

SAMSUNG TALENTS OF THE FUTURE – LINKEDIN BLOG

Why we at Samsung believe the future still looks bright.

or

The power of education.

How does the future look to you? Bright? Or rather grim? Here at Samsung, we have always looked at the world to come in a positive way. **Simply because we see obstacles as opportunities.** And that pioneering spirit is the reason we've been at the forefront of innovations over the past 50 years.

But what about the next 50 years? Well, the way we see it, the future belongs to the next generation. It's up to them to be creative, look at problems in a new way and find solutions to societal challenges. And our role? No, our corporate responsibility even. That's to empower and support them. To help them discover their talents, tap into their inner pioneer, and reach their full potential.

With 'Talents of the Future', our latest educational initiative, we are doing just that. This new interactive training program gives 50 Dutch and Belgian master's students a head start in their early career, bridging the gap between the academic and the business world and increasing Samsung's thought leadership and vision among the younger generation.

Will this program ultimately result in an innovation? It might. Or perhaps it won't, time will tell.

But the truth is: it doesn't matter.

Because innovating for the sake of innovating has never been Samsung's goal. Our innovations are just a tool. People – and their development – come first. We innovate to help people achieve the impossible. To make this world a better place for all. It's at the core of Samsung's corporate philosophy. And at the centre of everything we do.

But how do people develop, grow, and evolve? By learning new skills, picking up on new insights, and gaining experience. Especially young minds. They have an unlimited potential.

That's why education is one of Samsung's focus points. Why we collaborate with relevant parties – governments, policymakers, and institutions from all over the world – to reach even more young minds. Why we provide training programs like Solve for Tomorrow, Samsung Innovation Campus, and now, Talents of the Future and make them inclusive and accessible to all. We are committed to help young minds develop their talents. To nurture those who share our vision of creating a more inclusive and sustainable society. To empower the talents of the future.

'Talents of the Future' isn't the first CSR project we've done. And it won't be the last. We are always thinking of ways to give back to society. For this one in particular, we thought of our own experiences as a student. And we all came to the same conclusion. The academic capabilities were there, but our practical skills? They needed some work. Today, that gap between what you learn in an auditorium and the hands-on skills you need in the workplace, is still there. We want to close it. And attract talented students to come and work for Samsung while we are at it. That's why this year's edition of 'Talents of the Future' is just the

beginning. We want to be even more involved. The aim? For this program to become an official part of the university curriculum with credits to be earned.

For the 50 'Talents of the Future' taking part in the training program, the end of the academic path is in sight. But as this chapter ends, a new and exciting one is about to start. We at Samsung are honoured to join them on this journey. Who knows, maybe one of them just might come up with an innovation that changes this world for the better.