

Girls discover the world of technology at Brose



Coburg (06. August 2015) Twelve girls between the age of 12 and 14 used their summer break to experience technical trades at international automotive supplier Brose. The school students participated in the “Girls for Technology Camp” organized by Bildungswerk der Bayerischen Wirtschaft (bbw). The week-long program was held for the fourteenth time. Brose is the only company in Upper Franconia to have participated in the program since its inception.

Participants explored technical issues in a fun and interesting way during the project week. Over four days, the girls worked on their own projects in the areas of technical product design, mechatronics and tool and die making together with trainers and apprentices. Each student built an LED flower and created a board game or a key chain. They also learned how to design parts using a computer program.

Mareike from Schweinfurt particularly enjoyed designing things on a PC. The 13-year-old had already participated in a “Girls for Technology Camp” last year, but at a different company. She enjoyed it so much that she wanted to do it again this year.

The “Girls for Technology Camp” aims to inspire female students to pursue a technical career at an early age and in an age-appropriate way. “By completing practical tasks, the young women discover their skills and can develop these over the course of the program,” explained Michael Stammberger, head of Brose Group’s apprenticeship program. “The school students find out about new career paths and gain an insight into the challenges and opportunities of modern industry.”

Participants presented the results of the taster week to their parents and camp organizers at the closing event at Brose on August 6, 2015. “I hope that this year’s program has once again inspired the next generation of female talent. We have already welcomed back girls from previous years’ camps as vocational apprentices and dual-track trainees,” said Stammberger.

Since 2002, over 2,800 students have discovered technical trades at “Girls for Technology Camps” across Bavaria. A total of 200 girls and 15 companies participated in this year’s program.