

Girls Day at Brose: school students experience technology close up

In April, 80 8th- and 9th-grade pupils attended the Girls' Day events at Brose's plants in Coburg, Hallstadt and Würzburg and discovered that girls and technology suit each other excellently.

Coburg/Hallstadt/Würzburg (25. April 2008).

On this year's Girls' Day, April 24, around 80 8th- and 9th-grade girls from the Upper and Lower Franconia regions got to know more about what working at Brose is like. In Coburg, Hallstadt and Würzburg they experienced just how interesting and exciting technology can be. They were able to gain an insight into training that they only seldom consider when choosing their vocation. This was the fifth time that Brose had participated in this nationwide project day.

"In general, campaigns like this one are extremely useful for schoolgirls. Many companies, including Brose, suffer from a shortage of junior employees in technical vocations. Young women with a good school education have excellent opportunities here," states Brose's Head of Training Michael Stammberger. "Be it as a mechatronics engineer or machine tool technician – these demanding professions are not a male preserve. We hope this campaign will help increase the share of female applicants at Brose even further in the medium term," continues Stammberger.

The Brose Group is currently training more than 200 young people in nine commercial and industrial/technical vocations and as part of three vocational academy courses of study at its German plants.