



The dual vocational training program of BMW Group Plant Debrecen is expanding with the Vocational Training Centre of Berettyóújfalu joining

The dual vocational training program, successfully running at BMW Group Plant Debrecen for three years, is expanding further as the Vocational Training Centre of Berettyóújfalu (BSzC) is also joining the initiative with its three schools.

Under the agreement, three schools under BSzC – Bessenyei György Technical School in Berettyóújfalu, Csiha Győző Technical and Vocational School in Hajdúnánás, as well as the Technical School of Economics in Hajdúszoboszló – joined the dual vocational training program. Students at these institutions can gain practice-oriented, in-demand knowledge and skills in the professions of electronics technician and industrial IT technician through the dual training system of BMW Group Plant Debrecen.

The program has so far been run in cooperation with the Vocational Training Centre of Debrecen and its institutions and with the recent addition of BSzC, the initiative will be further strengthened at the regional level.

At the formal accession ceremony held on 16 February 2026, the agreement was signed by Hans-Peter Kemser, President and CEO of BMW Group Plant Debrecen and Gábor Papp, Chancellor of BSzC. A purely electric BMW iX3 model was also exhibited at the event, which was manufactured at the venue of the signing ceremony, one of the group's most modern factories, the Debrecen plant.

The BMW Group has been committed to training professionals for more than a century, and it has brought this experience to Debrecen. The Talent Campus, where the dual vocational program is running, quickly became one of the largest training centres in the country, currently with around 300 students. The 2025/2026 academic year is of particular significance, as the first class, which started in 2023, has entered its third and final year. After passing their exams, students can start their professional careers at the BMW plant in Debrecen.

With BSzC now also joining the collaboration, the company further strengthens its commitment to developing vocational training in Hungary and creating long-term, secure career opportunities.



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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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