

Girls Day at Brose: 100 school students experience technology

Würzburg/Hallstadt/Coburg/Wuppertal/Berlin (23. April 2009).

Around 100 8th- and 9th-grade girls discovered how interesting and exciting technology can be at this year's Girls' Day at our training facilities in Coburg, Hallstadt, Würzburg, Wuppertal and Berlin.

They were able to gain an insight into technical professions that they seldom tend to consider when choosing their career: in practical exercises and with the instruction and support of apprentices, they were able to test their manual skills, ability to solve problems and understanding of technical interconnections.

They had the opportunity to learn more about the professions of technical product designer, mechatronics engineer, machine tool technician, and electronics engineer for automation technology. They also received tips on career orientation from the trainers.

This was the sixth time our company 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," stresses Brose's head of apprentice training Michael Stammberger.

Be it as a mechatronics engineer, technical product designer, electronics 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 Michael Stammberger.

36 young women are currently learning a technical profession at our Group – and a pleasing aspect is that this number is growing from year to year.

At Coburg and Hallstadt, there are currently 5 vacant training positions for a dual university study (Bachelor of Engineering/Bachelor of Science) in mechanical engineering (2), electrical engineering, industrial engineering and business informatics. Anyone interested can apply now to start a course of training on October 1, 2009.

Our Group is currently training around 220 young people in eight commercial and industrial/technical professions and four courses of study at the dual university at its German plants. In the past years, Brose has regularly participated not only in Girls' Day, but also in the project week "Girls for Technology Camp", an initiative of the Bavarian business community.