Tenth Girls for Technology Camp at Brose: Twelve school girls find out more the world of technology at Brose

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Brose once again held the "Girls for Technology Camp" in Coburg this year. Twelve technology enthusiasts from secondary schools of the Franconian region were curious to learn more about what it's like to work with your hands: The girls aged 12 to 14 took the opportunity to gain insight into modern technical professions. Brose also celebrated a small anniversary: This was the tenth time the automotive supplier participated in this project and once again Brose was the only company from Upper Franconia that took part in the program.

For four days, the young people assumed the roles of apprentices and experimented with their own projects in the field of technical product design, mechatronics and metal working. Under the guidance of training instructors and apprentices, the girls produced a metal board game, gained a "CAD driving license" and worked on the "hot wire" mechatronic project. In addition, the female junior staff engaged in a lively discussion on career choices. Joint events and excursions lent a vacation-like atmosphere to the program.

The girls presented their workpieces during the closing ceremony. Michael Stammberger, head of training, emphasized in his speech: "In times of demographic change, early and close contact with schools is more important than ever as it enables us to help provide young people with orientation regarding their career choices. This was also confirmed during our "Brose Baskets meet Technology" days, which we held for the first time this year and was attended by some 1,500 students from schools throughout the Coburg region."

The technology camp also provided important orientation advice for young people: "After participating in this event, four young women decided in favor of an apprenticeship at Brose and are now working in various technical areas," says Stammberger.

The initiative is organized by the "Bildungswerk der Bayerischen Wirtschaft e.V." (Education Center of the Bavarian Industry Association) throughout Bavaria and is promoted by the Bavarian Ministry for Economic Affairs, Infrastructure, Transport and Technology.

According to the organizer, more than 2,100 girls have participated in the camps since 2002 and experienced professions in the metal and electronics industry first-hand; Brose welcomed some 130 of them during this time. In Bavaria, around 200 young women in 15 camps found out more about the world of technology this year.