

Ruhr-University Bochum (RUB) Enabels Digital Workforce and Processes for Small and Medium Business Enterprises (SMBE)

Dortmund, Germany, April 27, 2017: The digital workforce is rapidly growing in Germany and especially in the small and medium business enterprises (SMBE). Most of these firms belong to the “Mittelstand” in Germany and employ the majority of the available workforce in the nation. The term itself is often referred to build the backbone of the German industry and society. Organizations belonging to the Mittelstand tend to be able to quickly enforce change, thus giving these worldwide leading companies a highly competitive advantage.

In its efforts to build a digital workforce in the construction industry, the Chair of Computing in Civil Engineering at the Ruhr-University Bochum (RUB) engaged SMBEs at the largest trade fair being held in the federal state of Nordrhein-Westfalen (NRW). More than 250 leaders representing various industries, including NRW’s State Minister of Economic Affairs, Mr. Duin, and the President of the Handwerkskammer (HWK) Dortmund, Mr. Schröder, informed about the current state-of-the-art and practices. They also learned about the latest methods for communicating information, organizing digital business processes, adapting emerging technologies as a business practice, and many more themes that are of high interest in the effort of transforming an existing workforce and business.

RUB’s interdisciplinary team consisted of Prof. Markus König, Dr. Jochen Teizer, Dr. Matthias Neges, Thomas Hilfert, Mario Wolf, and Mirco Prager. Their talks and hands-on demonstrations related to the Building Information Modeling (BIM) method, emerging data sensing as well as data visualization techniques (e.g., Augmented and Virtual Reality) were even tested by the attending politicians.

More information and photos: https://www.handwerksblatt.de/panorama-foto-video/foto-video/handwerk-digital-in-dortmund.html#!PL_170427_2026

