

Press release, 17 March 2016

## **Semcon - the year's rocket among Sweden's most attractive employers**

**Semcon has climbed over 30 places in this year's Företagsbarometer survey (the Swedish Student Survey) in which college and engineering students rank Sweden's most attractive employer. This is the largest increase in the top 100 list, meaning that Semcon has been awarded Rocket of the Year by Universum, which carries out the study.**

“We work hard to make clear what we have to offer tomorrow's engineers. There is stiff competition for talent and you have to stand out and dare to be personal. We have managed to get the message out about the innovation potential and professional development opportunities at Semcon in an exciting way,” says Per Nilsson, Corporate Communications and Marketing Director at Semcon.

Just over a year ago Semcon launched a pilot project to enhance its visibility at Swedish universities and technical colleges. This included creating a unique student ambassador program to involve driven students on courses where Semcon has its largest recruitment needs. Students are given mentors who will then coach them in their future careers and provide an insight into what it's like to work at a technology company, while representing Semcon at their universities and colleges.

“This higher ranking for Semcon is a result of employer branding being treated seriously by management and that there is a major emphasis on highlighting all the opportunities available. The company has an exciting technological profile and is in an increasingly attractive industry. We believe that through its work Semcon can take a leading position in the industry in future,” says Martin Strömquist, deputy CEO and co-founder at Universum Communications.

The survey is carried out annually and a total of more than 24,000 students were approached at Swedish universities and colleges. Among M.Sc. Engineering students, Semcon has leapt from 79<sup>th</sup> to 49<sup>th</sup> place in the ranking and among B.Sc. Engineering students climbed even higher from 67<sup>th</sup> to 35<sup>th</sup> place.

“We are very proud of our improvement, but we are far from satisfied. Semcon is a company with a passion for innovation in an international environment, full of creative people. If we become even better at telling people what we do, we will continue to climb in the rankings,” says Per Nilsson.

### **For more information, contact:**

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