

Brose lays foundation stone for Serbian location



Brose groundbreaking ceremony in Pančevo (from left to right): Thomas Spangler (Executive Vice President Operations Brose Group), Thomas Schieb (German Ambassador to the Republic of Serbia), Michael Stoschek (Chairman of the Brose Group), Aleksandar Vučić (President of Serbia), Simone Simon (Vice President Facility Planning Brose Group), Igor Mirović (President of the Government of the autonomous province of Vojvodina), Saša Pavlov (Mayor of Pančevo).

Pančevo/Serbia (09. March 2020) Brose laid the foundation stone for a new development and production location in Serbia on 6 March, with guests from politics, business and the media attending. Beginning in the summer of 2021 Brose will launch series production of drives and electronics for cooling fans at the 220,000 square meter site in Pančevo near Belgrade.

“The Brose Group supplies the automotive industry with around 200 million electric motors and drives each year. We are responding to the rising international demand for our products by expanding our global development and production network, thereby sharpening our competitive edge,” explained Thomas Spangler, Executive Vice President Operations Brose Group. Pančevo is the first Brose location in Serbia and the ninth electric drives factory worldwide. The automotive supplier is also establishing a development center and electronics manufacturing facility there.

Approximately 60,000 square meters of space for Development and Administration will be created during the first stage of construction in Pančevo. The project is scheduled for completion in the coming spring. The shareholders have already approved 120 million euros for investing in the new Brose location. The company is competing for orders for electric motors and drives as well as electronics products in order to generate turnover of around 440 million euros in Serbia by 2025. It will also create up to 1,100 jobs in Development, Sales, Purchasing and Production in the process.

“The investments in Eastern European locations are an integral part of our worldwide Future Brose program, which we implemented to cut costs while improving our innovative strength. This will help us ensure that Brose remains on the path to expansion and success going forward,” stressed Michael Stoschek, Chairman of the Brose Group.

Brose made the decision to build in Serbia and Pančevo following a Europe-wide location analysis. The industrial city is known for its high potential for attracting qualified specialists. Nearby Belgrade is home to several renowned universities. Software and hardware developers in particular, along with systems and project engineers will be in demand at the new location – as well as managers and Production, Logistics, Controlling and HR Support employees.

“We found the Serbian government and authorities to be particularly constructive partners. On behalf of the shareholders and management board of the Brose Group, I would like to thank them for their professional work and quick decisions,” said Thomas Spangler, continuing: “We will intensify contact with the universities in the coming weeks.”

“With the establishment of Brose, we have succeeded in attracting an innovative and long-term oriented family business to Serbia. I am pleased that the automotive supplier is creating appealing jobs and strengthening the economy in Pančevo,” Serbian President Aleksandar Vučić explained.



The first stage of construction in Pančevo covers 60,000 square meters of production and administration space.



Brose cooling fan modules have a positive impact on energy consumption and vehicle emissions.