# Amazon pledges to train half a million students in digital skills by 2027



In a significant move to bridge the digital skills gap in Spain, Amazon has pledged to support the training of half a million students in technological and digital competencies by the year 2027. This initiative comes in response to the growing adoption of digital technologies, including artificial intelligence (AI) and machine learning (ML), which are reshaping the business landscape and society at large.

Recent research by consulting firm Strand Partners, commissioned by Amazon Web Services (AWS), estimates that the digital transformation could add an impressive €282 billion to Spain’s economy by 2030. Despite this positive outlook, research indicates that over 30% of Spanish businesses are encountering challenges in finding personnel equipped with the necessary technical skills, particularly those related to AI.

The training programme targets young individuals aged 11 to 25, aiming not only to enhance their future career prospects but also to bolster Spain’s economic and digital potential. This commitment has been formalised through a collaboration with the Ministry of Education, Vocational Training, and Sports. Amazon has been active in promoting STEAM (Science, Technology, Engineering, Arts, and Mathematics) education in Spain through numerous initiatives over the years.

Pilar Alegría, the Spanish Minister of Education, Vocational Training, and Sports, remarked, "These programmes demonstrate the fundamental role of collaboration between the public and private sectors in developing highly qualified professionals. When we work together to innovate, companies can become great drivers of growth and development. Fostering such collaboration is essential to train the talent that will define our future."

Mariangela Marseglia, the Vice President and General Manager of Amazon for Spain, Italy, and Portugal, emphasised the importance of narrowing the digital skills gap. "Reducing the digital skills gap and providing specific knowledge and tools to master STEAM disciplines is key to support Spanish business to recruit much needed talent," Marseglia stated. "Stimulating interest in scientific careers and digital entrepreneurship is fundamental for the development of this country, giving young people access to higher-paid, higher-value work to achieve their full potential."

Suzana Curic, Country Lead of AWS for Spain and Portugal, added, "Spain has all the ingredients to be a world leader in AI – world-class infrastructure, a great location, talented startups, and established international and national brands." Curic highlighted AWS's ongoing support for developing digital talent through a range of educational programmes aimed at making STEAM education accessible.

As part of the commitment, Amazon will offer various resources including training courses, industry certifications, mentoring programmes, virtual tours of logistics centres, and professional internships for students from high schools, vocational training schools, universities, and other higher education institutions.

A study conducted by Access Partnership revealed that Spanish companies are ready to offer salaries up to 33% higher for technical roles, particularly due to the current shortage of professionals with cloud technology expertise. The skills in highest demand include cybersecurity, generative AI, and cloud computing, all vital for businesses intending to utilise AI technologies effectively. The AI talent shortage is stark, with 34% of companies reporting difficulties in sourcing employees with AI skills. According to Strand Partners, it takes an average of 5.8 months to fill positions requiring the right digital skills, which can lead to increased costs and hinder the adoption of new technologies.

Amazon's initiatives include the Amazon Future Engineer (AFE) programme, which aims to inspire technological vocations among students through accessible computer science education, scholarships, and collaborations with organisations such as Code.org and Save the Children. The AFE programme also features teacher training focused on computer science fundamentals. Additionally, the Amazon Women in Innovation Bursaries scholarship supports female university students entering STEAM fields, and dual training programmes are available for those studying Mechatronics.

In 2023, AWS launched the AWS Spain Tech Alliance, reinforcing the necessity of private-public collaboration to address the industry's demands and bridge the digital skills gap.

Overall, this commitment envisions a comprehensive strategy to train half a million students in digital skills across Spain by 2027, reflecting Amazon's investment in the future workforce necessary for navigating an increasingly technological economy.

Source: [Noah Wire Services](https://www.noahwire.com)

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