

QUOTES – STAR TRUCK

Politics

Mag. Thomas Stelzer

Landeshauptmann OÖ

„The STAR TRUCK brings future skills directly to young people in Upper Austria. It shows how exciting technology, digitalization, and modern industry can be—not in an abstract way, but in a hands-on, try-it-out way. Especially in times of rapid change, early, practical career guidance is crucial: it opens up perspectives, strengthens talents, and provides security when making important life decisions. At the same time, the STAR TRUCK is a strong location project. It connects schools, universities, companies, and the job market, thereby making a concrete contribution to securing skilled workers. In this way, we are investing specifically in the qualifications of our youth—and thus in the competitiveness and future of Upper Austria.“

Mag.a Christine Haberlander

LH-Stellvertreterin, Bildungslandesrätin OÖ

„The future begins where curiosity is awakened and enthusiasm is ignited. With the STAR TRUCK, we bring modern technologies, exciting career profiles, and new working environments directly to young people—tangible, understandable, and at eye level. We encourage young people to discover their abilities and create prospects for their personal future as well as for a strong labor market in Upper Austria.“

Stakeholder

Mag.a Doris Hummer

President of the Upper Austrian Chamber of Commerce (WKOÖ)

„Career guidance and the acquisition of future skills are key prerequisites for young people to develop their talents. The Upper Austrian Chamber of Commerce offers many formats for this, from Talent Space to potential analysis. The STAR TRUCK also makes an important contribution to this by bringing technologies, new job profiles, and innovative working environments directly to young people and making learning a tangible experience.“

Andreas Stangl

President of the Upper Austrian Chamber of Labor (AK OÖ)

“The STAR TRUCK offers an opportunity to introduce young people to a wide variety of careers in STEM fields and to promote their interest in technology. It is particularly important to open up new perspectives for young people—even if they are facing difficulties in the job market. Interest groups, politicians, and the education sector are working together on this project to support young people as they enter the workforce.”

Thomas Bründl

Präsident Industriellenvereinigung Oberösterreich

"Technological transformation is changing our world at a breathtaking pace. The future of Upper Austria as an industrial region depends on how successfully this transformation is shaped. The most important prerequisite for this is young people who are enthusiastic about developing and applying new technologies and knowledge. High-quality STEM education at all levels of education is therefore becoming even more important. From the very beginning, IV OÖ has been intensively committed to realizing the STAR TRUCK in Upper Austria and equipping it with state-of-the-art technology installations. The STAR TRUCK is the new beacon in Upper Austria's educational and career orientation landscape, making it possible to bring technology and future-oriented professions directly to young people in a completely new way and to bring innovation to life."

Economy & Business – Exhibits in the STAR TRUCK

Christian Peer

Geschäftsführer FANUC Österreich GmbH

"Austrian industry relies on highly trained technicians—especially in the fields of automation, CNC technology, and robotics. Giving young people early insights into these key technologies is very important to us."

"We want to be partners in education—not just providers of technology. Our contribution to strengthening Austria as a production location begins in classrooms, workshops, and the STAR TRUCK. By giving young people a hands-on experience of robotics, we enable them to actively shape the future."

DI Hubert Zajicek, MBA

Member of the Management Board of voestalpine AG, Head of the Steel Division

"voestalpine relies on top-quality training for young professionals as a key success factor for its leading position in global future markets. The STAR TRUCK enables young people to experience modern technologies in a practical setting and allows us as a company to inspire talent for technical professions."

"Among the exhibits on display, the green electricity-powered electric arc furnace plays a special role. By making advanced technologies tangible, we are promoting the next generation of skilled workers that we need to meet the challenges of the future."

Economy & Business – Workshop Formats

Astrid Heuzonter

Senior Vice President People & Culture, TGW Logistics

"For an internationally active technology company like TGW Logistics, qualified employees are the key to success—especially in the STEM field. That's why we are very happy to be a partner of STAR TRUCK. With its help, we want to show young people the exciting development opportunities in technology and inspire them to pursue a career in STEM."

Andreas Hametner,

Head of Dynatrace Research Lab

"Artificial intelligence will be a natural part of young people's professional reality. This makes it all the more important for young people to learn early on how to use AI competently, critically, and responsibly. With StarTruck, we are creating a playful approach that shows how AI supports data analysis and programming without replacing independent thinking. The goal is to build understanding, basic knowledge, and the ability to control AI systems in a targeted manner."

DI Dr. Wilfried Enzenhofer, MBA, CEO

UAR Upper Austrian Research GmbH

"The STAR TRUCK brings cutting-edge research from the UAR Innovation Network to life. Effective promotion of young talent is achieved when young people can discover and participate for themselves. This is also the goal of the Long Night of Research 2026 on April 24, which is being coordinated by the UAR in Upper Austria. The STAR TRUCK will be a special highlight of the program in Ried."

Markus Schachner

Senior Vice President Product Development, Rosenbauer International AG

Rosenbauer builds its global market leadership on technological excellence, consistent customer focus, and innovative engineering. To achieve this, we need young people with technical skills for the future and creative problem-solving abilities. The STAR TRUCK is an exceptionally inspiring initiative that demonstrates the key role young people can play in an Upper Austrian high-tech company that works daily on solutions that save lives. The project thus creates new prospects for the future, strengthens the demand for skilled workers, and contributes to the innovative, self-confident transformation of Upper Austria as a business location.

Education, science, and extracurricular learning venues

Univ.-Prof. Dr. Stefan Koch, Rektor Johannes Kepler Universität Linz

"Initiatives such as STAR TRUCK open up new approaches to STEM subjects beyond traditional teaching. Here, young people learn how knowledge and skills acquired at school and university can be applied in current technologies and potential career profiles."

Rainer Stropek,

Chairman of Coding Club Linz, CoderDojo Linz

“With the STAR TRUCK, we demonstrate how essential artificial intelligence is for modern education. Young people not only learn prompting, but also experience how AI takes their own abilities to a new level.”

“This is not about blind trust, but about understanding how AI expands one's own abilities, where its limits lie, and why solid basic knowledge is crucial.”

HTL Leonding

“The STAR TRUCK is a wonderful format for getting young people excited about STEM. Especially in times of rapid technological developments, it is particularly important to educate a generation that understands AI and uses it responsibly.”

Project management AMS Upper Austria

Mag.a (FH) Johanna Gierlinger, BEd MEd

Project Manager, STAR TRUCK

“The STAR TRUCK is more than just a source of inspiration—it is a key component in the career orientation process. Curriculum-oriented content, hands-on experiences, and workshops give young people practical insights into STEM professions and training paths.”

“The STAR TRUCK shows young people how diverse and accessible STEM careers are today and supports the local economy in developing the next generation of talent.”

Jelena Gartler

Project Manager, STAR TRUCK

“This project brings politics, business, education, and research together with a common goal: to get young people in Upper Austria excited about STEM.”

“What makes this project special is the close cooperation between strong partners from politics, business, education, and research, who are working together toward a common goal: to strengthen the STEM skills of young people in Upper Austria in the long term.”

“Upper Austria has a large number of excellent research and educational institutions as well as innovative companies—and that is exactly what we want to bring closer to young people with this project.”
