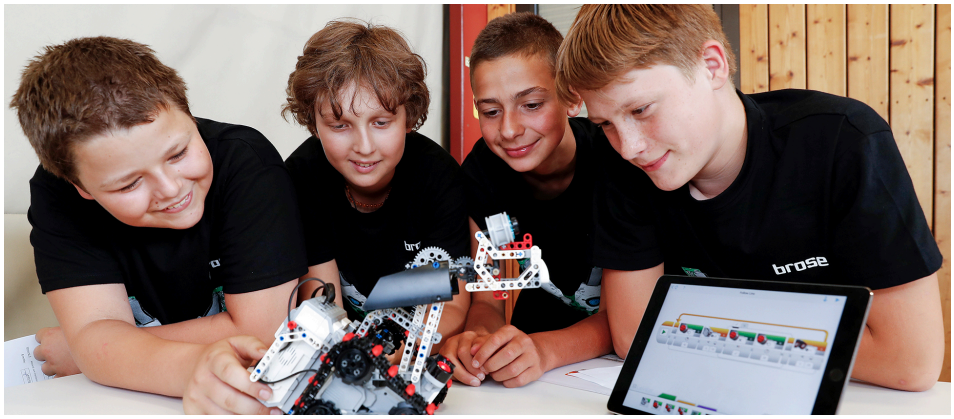
"Brose Bamberg meets technology” event days begin



Students learn a variety of things during the event days - like how robots "see, hear and feel” using sensors.

Bad Staffelstein/Neustadt bei Coburg/Bamberg (28. June 2017) Around 900 children from eight schools in the region took part in this year’s “Brose Bamberg meets technology” event series. During four event days in Bad Staffelstein, Neustadt bei Coburg and Bamberg, they gained insights into the world of vehicle technology and basketball. The goal is to get young people excited about technology and teamwork – both in industry and in sports. The event kicked off on 28 June in the Adam Riese Hall in Bad Staffelstein.

This was already the sixth time the international automotive supplier and the nine-time German basketball champion took part in the educational program. “We use the event days to show fifth and sixth-graders in a fun and playful way just how exciting technical careers can be,” explained Michael Stammberger, Head of Apprenticeship and Training Brose Group. “This enables us to contribute to their career orientation early on and inform them of internship and training opportunities at Brose,” said Stammberger. Moreover, contact with schools promotes an understanding of future demands in the workplace. Brose Bamberg general manager Rolf Beyer added that motivation, teamwork and the perfect technique contribute to success. “The program lets our youth coaches show children that exercising and taking part in a dynamic team sport like ours can be fun. Girls and boys experience success first-hand, thus learning that dedication, training and team spirit are all worthwhile,” stressed Beyer.

“Brose Bamberg meets technology” is a two-part event: coaches show students different basketball techniques, with shooting baskets being the main focus. Brose apprentices perform experiments with them: like showing how a window regulator works with the help of a block and tackle and their own strength. At another station they learn how an electric motor works or how robots can “see, hear and feel” using sensors.

“I enjoyed shooting hoops and playing basketball with the youth coaches from Brose Bamberg most. But the experiments with the magnets were also exciting,” explained Celina, a sixth-grader at Herzog-Otto-Mittelschule Lichtenfels.

Seventh-grader Medin, who attends the Albrecht-Blankertz-Schule Redwitz, was most enthusiastic about the technology part: “I thought the robots were the most interesting thing about the event. They use sensors to follow a straight line. The apprentices explained how it works. I’d like to participate again next year.”

Schools can participate in the event series free of charge. Around 8,000 girls and boys have participated in the event since 2012. This year we have received applications from the schools Adam-Riese-Grund- und Mittelschule Bad Staffelstein, Albert-Blankertz-Schule Redwitz, Herzog-Otto-Mittelschule Lichtenfels, Arnold-Gymnasium and the Staatliche Realschule Neustadt bei Coburg along with the Dientzenhofer-Gymnasium, Graf Stauffenberg Realschule and Graf Stauffenberg Wirtschaftsschule Bamberg.

Additional “Brose Bamberg meets technology” event days in 2017:

29 June, Arnold Gymnasium Neustadt bei Coburg

30 June, Staatliche Realschule Neustadt bei Coburg

12 July, Dientzenhofer-Gymnasium, Graf Stauffenberg Realschule, Graf Stauffenberg Wirtschaftsschule Bamberg

More about apprenticeships at Brose: Foundation for the future