



Bosch and Don Bosco empowers Cambodian youths through joint training programme

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- „ Bosch empowers students of Don Bosco Technical School with new skill sets for gainful employment
- „ To contribute to the development of skilled manpower for advanced automotive technology and power tools in a safe and conducive learning environment
- „ Reaffirms Bosch's business and social commitment to Cambodia

Phnom Penh, Cambodia, 26 April 2011 – In a handover ceremony at Don Bosco Technical School this morning, representatives from Robert Bosch (South East Asia) Pte Ltd formally handed over Bosch's sponsorship of automotive diagnostic tools, power tools, security cameras and training materials to Fr. Roel Soto, SDB, Rector of Don Bosco Technical School Phnom Penh.

The sponsorship is a joint initiative by the Automotive Aftermarket, Power Tools and Security Systems division of the Cambodian representative office of Robert Bosch (South East Asia) Pte Ltd.

As part of the sponsorship, Bosch will be training the teachers at Don Bosco. The teachers will then impart knowledge of the latest automotive diagnostic skills, as well as the usage and safe handling of professional power tools, to the students. Two existing classrooms were also renovated to provide a safe and conducive learning environment.

The handover event of the sponsorship was graced by His Excellency Mr Pich Sophoan, Secretary of State for the Ministry of Labour and Vocational Training. Bosch management personnel present included Mr Andre De Jong, Managing Director of the Cambodia Representative Office of Robert Bosch (SEA) Pte Ltd and key Bosch representatives from the region.

Contributing to the local community

The sponsorship underscores Bosch's continuous social commitment to the Cambodian community since the opening of its representative office in Phnom Penh on 30 September 2010.

The commitment did not go unnoticed by His Excellency Mr Pich Sophoan. "The sponsorship is an excellent initiative from Bosch. Youths are one of Cambodia's most valued assets. This is a good example of how organizations and individuals can come forth to impart skills and support with equipment to provide aspiring young Cambodians opportunities for future growth, and contribute to the success of the country," said His Excellency.

Mr Mihai Boldijar, Regional Director, Automotive Aftermarket (Southeast Asia), agreed with His Excellency. "The innovative Bosch automotive diagnostic equipment donated allows Don Bosco trainers to equip students with the necessary diagnostic skills needed to service increasingly complicated vehicle systems."

Mr Michael Goh, Country Manager, Bosch Automotive Aftermarket for Singapore and Cambodia, added, "The comprehensive training provided will raise the students' competency levels, as the program is tailored based on the latest technological developments in the automotive market".

Towards a safer and brighter future

The proper handling of professional power tools for metalworking is also highlighted in the training provided. "Metalworking can be dangerous if not done right. Through proper training from Bosch and supervision from the teachers, students will learn how to handle professional power tools safely. This greatly reduces the number of potential accidents that can occur without such knowledge", said Mr Andre De Jong.

To allow students to train with peace of mind, Bosch security cameras are now installed on Don Bosco's premises. Mr Terence Ng, General Manager for Bosch Security Systems, Indochina, said, "Bosch sees it as a social responsibility to ensure the safety and security of the students and premises. The security cameras will raise security awareness in the school and assist to lower the chances of break-ins and theft."

In expressing his appreciation, Fr. Roel emphasized the important and immediate benefits of the sponsorship: "The Bosch sponsorship will uplift the training standards and performance of both teachers and students in Don Bosco to meet the latest automotive and metal working demands in Cambodia. This ensures that every Don Bosco graduate is equipped with the latest relevant knowledge and skills to contribute effectively to Cambodia's development."

Bosch's sponsorship to Don Bosco Technical School is the third of its kind in Southeast Asia. Similar initiatives are in place with the Don Bosco schools in both Thailand and the Philippines.

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About Bosch in Cambodia

Bosch is currently represented in Cambodia by Robert Bosch (South East Asia) Pte Ltd since 19 January 2010. Its current business fields in Cambodia comprise Automotive Aftermarket, Power Tools and Security Systems. Robert Bosch (SEA) Pte Ltd is a regional subsidiary of the Bosch Group, representing the Group's interests in Southeast Asia. Legal entities in Malaysia, Indonesia, Vietnam, Thailand and the Philippines report to Robert Bosch (SEA) Pte Ltd. The Asia Pacific headquarters for Bosch's Automotive Aftermarket, Security Systems, Corporate Information, Corporate Research and Advanced Engineering, as well as operations for Information Technology and Bosch Software Innovations, are part of Robert Bosch (SEA) Pte Ltd. Additional information can be accessed at www.bosch.com.sg

About the Bosch Group

The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, some 285,000 associates generated sales of 47.3 billion euros in fiscal 2010. The Bosch Group comprises Robert Bosch GmbH and its more than 350 subsidiaries and regional companies in over 60 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Bosch spent 3.8 billion euros for research and development in 2010, and applied for over 3,800 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial.

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Bosch is celebrating its 125th anniversary in 2011. The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as a "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

Additional information can be accessed at www.bosch.com, www.bosch-press.com, and www.125.bosch.com.