

Digitalisation and employment

SEAT gathers more than 250 European executives to address the future challenges of human resources

- / The European HRC Meeting 2018, organised by HRC International Group, is being held this weekend in Sitges with the slogan 'Meet the future'
- / SEAT President Luca de Meo pointed out the need to promote the internal talent of companies and provide them with new digital tools
- / SEAT Vice-president for Human Resources Xavier Ros discussed the challenges of the digital revolution

Martorell, 09/06/2018. - The European HRC Meeting is bringing together more than 250 executives this weekend in Sitges (Barcelona) to discuss the challenges in the human resources sector. Under the slogan 'Meet the future', this conference, which is organised by HRC International Group with SEAT as the main partner, is the annual meeting point to talk about current trends, pool the best practices and reflect on the future of human resources.

SEAT President Luca de Meo opened the conference with a keynote speech on the necessity of giving special consideration to employment in the current context, where the impact of technology is gaining in importance. De Meo emphasised that **"human resources could play a key role: helping leaders and organisations adapt to technology, helping people to adapt to new models of work and careers paths, and encourage changes in society, regulation and public policy"**.

De Meo underlined that the challenge facing human resources professionals is to quickly detect change and rely on internal talent in order to achieve social and economic success. The President of SEAT pointed out that **"humans are adaptable, and given the need to address the emerging challenges of the digitalisation that is transforming society and business, it is crucial that we provide continuous training in order for individuals to learn marketable new skills. With this solution we can transform people from the inside, and leadership will have to transform from an organisation 'doing' digital things to one that is 'becoming' digital."**

Digital transformation and human resources

Following the speech by the President of SEAT, this morning a round table was held to discuss digital transformation, its impact on human resources and the challenges that arise for the managers of these departments. Participants at the debate included SEAT Vice-president for Human Resources Xavier Ros and executives from EF Education First, Seeliger & Conde, Amrop, Meliá Hotels International, ManpowerGroup and Universum Global.



Xavier Ros discussed the importance of digital transformation in every company, and especially in the automotive industry, **“as it simultaneously includes three focus areas: technology, business model and the way of relating with customers.”** During his address, the Vice-president of SEAT expressed the main challenges to attract digital talent to the automotive industry and analysed some of the strategies when it comes to recruitment and retention of digital talent. Ros also emphasised some of the projects that SEAT has implemented in order to tackle these challenges, such as **“DisrUp, a meeting where young talents that develop knowledge about the future of mobility and propose solutions designed by and for the user.”**

SEAT is the only company that designs, develops, manufactures and markets cars in Spain. A member of the Volkswagen Group, the multinational has its headquarters in Martorell (Barcelona), exporting 80% of its vehicles, and is present in over 80 countries. In 2017, SEAT obtained an after tax profit of 281 million euros and achieved worldwide sales of nearly 470,000 vehicles.

The SEAT Group employs more than 15,000 professionals and has three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the highly successful Ibiza, Leon and Arona. Additionally, the company produces the Ateca and the Toledo in the Czech Republic, the Alhambra in Portugal and the Mii in Slovakia.

The multinational has a Technical Centre, which operates as a knowledge hub that brings together 1,000 engineers who are focussed on developing innovation for Spain's largest industrial investor in R&D. SEAT already features the latest connectivity technology in its vehicle range and is currently engaged in the company's global digitalisation process to promote the mobility of the future.

SEAT Communications

Cristina Vall-Llosada

Head of Corporate Communications
T / +34 93 708 53 78
M/ +34 646 295 296
cristina.vall-llosada@seat.es

Estela Muñoz

Corporate Communications
T / +34 93 708 53 67
M/ +34 696 511 747
estela.munoz@seat.es

<http://seat-mediacycenter.com>