



## MDEM Intl. Director on the plenary session of 16th International Scientific and Technical Conference Innovations in " Shipbuilding and Ocean Engineering"



On September 25, the Admiral Makarov National University of Shipbuilding hosted the official opening of the 16th International Scientific and Technical Conference “Innovations in Shipbuilding and Ocean Engineering”. The event brought together researchers, industry representatives, and international partners, serving as a key platform for discussing strategic challenges, identifying innovative solutions, and shaping a vision for Ukraine’s post-war development.





Olena Zhukova, Director of MDEM Intl., PhD in Economics and Associate Professor at the Department of Intelligent Digital Economy at NUOS, opened the plenary session with a presentation focused on digital learning tools and workforce development strategies for shipbuilding enterprises in the context of post-war transformation.

Olena Zhukova emphasized that following Ukraine's victory the shipbuilding sector will face not only the task of rebuilding infrastructure but also the more critical challenge of restoring human capital. She stressed the importance of establishing dual education-industry partnerships, implementing flexible digital learning models, and promoting continuous development through digital tools in light of qualified personnel shortage caused by migration losses, demographic shifts, and the misalignment between traditional education models and modern technological demands.

The speaker outlined several digital learning platforms and tools that have gained traction in advanced economies and then turned to specific ones already being implemented by MDEM Intl. and Damen.

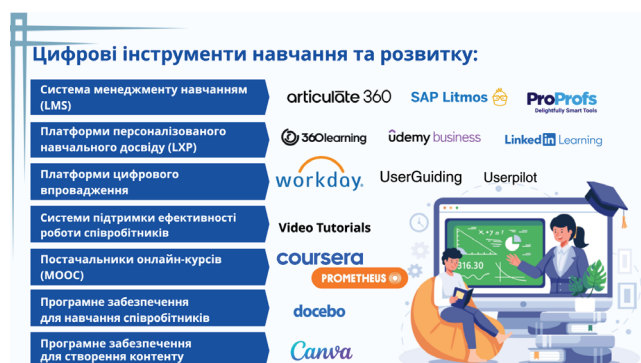
Among these is Workday, an integrated digital solution for human resource management, employee training, and talent development. At MDEM Intl., Workday supports the full HR lifecycle, synchronizing local practices with Damen's global standards and enabling a unified approach to workforce management. Another successful example is the use of Articulate Storyline, a digital tool for creating e-learning courses.



As previously reported, specialists at MDEM Intl. have developed a comprehensive e-learning package-courses dedicated to mastering CADMATIC Hull and CADMATIC Outfitting software. These courses are specifically designed for students in shipbuilding and mechanical engineering disciplines and were created as part of a joint initiative between MDEM Intl.'s training center and the Research Institute of Advanced Ship Engineering at NUS.

A special attention was given to psychometric profiling tools that support talent development, such as Gallup CliftonStrengths, widely used at Damen and MDEM Intl. Then the speaker introduced the Digital and Information Services department at MDEM Intl., which manages a wide range of digital platforms and data analytics tools. Among the platforms mentioned are the global ERP system SAP for business process management, the IFS ERP solution, the specialized process modeling and quality management platform StiboStep, and the CAD/CAM platform for 3D modeling, Cadmatic Outfitting, among others.

The Digital and Information Services group at MDEM Intl. plays an important role in implementing digital solutions. It provides user support for platforms such as Rdrive, develops training videos, animations, and interactive content, and maintains key corporate intranet sites - including GRIP, Sustainability, Group Quality, and Damen's Ways of Working - which serve as centralized hubs for knowledge sharing and learning resources.





## Articulate Storyline - E-learning

### Engineering Virtual Training Center

**Objectives**

- Develop Cadmatic Hull/Outfitting E-learning training based on LMS Google Class as a test learning environment with using Cadmatic licenses provided by NUS.
- Develop methodology and content of the training.
- Create a virtual training space based on alternative IT infrastructure not belong to GDWS.
- Provide training for NUS students as a pilot project, get feedback from trainees, analyze it and make the required improvements.

**EVTC Process**

```

graph TD
    Start([Start]) --> Training[Training]
    Training --> Test[Test]
    Test --> Feedback[Feedback]
    Feedback --> Improvements[Improvements]
    Improvements --> Updates[Updates]
    Updates --> Training
    
```

**EVTC Training course**

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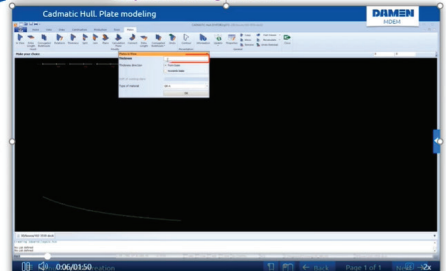


graph TD
    TC[Training Course] --> C1[Chapter 1]
    TC --> C2[Chapter 2]
    TC --> C7[Chapter 7]
    C1 --> S1[Section 1]
    C2 --> S2[Section 2]
    C7 --> S9[Section 9]
    S1 --> PPT[Power Point Presentation (PowerPoint)]
    S2 --> VM[Video Materials (Video + Audio + Animation)]
    S9 --> OM[Other materials (drawing, guides etc.)]
    
```

**Template in Articulate Storyline**

**Pilot E-learning tutorial for Damen Academy**

**Pilot training for NUS students**

**E-LEARNING VIRTUAL TRAINING CENTER  
MDEM EXPERIENCE**

Olena Zhukova underscored that investment in human capital must begin with the formation of next generation. She described educational camps organized by Damen Helpt, Help Ukrainians Association, MDEM Intl. and sponsors. These camps, designed for the children of company employees, focus on themes such as the Blue Economy, sustainable marine resource development, shipbuilding, aquaculture, and environmental innovation. More than just recreation, these initiatives aim to cultivate interest in Blue Career professions, science, engineering, and environmental stewardship.

The presentation concluded with a call to align efforts between business and education, implement digital tools, and build a flexible ecosystem for workforce development. Rebuilding Ukraine's shipbuilding industry is not solely a technological endeavor - it is a human one, requiring individuals who can think systemically, engage with digital solutions, and drive innovation. <<



**Група цифрових та інформаційних сервісів**

**MDEM**

**Основні напрями діяльності відділу Цифрових платформ:**

- Користувачська підтримка цифрових платформ (зокрема Rdrive), включаючи проведення тренінгів для нових користувачів.
- Розробка навчальних відео, анімацій та інтерактивних модулів, спрямованих на підвищення обізнаності співробітників з тем HSEQ та інших корпоративних питань.
- Створення презентацій та графічних матеріалів для внутрішніх і зовнішніх комунікацій, що сприяють кращому засвоєнню інформації.
- Підтримка корпоративних сайтів в інtranеті (SharePoint), таких як GRIP, Sustainability, Group Quality, Damen's Ways of Working — як централізованих платформ знань і навчального контенту.

STIBO SYSTEMS MASTER DATA MANAGEMENT	K2 Form
SAP GUI	2ba Material Data Standards
IFS FS 7.5 & 9.0	ServiceOne
SAP Fiori	SalesForce
D&B Direct+ API	Bynder
Legisway	SharePoint
Power BI	IBM Maximo

SAP Fiori
AutoCAD
Cadmatic Outfitting CADMATIC
IFS 7.5

MochaDocs
docusign
IFS 7.5
SAP GUI

