



# TRACTION EUROPE 2017

## Strategy Workshop for Engineers November 4–5, 2017, near Paris

Combine perfection with production. Leverage your expertise to analyze the production system of a premium carmaker. With an expanded product portfolio and new materials and technologies, there is an ever-increasing need for more flexible and efficient processes.

Working alongside an international BCG team and about 50 top students from universities in Europe and the Middle East, discover how you can develop a smart production system and thus help to shape Industry 4.0—the production of tomorrow. Along the way, you will learn the methodologies and approach of the world's leading strategy consultancy and face new challenges that will enable you to grow personally and professionally.

We are seeking high-caliber university students (undergraduate, master's, or PhD) from all fields of engineering with an affinity for strategy to attend the workshop.

### Curious?

For more information and to register, visit <http://eur-traction.bcg.com>

We look forward to hearing from you.

Kind regards,  
BCG Recruiting