

## Press release



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## Bosch attracts Y and Z generations

Digital learning is challenge of the future

- Most Attractive Employer Award
- Decades of collaboration with schools and universities

**Budapest** – PwC this year asked more than 37,000 young people between the ages of 16 and 28 – fresh graduates and students in secondary schools, colleges and universities – about the employers they would like to work for. The findings of the questionnaire survey formed the basis for the Most Attractive Employer Award 2019, which in the Manufacturing category went to the Bosch Group in Hungary. András Somogyi, Human Resources Director of the Bosch Group, said, “We are very proud of this award, and we would like to thank the students and graduates for their support in voting for us. The honour is shared by every one of my colleagues in Bosch.”

With nine subsidiaries in Hungary, the Bosch Group is the largest foreign industrial employer in Hungary. Bosch IoT and Industry 4.0 developments have been present for several years in the group’s plants in Hatvan, Miskolc, Maklár and Eger. The products coming out of the Bosch plants are not just engineering components, they are shapers of the future. Just as important as production itself are production-support activities like reducing transport costs and failure rates, rationalising logistics, improving cost efficiency, and effecting international knowledge transfer and collaboration. In addition to our manufacturing activities, the Bosch Engineering Center Budapest is the group’s largest R&D centre in Europe outside Germany, with nearly 2800 engineers working on the latest advances in the automotive industry. The group’s broad competence base enables it to go on setting trends in the connected world and raise a new technically-educated generation capable of meeting the needs of the Hungarian labour market.

Among the focus areas of the survey were internationality, personal development and transparent corporate operation. It found that the 16–28 age group put

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flexible working conditions and working hours in first place among their criteria for choosing an employer, ahead of stability and dependability, with pay coming behind all of these.

András Somogyi added that experience-based employment and the provision of constant in-house training to keep its associates' skills up to date have become priority considerations for Bosch in recent years. As an international concern, Bosch is continuously endeavouring to create a varied, inspiring and creative working environment for its associates.

## **More information:**

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## **Basic information:**

Bosch has been present in Hungary since 1898 with its products. After its re-establishment as a regional trading company in 1991, Bosch has grown into one of Hungary's largest foreign industrial employers with currently nine Hungarian subsidiaries. In fiscal 2018 it had a total turnover of HUF 1,317 billion and consolidated sales of the Bosch Group on the Hungarian market – not counting trade among its own companies – amounted to HUF 251 billion. The Bosch Group in Hungary employs roughly 14,800 associates (as of December 31, 2018). In addition to its manufacturing, commercial and development business, Bosch has a network of sales and service operations that covers the entire country.

The Bosch Group is a leading global supplier of technology and services. It employs roughly 410,000 associates worldwide (as of December 31, 2018). The company generated sales of 78.5 billion euros in 2018. 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 460 subsidiary and regional companies in over 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 nearly 130 locations across the globe, Bosch employs some 68,700 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](http://www.bosch.com), [www.iot.bosch.com](http://www.iot.bosch.com), [www.bosch-press.com](http://www.bosch-press.com), [www.twitter.com/BoschPresse](https://www.twitter.com/BoschPresse)