



# JOIN ITU's CASE FAIR IN JANUARY 2025

ShippingLab, Danske Maritime, Danish Shipping and ITU invite maritime companies to participate in the ITU Case Fair in week 5, 2025.

The Case Fair at ITU is a unique opportunity to expose +200 IT students to the maritime industry, attract an IT-capable workforce for Blue Denmark and your company, as well as foster collaboration and innovation.



# WHY JOIN?

**As a maritime company joining ITU's Case Fair, you will:**

- Gain valuable ideas and prototypes to innovate business processes.
- Collaborate with talented IT students at ITU who bring fresh perspectives and innovative solutions to real industry challenges.
- Access the latest techniques in low-code and process modelling.
- Showcase your company to a diverse pool of IT talent, creating opportunities for future recruitment and partnerships.
- Benefit from cutting-edge solutions developed through student projects, advancing technology and processes within your company.
- Potential to continue project development through student theses. Engage with students who may become future employees or collaborators, fostering long-term relationships.
- Contribute to the education of future IT professionals and help shape the future of your industry.



# WHAT DOES IT REQUIRE?

To participate in ITU's Case Fair, maritime companies are expected to:

- **Present a real-world challenge:** Provide a practical, industry-relevant case that IT students can work on during their projects.
- **Engage with students:** Attend the Case Fair to discuss your challenge, answer questions, and guide students throughout the project.
- **Support the process:** Be available for follow-up consultations and provide feedback on proposed solutions.

**THE AIM IS FOR 7-10 STUDENT GROUPS TO WORK ON PROJECTS FROM 5-7 MARITIME COMPANIES**





# INTERESTED IN JOINING THE CASE FAIR?

If you're interested in joining ITU's Case Fair, please reach out to Magnus Gary, Project Director at ShippingLab, for more details and to express your interest: [mg@shippinglab.dk](mailto:mg@shippinglab.dk) / 40 95 07 14



# POTENTIAL FOR FURTHER COLLABORATION

The Case Fair is the initial phase of the a 3-step model aimed at driving innovation in the maritime sector. In this first step, maritime companies present real-world challenges to IT students, who then tackle these issues as part of their academic projects. Potential further steps are:

- **Step 2: Case-thesis** - Students conduct in-depth investigations and data collection, developing and testing solutions in collaboration with the participating companies.
- **Step 3: Case-executive** - Knowledge and solutions from the previous steps are shared across the industry, featuring technology presentations and dissemination of findings to benefit the broader maritime sector.