



BMW Group Plant Debrecen and Vocation Training Center cooperates regarding 'Debrecen Festival of Professions'

BMW Group Plant Debrecen joined Debrecen Vocational Training Centers (DSZC) 'Debrecen Festival of Professions' program as a main partner in 2023. The two-day event, organised between May 13-14, intends to promote the wide range of vocational trainings available through presentations and playful activities – including Plant Debrecen's unique dual training program.

The event of Debrecen Festival of Professions has been launched for the first time in 2022 to raise awareness for the potential in vocational education not only for students, but for career changers as well. Visitors can meet both the educational institutions and the corporate partners at the same time, that makes possible career paths even more tangible.

The partnership of Plant Debrecen and DSZC already roots back for multiple years. They started discussion years ago, as the BMW Group is launching a new structure of vocational training in Debrecen. The latest milestone of the cooperation marked the announcement this April that the first class of technicians participating in the three-year dual training programme starting in September 2023 has been chosen. The aim of the BMW Group's dual vocational training programme, based on international experience, is to develop the social and personal skills of the participating apprentices, in addition to gaining practical professional experience, and to familiarise them with the values and operations of the company and the Debrecen plant, so that they can join the BMW Group's Debrecen team after the three-year training.

"Education and trainings are of great importance for BMW Group in Debrecen, especially for youngsters, as the knowledge we give them is an investment into the future" – said Réka Jenei, Head of Communications at BMW group Plant Debrecen.



Additional to the successful selection of dual technicians, BMW Group Plant Debrecen is looking for employees in various functions. The already intensive recruitment activity is expected to gain further momentum in the coming months, with a growing number of direct, blue-collar jobs opening alongside indirect, white-collar positions. The constantly updated list of almost 100 open positions and the application platform is available at <https://www.bmwgroup.jobs/hu/en.html>.

BMW Group aims to actively contribute to the local education on every level strong starting from kindergarden care and elementary school. Moreover, concerning academic level and international relations, BMW Group offers 10 full-tuition scholarships for Hungarians for the Global Online MBA programme of ESMT (European School of Management & Technology) in Berlin. [Click here](#) for more details and to apply.

BMW Group is building a comprehensive vehicle factory in Debrecen with a press shop, body shop, paint shop, vehicle assembly, as well as a unique battery module plant, which will allow the in-house assembly of the battery cells necessary for the electric drive. Located on an area of more than 400 hectares in the north-western part of Debrecen, the plant will be the first unit within the Group to be developed entirely along the iFACTORY concept from the initial design phase, in the spirit of efficient, environmentally friendly, and digitalised production. According to the plans, BMW Group Plant Debrecen will start production in 2025 with more than 1,500 employees, and that will be the year also when the first model of the all-electric NEUE KLASSE, which will debut in Debrecen, will roll off the production line.

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The BMW Group production network

The BMW Group has long seen itself as the benchmark in production technology and operational excellence in vehicle manufacturing. The strategic vision of its global production network – BMW iFACTORY. LEAN. GREEN. DIGITAL. – sets out the company's responses to the challenges of the transformation to e-mobility and pursues a global approach.

LEAN stands for efficiency, precision, absolute flexibility and outstanding integration capabilities. GREEN represents the use of cutting-edge technologies to realise production with minimal resources. With DIGITAL, the focus is on data science, artificial intelligence, virtual planning and development. Together, these things make the BMW Group Production Network a key contributor to the profitability of the company.

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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