Press release

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Bosch’s nationwide AI education programme continues in Miskolc

Students in dual vocational training learn about the technology of the future

- Nationwide programme in Miskolc: Bosch’s nationwide artificial intelligence (AI) education programme has now reached Andrássy Gyula Secondary Technical School in Miskolc
- Students learn from Bosch specialists and development engineers who work with AI technology every day
- Practice-oriented teaching material: image and video generation and precise prompting, also building on the students’ own ideas
- AI education takes the 15-year partnership between Bosch and the Andrássy Gyula Secondary Technical School to the next level

Miskolc – how can we ask artificial intelligence the right questions? How can AI be used in learning, mechanical engineering or mechatronics, and how can errors made by generative models be identified? These questions are explored in Bosch’s artificial intelligence education programme for secondary school students, presented today at a special press event and expert panel discussion. Bosch’s AI teaching material will reach around 800 students in 20 secondary schools nationwide during the 2026/2027 academic year. Today’s stop was the Andrássy Gyula Secondary Technical School in Miskolc.

Where tradition meets the latest technology

The Miskolc event marks a special milestone in the programme. The city and the region have long been known as a strategically important base for Bosch, while the partnership between Bosch and the Andrássy Gyula Secondary Technical School also dates back 15 years. It was the first school with which Bosch launched dual vocational training in the region: the automotive company Robert Bosch

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Energy and Body Systems Kft. signed the agreement in 2011, followed two years later by the power tool company, Robert Bosch Power Tool Kft.

Under this successful partnership, 12 mechatronics technician students begin their dual training each year. This means that a total of 36 students in grades 11, 12 and 13 are continuously completing their practical training at Bosch's modern training center. The figures speak for themselves: half of the graduates go on to university, while the two Miskolc plants offer career opportunities to the other half.

Not just using AI but understanding it too

The teaching material is constantly evolving based on students' feedback and includes significantly more practical work than theory. The engineers teaching the sessions do not follow pre-written templates; instead, the students' own interests and projects determine most of the tasks, whether creating presentations or generating images or videos. A distinctive feature of the programme is that students learn directly from Bosch experts who develop the world's leading technologies – development engineers, AI specialists, PhD students and communication specialists. The main aim is not to teach the responsible use of specific, currently popular applications, but to impart a critical, systems-based way of thinking that gives students knowledge that will remain competitive in the long term. "Robert Bosch once said that the future of our industry and all technological progress depend on the availability of well-trained specialists and technicians. In today's age of artificial intelligence, this idea is more relevant than ever. In Miskolc, we can build the AI programme on an exemplary dual training partnership that has been in place for a decade and a half and has already formed the backbone of the region's pipeline of technical talent. For us, this programme is both a transfer of knowledge and a long-term investment. Our aim is for technician students in Miskolc to be not merely observers, but informed shapers of the industrial digitalization of the future," emphasised Teodóra Bodó, director of communication and governmental affairs of the Bosch Group in Hungary and the Adriatic region, at the Miskolc event.

Survey also confirms the importance of AI education in secondary schools

The results of a survey conducted by Bosch in the spring of 2025, amongst nearly 800 secondary school pupils aged between 16 and 20 also confirm that, alongside higher education institutions, there is a great need to develop technological skills in secondary education as well. Whilst in a survey carried out in the autumn of 2024, 53 percent of the Hungarian adult population believed that artificial intelligence would be the most influential technology of the coming decade – a figure that rose to 60 percent a year later – 65 percent of the secondary school students surveyed agreed with this statement. According to the survey, 84 percent of students are already planning to incorporate artificial intelligence into their studies in some way and believe that AI skills will be essential in their future

workplaces. The survey also highlighted that 90 percent of the school pupils who responded already consider these skills to be important for their studies. The Miskolc partnership provides a practical response to the expectations of both students and the labour market.

Bosch Hungary Podcast: technology explained in simple terms

The Bosch Hungary Podcast explores the latest topics in innovation, research and development, seeking clear and accessible answers to the most pressing questions about the technology of the future with the help of expert guests. Anyone who'd like to find out more about how secondary school students view artificial intelligence, how we can learn and develop with AI, how it supports creativity, why critical and responsible thinking is important, or even what an engineering expert recommends, can listen to – or even watch – the Bosch Hungary Podcast on YouTube, Spotify, Apple Podcasts and Simplecast!

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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 ten subsidiaries. In fiscal 2025 it had total net sales of 1.926 billion forints and consolidated sales to third parties on the Hungarian market of 303 billion forints. The Bosch Group in Hungary employs around 16,800 associates (as of December 31, 2025). 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 413,000 associates worldwide (as of December 31, 2025). The company generated
sales of 91 billion euros in 2025. Its operations are divided into four business sectors: Mobility, Industrial Technology, Consumer Goods, and Energy and Building Technology. With its business activities, the company aims to use technology to help shape universal trends such as automation, digitalization, electrification, and artificial intelligence. In this context, Bosch’s broad diversification across regions and industries strengthens its innovativeness and robustness. Bosch uses its proven expertise in hardware, software, and services to offer customers cross-domain solutions from a single source. It also applies its expertise in connectivity and artificial intelligence in order to develop and manufacture intelligent, user-friendly, and sustainable products. With technology that is “Invented for life,” Bosch wants to help improve quality of life and conserve natural resources. The Bosch Group comprises Robert Bosch GmbH and its roughly 500 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. Bosch’s innovative strength is key to the company’s further development. Bosch employs some 82,000 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-four percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a limited liability company with a charitable purpose. The remaining shares are held by Robert Bosch GmbH and by a company owned by the Bosch family. The majority of voting rights are held by Robert Bosch Industrietreuhand KG. It is entrusted with the task of safeguarding the company’s long-term existence and in particular its financial independence – in line with the mission handed down in the will of the company’s founder, Robert Bosch.

Additional information is available online at www.bosch.hu, iot.boschblog.hu, www.bosch.com, www.iot.bosch.com, www.bosch-press.com.