

Hungarian Knowledge, Global Success

István Szászi
General Manager of Bosch
Hungary and Adria Region

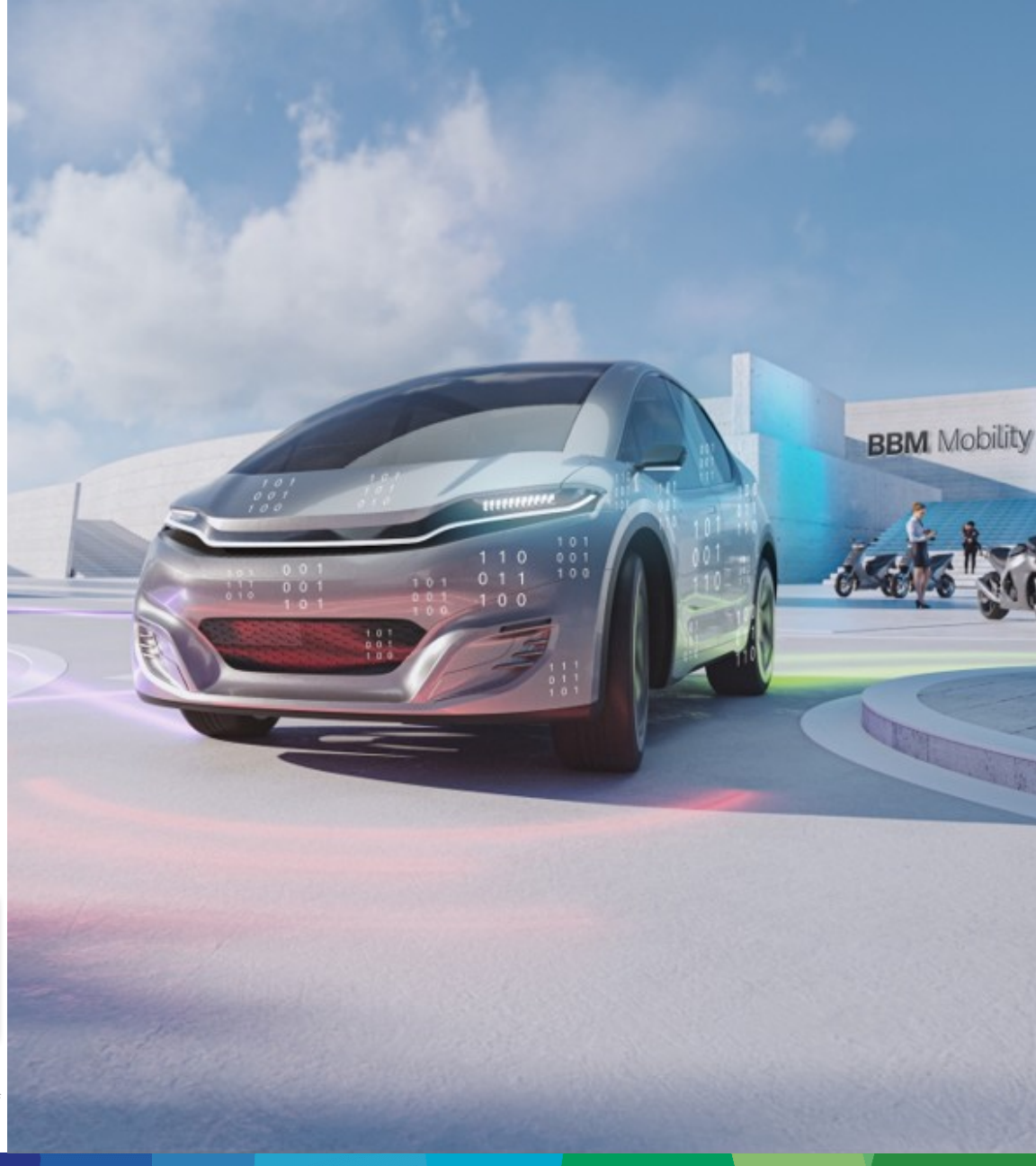
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Bosch innovation history

Example: chassis systems

- 1927** Servo brake
- 1936** First ABS patent
- 1950** Vacuum servo brake
- 1969** ABS development work starts
- 1978** ABS goes into series production
- 1986** TCS traction control system
- 1995** ESP® electronic stability program
- 2010** Automatic Emergency Brake
- 2013** Motorbike Stability Control

Bosch has a long history of innovation with own resources





The biggest industrial challenges call for cooperation...

11.07.2018 | Press release | #Automated mobility

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Bosch and Daimler: Metropolis in California to become a pilot city for automated driving

2018



The biggest industrial challenges call for cooperation...

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Bosch and Daimler: Metropolis in California to become a pilot city for automated driving

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... and not always turn out to be successful

Bosch und Daimler beenden Zusammenarbeit an Robotaxis

[✉](#) [🐦](#) [f](#) [X](#) [in](#) [📄](#) [🗑️](#)

11.08.2021

2021

Why to talk about cooperation?

Megatrends



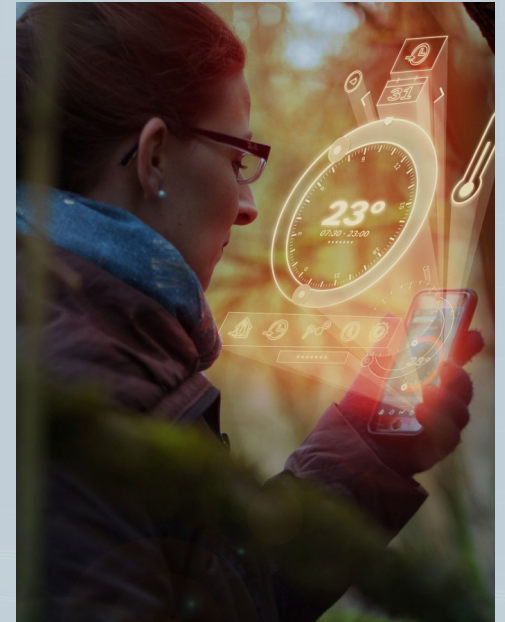
Electrification



Automation



Connectivity



Personalization

Mobileye shares crash on disappointing results, 2024 guidance cut

The autonomous vehicle systems manufacturer has lowered its forecast for the second half of the year after recording an operating loss of \$94 million in the second quarter, almost three times that of the corresponding quarter last year, and a net loss of \$86 million.

Sophie Shulman 15:13, 01.08.24

Börsen-Zeitung
ESG PRO Meinung Personen Banken Konjunktur Unternehmen Kapitalmärkte rendite Recht Finan

Job cuts

The bosses of Bosch, ZF and Conti are under pressure

The transition to electromotive automotive suppliers. No



Testfahrt: Ist der Xiaomi SU7 ein Porsche-Killer?

07.05.2024



Press > Press Releases > Continental to Evaluate Making Automotive an Independent Company and to Prepare Spin-off

Press Release August 05, 2024

Continental to Evaluate Making Automotive an Independent Company and to Prepare Spin-off

CNN Business Markets Tech Media Calculators Videos

A brutal elimination round is reshaping the world's biggest market for electric cars

FROM AFP NEWS

German Auto Supplier ZF To Cut Up To 14,000 Jobs By 2028

Home / News

Volkswagen Investing up to \$5 Billion in Rivian for Next-Gen Development

The two companies will jointly develop new software-based vehicle platforms that'll underpin future cars from both brands.

Autos & Transportation | Sustainable & EV Supply Chain | Workforce

Volkswagen considers historic German plant closures in cost drive

Strong market entry of Xiaomi in April 2024:

SU7

Xiaomi orders exceeded **88 k units** within **24 hours** since sales start

XIAOMI

SU7



PORSCHE

Taycan Turbo



40k sales in 2023

~ **38.000** EUR
~ **299.000** CNY*

Price

194.000+ EUR
~ **1.510.000+** CNY

Dual Motor
F:220 / R:275

Power (in kW)

Dual Motor
F:175 / R:335

265 km/h

Top speed

260 km/h

2.78 s

Acceleration 0-100 km/h

3.2 s

800 km

Maximum range (CLTC)

527 km

L2

ADAS

L2 optional equipment

* Chinese price

European companies cannot remain competitive by acting alone

 **BOSCH**

How to cope with that challenge?



FDI*

1st phase
Establishment

2nd phase
Ecosystem

*Foreign Direct Investment



Establishment



Typical model in Hungary for the last decades, successful attraction of foreign companies

Focus:



Investment



Construction



Inflow of technology

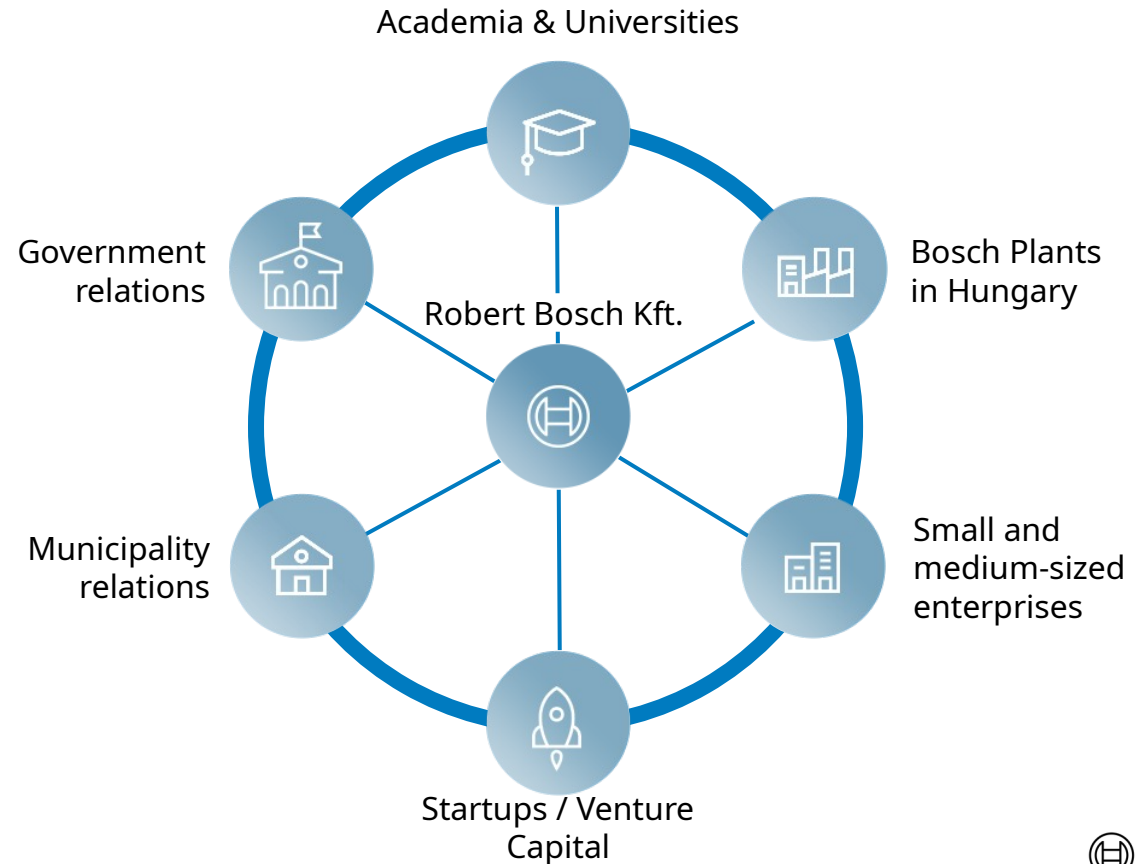


Skilled labor

Companies are acclimatized to the existing subsidizing framework

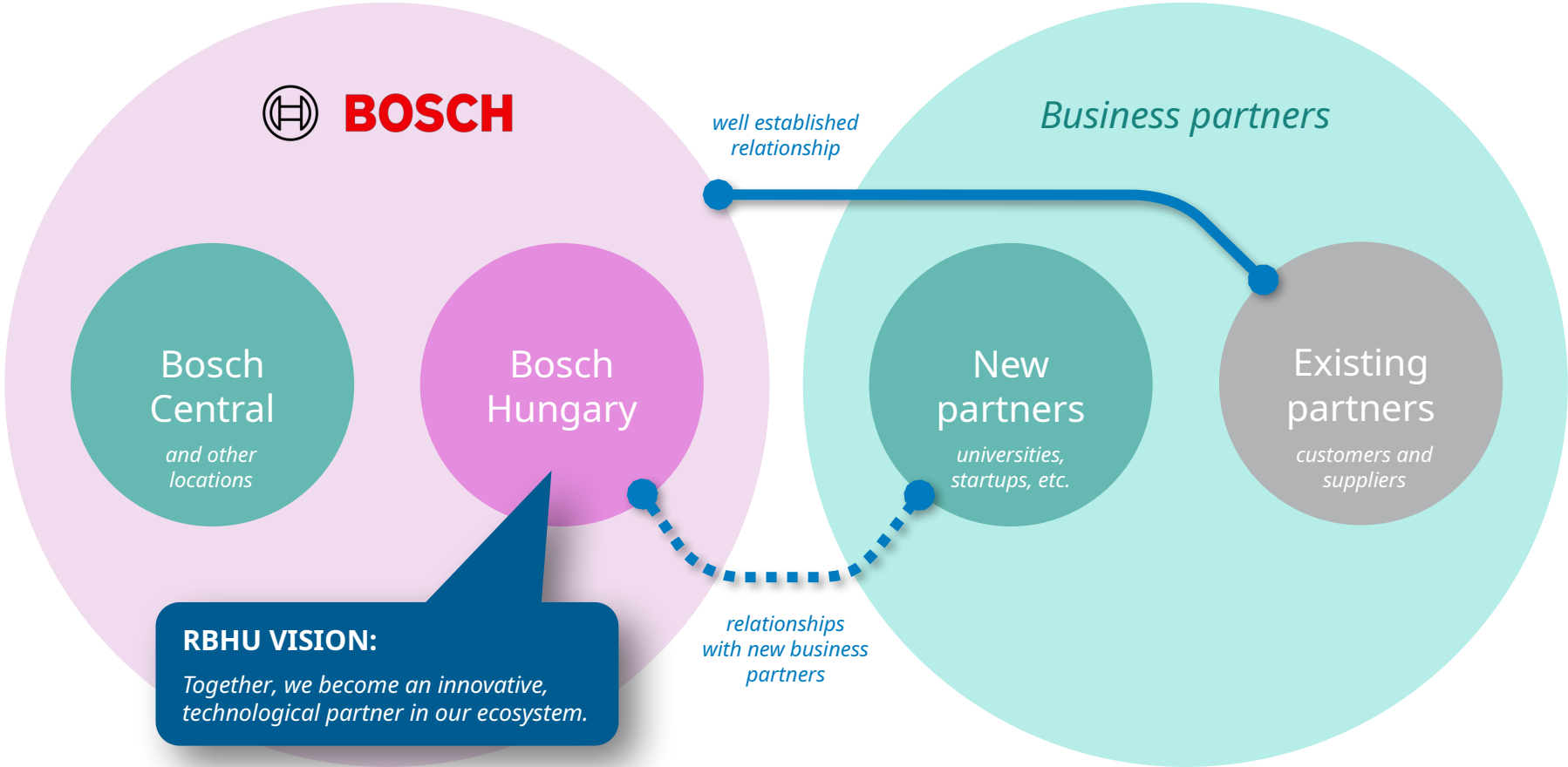


Ecosystem

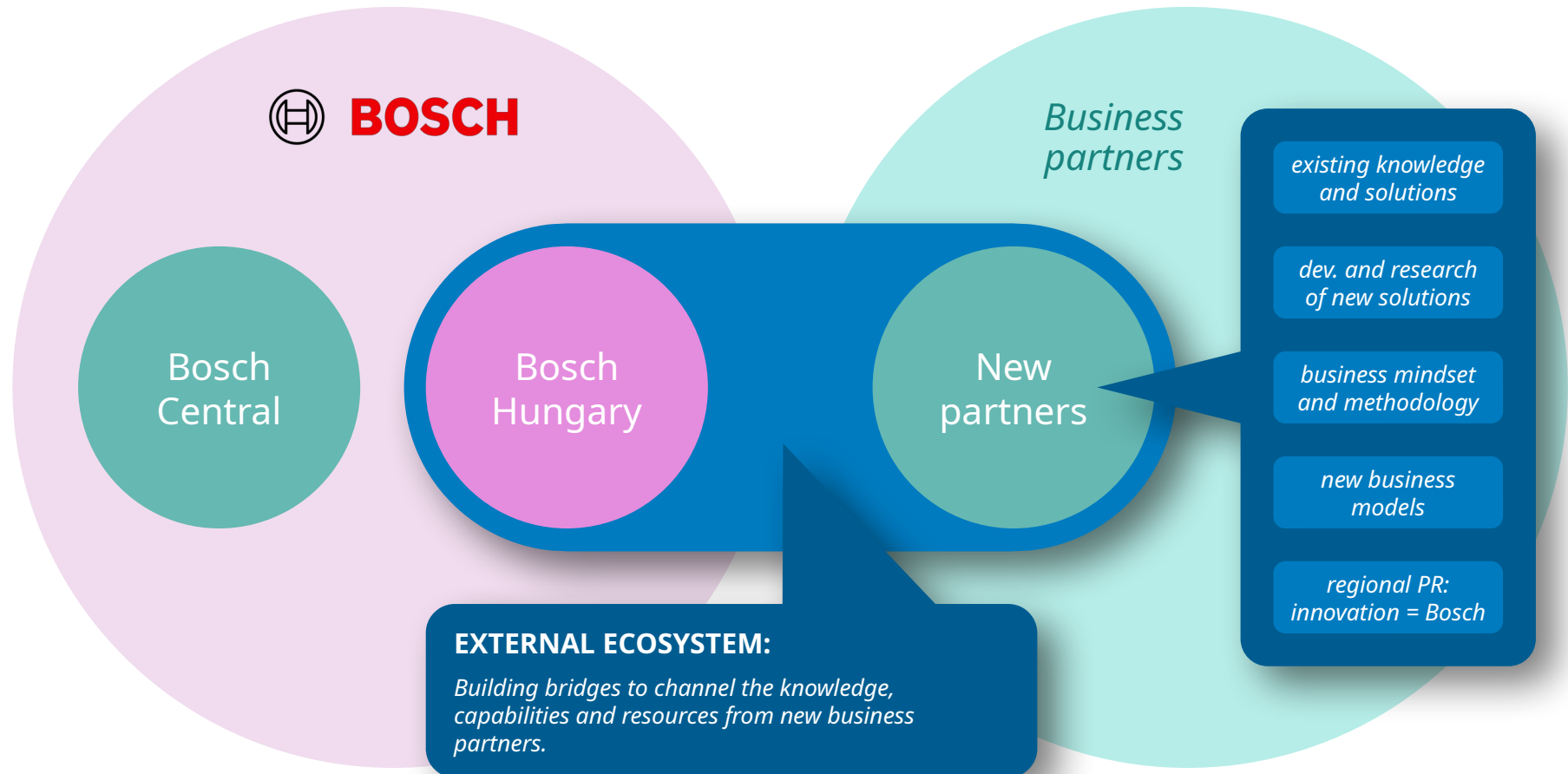


The basic concept of our ecosystem

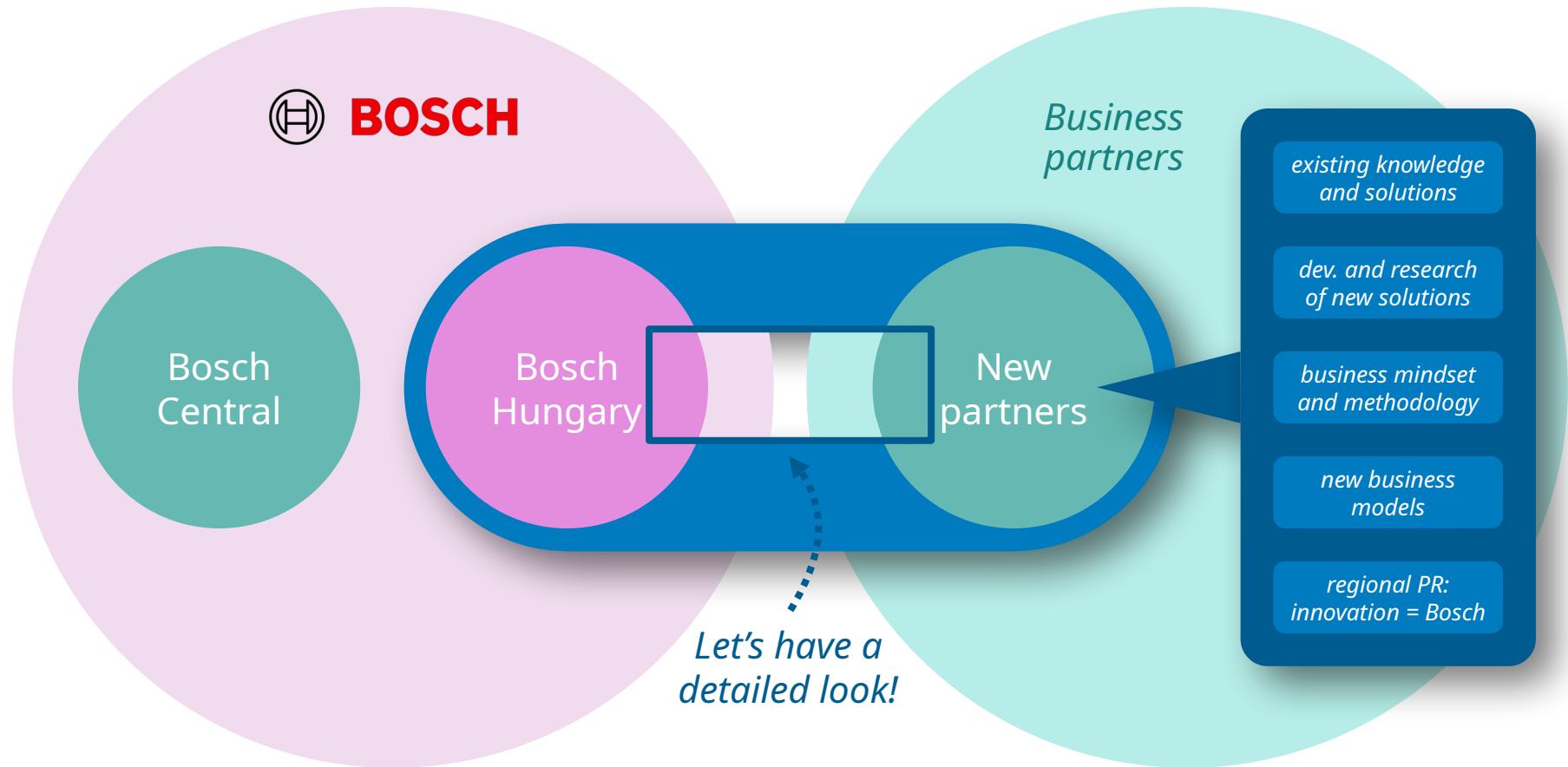
Key players in our ecosystem



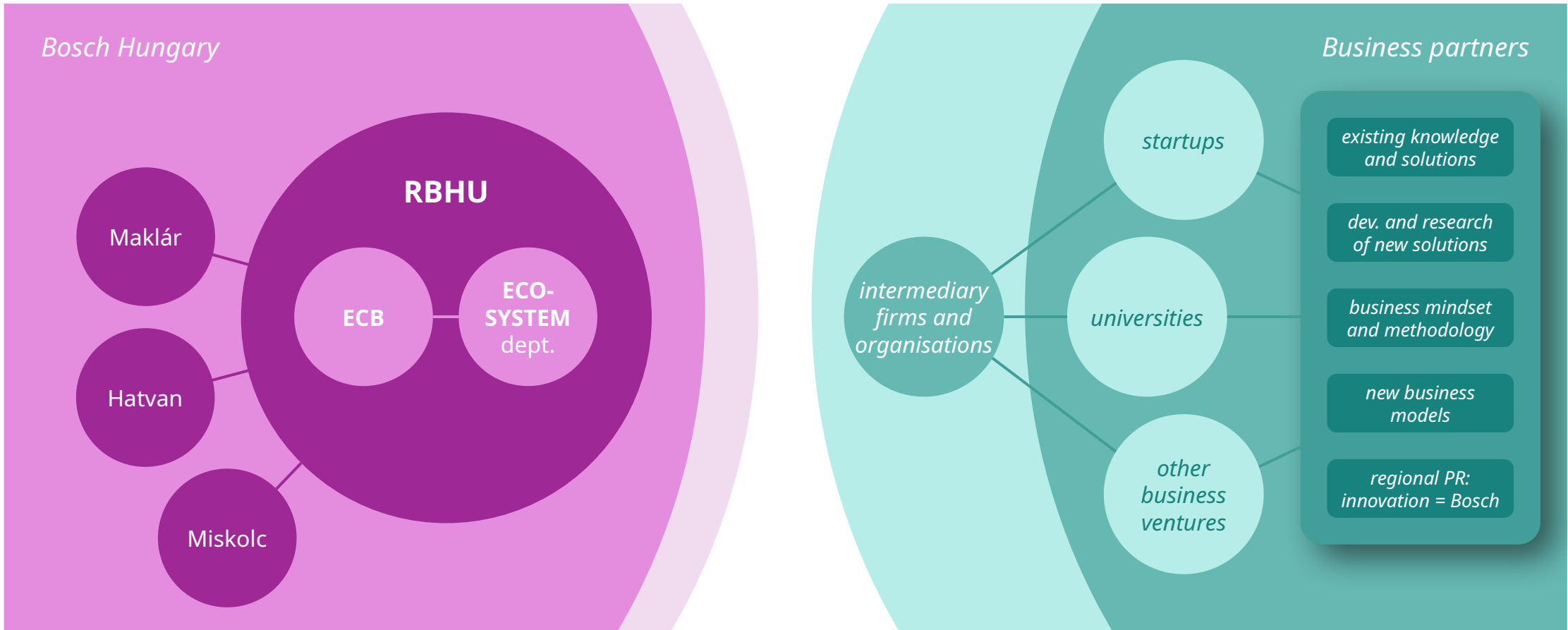
External ecosystem – Overview



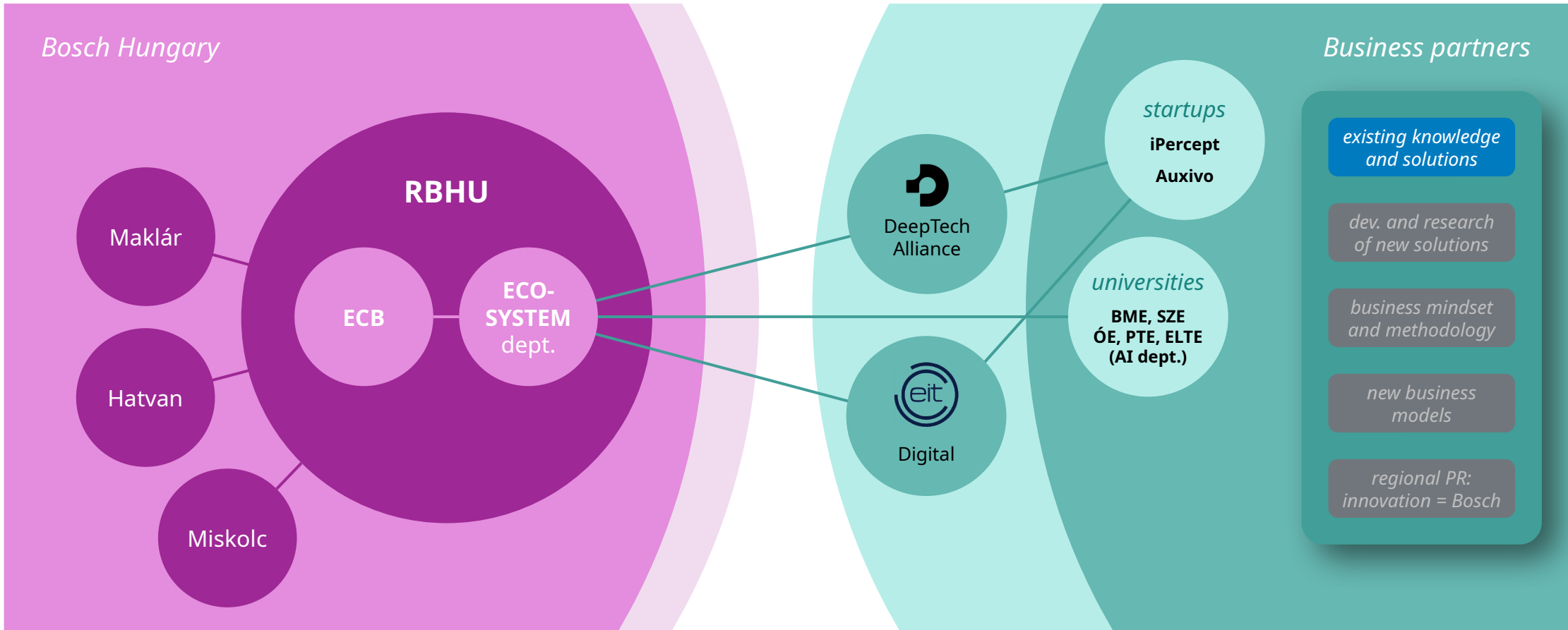
External ecosystem – Overview



External ecosystem – Stakeholder map



External ecosystem – Existing knowledge and solutions



External ecosystem – Existing knowledge and solutions

DeepTech Alliance.

European non-profit association connecting deep-tech startups, corporates, and investors to foster strategic collaborations and scaling opportunities.

It currently collaborates with 35 international corporates and 136 startups.

Our collaboration is driven by Venture Clienting model, enabling us to act as early customer for innovative startups, accelerating the adoption of cutting-edge technology.

Focus areas:

- Clean energy (like hydrogen and advanced batteries)
- Technology (AI, quantum computing, robotics, etc.)
- Biotech (carbon capture, emission reduction)
- Manufacturing (adv. materials, smart manufacturing)


DeepTech
Alliance


eit
Digital

startups

**iPercept
Auxivo**

universities

**BME, SZE
ÓE, PTE, ELTE
(AI dept.)**

Business partners

*existing knowledge
and solutions*

*dev. and research
of new solutions*

*business mindset
and methodology*

*new business
models*

*regional PR:
innovation = Bosch*

External ecosystem – Existing knowledge and solutions



Leading European organization focused on advancing digital innovation across various sectors. It connects business, research, and education to foster impactful digital transformation through collaborations with entrepreneurs and organizations, as well as provides grants for collaborative projects that drives innovation.

EIT Digital operates across 8 countries and has more than 200 partners, including universities, businesses, and research institutions. It engages with over 1,000 startups and has facilitated over 180 deep-tech innovations since its inception in 2010.

Focus areas: digital industry, digital cities, digital finance, digital wellbeing, digital tech



DeepTech Alliance



Digital

startups

**iPercept
Auxivo**

universities

**BME, SZE
ÓE, PTE, ELTE
(AI dept.)**

Business partners

*existing knowledge
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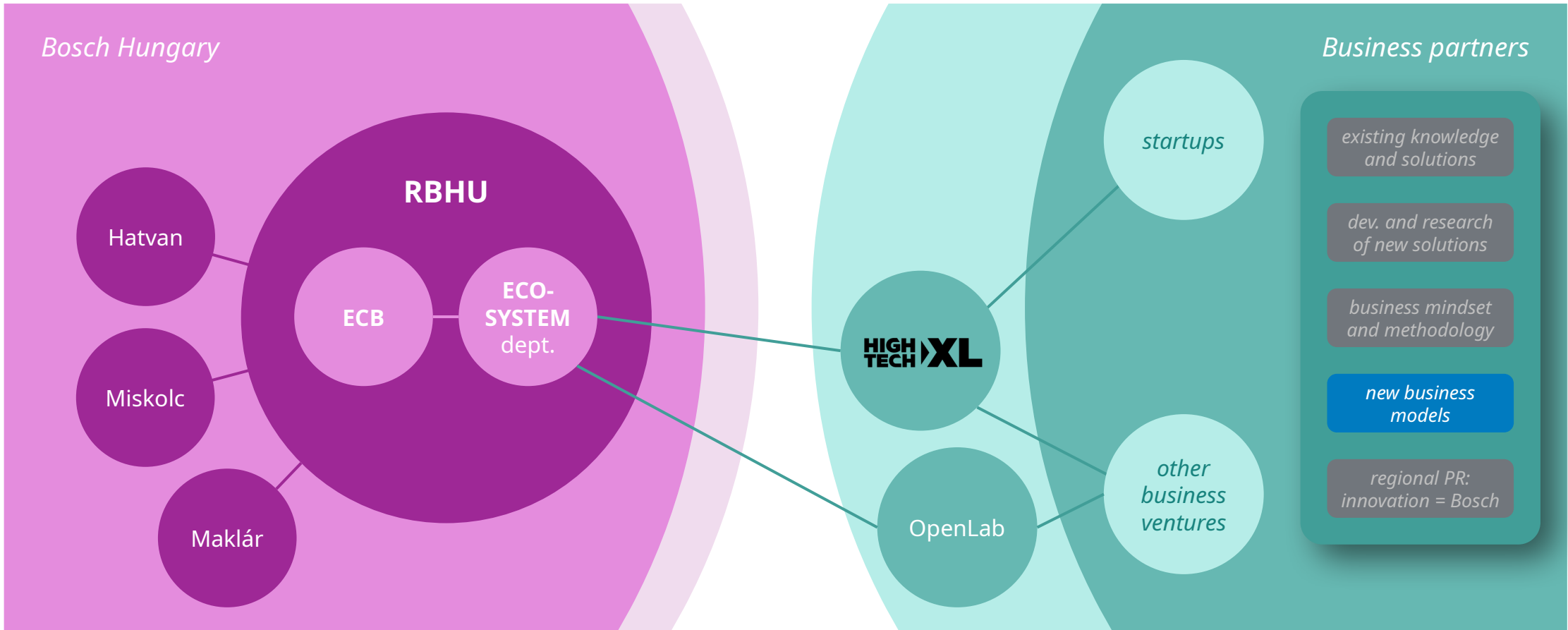
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External ecosystem – New business models



External ecosystem – New business models

**HIGH
TECH XL**

HighTechXL is a premier deep-tech venture-building accelerator based in Eindhoven, the Netherlands.

Focused on transforming advanced technologies into successful businesses, HighTechXL collaborates with research institutions, corporations, and startups to bring groundbreaking innovations to market.

**HIGH
TECH XL**

OpenLab

startups

other
business
ventures

Business partners

*existing knowledge
and solutions*

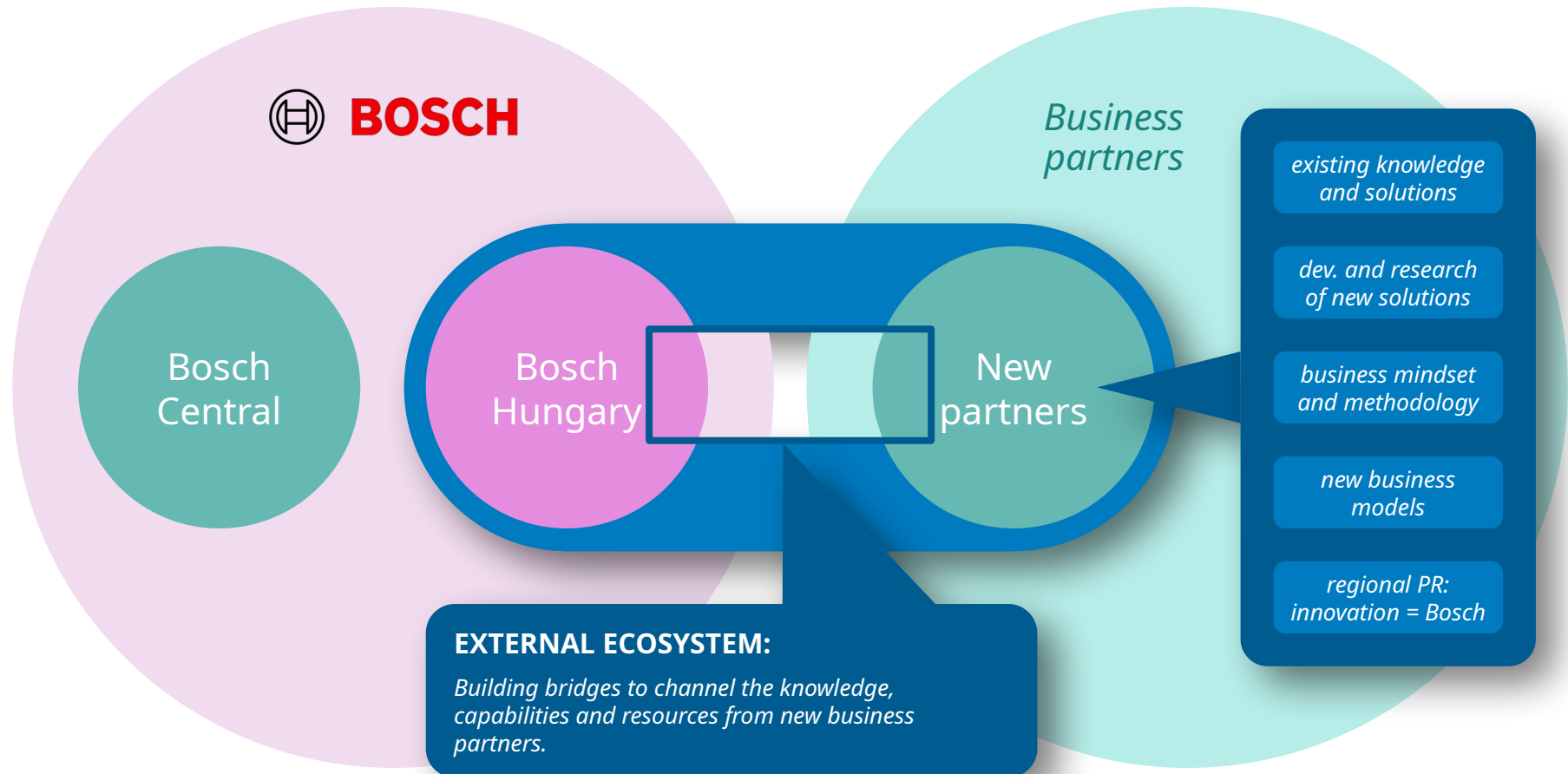
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