BMW GROUP

Plant Debrecen

Press Information
14 Sept 2026

100 new students join BMW Group Plant Debrecen's Dual Vocational Training Program as it enters its fourth academic year

The program enters its fourth academic year in Debrecen.
Another 100 students will begin their professional journey in September.
Current students share their experiences and advice with the new joiners.

Debrecen. BMW Group Plant Debrecen has reached another milestone in developing future talents: 100 new students are joining its Dual Vocational Training Program this September. Launched in 2023, the initiative is now entering its fourth academic year and has become one of Hungary's largest company-based vocational training programs.

The newly admitted students arrive from partner vocational schools and will begin a three-year educational journey that combines classroom learning with practical experience in one of the BMW Group's most modern production environments. Through the program, participants gain hands-on experience with cutting-edge automotive technologies while building the foundations of their future careers.

"When we came to Debrecen, our vision was about much more than building a new car manufacturing plant. We wanted to become part of this city and create opportunities for young people to learn, grow and build their future here. Their curiosity, ideas and ambition will help shape the future of our company and our region. Together with our educational partners, we are proud to support the next generation as they take their first steps towards a successful professional career" highlighted Hans-Peter Kemser, President and CEO of Plant Debrecen.

Today, the Talent Campus at BMW Group Plant Debrecen is home to nearly 300 students, providing a modern learning environment where young people can develop both technical expertise and personal competencies. In addition to

profession-specific knowledge, students gain experience in Industry 4.0 technologies, robotics, 3D printing, virtual and augmented reality, project management and communication skills.

As the program enters its fourth year, it also marks another important milestone. The first students who joined in 2023 have already completed their studies and started professional careers, demonstrating the long-term opportunities created through the close cooperation between education and industry.

For BMW Group Plant Debrecen, investing in education has always meant more than developing professional skills. It is about creating opportunities for young people, strengthening the region and helping shape the future together with educational partners.

“Four years ago, we started with a strong vision. I am very proud of our first generation of students, who graduated successfully and, for the most part, started their careers at BMW Group Plant Debrecen. Today, the program has developed into one of Hungary's most comprehensive company-based vocational training initiatives, providing valuable opportunities for young talents in the region. At the same time, we will never stop learning, improving and evolving the program together to ensure it continues to meet the needs of future generations” shared Botond Barabás, Head of Qualification, Apprentice and Future Talent Programs.

The BMW Group has been committed to vocational education for more than 100 years, bringing this international expertise to Debrecen through a program designed to prepare young professionals for the challenges and opportunities of tomorrow. Students can choose from several professions, including mechatronics, electronics, automotive mechatronics, industrial IT and electrical engineering-related specialisations, while gaining practical experience in a real production environment from the very beginning of their studies.

In addition, the program incorporates the BMW Group's Talent Factory initiative, where students work on their own projects under the guidance of instructors. Through these projects, participants experience first-hand how innovation, creativity and practical problem-solving come together in a modern industrial setting.

From classroom to career

While 100 new students are preparing to begin their BMW journey, current participants are already gaining valuable professional experience and building skills that will support their future careers.

For Regina Lakatos, a final-year IT apprentice working with the Robot & PLC team in the Body Shop's Central Maintenance department, one of the greatest advantages of the program is the opportunity to learn directly in a real production environment. Over the past years, she has gained insights into the operation of a modern automotive plant while working alongside experienced colleagues and seeing first-hand how vehicles are produced.

"What I enjoy most about the program is the hands-on experience. It gives us the opportunity to see how a modern automotive plant operates, learn from experienced colleagues and gain first-hand insight into the vehicle production process. Every day brings new opportunities to learn and develop " said Regina Lakatos, IT Apprentice.

Beyond gaining technical knowledge, Regina has also developed practical skills that will serve her throughout her career. During the program, she learned how to work safely around industrial robots and gained hands-on experience in robot maintenance, while continuously improving her technical expertise and confidence in a professional environment.

Similarly, Dávid Karacs who completes his practical training in the Underbody area, values the opportunity to experience the day-to-day reality of automotive production from the inside. For him, one of the highlights of the program has been discovering

how people, processes and technologies work together to ensure smooth and efficient production.

"One of my most memorable experiences was seeing first-hand how a modern automotive plant operates. It was fascinating to discover how closely coordinated the different processes are and how many people work together to achieve a shared goal. Being part of this environment has been both inspiring and motivating" highlighted Dávid Karacs, Apprentice.

According to Dávid, the program plays an important role in bridging the gap between theory and practice. By applying classroom knowledge in a real working environment, students gain valuable experience in teamwork, responsibility and adaptability, all of which contribute to building a strong foundation for their future careers.

As they look ahead to the new academic year, both students encourage the newest students to stay curious, make the most of every learning opportunity and embrace new challenges with confidence. Drawing on their own experiences, they emphasize the importance of asking questions, learning from experienced colleagues and remaining open to new perspectives.

As the Dual Vocational Training Program enters its fourth academic year, it remains a key pillar of the company's long-term commitment to developing local talent, supporting education and creating career opportunities for young people in the region.

Key Facts at a Glance

Topic	Details

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Program	BMW Group Plant Debrecen Dual Vocational Training Program
Launch year	2023
Academic year	Fourth academic year starts in September 2026
New students in 2026	100
Students currently enrolled	Nearly 300
Training location	Talent Campus, BMW Group Plant Debrecen
Training duration	3 years
Training model	Dual vocational training combining classroom education and practical workplace experience
Areas of training	Mechatronics, Electronics, Automotive Mechatronics, Industrial IT and Electrical Engineering-related specialisations
Practical experience	Industry 4.0, robotics, 3D printing, virtual and augmented reality
Additional development areas	Communication, project management, presentation skills, teamwork
Career opportunities	Successful graduates can start their professional careers at BMW Group Plant Debrecen

Dual Vocational Training at BMW Group Plant Debrecen: Questions & Answers

What makes BMW Group Plant Debrecen's Dual Vocational Training Program unique?

It combines vocational education with practical experience in one of the BMW Group's most advanced production environments. Students gain hands-on experience with future-oriented technologies while developing professional and personal skills that support their long-term career development.

How many students are joining the training this year?

A total of 100 new students will begin their studies in September 2026, marking the start of the program's fourth academic year.

How many students currently participate in the program?

With the arrival of the new cohort, the Talent Campus continues to educate close to 300 students across multiple year groups.

What can students learn during the program?

Depending on their specialisation, students gain professional knowledge in areas including mechatronics, electronics, automotive technology and industrial IT. They also acquire practical experience in Industry 4.0, robotics, 3D printing and virtual and augmented reality applications.

What is the Talent Factory initiative?

Talent Factory is an integral part of the program, allowing students to work on their own projects under the guidance of instructors. The initiative helps participants develop creativity, innovation skills and practical problem-solving capabilities.

What career opportunities does the program offer?

It helps students gain valuable professional experience, develop practical skills and build a foundation for their future careers. Graduates may have the opportunity to continue their professional journey at BMW Group Plant Debrecen.

About the Dual Vocational Training Program at Plant Debrecen

The BMW Group's Dual Vocational Training Program in Debrecen was launched in 2023 in cooperation with local educational partners. Since then, it has become one of Hungary's

largest company-operated vocational training initiatives, providing students with access to advanced technologies, real industrial experience and future-oriented career opportunities. It reflects BMW Group Plant Debrecen's long-term commitment to education, talent development and the future workforce of the region.

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

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 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 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products – from the supply chain through production to the end of their useful life.

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