

Girls experience technical careers at Brose



Coburg (02. August 2016) Drilling, soldering, milling, product design – eleven students tried their hand at technical tasks at Brose in the first week of summer vacation. The 12 to 14-year-old girls gained experience in careers in the metal and electrical industry at the "Girls for Technology Camp". The program is organized by the Bildungswerk der Bayerischen Wirtschaft (Educational Institute of the Bavarian Employers' Associations, "bbw") and was held for the fifteenth time. Brose has participated in the initiative since 2003. The mechatronics specialist was the only company in Upper Franconia to hold a camp this year. The automotive supplier reported on the initiative at a press talk on 2 August 2016 in Coburg.

For one week, the girls worked on various projects from technical product design, mechatronics, and tool and die making in the Brose training workshop. Each student built an LED flower, created a mini board game or developed a holder for in-ear headphones. "By completing practical tasks, participants discover their skills and are inspired to pursue a technical career," explained Michael Stammberger, Director Apprenticeship and Training Brose Group.

The young participants are supported by the mechatronics specialist's apprentices and instructors. They find out about new career paths and gain insight into the challenges of a modern industrial company. After their hard work, camp participants enjoyed the leisure part of the program. Day trips, a city tour and sports activities also promoted the girls' teamwork, independence and communication skills. "The 12 to 14-year-olds are enthusiastic about discovering technology and doing things together," said Stammberger.

The students presented the results of the taster week to their parents and camp organizers at the closing event at Brose on 4 August 2016. "We have already welcomed back participants from previous years' camps as vocational apprentices and dual-track trainees," said Stammberger. "I hope that this year's program has once again been an inspiring experience for the girls." Around 180 students have already attended the "Girls for Technology Camp" at Brose.

Across Bavaria, a total of 2,800 girls have participated in a "Girls for Technology Camp" since the initiative was launched in 2002. This year, 200 students learned about technical careers at 15 companies.



Jule Pfeiffer (14) operates a milling machine for the first time. Also pictured: Michael Stammberger (left), Director Apprenticeship and Training Brose Group, and Patrick Püttner, Director of the Upper Franconian employers' association bayme vbm.



14-year-old Lia Holderbaum (right) finds out what it is like to be a technical product designer at Brose. Apprentice Ebony Raschke (left) explains how to construct a holder for headphones.