**Press Release   
10 October 2025**

**UNICEF and BMW Group Thailand underline commitment to youth development with field visit to pilot programme in Udon Thani**



**Udon Thani.** BMW Group Thailand and UNICEF are reinforcing their joint commitment to empower vulnerable youth in Thailand with a joint field visit to Udon Thani Province. There, they witnessed the success of an innovative pilot programme aimed at reintegrating youth who are Not in Education, Employment, or Training (NEET). The programme – piloted in five provinces with support from the National Economic and Social Development Council (NESDC) and the Ministry of Labour (MoL) – provides pathways for vulnerable youth to learn valuable skills, gain employment, and strengthen Thailand’s workforce.

Together, UNICEF and the BMW Group run a programme called “BRIDGE. Educating Young People for Tomorrow Today”, operating in five countries with BMW Group production locations. BRIDGE provides children and young people with key skills in STEM subjects (science, technology, engineering and maths) to prepare them for the future working life. As part of a long-term commitment, the BMW Group supports UNICEF’s global goal of providing quality education to children and young people worldwide. In Thailand, the initiative focuses on delivering training in STEM education and skills development to around 1,400 youth in five pilot provinces (Udon Thani, Pattani, Yala, Narathiwat, and Songkhla) over the course of two years. With an estimated 1.2 million young people across Thailand currently classified as NEET, UNICEF is working closely with the Royal Thai Government to scale up the pilot programme and achieve nationwide impact in alignment with the 13th National Economic and Social Development Plan, 20-Year National Strategy, and Thailand’s priorities in human capital development.

"The success of this pilot programme in reintegrating 1,400 youth is a testament to the power of strong partnerships and innovative approaches,” said Severine Leonardi, Deputy Representative for UNICEF Thailand. “With the support of BMW Group Thailand, we are not only providing vital pathways for vulnerable youth to gain skills and employment but also strengthening Thailand's future workforce and contributing to the nation's human capital development goals. We are committed to working with the Royal Thai Government to scale these proven solutions nationwide."

During a field visit to Udon Thani’s Na Phu subdistrict, the first pilot site, BMW Group Thailand President and CEO Mr. Rene Gerhard said, “Our partnership with UNICEF is rooted in a shared belief in the future of Thailand. As part of Thailand’s strong automotive and manufacturing sectors, we recognize the fact that a skilled, dynamic workforce is key to a prosperous economy. By nurturing local talent who otherwise might not have the opportunity to grow and participate in this workforce, we can make individual lives better while also bolstering the future of our industry and Thailand as a nation.”

The programme, which is adapted from the European Union’s Reinforced Youth Guarantee initiative, involves a four-step process: identifying NEET youth and available local support services, building trust with NEET youth and their families, offering tailored mentoring and support, and finally connecting them to educational, training or career opportunities. The support model piloted in Na Phu subdistrict successfully reintegrated 92% of out-of-school youth – earning the subdistrict the Prime Minister’s Office First Prize for Innovation in Governance in 2024.

During the visit, the UNICEF and BMW Group Thailand delegation observed courses conducted by the Skill Development Institute under supervision by the Department of Skill Development in the Ministry of Labour. This was followed by discussions on further reintegration and support for vulnerable learners at the E-Sarn Technological College. The group also visited youth beneficiaries from the programme at the premises of construction company Thai Wat Engineering Co., Ltd., meeting and interacting with programme participants who have now secured jobs with their newfound skills.

**Additional photos**

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**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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of  
31 December 2023, the BMW Group had a workforce of 154,950 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 and production to the end of their useful life.

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**BMW Group Thailand**

BMW Group Thailand, a subsidiary of BMW AG, Germany, was established on the 3rd October 1998. The four entities of BMW Group Thailand are BMW (Thailand) Co., Ltd. with responsibility for wholesales & marketing of BMW Group products, BMW Manufacturing (Thailand) Co., Ltd. with responsibility for BMW, MINI and BMW Motorrad  local production, BMW Leasing (Thailand) Co., Ltd. with responsibility for financial services offerings to both wholesale and retail customers, and BMW Parts Manufacturing (Thailand) Co., Ltd. with responsibility for supplying components for the assembly of BMW Motorrad vehicles at BMW Group Manufacturing Thailand’s plant in Rayong.

In 2024, BMW Group Thailand recorded a stable performance with 13,659 BMW and MINI registrations. A total of 12,208 BMW vehicles and 1,451 MINI vehicles were registered last year. BMW Motorrad Thailand maintained its performance in 2024 with 1,011 motorcycle registrations.

On the production side, the BMW Group Manufacturing Thailand plant was founded on BMW Group’s strong belief in the growth potential of Asian markets and Thailand in particular with its unique location, strong manufacturing base, and ready supply of skilled automotive labour, being an automotive hub for ASEAN. On-going investment has been put into the expansion of plant Rayong in terms of assembling processes, aiming to meet growing customer demand. In addition, with approximately 4 billion Thai Baht representing the amount of annual purchasing in Thailand, the BMW Global Purchasing office has been established in Thailand. This is to source various components from local suppliers in Thailand and the broader ASEAN region, in order to supply the entire BMW production network over   
30 production sites worldwide.

BMW Group Manufacturing Thailand produces the following19 models: BMW 2 Series, BMW 3 Series, BMW 5 Series, BMW 7 Series, BMW X1, BMW X3, BMW X5, BMW X6 and BMW X7, along with MINI Countryman and BMW   
Motorrad including BMW R 1300 GS, BMW R 1300 GS Adventure, BMW F 900 GS, BMW F 900 GS Adventure, BMW F 900 R, BMW F 900 XR, BMW S 1000 RR, BMW R18, BMW R18 Bagger and BMW R 12 S. In addition, BMW Group Manufacturing Thailand now assembles four BMW plug-in hybrid models; BMW 330e, BMW 530e, BMW 750e xDrive, and BMW M760e xDrive.

**For further information, please contact:**

**BMW Group Thailand**

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