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Who are you?

My name is Markus Heyn. I am member of the Robert Bosch GmbH Board of Management since April 2015. I am responsible for Automotive Original Equipment Sales as well as Corporate Marketing and Sales, Automotive Aftermarket and the subsidiaries ETAS and Bosch Engineering.

Which connections do you have with Primavera?

In my role as DS/EP I have experienced the organization of the Experience Day 2011. Primavera has shown a fantastic performance there and has demonstrated great presence, which was mirrored by the large sum of donations. Also at the Bosch Boxberg Classics, an old-timer rally in Stuttgart, Primavera was present with a raffle. During Advent season I especially look forward to the contemplative Quemphas singing. It has become a tradition for me and marks a great year-end. As you can see, there are many good examples for Primavera activities, which I am pleased to support at any time.

How and when did you first encounter Primavera?

The many cultural offers initiated by Primavera brought me in contact with the organisation already early in my Bosch career. Primavera is very active and present at many events: Just consider the annually published calendar or the by now traditional summer party at the Bosch Haus.

What motivates you to support Primavera?

As a father of four I have special interest in supporting and encouraging children in need. I am particularly pleased with the great variety of projects in different countries and the continuously rising number of members and volunteers. This is a clear sign that Primavera is on the right track and the many years of effort are paying off. Therefore more and more projects can be supported and that is a great motivation.

What makes Primavera unique for you?

I greatly appreciate that the children are in the focus of the activities. The social responsibility, which is also anchored in our Bosch values, is carried out into the world by our numerous volunteers, not only in word, but in deed as well. Local Bosch employees support the projects, investing a lot of time and dedication and ensure that the donations reach the right hands. This is really impressive!

Did you experience a special Primavera moment?

Yes, it was on October 9th, 2015 at the concert night on the occasion of Primavera's 25th anniversary. The Bosch Big Band, the Bosch Swing and Dance Orchestra and the Bosch Jazz Orchestra created a marvellous musical evening. In particular the cover version of the James Bond title song "Sky Fall" gave me goose bumps.