27695-JZ Bosch Corporate Brochure (Martin Hayes)

#### Robert Bosch (SEA) Pte Ltd

11 Bishan Street 21 Singapore 573943

Tel +65 6258 5511

Fax +65 6258 4671 **www.bosch.com.sg** 

# **Bosch** in Southeast Asia





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# **Foreword**

As a leading technology and services company with diversified businesses, Bosch takes advantage of global opportunities for strong and meaningful growth. Our ambition is to enhance quality of life with solutions that are both innovative and beneficial.

Our vision, mission, values, and core competencies lead, guide, and strengthen us. They are also the foundation for the enduring positive growth of our company.

We have been in Asia since the early 1900s. Today, Asia is a key contributor to the international growth of the Bosch Group and is expected to contribute 30 percent of the group's total sales revenue by 2015.

In strengthening our global presence, it is essential that we adopt a "local for local" strategy. That is why we set up our Southeast Asian headquarters in Singapore. We want to use the country as a base from which to expand our business presence in the region.

This corporate brochure presents the diversified portfolio of businesses that Bosch has in Southeast Asia. To benefit from the dynamism of this region, some of our divisions also base their Asia Pacific operations in the Bosch Southeast Asia headquarters. The brochure demonstrates our deep commitment in this region, in terms of both our presence and investment.

Today, Bosch employs over 4,200 associates in Southeast Asia. It is our strong belief that our localization efforts, as we seek out the best local talent to be part of the Bosch family, will stand us in good stead for continued success.

Bosch will continue to diversify across regions and sectors in the coming years. With our leitmotif "Invented for life", we focus on beneficial products that help increase energy efficiency, conserve resources, and protect the environment. This fundamental strategy helps our company to achieve sustained economic success and a leading market position in all our activities.

Our company's strong positioning in the region today is a result of the sound partnerships we have forged here. It is also due to the meaningful growth that our businesses have achieved in cultivating local talent and contributing to the well-being of local communities.

I wish you an enjoyable read.

My Mayer

Martin Hayes
President & Managing Director
Robert Bosch (South East Asia) Pte Ltd

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# The **Bosch Group** at a Glance



Bosch Haus Heidehof, the training and conference center for Bosch executives worldwide, is situated on the grounds of the former residence of Robert Bosch in Stuttgart. This combination of the old and the new is a striking embodiment of the link between tradition and modernity which is characteristic of our company. The Robert Bosch Stiftung is situated in both buildings.

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 275,000 associates generated sales of 38.2 billion euros in fiscal 2009. For fiscal 2010, Bosch forecasts sales of some 46 billion euros and expects to have at least 280,000 associates by the end of the year. 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 is the foundation for growth. Each year, Bosch spends more than 3.5 billion euros for research and development, and applies for some 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.

The company was set up in Stuttgart in 1886 by Robert Bosch (1861–1942) as "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



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# **Bosch** in Southeast Asia

Bosch has been present in Southeast Asia since 1922. Today its regional presence includes activities from all three of its business sectors: Automotive Technology, Industrial Technology, as well as Consumer Goods and Building Technology. Our regional headquarters in Singapore is an important location for the Bosch Group in Asia Pacific, overseeing business developments in the Southeast Asian countries of Singapore, Malaysia, Thailand, the Philippines, Indonesia, Vietnam, Laos, Cambodia, and Myanmar.

The regional headquarters is also the Asia Pacific headquarters of the Automotive Aftermarket and Security Systems divisions, as well as of the operations of Corporate Research and Advance Engineering, Corporate IT, and Bosch Software Innovations.



Today, Bosch has successfully established operational platforms in Singapore, Malaysia, Thailand, the Philippines, Vietnam, Cambodia, and Indonesia. It has seven manufacturing sites in Southeast Asia, the newest being an automotive parts plant in Dong Nai Province, Vietnam.

# Bosch regional headquarters building in Singapore: state-of-the-art, eco-friendly, and energy-efficient

The regional headquarters of Bosch in Southeast Asia is located in Singapore. With a total floor space of more than 223,000 square feet, the S\$92 million (44.2 million euros) building was awarded the 'Platinum' Award by the Building and Construction Authority of Singapore in 2009. This award is the highest level of the Green Mark scheme in Singapore and was given in recognition of the building's eco-friendly and energy-efficient features.



Bosch has been strengthening its presence in Southeast Asia by establishing new regional subsidiaries, investing in research and development (R&D), and promoting green technologies. Bosch is committed to the region, and will continue to enhance its global profile and create more business opportunities to further develop its role as an important technology player in this part of the world.

## **Bosch in Singapore**

Bosch has been in Singapore since 1923. Today, it is represented there by four companies – Robert Bosch (SEA) Pte Ltd (Southeast Asia headquarters),

Bosch Rexroth Pte Ltd, Bosch Packaging Technology Pte Ltd, and BSH Home Appliances Pte Ltd, in which Bosch holds a 50 percent stake.

The Power Tools division is also located in Singapore. In addition, Bosch has also acquired companies with subsidiaries in Singapore, such as sia Abrasives and Loos. sia Abrasives develops, manufactures, and markets complete abrasive systems tailored to specific requirements and applications for surface preparation and finishing of all kinds. Loos develops, manufactures, and sells steam and hot water boilers for space heating and process heat purposes.



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Robert Bosch (SEA) Pte Ltd is also the Asia Pacific headquarters for the Automotive Aftermarket and Security Systems divisions. The Solar Energy division also operates out of Singapore and is active in Southeast Asia, Japan, and Korea.

The Corporate Information Center for Asia Pacific is situated in Singapore. Its IT operations center serves more than 200 Bosch locations in the region, while its IT R&D facility designs and develops global IT platforms and systems for Bosch.

Bosch has also set up its Asia Pacific regional headquarters for Corporate Research and Advance Engineering in Singapore. The Research and Technology Center Asia Pacific studies trends and market opportunities in the region in order to identify local technology trends and strategic research opportunities.

#### **Bosch in Malaysia**

Bosch has been in Malaysia since 1923, and is currently represented there by Robert Bosch Sdn Bhd, Bosch Rexroth Sdn Bhd, and Robert Bosch Power Tools Sdn Bhd, with offices located in Selangor, Perak, and Penang. Robert Bosch Sdn Bhd is responsible for sales of automotive original equipment, as well as of products for the Automotive Aftermarket, Power Tools, and Security Systems divisions.

Bosch has two manufacturing arms in Penang, providing car multimedia systems and power tools. There is also an R&D company for car multimedia systems. The three joint ventures Bosch has in Malaysia are BSH Home Appliances Sdn Bhd, FMP Automotive (Malaysia) Sdn Bhd, and ZF Steering (Malaysia) Sdn Bhd.

### **Bosch in Thailand**

Bosch began operations in Thailand in 1923. Today, Bosch is represented by five companies – Robert Bosch Limited, Bosch Automotive (Thailand) Co Ltd, Bosch Chassis Systems (Thailand) Co Ltd, and BSH Home Appliances Co Ltd and BSHG Home Appliances Manufacturing Co Ltd in which Bosch holds a 50 percent stake.

Robert Bosch Limited is responsible for the import, distribution, and servicing of Bosch automotive spare parts, power tools, and security systems in Thailand. It also represents the Drive and Control Technology and Packaging Technology divisions.

Bosch recognizes the high potential of the Thai automotive industry and has invested in two manufacturing plants – Bosch Automotive (Thailand) Co Ltd in 1996 and Bosch Chassis Systems (Thailand) Co Ltd in 1998.

Bosch Automotive (Thailand) Co Ltd, located in Amata City Industrial Estate, Rayong, is a sales office and manufacturing plant of Bosch automotive original equipment products such as common-rail diesel systems, brake boosters, and master cylinders.

Bosch Chassis Systems (Thailand) Co Ltd, located in the Eastern Seaboard Industrial Estate, Rayong, was established in 1998 to manufacture automotive brake products for both local and export markets, such as Banksia parking brake assembly and shoes, as well as caliper assemblies that are sold as original equipment and in the aftermarket. In 2008, the company was named "Best Manufacturer" by the Australian Chamber of Commerce through the Thailand Business Awards.

BSH Home Appliances Co Ltd is a joint venture between Bosch and Siemens. Its sales and distribution office is located in Bangkok, and it has a manufacturing plant in Prachinburi.

#### **Bosch in the Philippines**

Bosch entered the Philippines market in 1930. In April 1995, Robert Bosch Inc. was incorporated in Makati, and now employs 80 associates.

Robert Bosch Inc. operates on behalf of the Power Tools and Automotive Aftermarket divisions, as well as for various divisions in the Automotive Technology business sector. They are engaged in the import, distribution, and nationwide after-sales service of major Bosch product lines. Three other divisions – Packaging Technology, Drive and Control Technology, and Security Systems – are represented through local agents.

Today, Robert Bosch Inc. continues to build a nationwide network, underscoring its commitment to be a responsible provider of innovative technology to the Philippines.

#### **Bosch in Vietnam**

Since 1994, Bosch has operated in Vietnam through representative offices in Ho Chi Minh City and Hanoi. Five Bosch divisions are represented in the country: Automotive Aftermarket, Drive and Control Technology, Gasoline Systems, Power Tools, and Security Systems. Following the approval granted by the Vietnamese authorities for a wholly-owned subsidiary, Robert Bosch Vietnam Co Ltd was established on 23 April, 2008. It has two offsite locations: one in Hanoi and a manufacturing plant in Long Thanh, Dong Nai province.

In August 2010, Bosch set up a Software and Engineering Center in Ho Chi Minh City.

Today, Bosch employs more than 200 associates in Vietnam.

At the Long Thanh Industrial Zone in Dong Nai Province, Ho Chi Minh City, a Gasoline Systems plant produces push belts for continuously variable transmissions (CVT).

#### **Bosch in Indonesia**

Bosch has been in Indonesia since 1994, represented by PT Robert Bosch, PT Bosch Rexroth, and a joint venture company, BSH Home Appliances Pte Ltd.

Apart from the sales of automotive original equipment, Bosch is present in the country with its Automotive Aftermarket, Power Tools, Security Systems, Drive and Control Technology, and Packaging Technology divisions, and employs more than 60 associates.

Building on its positive growth, Bosch unveiled a 1.5 million euro, state-of-the-art automotive aftermarket training center in September 2010. The first of its kind in the country, it helps Indonesian customers upgrade their skill sets in the latest automotive technology, and provides technical solutions and training in the use of all Bosch automotive products.

#### **Bosch in Cambodia**

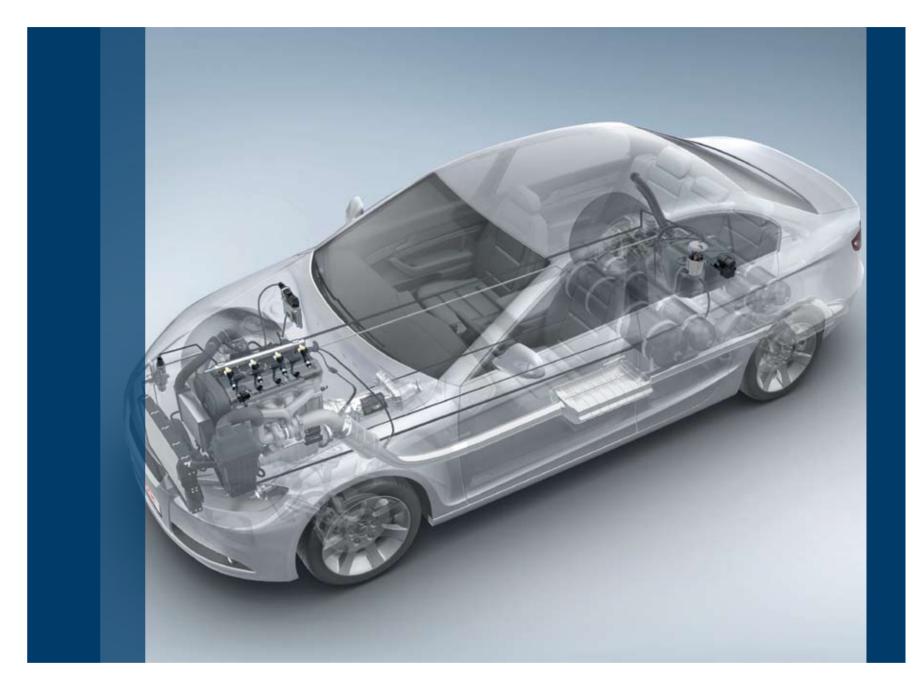
Bosch first ventured into Cambodia in 2004 via its Power Tools division. This was followed by the Automotive Aftermarket and Security Systems divisions a year later.

With the progressive growth in the business operations of its divisions over the years, Bosch obtained a license to set up a representative office in Phnom Penh, in January 2010. Bosch currently employs three associates in the representative office and plans to increase this number in the future.

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# **Automotive Technology**

Automotive Technology is the largest Bosch business sector. Bosch is a leading supplier of automotive technologies, for original equipment and for the aftermarket, and pioneered innovations such as diesel direct injection ("Clean Diesel") and the ESP® electronic stability program.



#### **Technological competence**

Even while planning for the future when cars are electrically powered, Bosch still continues to develop the internal-combustion engine to make it even more efficient, whether it runs on gasoline, diesel or other fuels. Vehicles today have to be clean, economical, and powerful, but they also have to be safe and comfortable – regardless of the type of powertrain used.

#### Safe mobility

For decades, innovative Bosch safety functions and systems have played a key role in cutting down the number of road accidents. In 1978, Bosch ABS was

the world's first mass-produced antilock braking system. ESP® – first manufactured by Bosch in 1995 – is now installed in nearly one-third of all newly registered vehicles worldwide. By 2012, every second car in mature markets will be equipped with this system, which prevents up to 80 percent of all skid-related accidents.

Now, Bosch is launching the new Side View Assist – the world's first ultrasonic-based system for monitoring the blind spot – to alert drivers more effectively to vehicles concealed in the danger zone.

#### Clean and economical

The latest technologies (direct injection, turbocharging, and exhaust-gas treatment) make diesel engines 30 percent more economical, 25 percent less polluted, and 50 percent more powerful than conventional gasoline engines.

Compressed natural gas (CNG) is also an eco-friendly fuel. Bosch offers its bi-fuel system, to give drivers the maximum freedom to run either on natural gas or gasoline.

### Comfort

Bosch Car Multimedia offers a wide portfolio of navigation systems sold as original equipment. These systems guide drivers precisely on the roads and comfortably through traffic.

Bosch Automotive Technology's operations have six sales offices, four manufacturing facilities, and associated partners in Southeast Asia. Producing components for diesel and gasoline injection systems, brake systems, wiper systems, and car multimedia in the region, Bosch is constantly adding to its systems competence and its extensive expertise when it comes to quality and reliability.

12 | Automotive Aftermarket | 13

# **Automotive Aftermarket**Solutions from a single source



Innovations from Bosch have shaped automotive history. As the world's largest independent automotive supplier, Bosch ensures that driving continues to become cleaner, safer, and more economical.

A leading player in the global automotive aftermarket industry, Bosch Automotive Aftermarket has a portfolio ranging from state-of-the-art spare parts to diagnostics and professional repair shop services. Its wide range of automotive parts provide single-source solutions for both continental and Asian vehicles.

In Southeast Asia, Bosch Automotive Aftermarket offers a wide range of automotive products such as batteries, spark plugs, and wipers. Bosch products are well known for their quality and reliability, as well as for innovative technology that contributes to enhanced car performance. Bosch products are available through the Bosch retail sales points – a shop-in shop concept at automotive parts retail dealers and repair shops.

As a car becomes increasingly a "computer on wheels," professional diagnosis is essential if vehicle service is to be reliable. Bosch diagnostics equipment provides repair shops with an optimized combination of high-performance hardware and software for rapid troubleshooting and qualified repair work, saving you time. Bosch regional training centers in Malaysia, Indonesia, the Philippines, Thailand, and Singapore equip workshops with up-to-date product technology and training in the skills needed for increasingly complex car repairs.

The Bosch Car Service is a network of professional, independently owned and operated workshops that use state-of-the-art technology to find the right solutions for all automobile services. The Bosch Car Service caters to cars of all kinds, whether gasoline or diesel. Today, there are over 14,500 Bosch Car Service repair shops worldwide, and more than 2,000 in Southeast Asia. For almost a century, the brand has been offering competent bumper-to-bumper services to car drivers all over the world. Including vehicle diagnostics, maintenance, repairs, and parts, these services provide a total car care experience with dependable solutions to meet each customer's personal needs.

14 | Drive & Control Technology | 15

# **Drive & Control** Technology



Bosch Rexroth is one of the world's leading specialists in the field of drive and control technologies. It offers tailor-made solutions for power, control, and actuator systems for factory automation, machinery applications and engineering, mobile applications and renewable energies. For more than 500,000 customers in more than 80 countries, it is the supplier of choice for high quality electrical, hydraulic, pneumatic, and mechatronic components and systems.

As a system-level partner, Bosch Rexroth has a wealth of knowledge in approximately 700 industrial sectors, and offers a complete range of drive and control technologies for all industries. Its comprehensive service portfolio underpins Bosch Rexroth's market leadership position as a partner for machine and system manufacturers.

In January 2011, Bosch Rexroth expanded its product line to include complete hydraulic drive systems from Hägglunds Drives AB. These systems are used for advanced applications that require high torque at low speeds.

Hägglunds, which has been a part of Bosch Rexroth AG since 2008, is a leading provider of advanced hydraulic drive systems. In Southeast Asia, it is responsible for the sales, distribution, installation, commissioning, and service of hydraulic drive systems and solutions.

Hägglunds drive systems are used in a wide variety of industries, including mining and material-handling equipment, marine and offshore technology, paper and pulp processing, as well as recycling, sugar cane processing, and the chemicals industry.

In the renewable energy field, Hägglunds drives are to be found in machines for ethanol manufacturing and in the prototypes of turbines for marine power generation.

16 | Packaging Technology | 17

# **Packaging Technology**

The right solutions through modularity – fast, flexible, and reliable



Bosch Packaging Technology is a versatile developer, manufacturer, and distributor of modules and systems for the pharmaceutical and confectionery industries, as well as for other food and non-food industries in 16 countries.

By focusing on modularity, Bosch is able to offer customers flexible yet reliable production lines that allow for a wide range of packaging styles. As required, customers can switch production quickly and simply.

#### Pharmaceutical and nutraceutical industries

In the pharmaceutical and nutraceutical industries, Bosch is a worldwide leader in sterile filling and packaging processes, as well as in isolator technology. The company also handles piece goods and bulk items in the food sector. In the confectionery industry, Bosch is a full-line supplier. Apart from the handling of raw materials, candy-processing, and final stage packaging, it also offers servicing as well as audits, consulting, engineering, and start-up support.

#### **Product protection**

Bosch's range of expertise in Packaging Technology is rounded off by its experience in the fields of weighing and dosing, as well as in the important segment of product protection. Bosch has been operating successfully for over 40 years in this field, and supplies reliable systems that comply with the criteria for protecting oxygen-sensitive products. When packaging coffee and other degassing products, aroma protection valves are used. Bosch product protection systems ensure the overall quality of the sealed product and contribute to a considerably longer shelf life.

### Integrated solutions

Bosch Packaging Technology is more than just innovative machinery and technology.

Bosch works closely with its customers to provide a high level of development and production support throughout the planning, construction, and commissioning stages. An efficient worldwide network of manufacturing sites, local engineers, and service technicians ensures quick response to customer needs.

18 | Security Systems | 19

# **Security Systems**Safety and reliability for the future



Bosch Security Systems is an innovative, global provider of high quality security and communications products and solutions, and is one of the key players in the industry, both globally and in the Southeast Asian market. It offers a complete range of specialized state-of-the-art products and systems for standard or customized applications and projects, and is thus able to offer its customers true one-stop solutions.

The product portfolio of Bosch Security Systems ranges from IP and analog video surveillance to conference systems, public address and voice alarm systems, intrusion and fire alarm systems, access systems, professional sound systems, and emergency communications systems.

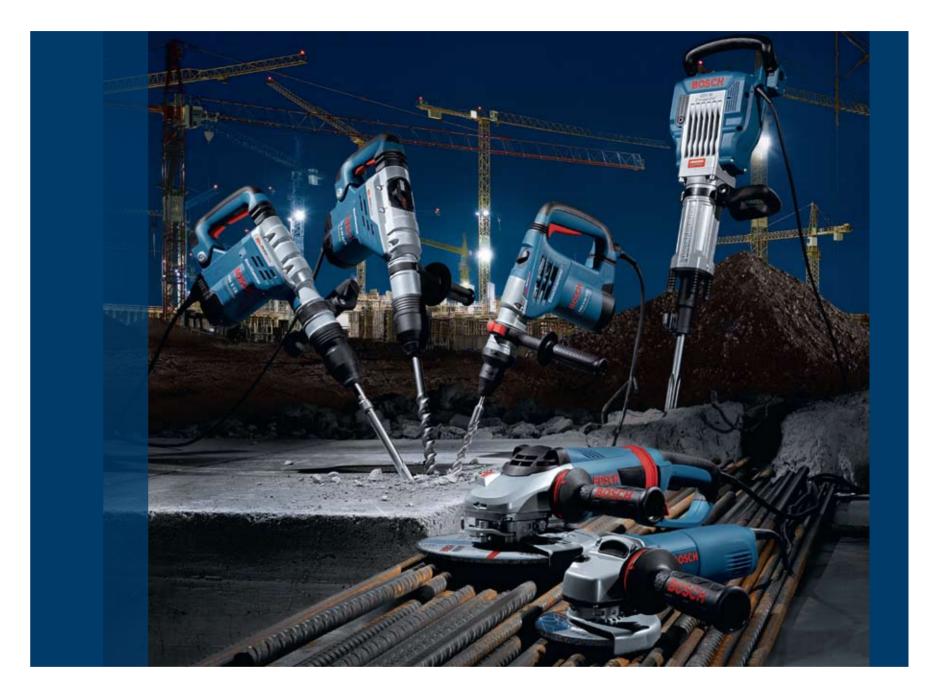
Bosch's commitment and dedication to the Asia Pacific market is evident in the manufacturing facility it opened in Zhuhai, China, in January 2008. It is the Bosch Group's largest facility for the production of security systems. This strategic move provides strong support to Southeast Asian customers.

With an active presence across the region, Bosch Security Systems is one of the best known names for security and communications in the Southeast Asian market. Through cooperation with certified partners, it provides systems and components for a vast array of applications, such as for residential, commercial, and industrial buildings, transportation and government sectors, educational institutions, and public venues.

20 | Power Tools | 21

# **Power Tools**

# For professionals, from professionals



Bosch professional power tools are engineered for excellence – meeting the highest standards of speed, precision, and robustness for consistent and professional results. The saw blades, drill bits, and screwdriver bits fitted to the power tools are equally important. Bosch has a long history of making high quality accessories for a wide range of applications. Whatever the job, customers can rely on reliable tools and original accessories from Bosch.

Bosch is one of the world's leading manufacturers of power tools and accessories. Its wide range of tools encompasses both state-of-the-art lithium-ion cordless options and world-class corded versions for almost any application – from drilling to breaking concrete and grinding metal, to fashioning wood and plastic.

Construction professionals demand a lot: speed, reliability, competence, and endurance. When developing new power tools, Bosch Power Tools works very closely with trade and industry professionals who use power tools daily. Bosch understands that construction professionals face pressure to deliver exceptional quality all the time. That's why Bosch product experts constantly think ahead to meet future needs. In the truest sense, Bosch power tools are for professionals, from professionals.

In Southeast Asia, Bosch Power Tools offers the full range of products – including rotary hammers, impact drills, jigsaws, demolition hammers, grinders, planers, sanders, and measuring tools, for professionals working with concrete, wood, or metal. Furthermore, it is committed to providing excellent after-sales service. To cater to its customers' needs, it has more than 30 authorized service centers at major cities in the region. Apart from this service network, Bosch also provides its dealers and users in the respective markets with comprehensive product and sales training.

22 | BSH home appliances BSH home appliances

# **BSH** home appliances

Eco-friendly products delivering excellent performance



Bosch and Siemens (BSH) Home Appliances Pte Ltd entered the Southeast Asian market in 1996. Today, the BSH Home Appliance brand portfolio includes the Bosch and Siemens brands and its product offerings include refrigerators, washing machines, and dishwashers to ovens and other small consumer appliances.

Bosch household appliances not only conserve resources and protect the environment when they are used in the home, they are also manufactured according to sustainable ecological criteria. Only Bosch household appliances come equipped with Green Technology – the Bosch promise of groundbreaking technology and outstanding efficiency, paired with extremely low consumption rates of energy, water, and other natural resources.

One of the company's most important principles is to provide its customers with genuine added value in terms of performance, convenience, and user-friendliness. It follows this principle by offering new products and improving existing ones. In Chinese cuisine, for example,

freshness is extremely important. One product that takes this into account is the Bosch refrigerator with three separate compartments and doors. The third compartment keeps items fresh at zero degrees Celsius.

Bosch is convinced that creating new technologies not only generates a competitive edge and provides greater convenience for its customers, but also benefits the environment. Since 1995, the energy consumption of its refrigerators alone has been reduced by nearly 60 percent. With a load of up to eight kilograms, its new washing machines help reduce water consumption by up to 46 percent.

In Singapore, where energy-efficiency ratings are mandatory, Bosch household appliances meet and often exceed the energy-efficiency ratings. For example, Bosch dryers have been recognized as Singapore's most efficient under the National Environment Agency's mandatory Energy Labeling Scheme.

And although water labeling is voluntary for washing machines, Bosch has had its entire range tested. These tests found that Bosch washing machines are 15 percent more water-efficient than the "excellent" rating under the water labeling scheme.

24 | Bosch Software Innovations Bosch Software Innovations

# **Bosch Software Innovations**

Product and service excellence



The origins of Bosch Software Innovations dates back to 1997 and the launch of Visual Rules, a revolutionary business rules technology. This Java-based business rules management system graphically models business logic, and has grown to become an indispensable technology for many clients.

#### **International enterprises**

The strength of Bosch Software Innovations lies in its ability to quickly understand processes in a wide range of domains and translate them into software solutions. At the same time, Bosch Software Innovations develops advanced software and system solutions for a variety of

international enterprises, in the areas of compliance, risk management, and customer relations management providers, as well as solutions for electro-mobility.

#### Customization

For industries such as retail, healthcare, telecommunications, energy, and logistics, Bosch Software Innovations develops robust, customized software specially adapted to each company's distinctive processes. Use of this software has created a lasting competitive advantage for its clients.

Bosch Software Innovations aims to create systems that allow business experts to create rules themselves and automate decision-making processes without the need for programming. Its platforms are powerful, reliable, and scalable. They allow the implementation of complex requirements and support the intelligent interconnection of distributed and networked functions and services – what is known as Web 3.0 or the "Internet of Things and Services."

As it expands into Asia Pacific, Bosch Software Innovations will continue to aim for the product and service excellence that is synonymous with its name in its business bases in Asia Pacific.

26 | Solar Energy

# **Solar Energy**

# High quality PV products, technological leadership, and reliable partnership



Bosch Solar Energy offers high quality solar cells and modules for photovoltaic power generation – from small-scale plants for single family homes to large-scale turnkey photovoltaic projects.

As a strong and globally active company in the photovoltaics sector, Bosch Solar Energy makes a daily contribution to protecting the environment and combating climate change by eliminating carbon dioxide in energy production.

But it is not only technologically that Bosch Solar Energy leads the field. It also pledges to ensure good value for money and delivers products of truly outstanding quality. Its product portfolio reflects its ability and its know-how and covers every single stage of the value-added chain for photovoltaics.

As a global technology leader, Bosch Solar Energy works tirelessly to achieve its objective of contributing to a safer, cleaner supply of energy, while offering competitive prices.

Loos is part of the global Bosch Group, and is the Bosch Thermotechnology division's competence center for large and industrial boiler systems. Headquartered in Germany, Loos has focused solely on large and industrial boilers since its foundation in 1865. Thanks to this specialization, the company is now the market leader in its field.

**Thermotechnology** 

Energy-saving and modular integration

Loos produces around 1,500 steam and hot water boilers a year. Cutting-edge production plants in Germany and Austria ensure a standard of quality that is confirmed by official test certificates and quality seals from almost every approval authority and certification institute in the world. This outstanding quality is the result of excellent knowhow gained in the production of more than 100,000 steam and hot water boilers. Loos boilers are used in a variety of industries, such as in beverage, food, building materials, chemicals, textiles, and paper. Global players such as Coca-Cola, BASF, Siemens, Heineken, Nestle, and Esso rely on innovative Loos boiler systems. These international companies appreciate the proximity of Loos' local presence.

The performance of the Loos portfolio of steam boilers ranges from 175 to 55,000 kilograms of steam per hour. In addition, Loos makes hot water boilers for capacities up to 38 megawatts and heating boilers up to 19.2 megawatts. The modular components of Loos boilers make it easier to plan, construct, and operate them. Modern, scalable management systems based on bus technology ensure problem-free integration, easy handling, and energy-saving and efficient operations.

To ensure the best possible service in minimal time, Loos customer service assures maximum availability and optimum support 24/7.

Loos has been established in Southeast Asia since 1981. From its base in Singapore, Loos caters to key markets in Vietnam, Indonesia, Thailand, and Bangladesh. In 2011, Loos will expand in the region, setting up offices in Malaysia, Thailand, Indonesia, Vietnam, and the Philippines.

28 | Corporate social responsibility | 29

# Corporate social responsibility Investing in the future of others

The social commitment of the Bosch Group began with its founder, Robert Bosch. To this day, Bosch remains true to his convictions. The group supports a number of charitable institutions and civic projects that focus on promoting young academic talent. It also sponsors charitable initiatives in the catchment areas of its locations worldwide.

### **Regional commitment**

Bosch associates are involved in a wide range of voluntary activities in their local communities. In doing so, they prepare their region for future challenges and promote the name of Bosch at the same time.

#### Cambodia

As part of its CSR projects in Cambodia, Bosch launched its Project Victim 520. Derived from the Chinese short code for 'I love you', the beneficiaries of Project Victim 520 include AFESIP/Somaly Mam Foundation, Hagar Cambodia, and AIM for Asia – AGAPE.

Working with Bosch and its associates in Singapore, these organizations improve the lives of locals by conducting training, raising education standards, and providing daily necessities and a safe work environment.

#### Malaysia

For the past 13 years, Bosch Malaysia has been sponsoring Montfort Boys Town, providing power tools for the vocational training of its students. Bosch also signed a memorandum of understanding to collaborate in an automotive technology training scheme with the school. Bosch not only supplies the tools and equipment for this scheme, but has also helped Montfort Boys Town to integrate training in diesel technology into its syllabus. In 2010, Bosch added another charity organization to its list: the Habitat for Humanity.

These activities underscore Bosch Malaysia's CSR efforts to support charities that provide education, training, and humanitarian support.

### **Philippines**

For its CSR activities, Robert Bosch Inc. Philippines takes its lead from the Robert Bosch Stiftung. Similar to the German foundation, it supports education, healthcare, and humanitarian efforts.

The Bosch Class of 2010 provides high school education for close to 100 underprivileged scholars. Support is also channeled towards medical and disaster relief missions, needy government hospitals, as well as to hospices for special and abandoned children. Bosch has been a partner of the Habitat for Humanity for ten years now, committed to providing affordable housing for the poor in the country.

#### Thailand

Throughout its 85-year presence in Thailand, Bosch has been committed to corporate social responsibility.

Each year since 2008, the Bosch for Children project has granted scholarships to 30 underprivileged students. Support is also provided in the form of vocational studies and specialized skills training for senior high school students.

To cultivate an interest in innovation among the younger generation, Bosch Thailand holds an annual Bosch Innovation Challenge to encourage students in their quest for knowledge.

#### **Vietnam**

Bosch has been collaborating with "Nhat Nghe Tinh" – an annual scholarship program for vocational schools. In December 2010, Bosch awarded scholarships to 10 students of Ho Chi Minh City University of Technology.



#### Robert Bosch (SEA) Pte Ltd

11 Bishan Street 21 Singapore 573943

Tel: +65 6258 5511 Fax: +65 6258 4671

Email: rec1sgp@sg.bosch.com

#### **Automotive Aftermarket**

Tel: +65 6571 2412 Fax: +65 6571 2488

## BSH home appliances

Tel: +65 6356 1080 Fax: +65 6507 3818

# Drive & Control Technology

Tel: +65 6265 6033

### **Power Tools**

Tel: +65 6571 2780

#### **Security Systems**

Tel: +65 6319 3450 Fax: +65 6319 3496

#### **Solar Energy**

Tel: +65 6571 2980 Fax: +65 6571 2981

#### Thermotechnology

Tel: 65 6571 2978 Fax: 65 6571 2970 Email: loos@loos.sg

#### Bosch Rexroth Pte Ltd Main & Hydraulics office

19 Kian Teck Way Singapore 628740 Tel: +65 6265 6033

Fax: +65 6265 0813

Email: in fo@boschrexroth.com.sg

#### Bosch Rexroth Pte Ltd Automation Office

No. 15D Tuas Road Singapore 638520

Tel: +65 6861 8733

Fax: +65 6861 1825

Email: info@boschrexroth.com.sg

#### Bosch Packaging Technology (S) Pte Ltd

7 Tai Seng Drive Level 5 Singapore 535218 Tel: +65 6746 0600

Fax: +65 6746 3100

Email: enquiry.packaging-sg@bosch.com

## Malaysia

#### Robert Bosch Sdn Bhd

No. 8A, Jalan 13/6, 46200, Petaling Jaya, Malaysia Tel: 603 7966 3000 Email: hrl2.receptionist@bosch.com

#### **Automotive Aftermarket**

Tel: 603 7957 3980

Email: automotive@my.bosch.com

#### **Power Tools**

Fax: 603 7958 3838

Email: PT customer.care@my.bosch.com

#### **Security Systems**

Fax: 603 7954 7692

Email: My.securitysystems@bosch.com

#### **Car Multimedia**

### Robert Bosch (Malaysia) Sdn Bhd

Bayan Lepas Free Industrial Zone Phase 1, 11900 Bayan Lepas, Penang, Malaysia Tel: 604 638 2262 Fax: 604 643 9798

#### **Power Tools**

### Robert Bosch Power Tools Sdn Bhd

Bayan Lepas Free Industrial Zone Phase 1, 11900 Bayan Lepas, Penang, Malaysia Tel: 604 638 2537 Fax: 604 638 2754

#### **Drive & Control Academy**

#### **Bosch Rexroth Sdn Bhd**

11, Jalan Astaka U8/82, Bukit Jelutong, 40150 Shah Alam, Selangor, Malaysia Tel: 603 7844 8000 Fax: 603 7845 4800 Email: info@boschrexroth.com.my

#### Home appliances

#### **BSH Home Appliances Sdn Bhd**

No. 8A, Jalan 13/6, 46200, Petaling Jaya, Malaysia Tel: 603 7955 8880 Fax: 603 7955 7580

## Thailand

#### **Robert Bosch Ltd**

287 Liberty Square Building, 11<sup>th</sup> floor Silom Road, Silom, Bangrak, Bangkok 10500, Thailand Tel: +66 (0) 2 639 3111 Fax: +66 (0) 2 238 4783

### Automotive Aftermarket

Tel: +66 (0) 2 639 3111 Fax: +66 (0) 2 238 4783

#### **Drive & Control Technology**

Email: info.help@th.bosch.com

Tel: +66 (0) 2 639 3111 Fax: +66 (0) 2 238 4783

#### Power Tools

Tel: +66 (0) 2 639 3111 Fax: +66 (0) 2 238 4783

#### **Security Systems**

Tel: +66 (0) 2 639 3111 Fax: +66 (0) 2 238 4783

### Packaging Technology

#### **Robert Bosch Ltd**

1 Soi Pasana 1 (Ekamai 2) Sukhumvit 63 Road, North-Phrakanong, Wattana, Bangkok 10110, Thailand Tel: +66 (0) 2 714 1824

Fax: +66 (0) 2 714 4579 Email: info.help@th.bosch.com

#### **Bosch factories**

#### **Bosch Automotive (Thailand) Co Ltd**

7/102 M.4, (Amata City) T.Mabyangporn, A. Pluak Daeng Rayong 21140, Thailand

Tel: + 66 (0) 38 958 888

Fax: +66 (0) 38 958 997 / +66 38 958 998 Email: info.help@th.bosch.com

# Bosch Chassis System (Thailand) Co Ltd

300/34-35 Moo 1 T. Tasit, A. Pluak Daeng Rayong 21140, Thailand Tel: +66 (0) 38 959 024 Fax: +66 (0) 38 959 022 Email: info.help@th.bosch.com

### **Philippines**

### Robert Bosch Inc

28<sup>th</sup> Floor Fort Legend Towers, 3rd Avenue Corner 31<sup>st</sup> Street, Bonifacio Global City, 1634 Taguig, Philippines

#### **Automotive Aftermarket**

Tel: +632 870 3888 Fax: +632 870 3850

Email: automotive@ph.bosch.com

#### **Power Tools**

Tel: +632 870 3888 Fax: +632 870 3870 Email: powertools@ph.bosch.com

## Original equipment

Tel: +632 870 3891 Fax: +632 870 3830

#### **Robert Bosch Communication Center**

29<sup>th</sup> Floor Fort Legend Towers, 3rd Avenue Corner 31<sup>st</sup> Street, Bonifacio Global City, 1634 Taguig, Philippines Tel: +632 238 8444

Fax: +632 621 5601

### Vietnam

#### Robert Bosch Vietnam Co Ltd

10<sup>th</sup> Floor, 194 Golden Building, 473 Dien Bien Phu St., Ward 25, Binh Thanh District, Ho Chi Minh City, Vietnam Email: bosch-infoteam@vn.bosch.com

#### **Automotive Aftermarket**

Tel: +84 8 6258 3690 Fax: +84 8 6258 3692

#### **Power Tools**

Tel: +84 8 6258 3690 Fax: +84 8 6258 3692

#### **Security Systems**

Tel: +84 8 6258 3690 Fax: +84 8 6258 3692

#### Branch office in Hanoi Robert Bosch Vietnam Co Ltd

2<sup>nd</sup> Floor, International Centre, 17 Ngo Quyen St., Hoan Kiem District, Hanoi City, Vietnam Tel: +84 4 3939 3119 Fax: +84 4 3936 2899

### Continuously variable transmission plant in Dong Nai Robert Bosch Vietnam Co Ltd

Road 8, Long Thanh Industrial Zone, Long Thanh District, Dong Nai Province, Vietnam Tel: +84 61 628 0340

### Robert Bosch Engineering and Business Solutions Vietnam Co Ltd

Fax: +84 61 628 0350

364 Cong Hoa St., Ward 13, Tan Binh District, Ho Chi Minh City, Vietnam Tel: +84 8 6299 6235

# Indonesia

#### PT. Robert Bosch

Arkadia Office Park Tower F, 7<sup>th</sup> Floor Suite 703-705, JL. TB. Simatupang Kav. 88 Jakarta 12520, Indonesia Tel: +62 21 780 3639

# Email: info@id.bosch.com Automotive Aftermarket

Fax: +62 21 780 3683

Tel: +62 21 780 3639 Fax: +62 21 780 3683

#### **Original equipment**

Tel: +62 21 780 3639 Fax: +62 21 780 3683

#### Security Systems

Tel: +62 21 780 3639 Fax: +62 21 780 3683

#### Drive & Control Academy

#### PT. Bosch Rexroth

Cilandak Commercial Estate Bld. 202, Jl. Cilandak KKO Jakarta 12560, Indonesia Tel: +62 21 789 1169 Fax: +62 21 789 1170

Email: info@boschrexroth.co.id

# Cambodia

Unit 4B

### Representative office of Robert Bosch (SEA) Pte Ltd in Kingdom of Cambodia

Premier Office Centre 184 Street 217, Sangkat Tumnub Tek Khan Chamhamon, Phnom Penh Tel: +855 2399 6685