



HELLA China is Dedicated to Cultivating Young Talents

HELLA Shanghai Electronics was granted "More Than a Market" Award in recognition of efforts in strategic cooperation with USST

Shanghai August 18, 2017--In July 2017, HELLA Shanghai Electronics was granted "More Than a Market" Award (initiated by the German Chamber of Commerce, the Bertelsmann Foundation and the German Embassy in China) in recognition of its efforts in the strategic cooperation with University of Shanghai for Science and Technology (USST). The strategic cooperation program aims to train more applied talents for the society, stimulate creativity, encourage innovation and integrate with the enterprise's practical experience. Senior Vice President Operations Electronics China and General Manager of HELLA Shanghai Electronics, Mr. Barnabas Szabo said "It's a great honor to receive this award. We will continue to make efforts on young talent cultivation program to achieve a win-win cooperation."

HELLA-USST strategic cooperation started with a scholarship program set up in 2011. So far more than 100 outstanding students from the School of Optical-Electrical and Computer Engineering, the School of Mechanical Engineering and the Shanghai-Hamburg College, USST have won the scholarship. To improve students' ability to integrate theories with practices, HELLA opened a HELLA-based optional course on the development, application and working principles of automotive electronics at East China University of Science and Technology (ECUST) in 2014, and signed internship agreements with ECUST's schools. Also, HELLA reached a three-year project cooperation agreement with USST to encourage students to apply innovative thinking in practical projects. For example, the Research on Car Body Control by Smartphone with Low-power-consumption Bluetooth Module has been patented.

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Besides, HELLA has forged longstanding partnerships with universities such as Tongji University, Nanjing University of Aeronautics and Astronautics, Southeast University, Changchun University of Science and Technology, Jilin University, Xiamen University of Technology and Jimei University. HELLA Corporate Center China Managing Director Jan Hellmich said “ China by now is one of the most important markets for HELLA in Asia which we started to develop already more than 30 years ago. For HELLA China is more than a place for business, it has become a true home and we continue to develop and produce our products in China and keep our commitment to the country. Therefore the natural step for us is also to invest into the talent in China for example through our cooperation with the USST. It’s the people who are our most important resource and asset“.

75 projects applied for "More Than a Market" Award. Supported by the German Embassy in China, initiated by the German Chamber of Commerce and the Bertelsmann Foundation, the award is intended to call on German enterprises to join China's social events, promote the exchanges between German enterprises and the Chinese society, and make German enterprises take root in China.

For more information, please visit: www.hella.cn

HELLA KGaA Hueck & Co., Lippstadt: HELLA is a family-owned, listed company operating on the international stage and currently employing approximately 38,000 members of staff at more than 125 locations in about 35 countries around the world. The HELLA Group develops and manufactures lighting technology and electronics products for the automotive industry and also has one of the largest retail organisations for automotive parts, accessories, diagnostics, and services within Europe. With nearly 7,000 people working in research and development, HELLA is one of the most important innovation drivers on the market. In addition, the HELLA Group is one of the top 40 automotive suppliers in the world and one of the 100 largest German industrial companies. It achieved sales of approx. € 6.6 billion in the fiscal year 2016/2017.

HELLA in China: HELLA started its China experience in 1982 and has production facilities in China since 1992. HELLA China has 14 locations including production and development with 3 joint venture locations within. Furthermore, the company employs more than 5,000 members of staff, thereof around 1000 in Research & Development. HELLA China develops and manufactures lighting technology and electronic components and systems for the automotive industry and also has an aftermarket trading company and service center for automotive parts, accessories, diagnostics, and services. In addition, with sales of approx. 7.7 billion RMB in fiscal year 2016/2017.

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