



## **“Factory within a Factory”: The Opening of the TalentFactory at BMW Group Plant Debrecen**

The TalentFactory opened today as part of the dual vocational training programme of BMW Group Plant Debrecen. The practice-oriented program element provides students with the opportunity to support and make the plant's production processes more efficient in a real industrial environment, with the help of technologies and their instructors, all based on orders received from the technologies.

TalentFactory is a part of the dual vocational training programme that is operated by BMW Group Plant Debrecen in partnership with the Vocational Training Centre of Debrecen (DSzC). The participants of the TalentFactory program work closely with the technologies and their instructors to create tools and devices, the first of which were seen by the general public at the opening ceremony.

„I am proud that we have added a new element to our dual vocational training program at Plant Debrecen. We believe that during the training, our young colleagues can also learn about the elements of our corporate culture, such as the importance of team spirit, subsidiarity and participation” – highlighted Hans-Peter Kemser at the event.

The operation of TalentFactory simulates the organizational structure of a large company in a real-life environment in dual training, where students receive essential theoretical knowledge in addition to practical training. For example, with the help of lecturers from the Faculty of Economics of the University of Debrecen, the training's participants recently gained insight into financial planning.

By combining hands-on learning, teamwork and creative thinking, the Talent Factory continues the BMW Group's century-long tradition of dual training to ensure that future professionals gain valuable knowledge, whether it is robotics, 3D printing or metalworking solutions.

Students can join the Talent Factory from their first year and remain involved throughout the full three-year programme. At the event Kristóf Kökényesi, working in the laser engraving area, highlighted that they work in teams with continuous mentoring from instructors and guidance from technologies throughout, in accordance with BMW's premium standards.



## **A tangible sense of accomplishment in a real industrial setting**

One of the biggest advantages of the Talent Factory programme is that students gain hands-on experience with the latest technologies in a real production setting. They follow the entire production process from the selection of raw materials, machining and assembly to quality control of the finished product.

Through this hands-on training, students not only learn about production systems but also apply real-world technologies that meet industry standards. Seeing their own creations integrated into production gives them a strong sense of accomplishment and shows how they contribute to the plant's success.

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<https://www.press.bmwgroup.com/hungary>.

### **BMW Group Plant Debrecen**

On an area of more than 400 hectares in Debrecen, located in the north-eastern part of Hungary, the BMW Group is building a complete vehicle factory with a press shop, body shop, paint shop, assembly and battery module assembly. The company is investing more than €2 billion (HUF 820 billion) in the site, which will manufacture all-electric vehicles only, starting from 2025. The plant will produce approximately 150,000 cars per year. The model manufactured in Debrecen will form the basis of the NEUE KLASSE, a new vehicle architecture for all-electric vehicles.

### **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 30 production and assembly facilities around the world, and the company has a global sales network in more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.



The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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