

## Press release



# BOSCH

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## Young people say Bosch is the most attractive manufacturing company in Hungary

- Bosch Group in Hungary was marked as the most attractive workplace by young people, aged 16-28, in the production category in 2021
- The company was also ranked among the best three in the complex Overall category
- Opportunity to work from home was listed as one of the most important job selection criterias in 2021

Budapest –Bosch Group in Hungary has been honoured with the title 'the most attractive workplace in manufacturing' for the fifth time. In Overall, the company finished on the podium as well. In its online survey, PwC Hungary assessed the labour market preferences of secondary and university students as well as young workers, aged 16-28, and did research into the most attractive employer brands for them in Hungary. Based on the results, the Most Attractive Workplace Awards 2021 were presented in a total of ten industry categories and in an overall category. "It is great pleasure and an honour for us that for the fifth time young people have chosen Bosch Group as one of the most attractive workplaces in Hungary. It is important feedback that our efforts and endeavours are found crucial by future workers as well," said András Somogyi, Vice-President of Human Resources of the Bosch Group in Hungary and the Adriatic region.

In the framework of this year's research into labour market preferences, in the form of an online survey, PwC Hungary asked secondary and university students and employees, over the age of 16, what factors and benefits they find critical, what expectations they have of employers, and what employer brands they consider the most attractive in Hungary. In comparison to previous years, it is a novelty that the possibility of working at home has been included in the TOP10 preference list, and teleworking has become the fourth most important job selection aspect among those over 28 years of age. According to the research,

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the role of corporate culture has further increased, which is key to a successful and attractive employer brand as well as to employee experience.

"As a local embodiment of Bosch's global aspirations, a working group was established last year at the company's Budapest site, whose task was to develop new working methods for the period after the pandemic. As a result, we now focus on a much wider spectrum of development, where the transformation of the physical and IT environment and corporate culture is at the centre of attention," emphasised András Somogyi. The company focuses on activity-based working conditions among office workers, but still prefers, for example, the different forms of non-stationary work and flexible working arrangements.

"Due to the increasing role of teleworking, we put even more emphasis on communication, on understanding and listening to others. After all, understanding different opinions and cooperation will lead to more effective solutions. In addition, at Bosch, we support the professional development of our colleagues with different programs, both in terms of professional competencies and skill development," added András Somogyi.

Bosch Group is one of Hungary's largest foreign industrial employers, giving work to more than 15 thousand employees, in the close strategic cooperation of eight independent companies. In the 2020 fiscal year, it achieved a total net turnover of HUF 1,497 billion, of which HUF 238 billion was generated by sales outside the group to the Hungarian market.

In addition to its manufacturing activities, Bosch also carries out significant research and development activities in Hungary. The company's Development Center in Budapest is Europe's largest Bosch R&D center after Germany, with 3000 engineers working on the development of next generation automotive technologies. The company is still actively growing the number of its development engineers in Hungary.

## **More information:**

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## **Basic information:**

The Bosch Group is a leading global supplier of technology and services. It employs roughly 395,000 associates worldwide (as of December 31, 2020). The company generated sales of 71.5 billion euros in 2020. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT provider, Bosch offers innovative solutions for smart homes, Industry 4.0, and connected mobility. Bosch is pursuing a vision of mobility that is sustainable, safe, and exciting. 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 facilitate connected living with products and solutions that either contain artificial intelligence (AI) or have been developed or manufactured with its help. 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 some 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. With its more than 400 locations worldwide, the Bosch Group has been carbon neutral since the first quarter of 2020. The basis for the company's future growth is its innovative strength. At 129 locations across the globe, Bosch employs some 73,000 associates in research and development, of which nearly 34,000 are software engineers.

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-four percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The remaining shares are held by Robert Bosch GmbH and by a corporation owned by the Bosch family. 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.

Additional information is available online at [www.bosch.hu](http://www.bosch.hu), [iot.boschblog.hu](http://iot.boschblog.hu), [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), <http://www.twitter.com/BoschPress>.