburg (LPKH) organised a creative camp at the fair for the very first time to find artistic talents. About 13 participating schools used this live programme to attract young talents and were delighted by the large number of visitors and the strong interest they showed.

### AGA Joint Stand

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The young visitors could obtain information about the various training opportunities in wholesale and foreign trade from the AGA company association on a stand of about 350 square metres. 14 training companies and two vocational schools offered insights into the various occupational training occupations and qualifications. Velux, Helm, Metro and Reyher, were just some of the companies who wanted to get to know their future employees.

**Creative Camp**



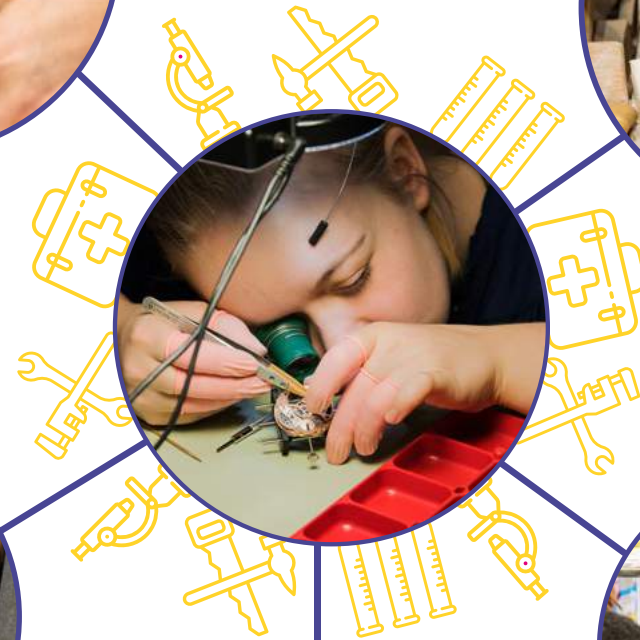
**AGA Joint Stand**



# Special Features and Highlights

## Job Challenge and Interactive Activities

The occupations challenge is an integral part of Einstieg Hamburg and inspires young visitors with its interactive features. A total of ten stations provided a playful opportunity for students to try out practical tasks from a wide variety of professions. They tested their abilities and got in touch with the exhibitors in a natural environment. At the joint stand of the Hamburg Chamber of Trades, young people were able to test their own craftsmanship through planing, sawing and using an iMop. At the Hamburg Logistics Initiative stand, visitors were asked to decide on the best way to load a sea container. At the Career Workshop, an initiative of DEHOGA, it was all about the senses of the visitors whereas SEG challenged its visitor to assemble their own PC from individual parts. In addition to the occupations challenge, numerous stands also featured interactive activities: the Hamburg fire brigade, for example, showed what resuscitation training looks like while the tax authorities drew visitors' attention to their training opportunities with a photo booth event. After completing the challenge, the participants received a certificate to add to their career choice passport.





# Special Features and Highlights

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## Logistics panel

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The "Logistics" themed panel took place for the eighth time at the Hamburg trade fair and, featuring 21 exhibitors, was bigger than ever. Exhibitors such as the Logistics Initiative Hamburg with its large joint stand, the Hamburg-Holstein public transport company, the Hamburger Hochbahn, the Hamburg-Südamerikanische Dampfschiffahrts-Gesellschaft, Hamburg Airport, the Hamburg Port Authority, Hapag-Lloyd and Hoyer and Dachser informed interested visitors about training and study opportunities as well as career paths in the logistics sector.

## Application Panel

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Many young people at the fair were particularly interested in the subject of job applications. Correspondingly, the application panel was very popular. Experts gave tips on the application portfolios they had brought with them or on video applications. The free offer also included a professional styling with a subsequent photo shoot for the application picture.

**Logistics panel**



**Application Panel**



# Special Features and Highlights

## Training Forum

For the fourth time, the Jugendstil agency offered the vocational education alongside the trade fair. That was precisely what the first item on the programme, "How modern trainee recruiting works", with Christian Langkafel, Managing Director of Einstieg GmbH, was all about. In the subsequent interactive part "Our company faces the following challenge..." Michael Hanschmidt from Büro für Zukunft invited the participants to network. Dr. Ulrich Weiß rounded off the event with the lecture "Skill development in training - background information".

## Teachers and Parents Lounge

Teachers and parents are of great importance to young people who currently have to make decisions about their future careers. For this reason, there is a special lecture programme for teachers and parents who wish to support their students or children in this phase of their lives. Many teachers made use of this opportunity on Friday while numerous parents participated on Saturday to find out more about their role and to receive specific advice. Particularly pleasing was the fact that 99% of the parents surveyed would recommend Einstieg Hamburg!

## Training Forum



## Teachers and Parents Lounge



# Special Features and Highlights

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## Job Wall /Study Wall /Gap Year Wall (Stand O 1):

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Visitors were able to view vacant training positions, gap year offers or study places of those exhibitors who had booked advertisements on einstieg.com and got to know the corresponding institution directly on site at the trade fair information stand O 1 which was located at a central position in the entrance area of the trade fair.

**Job Wall  
Study Wall  
Gap Year Wall**



## Trade Forum

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The guilds and chambers at the joint stand of the Hamburg trade association showed just how interesting training in this field could be. At the trade panel, young visitors had the chance to discover the diversity of trades and crafts and get advice from tradesmen and employees of the Chamber of Trade. Visitors could test their own skills in craftsmanship directly at the Metal Guild by crafting a money box from thin sheet metal or by planning and sawing at the Carpentry Guild. The Chamber of Agriculture and the Trade Association for Garden, Landscape and Sports Field Construction drew attention to their training occupations with a plant quiz.

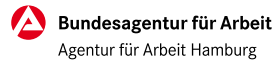
**Trade Forum**





# Media- and Cooperations Partner 2019

## Cooperations Partner:



## Media Partners:



Hamburger Morgenpost  
h20 Das Schülermagazin  
für Hamburg  
JUMP House Hamburg  
GmbH  
Oxmox

AINO  
die auslandsreise  
Didacta Magazin  
Zeit Online

## Patronage 2019

- **Anja Karliczek,**  
Bundesbildungsministerin
- **Ties Rabe,**  
Senator für Schule und Berufsbildung der Freien und Hansestadt  
Hamburg

## Einstieg Hamburg 2020

- 14. + 15. February 2020
- Registration deadline: 29. November 2019
- Location: Hamburg Messe, Halle B6
- Friday 9am + 04pm, Saturday 10am + 04pm

## Give us a call – we are happy to assist you!

Einstieg Customer Team  
0221.39 80 9-30  
[kundenteam@einstieg.com](mailto:kundenteam@einstieg.com)

# Media Resonance (Selection)

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## Print

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Hamburger Abendblatt  
Hamburger Morgenpost  
taz Nord  
Bild Hamburg  
Buxtehuder Tagblatt  
Alster Rundschau

## TV/Radio

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Hamburg 1  
Radio ENERGY Hamburg

## Online

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- <https://bildungsserver.hamburg.de/aktuell/>
- [www.hamburg.de](http://www.hamburg.de)
- <https://www.abendblatt.de>
- [www.mopo.de](http://www.mopo.de)
- <https://www.pointer.de>
- [www.studis-online.de](http://www.studis-online.de)
- [www.energy.de/hamburg](http://www.energy.de/hamburg)
- [www.karriere.unicum.de](http://www.karriere.unicum.de)
- [www.planet-beruf.de](http://www.planet-beruf.de)
- [www.messen.de](http://www.messen.de)
- [www.messeninfo.de](http://www.messeninfo.de)
- [www.aubi-plus.de](http://www.aubi-plus.de)
- [karriere.unicum.de/](http://karriere.unicum.de/)
- <https://www.think-ing.de/tipps-und-termine/>
- <https://www.bangerang.de/Tipps-und-Trends-Hamburg/>

## Social Media

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### Exhibitor – Posts:

- Handwerkskammer Hamburg  
<https://www.facebook.com/hwkhamburg/posts/2101510186562961>  
(22.02.2019)
- Hochschule Schmalkalden  
<https://www.instagram.com/p/BuLkLL3B5MG/>
- Apobank  
<https://www.instagram.com/p/BuOrSWwnlyG/>
- Hapag Loyd  
<https://www.instagram.com/p/BuOj7PBh4S2/>
- Freiwilligendienste Hamburg  
<https://www.instagram.com/p/BuL3ssPn8f0/>