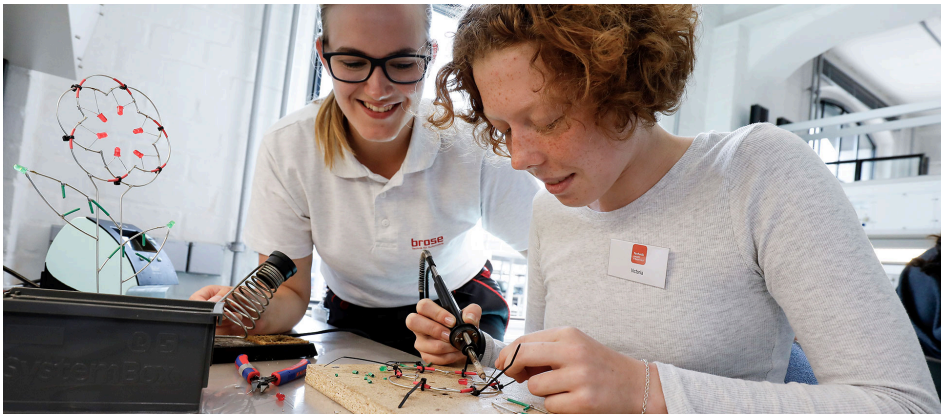


Girls experience the world of technology at Brose



Coburg (02. August 2017) Twelve students uncover their technical skills and gain experience in metal and electrical industry careers during the first week of summer break at Brose. The 12-to-14-year-olds participated in the “Girls for Technology Camp” organized by Bildungswerk der Bayerischen Wirtschaft. This is the 16th time the one-week program was offered. Brose is the only company in Upper Franconia to participate in the Bavaria-wide educational campaign this year.

The girls perform planning tasks on the computer, soldering work at the workbench and operate milling, drilling and grinding machines. Brose apprentices help the students try their hands at working as technical product designers, mechatronics technicians and tool mechanics. “We used a 3D printer to print key chains we designed ourselves. That was great because we were able to bring in our own ideas,” says 12-year-old Frida from Bamberg. The students also created a board game and an LED flower during the project week. “We want to encourage girls to take a closer look at technology. At the same time, their experience at Brose offers them an initial impression of the working world,” explains Michael Stammberger, Head of Apprenticeship and Training Brose Group.

The aim of the summer break campaign is to show the students a variety of career prospects in the industry. “The camp is a key experience for many of the girls. They realize that they may also be interested in completing apprenticeship training in the field of technology,” explains Stammberger. Miriam (14) also took advantage of the campaign series for her own career orientation: “It all made such a positive impression on me that I can easily envision starting an apprenticeship as a technical product designer.” 200 girls have participated in the camp at Brose since this year’s campaign began. The family-owned company has even welcomed back girls from previous years’ camps as vocational apprentices and dual-track trainees.

The students learn technical skills during the project week at Brose. There are also group excursions, a video project and team activities on the afternoon and evening agenda. This teaches participants personal responsibility, communication and social skills. “The 12-to-14-year-olds are enthusiastic about the combination of discovering technology and daily

work life on the one hand and having fun and working together as a team in their free time on the other,” summarizes Stammberger.

During a closing ceremony on 3 August the girls presented the results of their week of job shadowing to their parents and the event’s organizers. A total of 200 students took part in 15 camps this year alone. Around 3,200 participants have discovered the world of technology during the summer break campaign since 2002.