



Bosch signs MoU with PERHEBAT to train ex-servicemen

25 July 2011

RBMY/COM

- ▶ Training assistance to equip ex-servicemen with additional life skills
- ▶ Bosch privilege card for PERHEBAT members
- ▶ A long-term partnership to boost continuing technology transfer and training standards

Kuala Lumpur, 25 July 2011 – The Power Tools division of Robert Bosch Sdn Bhd today signed a Memorandum of Understanding (MoU) with Perbadanan Hal Ehwal Bekas Angkatan Tentera Malaysia (PERHEBAT) to provide vocational training to PERHEBAT members.

PERHEBAT is a non-profit government organisation which provides skills training for retired servicemen. PERHEBAT organises over 40 training courses for more than 1,800 trainees annually. These trainees are mature individuals who are nearing their retirement age of 39 in the armed forces, after 20 years of service.

“PERHEBAT had shown keen interest in collaborating with Bosch in this program. We are committed to provide technical skills training for the operation and application of Bosch power tools to all PERHEBAT members. At the end of the 6 months training, these trainees will be able to take up weekend jobs and stand a better chance of securing a job. People with technical skills are always in demand, as their services will constantly be required,” said Chu Chee Bee, Regional Sales Director ASEAN South (Power Tools), Robert Bosch Sdn Bhd.

“At 39 years of age, they are still young and able to put in a good day’s work in order to earn a living for themselves and their families. It is only reasonable that we assist to re-train our ex-servicemen after all that they have done for our country,” added Chu.

Bosch Power Tools has been providing training to PERHEBAT since 2009 and have trained over 750 trainees. Bosch has invested over RM70,000 into

this program, which includes the setup of a fully-equipped display rack at PERHEBAT's Competence Centre.

Bosch Power Tools and PERHEBAT also launched the PERHEBAT Privilege Card after the MoU signing ceremony. This card will be given free and exclusively to all PERHEBAT members and entitles them to discounts of up to 10% for the purchase of any Bosch Power Tool, spare parts or for repairs.

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About Bosch Malaysia

Bosch has been present in Malaysia since 1923, represented by Robert Bosch Sdn Bhd, with offices located in Selangor, Perak and Penang. In Malaysia Bosch is active in the areas of Automotive Aftermarket, Power Tools, Security Systems, Drive and Control, Packaging Technology, Solar Energy and Thermotechnology. The company has two manufacturing arms in Penang providing car multimedia systems and power tools. Bosch also operates joint ventures in Malaysia including BSH Home Appliances Sdn Bhd, FMP Automotive (Malaysia) Sdn Bhd and ZF Steering (Malaysia) Sdn Bhd. In 2010, Malaysia contributed sales of RM 555 million (130 million euros) and employed almost 2,300 associates. Additional information can be accessed at www.bosch.com.my.

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 283,500 associates generated sales of 47.3 billion euros in fiscal 2010. The Bosch Group comprises Robert Bosch GmbH and its more than 300 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 are 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. Additional information can be accessed at www.bosch.com, www.bosch-press.com, and www.125bosch.com.