



Expanding the company's international presence **Bosch opens new regional subsidiary in Kenya** Entry into east African market

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- ▶ Bosch sees huge long-term growth potential in Africa
- ▶ Sale of auto parts and testing equipment, workshop concepts, power tools, and security systems
- ▶ Growing middle class, very low average age, and growing automotive sales

Nairobi, Kenya – On February 6, 2014, the Bosch Group opened a new sales and service subsidiary in Nairobi, the Kenyan capital. The supplier of technology and services plans to start operations in the east African country with five associates, offering auto parts and testing equipment, workshop concepts, power tools, and security systems. Given the rapid growth of Africa's population, a very low average age, and the increasing purchasing power of a growing middle class, the company sees huge potential for growth in Africa. In addition, Bosch expects automotive sales to rise significantly, especially in Kenya. The country's attractive position makes it a good entry point for the dynamically growing markets of eastern Africa.

"This entry into the east African market is an important milestone for Bosch. It shows the strategic importance we attach to east Africa," said the Bosch board of management member [Uwe Raschke](#) at the opening ceremony in Nairobi. "Our focus is on affordable, Bosch-quality products that are adapted to the requirements of our customers." Before the end of the year, Bosch intends to open a further five locations in Africa: in Algeria, Angola, Ghana, Mozambique, and Nigeria. According to preliminary figures, the company's more than 600 associates in Africa generated sales of some 340 million euros in 2013.

Bosch in Africa

Bosch has been present in Africa since 1906. The focus of the company's activities is South Africa, where there are two manufacturing sites, in Brits and Midrand. They primarily manufacture automotive components and assemble packaging machinery. There are additional regional subsidiaries in Egypt and Morocco. All four Bosch business sectors – Automotive Technology, Industrial Technology, Consumer Goods, and Energy and Building Technology – have operations in Africa. Bosch also actively promotes talented young people in sub-Saharan Africa, and is one of the initiators of "[Afrika kommt!](#)", a German business program for junior executives from sub-Saharan Africa. As an active member of this program, Bosch (together with 20 other companies) has been offering scholarships to African junior executives so that they can spend a year in Germany completing a professional training program since 2008. The goal of the program is to foster mutual exchange and learning between budding African executives and German companies.

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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>