

- [01] Digital education: apprentices as Industry 4.0 ambassadors**
- [02] Digital school bag for apprentices at Bosch**
- [03] Bosch: Industry 4.0 calls for Occupational Training 4.0**
- [04] Bosch continues southern Europe apprenticeship initiative**
- [05] Bosch seeks some 1,400 apprentices**
- [06] Bosch: Young Spaniards to begin apprenticeships in Germany**
- [07] German Federal President Joachim Gauck visits Bosch Vocational Center in Bangalore**
- [08] German Minister visits new Bosch training center in Vietnam**
- [09] Bosch seeks more than 1,300 apprentices in Germany**
- [10] Bosch to offer dual occupational training abroad**

Robert Bosch GmbH
Postfach 10 60 50
70049 Stuttgart

Media und Public Relations
Leitung: René Ziegler
Presse-Forum:
www.bosch-presse.de



Digital education: apprentices as Industry 4.0 ambassadors

1,500 entry-level professionals wanted for digital transformation

August 13, 2018
PI 10105 RB St/KB

- ▶ Bosch apprentices impart technical and digital knowledge to school students
- ▶ Share of women in STEM apprenticeships at Bosch twice as high as the national average
- ▶ High demand for specialists: 1,500 apprenticeships in 2019
- ▶ Christoph Kübel: "Only those who understand the connected world will be able to shape it"

Stuttgart, Germany – With curiosity, the eyes of the 18 apprentices follow the small autonomous transport robot as it makes its way across the production hall at the Bosch plant in Homburg. As part of their technical vocational training, they are taking on the role of "Industry 4.0 ambassadors." To this end, one of the things the six young women and 12 young men are learning about is the use of new technologies in connected manufacturing. "Through projects like these, we aim to give our future specialists the means to play a role in shaping digital transformation at the company and in society," says Christoph Kübel, director of industrial relations and member of the board of management at Robert Bosch GmbH.

In 2019, Bosch will provide some 1,500 apprenticeships to young people. One in four apprenticeships involves a cooperative education program in a discipline such as electrical or mechanical engineering. Most of the apprenticeships the supplier of technology and services is looking to fill are in careers related to connected manufacturing, including electronics engineers for automation technology, mechatronics engineers, and IT specialists. "Knowledge about digitalization and connectivity is the basis for a successful career start," Kübel stresses. "Only those who understand the connected world will be able to shape it." Throughout Germany, more than 4,600 young women and men are currently completing occupational training at the company. At 16 percent, the share of female apprentices in STEM professions is nearly twice as high as the national average. "Mixed teams are more creative and generate better results. That's why

we place such importance on diversity in our workforce. One aspect of this is encouraging women to take up technical professions,” Kübel says.

Occupational training for the connected future

At more than 50 locations, Bosch is training the specialists of tomorrow. The company constantly adapts the material covered during training to the future needs of its locations, so that apprentices get the best possible preparation for a connected future. Along with new teaching concepts and subjects, such as e-learning, app programming, and robot configuration, educational partnerships play an important role. Together with trainers, apprentices develop fascinating and instructive projects to teach school students about the world of digitalization and connectivity. “As part of the educational partnerships, we start entrusting our apprentices with responsibility for themselves and for projects during occupational training,” says Siegfried Czock, head of occupational training and professional training policies at Bosch in Germany. “That way, apprentices learn to use their knowledge in a practical setting and share it with school students through specific project tasks. This interplay between gaining knowledge and passing it on is a very important skill – for today and tomorrow.” Throughout Germany, more than 500 Bosch apprentices are already involved in over 300 educational partnerships that take place as part of the Wissensfabrik – Unternehmen für Deutschland (Knowledge Factory – Companies for Germany) initiative, of which Bosch is a founding member.

Apprentices offer school students insights into connected industry

As Industry 4.0 ambassadors, the young apprentices in Homburg, with the support of their trainers, teach foundational digital knowledge at eight partner schools in the city, giving school students a practical look at various careers. Patrizia Sommer, an apprentice who is training to be an electronics engineer for automation technology and is an Industry 4.0 ambassador, is excited about her new role: “I look forward to showing students all the things you can do with Industry 4.0. Often, students don’t even know what kind of exciting tasks are associated with careers such as electronics engineering.”

School students program an automated vehicle

As part of another educational partnership, apprentices at the engineering location in Schwieberdingen have designed a self-driving model car that is capable of identifying obstacles and avoiding them with the help of an infrared sensor. The necessary programming is done using the Calliope microcontroller. The apprentices are working with seventh graders to assemble and program the car. “At first, the students usually can’t imagine how automated driving works. After the project, they’re excited about technology, just like I was back then,”

says Romy-Maria Bahmer, who is in her second year of training to become a mechatronics engineer.

Apply now: open apprenticeships for 2019

Open apprenticeships and positions for university students at Bosch for 2019 are being advertised online. Information on apprenticeships and positions for university students is available at bosch.de/karriere. The website also lists the dates when potential applicants can get to know the vocational training departments at Bosch personally.

Press photo: #1452086, #1452087, #1452080, #1452088, #1452090

Contact person for press inquiries:

Simon Schmitt,

phone: +49 711 811-6478

Twitter: @5imonSchmitt

The Bosch Group is a leading global supplier of technology and services. It employs roughly 402,000 associates worldwide (as of December 31, 2017). The company generated sales of 78.1 billion euros in 2017. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT company, Bosch offers innovative solutions for smart homes, smart cities, connected mobility, and connected manufacturing. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to deliver innovations for a connected life. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiary and regional companies in 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. The basis for the company's future growth is its innovative strength. At 125 locations across the globe, Bosch employs some 64,500 associates in research and development.

The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant upfront investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

Additional information is available online at www.bosch.com, www.iot.bosch.com, www.bosch-press.com, www.twitter.com/BoschPresse.

Digital school bag for apprentices at Bosch IT skills as important as basic arithmetic operations

September 28, 2017
PI 9809 RB MK/KB

- ▶ Digital first in occupational training
- ▶ Director of Industrial Relations Kübel: “The digital transformation requires well-trained workers.”
- ▶ Percentage of women twice as high as the national average
- ▶ 1,500 apprenticeships for 2018

Stuttgart, Germany – Configuring robots, programming apps, equipping machinery with technology for connected industry, training experienced associates and executives, and gaining experience abroad – such tasks are not those of an experienced engineer, but rather of apprentices at Bosch. Their digital school bag is jam-packed. “In order to shape the digital transformation, well-trained skilled workers with IT expertise are essential,” says Christoph Kübel, member of the board of management and director of industrial relations at Robert Bosch GmbH. As a result, Bosch is incorporating new content into the curriculum for occupations such as mechatronics engineers, industrial mechanics, and electronics technicians for automation technology. Modern teaching and learning methods, such as e-learning and Industry 4.0 learning islands, create an attractive learning environment, teach participants how to use new technologies at the company, and prepare them for the digital future. “You can only shape the connected world if you understand it. In the connected world, IT skills are as important as basic arithmetic operations,” Kübel says with firm conviction.

Currently, more than 5,000 young men and women are completing occupational training at Bosch in Germany. Around two-thirds of the 1,500 new apprentices are starting technical-industrial training or IT training this year. Nearly one out of every four apprentices is a student in a dual or cooperative degree program, combining courses with professional work experience. The share of women at Bosch in technical professions involving occupational training stands at 16 percent. That figure is approximately twice as high as the national average for such occupations, which is less than 10 percent. Bosch is offering around

1,500 apprenticeships for 2018 as well. People who are interested can apply online at www.bosch-karriere.de/ausbildung (German only).

Collaboration, customer focus, and a willingness to learn

The digital transformation is placing new demands on associates. “For me, collaboration, customer focus, and a willingness to learn are three key concepts for the future working world. Our responsibility is to teach our apprentices the necessary skills, and to proactively provide them with the qualifications that they need to take on the tasks of tomorrow,” Kübel explains. Between 2015 and 2020 alone, more than one-third of the key skills that are necessary for today’s jobs are going to change, according to the World Economic Forum’s Future of Jobs report. Production-relevant information is available in real time and has to be analyzed, closely linked processes are making control and decision-making tasks more complex, and shorter innovation cycles and technological developments require possessing up-to-date knowledge. Since associates are collaborating more frequently on mixed, interdisciplinary teams, communication skills are also becoming more important.

Digital first in occupational training

Bosch currently offers training at more than 40 locations in Germany. The occupational training departments constantly fine-tune what and how they teach in line with the requirements of today and tomorrow. ““The principle of ‘digital first’ applies with regard to occupational training. This affects what we teach on one hand, and the occupations and courses of study for which we offer training on the other,” Siegfried Czock, head of occupational and professional training policies at Bosch, explains.” Czock notes that new skills, such as the configuration of robots, are taught within existing job profiles. At the same time, the number of job profiles and courses of study with a large IT component are increasing. For example, Bosch now also trains IT specialists in Reutlingen and offers a general computer science program at Stuttgart-Feuerbach.

Apprentices in Bamberg program apps that they use to organize their workshop. Simon Niedt de Matos, an apprentice on his way to becoming a mechatronics engineer, is one of them. “We have programmed an app that enables us to book machinery,” he says. “At the end of the week, we then see which machines experienced heavy use and need servicing. I think it’s great that we can program apps as part of our occupational training even though we aren’t computer scientists.”

Digital fitness for apprentices and trainers

“In order to get our apprentices into digital shape, we provide them with new teaching and learning methods, in addition to new educational content,” Czock says. For example, occupational training in Bamberg is nearly paper-free. Apprentices in their first and second year of training receive tablets that contain

all of the necessary training documents. “This ‘digital school bag’ promotes independent, self-guided learning and the ability to acquire knowledge and share it digitally. Instead of providing traditional instruction, our trainers can focus on assisting their apprentices and giving them individual support,” Czock says, describing the benefits of this approach.

All apprentices and students at Bosch also have access to an e-learning platform featuring topics that cover automotive technology and content from Bosch Rexroth’s Drive & Control Academy. The information is presented in the form of e-training courses, specialist literature, videos, and training documents.

The company also learns from its young associates. At the Bosch location in Bühl, apprentices train skilled workers and executives on how to handle video cameras and the legal issues that need to be observed. “We developed the training concept ourselves and are now taking on the role of the trainer. In doing so, I have learned how to share my knowledge with various target groups in a straightforward and effective way,” Emanuel Fritz, an apprentice on his way to becoming a mechatronics engineer, says in describing his learning success.

In order to integrate new methods and media into the everyday training routine in a targeted manner, Bosch also trains its trainers. “Our trainers should know and take advantage of the possible uses of various methods, digital tools, and platforms,” Czock emphasizes. “In this way, we as a company can best prepare our apprentices for the future.”

Press photo: #1164262, #352490, #1164272, #368366

Related links:

[Occupational training at Bosch](#)

[Future of Jobs report](#)

Contact person for press inquiries:

Michael Kattau,

Phone: +49 711 811-6029

The Bosch Group is a leading global supplier of technology and services. It employs roughly 390,000 associates worldwide (as of December 31, 2016). The company generated sales of 73.1 billion euros in 2016. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT company, Bosch offers innovative solutions for smart homes, smart cities, connected mobility, and connected manufacturing. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group’s strategic objective is to deliver innovations for a connected life. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is “Invented for life.” The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiaries and regional companies in some 60 countries. Including sales and service partners, Bosch’s global manufacturing and sales network covers nearly every country in the world. The basis for the company’s future growth is its innovative strength. At 120 locations across the globe, Bosch employs some 59,000 associates in research and development.

The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as “Workshop for Precision Mechanics and Electrical Engineering.” The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant upfront investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

Additional information is available online at www.bosch.com, www.iot.bosch.com, www.bosch-press.com, www.twitter.com/BoschPresse.



Career opportunities in the connected world **Bosch: Industry 4.0 calls for Occupational Training 4.0** 1,550 apprenticeships offered for 2017

July 27, 2016

PI9321 RB MK/BT

- ▶ Bosch integrates Industry 4.0 content into existing training programs
- ▶ Chief personnel officer Kübel: “For connected manufacturing, we need highly qualified technicians in addition to university graduates.”
- ▶ For openings see bosch.de/ausbildung

Stuttgart – Getting ready for the connected world: Bosch is seeking roughly 1,550 apprentices and dual-education students across Germany for 2017.¹ Applications are already being accepted. At 1,550, the number of openings for occupational training programs matches the high levels seen in previous years. Applicants have a choice of over 30 different professions they can apply for online. Bosch is primarily seeking apprentices in the areas of mechatronics engineering, industrial mechanics, and electrical engineering for automation technology. Connected manufacturing is placing new demands on associates. For instance, associates need broader knowledge of manufacturing workflows due to the interconnected nature of processes. Bosch is already taking that into consideration in its training programs. “For connected manufacturing, we need highly qualified technicians in addition to university graduates. Industry 4.0 calls for Occupational Training 4.0, and that’s exactly what we offer our apprentices,” says Christoph Kübel, member of the board of management and director of industrial relations at Robert Bosch GmbH.

Encouraging independent and interdisciplinary work

In Industry 4.0, machines and products are interconnected and continuously exchange data. That makes IT skills increasingly important. Technicians are also increasingly working on interdisciplinary projects that involve multiple areas of specialization. “Right from the start, we give our apprentices more autonomy and project responsibility. In multiple practical assignments, they familiarize

¹ including BSH Hausgeräte GmbH

themselves with manufacturing workflows and engage in cross-functional collaboration with other specialist units,” says Siegfried Czock, the head of occupational and continuing professional development in Germany. “At the end of their training, apprentices are able to shape digital connectivity. And they enhance their communication skills in the process. Both are key capabilities in a connected world.” In addition, roughly one in five apprentices in technical and industrial disciplines spends several weeks of their apprenticeship on a work assignment abroad. In the “junior company” training module, apprentices take command and are responsible for handling jobs at a plant.

“Occupational Training 4.0” in practice

Apprentices at Bosch in Homburg, Germany, for instance, already get insights into the manufacturing systems of the future in the first year of their apprenticeship. For example, they see smart workstations that adjust to associates’ individual skill levels and offer support accordingly. Second- and third-year apprentices get to apply their theoretical knowledge on the job so that they can deepen their experience with connected manufacturing. They might, for instance, modify a robot stand or upgrade a wireless communication channel to enable the exchange of information with a tablet computer. At the same time, they pass on their knowledge to associates in the plant. “The large amount of hands-on experience offered by the training program and the various different projects on which we get to work make Industry 4.0 a very tangible concept for us,” says Laura Kästner, a second-year apprentice specializing in electrical engineering for automation technology in Homburg. “We are being well prepared for the connected future.” Czock adds: “Our trainers on site, together with the specialist departments, continuously determine what skills are needed and adjust the training content and teaching methods as necessary.”

Connected industry also poses new challenges for trainers and teaching institutes when it comes to imparting the necessary skills. Bosch Rexroth’s [Drive & Control Academy](#) supports internal and external trainers as well as institutes of higher education with courses, training systems, and advanced media on the topic of Industry 4.0.

Degree opportunities and number of female apprentices on the rise

One in four apprenticeships offered at Bosch is part of a university degree program. Aside from programs that follow the traditional dual-education model, the company also offers cooperative programs that combine a university degree with an apprenticeship, such as an applied computer science degree combined with an apprenticeship as a certified IT system integration technician. Today, women make up just under one-sixth of all apprentices in technical and industrial disciplines. But Bosch hopes to get even more young women interested in

technical careers by partnering with schools and for initiatives such as Girls' Day or Technology Experience Days.

Occupational training offered for refugees

This year, the international supplier of technology and services is offering roughly 400 additional internships for refugees at about 30 occupational training departments. The aim is to prepare them for the labor market or an apprenticeship. The company prepares its trainers for this task by honing their intercultural skills. As Kübel explains, "From our experience [training Spanish apprentices in Germany](#), we have found that, apart from learning the local language quickly, intercultural support is also key to successful integration."

Check out openings online

[Openings for apprentices and university students at Bosch for 2017](#) are posted on an online platform, over which anybody interested can apply. For more information on occupational training and educational opportunities at Bosch visit [bosch.de/ausbildung](#). There, events are also listed at which anybody interested can visit Bosch's occupational training departments.

Background information for journalists:

[Connected learning at its best – training at Bosch in Germany](#)

Related links:

[Jobs and careers at Bosch in Germany](#)

[Bosch Software Challenge](#)

[Federal Institute for Vocational Education and Training – Annual report 2015](#)

Press photos: 1-PE-22424, 1-PE-22425, 1-PE-22426, 1-PE-22444, 1-PE-22445, 1-PE-19234, 1-PE-20237

Contact person for press inquiries:

Michael Kattau,

Phone: +49 711 811-6029

The Bosch Group is a leading global supplier of technology and services. It employs roughly 375,000 associates worldwide (as of December 31, 2015). The company generated sales of 70.6 billion euros in 2015. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiaries and regional companies in some 60 countries. Including sales and service partners, Bosch's global manufacturing and sales network covers some 150 countries. The basis for the company's future growth is its innovative strength. Bosch employs 55,800 associates in research and development at roughly 118 locations across the globe. The Bosch Group's strategic objective is to deliver innovations for a connected life. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life."

The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as “Workshop for Precision Mechanics and Electrical Engineering.” The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

Additional information is available online at www.bosch.com, www.bosch-press.com, twitter.com/BoschPresse



Combating youth unemployment **Bosch continues southern Europe apprenticeship initiative** Additional projects in Italy and Spain

May 10, 2016
PI 9240 RB MK/BT

- ▶ Bosch creates 75 new vocational training opportunities for young people from Italy and Spain: 50 in Germany, 15 in Spain, 10 in Italy
- ▶ New “Prepare for the future” project reaches 40,000 school students in Italy
- ▶ Christoph Kübel, director of industrial relations: “Occupational training concept with intercultural assistance has proved successful.”

Stuttgart, Germany – Bosch is once again creating 75 vocational training opportunities for young people from Italy and Spain to help combat the high level of youth unemployment in these countries. By doing so, the supplier of technology and services is continuing its southern Europe apprenticeship initiative with a new year of apprenticeships. In 2014, Bosch created 100 additional apprenticeships for young men and women from Italy, Portugal, and Spain. “Our occupational training concept with strong intercultural assistance has proved successful. We remain committed to this initiative, as youth unemployment remains very high, especially in Italy and Spain,” said Christoph Kübel, member of the board of management and director of industrial relations at Robert Bosch GmbH. Qualified vocational training significantly improves young people’s job prospects, Kübel added. Of the apprenticeships Bosch is offering, 50 are in Germany, 15 are in Spain, and 10 are in Italy. The positions in Germany are for Spanish apprentices, as youth unemployment is particularly high in Spain. Bosch also has greater training capacities in Germany than in Spain. Here the apprentices can earn qualifications for the Spanish labor market starting in fall 2017. Bosch is also involved in vocational training projects in Italy and Spain to prepare young people for the demands of working life. In total, Bosch is making a total of 175 additional apprenticeships and around 14 million euros available to combat youth unemployment in southern Europe.

Robert Bosch GmbH
Postfach 10 60 50
D-70049 Stuttgart

E-mail Michael.Kattau@de.bosch.com
Phone +49 711 811-6029
Fax +49 711 811-5186988

Corporate Communications,
Brand Management, and Sustainability
Senior Vice President: Dr. Christoph
Zemelka
www.bosch-press.com

Positive results so far – success factors for integration

Twenty months into the program, the Spanish apprentices from the first round in Germany have completed the first part of their exams in professions such as mechatronics engineer or industrial mechanic. Like their fellow German apprentices, they have completed the practical and theoretical portions in German. “The results of the exams reaffirm the design of our apprenticeship program. In the practical portion, they are on par with German apprentices, whereas the language remains a particular challenge in the written theoretical portion,” says Siegfried Czock, the head of occupational and professional training at Bosch in Germany. The trainers are confident that the young Spaniards will pass the final exams after three and a half years. “Completing your occupational training in a different country with a foreign language and culture is a big step,” says Ana Maria San Andres Gonzalez, who comes from near Madrid, Spain. She is training to be a mechatronics engineer at the Bosch location in Stuttgart-Feuerbach. “That’s why it’s important to me to also find my way outside of work and feel at ease. My trainers, colleagues, and vocational school teachers support me in this every day.”

Bosch supports the apprentices with language courses, professional mentors, and social-educational supervision. “Teaching language skills is pivotal to learning and to successful integration. Intercultural training and constant supervision by qualified trainers are the key to successful occupational training abroad,” Czock says, summing up the success factors. In comparable projects throughout Germany, the average drop-out rate is around 40 percent. At Bosch, 40 of the original 45 participants are still in the program.

Prepare for the future – new occupational training project in Italy and Spain

To prepare school and college students for the demands of their future careers, Bosch has launched two new educational projects in Italy and Spain. The “Prepare for the future” project gives school students a first glimpse into the working world and potential career profiles. In Italy, the project already reached more than 40,000 students at around 200 schools in its first year. On account of the positive feedback, Bosch will also start offering “Prepare for the future” in Spain this year. In another project, the supplier of technology and services is adapting elements of the German dual education system to the situation in Italy. In the first year, Bosch placed more than 100 participants in training and apprenticeship programs at Bosch locations or with customers. Numerous partners – such as regional governments, non-profit organizations, and companies – are supporting the projects.

Leveraging experience to support the integration of refugees

Bosch is also contributing its experience with the apprenticeship initiative to support the integration of refugees. This year, Bosch's refugee-focused offerings include some 400 internships at roughly 30 locations. The goal is to work with vocational training departments to help refugees prepare for the job market or an apprenticeship. The company first teaches the responsible trainers intercultural skills. Kübel: "From our apprenticeship initiative, we know that intercultural assistance, along with learning the language quickly, is important for refugees' integration. This is particularly true for young people who are on their own for the first time." The Bosch locations are also making unused property and company-owned housing available for refugee accommodation, in addition to supporting local initiatives with non-cash donations. In addition, the company and its associates together raised 820,000 euros which will be used to finance more than 100 refugee aid projects, all of which were proposed by Bosch associates.

Additional information:

[Apprenticeship initiative in southern Europe](#)

[Study: youth unemployment in Europe](#)

[Youth unemployment rates in the EU](#)

[Video portrait: Bosch apprentice Christian Sánchez Aranda.](#)

Press photo: 1-PE-19234, 1-PE-22184, 1-PE-22185, 1-PE-22186,
1-PE-22262-d

Contact person for press inquiries:

Michael Kattau, phone: +49 711 811-6029

The Bosch Group is a leading global supplier of technology and services. It employs roughly 375,000 associates worldwide (as of December 31, 2015). The company generated sales of 70.6 billion euros in 2015. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiaries and regional companies in some 60 countries. Including sales and service partners, Bosch's global manufacturing and sales network covers some 150 countries. The basis for the company's future growth is its innovative strength. Bosch employs 55,800 associates in research and development at roughly 118 locations across the globe. The Bosch Group's strategic objective is to deliver innovations for a connected life. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life."

The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as “Workshop for Precision Mechanics and Electrical Engineering.” The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

Additional information is available online at www.bosch.com, www.bosch-press.com, twitter.com/BoschPresse



Application process begins for 2016 training year **Bosch seeks some 1,400 apprentices** Qualifications vital for the connected working world

August 4, 2015
PI 8986 RB MK/SL

- ▶ Chief personnel officer Kübel: “IT is a key area of expertise in connected manufacturing”
- ▶ Occupational training for Industry 4.0: production engineering
- ▶ Women in technical professions: Bosch plans to continue increasing share

Stuttgart – The application process for the 2016 training year has begun, with Bosch offering 1,387¹ young people apprenticeships. As a result, the number of apprenticeships will approximately match last year’s high level. Applicants can choose from over 30 professions, including new career opportunities such as production engineer. With the training curriculum also increasingly covering IT-related topics, the company is preparing apprentices for the demands of connected industry. “The future will be digital and connected. Today, we are already giving our apprentices the skills and knowledge they will need to successfully shape the world of tomorrow. IT is one of the key areas of expertise,” says Christoph Kübel, a member of the board of management and the director of industrial relations at Robert Bosch GmbH. Mechatronics engineers, industrial mechanics, and electricians are in particularly high demand at the supplier of technology and services. More than 300 apprenticeships are available as dual-education models. All vacancies are posted online at www.bosch.de/ausbildung.

Expertise for the connected world

Through occupational training, Bosch ensures that the company has the specialists it needs. Bosch is both a leading provider and a leading exponent in the world of connected manufacturing, also known as Industry 4.0. The need for well-trained specialists is growing. In connected manufacturing, skilled workers need expertise in IT, networking and wireless technologies, as well as process design. “The current job profiles are usually so flexible that it is possible to supplement

¹ Excluding BSH Hausgeräte GmbH

the existing curriculum with the required training,” Siegfried Czock, who is responsible for occupational training and continuing professional development in Germany, explains. As a result, it is currently not necessary to create new job profiles for the connected world, he says, adding that existing training occupations are capable of meeting the additional requirements, such as comprehensive knowledge of production processes. In keeping with this approach, Bosch started training production engineers at its Feuerbach location in Stuttgart this year. Production engineers plan, oversee, and document industrial production processes. They also set up and commission production lines.

Apprenticeship as well as a degree: more cooperative education options

Bosch is expanding its range of cooperative education options. “Cooperative education combines theory and hands-on experience by bringing IHK-certified occupational training and an academic course of studies together. In just four and half years, I’ll be able to complete my training as an IT specialist for systems integration and earn a bachelor of science in informatics,” says Charlotte Oberländer, a student in the informatics cooperative education program, describing the advantages. This year, Bosch began offering the “e-mobility plus” cooperative education program in vehicle mechatronics to meet the growing need for engineers in the field of electromobility. The five-year program allows students to earn a bachelor of engineering and complete their occupational training as mechatronics engineers.

Technical professions: not just for men

Some 4,300 young people are currently enrolled in occupational training programs at around 50 major locations and 100 smaller sites in Germany. One out of every five apprentices is female. “With 15 percent of our employees in technical professions being women, we are well above the national average in Germany. However, we aim to interest even more young women in a technical career. That’s because mixed teams are more creative and more successful,” Czock points out. To kindle girls’ interest in for technical professions at an early stage, Bosch supports initiatives such as Girls’ Day.

International apprentice exchange

Today’s apprentices learn problem-solving and social skills early in their careers. During their occupational training, they manage their own junior company, support projects by the Wissensfabrik educational initiative, and take part in a week of activities dedicated to social responsibility. Bosch has also been offering international apprentice exchanges for 60 years. Every year, more than 300 apprentices have the opportunity to discover other countries’ ways of working, and to gain intercultural experience. The aim is to help apprentices develop into independent and responsible professionals who are also efficient team players.

Bosch is currently training a total of over 7,000 apprentices in more than 30 countries around the world.

Background information for journalists:

High-quality connected learning – occupational training at Bosch in Germany:

<http://bit.ly/1woyr2w>

Internet (German only):

Bosch as an employer: www.bosch-career.de

Technical apprenticeships at Bosch: <http://bit.ly/1pEUYe>

Technical and commercial training at Bosch: <http://bit.ly/1krpHWd>

Combining theory and practice at Bosch: <http://bit.ly/NDwldU>

School-age internships at Bosch: <http://bit.ly/1pEX34L>

Apprenticeships at Bosch: <http://bit.ly/NN1k7t>

The “Jugend forscht” competition for young researchers at Bosch:

<http://bit.ly/NN0Uhd>

Bosch apprenticeships on Facebook: www.facebook.com/BoschSchueler

Videos (German only):

Apprenticeships at Bosch: <http://youtu.be/Lw21MHTTM0w>

Applying online for apprenticeships and education spots at Bosch:

<http://youtu.be/aCaic7zGO8>

Electrical engineering apprenticeships for automation technology at Bosch:

<http://youtu.be/s5b4JvcVYxk>

Industrial mechanic apprenticeships at Bosch: http://youtu.be/rNafk8Y_GVg

Mechanical engineering dual study program at Bosch:

<http://youtu.be/kgK8jESUoWU>

Pipe caterpillar project at “Jugend forscht” competition in Baden-Württemberg

2014: <http://bit.ly/1j6hsZI>

Rescue snap project at “Jugend forscht” competition in Baden-Württemberg

2014: <http://bit.ly/1j7YFOZ>

Press photo: 1-PE-19234, 1-PE-21441, 1-PE-21442, 1-PE-21363, 1-PE-20237

Contact person for press inquiries:

Michael Kattau,

phone: +49 711 811-6029

The Bosch Group is a leading global supplier of technology and services. It employs roughly 360,000 associates worldwide (as per April 1, 2015). The company generated sales of 49 billion euros in 2014. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiary and regional companies in some 60 countries. Including its sales and service partners, Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. In 2014, Bosch applied for some 4,600 patents worldwide. The Bosch Group's strategic objective is to create solutions for a connected life. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life."*

The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

Additional information is available online at www.bosch.com and www.bosch-press.com, <http://twitter.com/BoschPresse>.

**The sales figure disclosed for 2014 does not include the former joint ventures BSH Bosch und Siemens Hausgeräte GmbH (now BSH Hausgeräte GmbH) and ZF Lenksysteme GmbH (now Robert Bosch Automotive Steering GmbH), which have since been taken over completely.*

Initiative against youth unemployment **Bosch: Young Spaniards to begin apprenticeships in Germany**

May 28, 2014
PI 8585 RB Ka/af

- ▶ Commitment to occupational training kick-starts careers
- ▶ Director of industrial relations: “Each apprenticeship helps young people”
- ▶ Bosch associates become mentors for apprentices

Stuttgart – 50 young adults from Spain are to start out on vocational training courses at Bosch in Germany. In providing this training, the supplier of technology and services wants to help tackle the high rate of youth unemployment in southern Europe. As part of a training initiative, Bosch is offering a total of some 100 additional apprenticeships, half of them in Germany and another 50 in Italy, Portugal, and Spain. At a kick-off meeting at company headquarters in Gerlingen near Stuttgart, the 50 young Spaniards mentioned above were able to get to know their future supervisors. Afterwards, they found out more about the technical vocational training they will be receiving at locations throughout the greater Stuttgart area. By way of preparation for their apprenticeships, which start in September, the young people will begin an internship at Bosch in June. Late last year, Bosch set aside some 7.5 million euros in funding for the initiative.

Apprenticeships as an antidote to youth unemployment

“We believe our many years of experience in training young people can help tackle youth unemployment in southern Europe,” said Christoph Kübel, member of the board of management and director of industrial relations at Robert Bosch GmbH, during the reception for the new apprentices at company headquarters. “Recognized vocational training programs improve many young people’s employment chances. Without sound qualifications, starting a career can be very difficult.” Kübel hopes that as many companies in Germany as possible will offer apprenticeships

to young people from the affected regions. As he points out, each new place is a ray of hope for young people.

Apprenticeships in Bavaria and Baden-Württemberg

The young southern Europeans will learn their future occupations at 16 locations throughout Baden-Württemberg and Bavaria. In under three and a half years they will earn their Chamber of Commerce-recognized qualification as industrial mechanics, cutting machine operators, equipment operators, or mechatronics engineers. “It’s easier to get the ball rolling quickly for this initiative by doing the training in Germany, because we can use existing facilities, equipment, and trainers,” says Siegfried Czock, who is responsible for occupational and vocational training at Bosch in Germany. Only six months will have elapsed between the first interviews in Spain and the beginning of the internship in Germany. “I see my apprenticeship as a real opportunity,” says Didac Fernández Ramos, who wants to be an industrial mechanic. The 20-year-old comes from Barcelona, a large Spanish city with high youth unemployment. He will be based at Bosch in Blaichach for the course of his apprenticeship.

Intercultural supervision eases integration

As preparation for the three-and-a-half years ahead, the future apprentices will spend June and July of this year as interns at Bosch. The language tuition they have already received in advance will help them to quickly adapt to German language and culture. “This will help these young people to integrate. This training in a foreign country is a completely new phase in their lives,” adds Astrid Lommek from BBQ Berufliche Bildung gGmbH, the educational provider supervising the project. BBQ will also be assisting the young people in their search for accommodation, during visits to banks and local authorities, and in other everyday situations. “This apprenticeship will help me to become more independent,” says Laura Revuelta López, a 20-year-old from San Fernando de Henares, near Madrid. She will be an apprentice industrial mechanic in Nuremberg. “But it’s also a relief to know that I won’t be left to figure things out all alone in a foreign country.” By acting as personal mentors for their new colleagues at the various apprenticeship locations, Bosch associates themselves will help integrate the young Spaniards into life both inside and outside the company.

International training expertise

In offering vocational training for the young Spaniards in Germany, Bosch can draw on more than 100 years of experience. During that time, more than 100,000 young people worldwide have completed apprenticeships at Bosch. Moreover, to give its apprentices experience of different methods

of working in other countries, the company has been running an international apprentice exchange program for more than 50 years now. “The Spanish apprentices will begin gathering experience in a foreign culture from day one,” Czock says. “That’s something they will benefit from throughout their careers.”

Internet:

Bosch as an employer: your.bosch-career.com

What trades can I learn at Bosch? <http://bit.ly/1krpHWd>

Guide to technical and commercial apprenticeship programs at Bosch: <http://bit.ly/1IpEUYe>

Vacancies for apprenticeships at Bosch: <http://bit.ly/NN1k7t>

Bosch apprenticeships on Facebook: www.facebook.com/BoschSchueler

Background information:

Bosch takes on 100 additional apprentices in Germany and southern Europe: <http://bit.ly/1IQmRpA>

100 years of apprentice workshops: Bosch to offer dual occupational training abroad: <http://bit.ly/1j5xLWF>

Youth unemployment figures in the EU as of December 2013: <http://bit.ly/RAkkYp>

Press photos 1-PE-20213, 2-SO-13163, 2-SO-13159, 2-SO-13153, 1-RB-19234, 1-RB-19233

Contact person for press inquiries:

Sven Kahn, phone: +49 711 811-6415

The Bosch Group is a leading global supplier of technology and services. In 2013, its roughly 281,000 associates generated sales of 46.1 billion euros. (NB: Due to a change in accounting policies, the 2013 figures can only be compared to a limited extent with the 2012 figures). Its operations are divided into four business sectors: Automotive Technology, Industrial Technology, Consumer Goods, and Energy and Building Technology. The Bosch Group comprises Robert Bosch GmbH and its roughly 360 subsidiaries and regional companies in some 50 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. In 2013, the Bosch Group invested some 4.5 billion euros in research and development and applied for some 5,000 patents. This is an average of 20 patents per day. The Bosch Group’s products and services are designed to fascinate, and to improve the quality of life by providing solutions which are both innovative and beneficial. In this way, the company offers technology worldwide that is “Invented for life.”

The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as “Workshop for Precision Mechanics and Electrical Engineering.” The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. 92 percent of the share capital of Robert

Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

Additional information is available online at www.bosch.com, www.bosch-press.com and <http://twitter.com/BoschPresse>



Center of excellence for vocational training in India **German Federal President Joachim Gauck visits Bosch Vocational Center in Bangalore**

February 7, 2014
PI 8435 RB De/SL

- ▶ Since it was founded in 1961, the Bosch Vocational Center (BVC) has trained some 2,400 apprentices in seven trades
- ▶ Hardly any other Indian vocational training institute has received as many awards as the BVC

Bangalore – The German Federal President Joachim Gauck today visited the Bosch Vocational Center (BVC) in Bangalore. On his tour of the center, the president was given insights into the Bosch Group’s activities in vocational training, and in particular how it trains young people in India for technical trades. “Bosch as a company has always been acknowledged for its commitment to building talent and contributing back to the industry, thus looking beyond immediate financial gains,” said Germany’s Federal President. “The number of people being trained at the Bosch Vocational Center exceeds the company’s own personnel needs; this demonstrates its responsibility to Indian society and makes it a true role model.”

President Gauck’s tour took in the apprentices’ workshop and the mechatronics laboratory, where state-of-the-art equipment and machinery are used to prepare apprentices for their later careers. The president used the opportunity to speak with a number of Indian Bosch apprentices about their experience with the German vocational training model.

A proven model for developing skills

Each year, 60 young people start a three- or four-year apprenticeship at Bosch in India. Bosch trains more people than it actually needs in India, and in this way fulfills its social responsibility to provide vocational training for young people.

“We see it as an essential part of our corporate philosophy to offer apprenticeships, thus enabling many young people to get a head start in their ca-

reers,” said Peter Tyroller, the Bosch board of management member responsible for Asia Pacific. “For more than 50 years, Bosch in India has developed extensive expertise in the realm of occupational training. The proven Bosch model helps us ensure the high quality-standard of our products and maintain our competitive edge.”

A success story since 1961

Training at the BVC in Bangalore takes its lead from the German vocational training model. More than 20 percent of the curriculum is taken up with theory, while 30 percent focuses on gaining practical skills and abilities in the apprentices’ workshop. The apprentices spend roughly 50 percent of their time on the shop floor, where they put what they have learned into practice.

Sixteen instructors train the young people in seven trades – as electricians, for example, or as mechatronics engineers, toolmakers, and machine operators. A total of 172 apprentices are currently being trained, of which 28 are young women.

Since the Bosch Vocational Center was set up in 1961, just under 2,400 young people have been trained at Bosch. During this time, the company’s apprentices have won 211 gold medals in national competitions run by the Indian Ministry of Labor and Employment to find the best apprentice. In addition, the BVC has won the Indian president’s “Best Establishment Award” 46 times – a distinction that no other company in India has received.

German vocational training reaps benefits worldwide

Many Bosch locations outside Germany now offer training according to the proven German method – for example, in China, India, and Brazil. In Asia especially, there is a great need for qualified skilled workers. Bosch is currently setting up a vocational training center in Vietnam. And in Thailand, a vocational training alliance is being launched. In Russia, Bosch has been offering vocational training based on the German dual model since January 2014, initially for twelve apprentices.

Moreover, an international apprentice exchange has been offered at Bosch for 50 years now. Currently, some 20 percent of each year’s trainees in Germany have the opportunity to discover other countries’ ways of working, and to gain intercultural experience. The aim is to help young people develop into independent and responsible professionals who are also efficient team players.

Roughly 6,100 young people around the world receive occupational training at Bosch, around 4,300 of them in Germany. In addition, the company is providing an [extra 100 technical and industrial apprenticeships](#) in Germany, Italy, Portugal, and Spain for young people from southern Europe. Since the [company's first apprentices' workshop](#) was set up by the company founder Robert Bosch 100 years ago, it has trained more than 100,000 young people.

Bosch in India

Bosch has been present in India since 1922. The company currently employs some 26,000 associates at 10 manufacturing sites and 7 research and development locations in the country. In 2012, Bosch generated sales of 1.5 billion euros in India. Bosch is further expanding its business: in 2014, it will [invest some 160 million euros](#) in extending its Indian locations.

Press photos: 1-RB-19862, 1-RB-19863, 1-RB-19864, 1-RB-19865,
1-RB-19876, 1-RB-19877

Contact person for press inquiries:

Melita Delic, Phone: +49 711 811-48617

The Bosch Group is a leading global supplier of technology and services. According to preliminary figures, its roughly 281,000 associates generated sales of 46.4 billion euros in 2013 (Note: due to a change in the legal rules governing consolidation, the 2013 figures can only be compared to a limited extent with the 2012 figures). Its operations are divided into four business sectors: Automotive Technology, Industrial Technology, Consumer Goods, and Energy and Building Technology. The Bosch Group comprises Robert Bosch GmbH and its more than 360 subsidiaries and regional companies in some 50 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. In 2013, Bosch applied for some 5,000 patents worldwide. The Bosch Group's products and services are designed to fascinate, and to improve the quality of life by providing solutions which are both innovative and beneficial. In this way, the company offers technology worldwide that is "Invented for life."

The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

Additional information is available online at www.bosch.com, www.bosch-press.com and <http://twitter.com/BoschPresse>



Dual education system in Asia

November 20, 2014

PI 8760 RB Gr/Na

German Minister visits new Bosch training center in Vietnam

- ▶ Proven Bosch occupational training model paves the way for professional competence development
- ▶ Some 50 Bosch trainees in Vietnam since the center opened one year ago
- ▶ Demand for qualified skilled workers rising in Asian growth markets

Ho Chi Minh City/Stuttgart – Sigmar Gabriel, Germany’s Federal Minister for Economic Affairs and Energy, visited Bosch’s training center in Vietnam today. Last year, the company became the first to introduce occupational training based on the tried-and-tested German “dual system” in Vietnam. Since then, some 50 young Vietnamese men and women have taken the first step toward their future careers by training to become industrial mechanics at Bosch. The occupational training model combines theoretical instruction at a vocational school with practical training at the company.

“The strong economic relations between Vietnam and Germany are boosting demand for an increasingly well-trained Vietnamese workforce,” Gabriel said during his visit to Bosch as part of his trip to this year’s [Asia Pacific Conference of German Business](#) in Vietnam. “Initiatives such as Bosch’s cooperation with a local vocational school are breaking new ground in vocational training in Vietnam.” Vietnam’s prime minister Nguyen Tan Dung has also expressly encouraged Bosch to promote the system’s further development in the country.

High demand for Bosch occupational training model in Asia

At Bosch, vocational training can look back on [a long tradition](#). Robert Bosch set up the first occupational training department at his company in 1913. Today, the supplier of technology and services is training some 6,900 apprentices in a total of 20 countries. Nearly 2,000 of those apprentices are based outside Germany.

In Asia especially, the need for qualified skilled workers is growing at an increasingly rapid pace. “For Bosch, Asia Pacific is an important growth region. We see professional competence development both as a part of our localization strategy and as essential for our growing business in this dynamic region,” said [Peter Tyroller](#), the Bosch board of management member responsible for Asia Pacific. Over the past ten years, Bosch has more than doubled its sales in Asia Pacific to 11.1 billion euros. The company aims to double its sales in the region again by 2020. In addition to large countries such as China and India, the growth markets of Southeast Asia are set to make an increasing contribution to this development.

Along with the center in Vietnam, six other Bosch locations in Asia offer training according to the German model. In Thailand, the “dual system” was introduced in 2013. In China, Bosch opened the first of four training centers in 2007. The [center of excellence for vocational training in India](#) has been in existence since 1961 and has repeatedly been named the best in the country. In light of the increasing competition for the best people, Bosch plans to continue opening additional training centers around the world in the future.

Bosch in Vietnam

Bosch has been present in Vietnam since 1994 and opened its first branch office in Ho Chi Minh City in 2008. Since July 2014, Bosch’s headquarters in Vietnam have been located in Dang Nai province. The Bosch plant in Dong Nai produces pushbelts for continuously variable transmissions. In 2010, Bosch set up its first software engineering center in southeast Asia. Located in Ho Chi Minh City, the center employs around 650 associates. In July 2014, Bosch opened an additional development center for automotive technology there. Altogether, Bosch currently employs some 2,000 associates in Vietnam.

Press photos: 1-INT-20729, 1-INT-20730, 1-INT-20731

Contact persons for press inquiries:

Melita Delic,

Phone: +49 711 811-48617

Agnes Grill,

Phone: +49 711 811-38140

The Bosch Group is a leading global supplier of technology and services. In 2013, its roughly 281,000 associates generated sales of 46.1 billion euros. (NB: Due to a change in accounting policies, the 2013 figures can only be compared to a limited extent with the 2012 figures). Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. The Bosch Group comprises Robert Bosch GmbH and its roughly 360 subsidiaries and regional companies in some 50 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. In 2013, the Bosch Group invested some 4.5 billion euros in research and development and applied for some 5,000 patents. This is an average of 20 patents per day. The Bosch Group's products and services are designed to fascinate, and to improve the quality of life by providing solutions which are both innovative and beneficial. In this way, the company offers technology worldwide that is "Invented for life."

The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. 92 percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

Additional information is available online at www.bosch.com, www.bosch-press.com, and <http://twitter.com/BoschPresse>

Application process begins for training year 2015 **Bosch seeks more than 1,300 apprentices in Germany**

July 1, 2014

PI 8574 RB Ka/SL

- ▶ Occupational training commitment as high as previous year
- ▶ Director of industrial relations Kübel: “Young specialized talent ensures we remain diverse”
- ▶ High demand for mechatronics engineers and industrial mechanics

Stuttgart – Starting immediately, school students from across Germany can apply for all of Bosch’s new positions for apprentices and university students. The supplier of technology and services plans to fill 1,340 education and training spots in Germany for 2015. Bosch offers young people career opportunities in more than 30 professions in the technical, commercial, and IT sectors. These include, for example, the classic metalworking and electrical engineering professions, as well as training in areas such as mechatronics, microtechnology, and IT. The company is also offering 300 dual study positions in technical and commercial areas. More than 100,000 young people worldwide have completed apprenticeships at Bosch. In Germany, one in four Bosch apprentices is female. Interested school students can find out more information and apply online at: www.bosch.de/ausbildung.

Apprenticeships ensure future supply of new recruits

“Especially in this time of demographic change, we need talented new recruits in Germany to ensure that we can continue to develop technology to improve many people’s quality of life,” says Christoph Kübel, member of the board of management and director of industrial relations at Robert Bosch GmbH, about the start of the application process. “People who complete their training at Bosch bring lots of impetus and ideas with them, and these contribute greatly to the company’s success.” Kübel adds that age diversity is a significant driver of Bosch’s innovative strength.

Invented for life – mechatronic engineering high on the list

The need for apprentices will remain high in the coming year. Mechatronic engineering, which combines mechanics and electrical engineering knowledge, is especially in demand, as these skills are increasingly important in production. “Bosch is particularly keen to attract applications from women because mixed-gender teams are more successful,” stresses Siegfried Czock, who is responsible for occupational and vocational training for Bosch in Germany. “Already, the share of women in each apprentice year has reached 23 percent, and in technical areas, it’s at 16 percent.”

Apprenticeship tradition with high standards

Bosch has a long tradition of providing vocational training. More than 100 years ago, on April 1, 1913, Robert Bosch set up the company’s first occupational training department to ensure consistent quality standards. Bosch apprentices today regularly receive great recognition for the quality of their qualifications. In April 2014, Christoph Linz and Christoph Lieberth won the “Jugend forscht” regional competition in Bavaria in the category Working World. “I learned a lot during my apprenticeship at Bosch that I could apply to my Jugend forscht project,” explains 18-year-old Christoph Lieberth, a future industrial mechanic in his second year of training at the Bosch plant in Bamberg, Germany. Problem-solving and social skills are acquired early on by Bosch apprentices. “They have the opportunity to run a company of their own, which we refer to as a “junior company.” They can also get involved in social projects associated with the education initiative Wissensfabrik or as part of a social week,” Czock says.

Connected world – connected learning

Another important element of vocational training is intercultural competence. Bosch has run an international apprentice exchange program for more than 50 years. In each trainee year group, 20 percent are offered the chance to see how work is done in other countries and to gather experience of foreign cultures. Another option is for apprentices to spend some time accruing practical experience at a Bosch location in Germany. “Our goal is to promote independence, self-reliance, and the ability to work as part of a team,” says Czock. “At the same time, this is the first chance for many apprentices to extend their network across several locations.”

Internet (German):

Bosch as an employer: www.bosch-career.de

Technical apprenticeships at Bosch: <http://bit.ly/1krpHWd>

Technical and commercial training at Bosch: <http://bit.ly/1lpEUYe>

Combining theory and practice at Bosch: <http://bit.ly/NDwldU>

School-age student internships at Bosch: <http://bit.ly/1pEX34L>

Apprenticeships at Bosch: <http://bit.ly/NN1k7t>

The “Jugend forscht” competition for young researchers at Bosch:

<http://bit.ly/NN0Uhd>

Bosch apprenticeships on Facebook: www.facebook.com/BoschSchueler

Video (German):

Apprenticeships at Bosch: <http://youtu.be/Lw21MHTTM0w>

Applying online for apprenticeships and education spots at Bosch:

<http://youtu.be/aCailc7zGO8>

Electrical engineering apprenticeships for automation technology at Bosch:

<http://youtu.be/s5b4JvcVYxk>

Industrial mechanic apprenticeships at Bosch:

http://youtu.be/rNafk8Y_GVg

Mechanical engineering dual study program at Bosch:

<http://youtu.be/kgK8jESUoWU>

Pipe caterpillar project at “Jugend forscht” competition in Baden-

Württemberg 2014: <http://bit.ly/1j6hsZl>

Rescue snap project at “Jugend forscht” competition in Baden-

Württemberg 2014: <http://bit.ly/1j7YFOZ>

Background information:

Connected learning at its best – Training at Bosch in Germany:

<http://bit.ly/1myHaHJ>

Press photos:

2-SO-13163, 2-SO-13159, 2-SO-10833, 2-SO-13153, 1-RB-17777, 1-RB-19234, 1-RB-19233, 1-PE-20235, 1-PE-20237, 1-PE-20239

Contact for press inquiries:

Sven Kahn, phone: +49 711 811-6415

The Bosch Group is a leading global supplier of technology and services. In 2013, its roughly 281,000 associates generated sales of 46.1 billion euros. (NB: Due to a change in accounting policies, the 2013 figures can only be compared to a limited extent with the 2012 figures). Its operations are divided into four business sectors: Automotive Technology, Industrial Technology, Consumer Goods, and Energy and Building Technology. The Bosch Group comprises Robert Bosch GmbH and its roughly 360 subsidiaries and regional companies in some 50 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. In 2013, the Bosch Group invested some 4.5 billion euros in research and development and applied for some 5,000 patents. This is an average of 20 patents per day. The Bosch Group’s products and services are designed to fascinate, and to improve the quality of life by providing solutions which are both innovative and beneficial. In this way, the company offers technology worldwide that is “Invented for life.”

The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as “Workshop for Precision Mechanics and Electrical Engineering.” The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. 92 percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

Additional information is available online at www.bosch.com, www.bosch-press.com, and <http://twitter.com/BoschPresse>



100 years of apprentice workshops **Bosch to offer dual occupational training abroad** New training centers in Vietnam and Thailand

March 27, 2013
PI 8082 RB Ka/af

- ▶ April 1, 1913: apprentice workshop established by Robert Bosch in Stuttgart
- ▶ More than 100,000 young men and women trained around the world
- ▶ Christoph Kübel, director of industrial relations: “Occupational training is our social responsibility.”
- ▶ International apprentices exchanges offer experience of life abroad

Stuttgart – 100 years of apprentice workshops at Bosch. On April 1, 1913, Robert Bosch founded his company’s first occupational training department. Since then, more than 100,000 young men and women have begun their professional lives with training programs at Bosch, the global supplier of technology and services. That is more people than Berlin’s Olympic Stadium can hold. Back then, it was the first time that apprentices had been trained in a workshop to ensure consistent quality standards. Today, more than 6,500 young people around the world are in occupational training programs at Bosch, roughly 4,500 of them in Germany. A concept that began in Stuttgart all those years ago has since been successfully exported: occupational training programs based on the Bosch model have been implemented in more than 20 countries, and interest in such programs is on the rise. For instance, new training centers are currently being established in Vietnam and Thailand.

Mechatronics technicians in high demand

Bosch offers 30 occupational training programs in Germany alone. These include training for modern professions, among them computer specialists, microtechnologists, and organizational assistants. Mechatronics technicians are in especially high demand. This is because production increasingly calls for skills in both electronics and mechanics. At Bosch in Germany, the share of women per class currently stands at about 23

percent. Each year, the company receives more than 20,000 applications for its 1,500 training spots in Germany. Back in April 1913, company founder Robert Bosch kept just 40 apprentices busy in his apprentice workshop.

“We regard it as part of our social responsibility to offer apprenticeships, thus enabling many young people to get a head start in their careers,” says Christoph Kübel, member of the board of management and director of industrial relations at Robert Bosch GmbH. “Over the years, we have developed extensive expertise in the realm of occupational training. We now want to carry this expertise over into the training of specialists to our high standard of quality abroad.”

High interest in Bosch training programs in Asia

Dual occupational training, which sees apprentices alternating between phases in the classroom and at work, is in demand abroad as well. At present, Bosch locations in many countries, among them China, India, and Brazil, offer training programs based on this tried and tested concept from Germany. The need for qualified specialists is especially high in Asia. Bosch is currently setting up an occupational training center in Vietnam. The center will initially offer training to 30 apprentices when it opens in 2013. A cooperative venture for occupational training is also being initiated in Thailand, where Bosch is about to start training the first six young associates as mechatronics technicians. Until now, this system of dual occupational training was unknown in the country.

Apprentice exchange programs promote intercultural skills

Today’s apprentices develop problem-solving and social skills early on. The practical experience they acquire at Bosch from the very beginning helps them cultivate these skills, for instance when they build workpieces for production or engineering. Intercultural skills are another important aspect of the occupational training programs. For more than 50 years, Bosch has offered international exchange programs for apprentices. In each class, 20 percent of apprentices are offered opportunities to experience different cultures and approaches to work in other countries. The aim is to foster apprentices’ ability to act in an independent manner, take responsibility for their actions, and develop strong teamwork skills.

“It was an excellent chance to learn about how people live and work in another country,” says Eike Kennel from Homburg. In the second year of his training program, he worked at Bosch’s Beijing location for two months. “My language skills also improved in the few weeks I spent in China. I now find speaking English much easier.”

For more information about working at Bosch go to www.bosch-career.com

Press photos: 3-RB-19087, 3-RB-19091, 3-RB-19098, 3-RB-19099,
2-SO-17546, 2-SO-13163, 2-SO-17547, 2-SO-13159, 2-SO-13162,
2-SO-10833, 2-SO-13153, 1-RB-17777

Contact person for press inquiries:

Sven Kahn

phone: +49 711 811-6415

The Bosch Group is a leading global supplier of technology and services, active in the fields of automotive technology, energy and building technology, industrial technology, and consumer goods. According to preliminary figures, more than 306,000 associates generated sales of 52.3 billion euros in 2012. The Bosch Group comprises Robert Bosch GmbH and its more than 350 subsidiaries and regional companies in some 60 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Bosch spent some 4.5 billion euros for research and development in 2012, and applied for over 4,700 patents worldwide. The Bosch Group’s products and services are designed to fascinate, and to improve the quality of life by providing solutions which are both innovative and beneficial. In this way, the company offers technology worldwide that is “Invented for life.”

The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as “Workshop for Precision Mechanics and Electrical Engineering.” The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

Additional information is available online at www.bosch.com and www.bosch-press.com