



PRESS RELEASE



GE Foundation

Conference to Open Doors Wider

Partners to GE Foundation Opening Doors Secondary School Talent Development Program hold conference on opportunities to extend the reach of the innovative program

Ozd, Hungary, September 16, 2010 – In addition to principals of the schools participating in and sponsors of the GE Foundation Opening Doors Secondary School Talent Development Program, attendees of the conference organized by Jozsef Attila Secondary, Vocational, Boarding and Primary Arts School of Ozd (JAG) included also Anna Nagy, spokesperson of the Hungarian Government, Eszter Szabo, Regional Leader, GE Corporate Communications & Public Affairs, Central and Eastern Europe & Turkey, Orsolya Gergely, managing director of Junior Achievement Hungary, Kincso Adriany, managing director of the Hungarian Business Leaders Forum and Erika Papdiné Kollár, sales and marketing manager of Fast Business Communications. 474 students and 59 teachers who have participated in the program to date were also invited.

The GE Foundation Opening Doors program promotes the creation of a new, globally competitive generation of young intellectuals in the emerging northeastern region of Hungary. Launched originally in Ozd in 2002 by GE and nine additional partners, the initiative was soon extended on two secondary schools, one in Kisvarda and one in Hajduboszormeny. Enabled by a grant from GE Foundation and led by JAG, the program was extended to include all secondary schools in Ozd and in the neighboring Putnok in 2005. As part of the program, the most talented students of the participating secondary schools may acquire hands-on business knowledge and business English language skills, while starting to build their capital of relations and improving their business skills to connect their region with the Hungarian and the global economy after their graduation.

In her opening speech, Anna Nagy government spokesperson emphasized: “This program is a proof of the huge potential that lies in Public Private Partnerships and volunteerism. It is extremely important to create an environment for children and young people where they can find opportunities, such as gaining foreign language skills or any other expertise, that will help them to create a successful career and a meaningful life. This is also why the government decided to organize the 1st ever Governmental Career Expo in Hungary to be held this Saturday with the aim to persuade young people to consider a career as public officials.”

Otto Tuza, principal of JAG, Sandor Gyulai, principal of Bocskai Istvan Secondary School of Hajduboszormeny that joined the initiative in 2004, and Gabor Biro, principal of Gyorgy Bessenyei Secondary School of Kisvarda shared their views on the current situation of and the lessons learned

from the program. "I am very happy to be one of the launchers of the program that helped me to learn many new things as I worked with global GE leaders. I think that I was able to utilize my experiences from the management of the program in my everyday work. I firmly believe that the school has also become more attractive by allowing our students to join the initiative", Otto Tuza said.

Commenting on the launch and the growth of the program initiated by GE as a societal innovation, and also on the role of global knowledge transfer, Eszter Szabo explained: "As the biggest investor and employer in three cities in Northeast Hungary, GE sensed the special challenges faced by this underprivileged region, including especially the scarcity of globally competitive workforce. When our facility, built as a greenfield investment, was opened in 1998 in Ozd, only one-sixth of the administrative jobs was filled by local residents. The GE Foundation Opening Doors program was developed in 2002 and has been run ever since in cooperation with our partners with the ultimate goal of improving the competitiveness and driving the dynamic and sustainable growth of the northeastern region of Hungary."

The speeches were followed by a roundtable led by Gyorgy Pomezanski, where Otto Tuza, Anna Nagy, Orsolya Gergely and Kincso Adriany shared with participants their views on talent development. The roundtable was followed by a summary speech by Otto Tuza. The closing event of the day was a demonstration training session led by Fast Business Communications language school.

"The GE Foundation Opening Doors program offered me a unique source of skills and knowledge. These still help me to develop my career regardless of which area I am currently working in. I believe the most valuable thing I learned was the attitude to be always open to face new challenges and make bold moves when needed. Thanks to this behaviour I had the chance to work in IT, communication and project management in the past few years." – said Balazs Kis, former student of the GE Foundation Opening Doors program, currently working as the Communications Executive of British American Tobacco Hungary.

The sponsors of this unique and innovative project hope that their initiative will in the future serve as a model to accelerate the development of additional regions, and today's conference is viewed as a major step towards this goal.

Background information:

About the GE Foundation

The GE Foundation, the philanthropic organization of the General Electric Company, works to solve some of the world's most difficult problems. In coordination with its partners, it supports U.S. and international education, developing health globally, the environment, public policy, human rights and disaster relief. In addition, the GE Foundation supports GE employee and retiree giving and involvement in GE communities around the world. In 2009, the entire GE family — including businesses, employees, retirees and GE Foundation — contributed more than an estimated \$220 million to community and educational programs, including more than \$100 million from GE Foundation. For more information, visit www.gefoundation.com.

GE in Hungary

GE has been operating in Hungary since the end of 1989, when it made a strategic investment in Hungarian lamp manufacturer Tungsram, acquiring its 50% + 1 shares. The majority of the packet (49.65%) was bought from foreign banks that owned Tungsram at that time. Building on its positive experiences GE continued to invest in its operations in Hungary, and today all of its four core businesses are active in the country. Currently GE is the largest U.S. investor (\$1.1+ billion) and employer (13,000+) and one of the biggest exporters of Hungary, while as a customer has a key supplier base of 2,000+. GE's 21st century energy, transportation, healthcare, water and security

solutions can help Hungary to increase its competitiveness through investments in infrastructure projects. The key to this success is GE's culture of partnership with our associates, with local communities, with the business & scientific community and with the government.

GE Foundation Opening Doors Program

GE launched this innovative talent development program, the first of its kind in Hungary at Jozsef Attila Secondary, Vocational, Boarding and Primary Arts School of Ozd in March 2002. It was designed to supplement the secondary school education and to offer knowledge and skills for 32 + 2 talented students in two classes between 2002 and 2004, which will enable them to integrate in the Hungarian and international job market with a considerable competitive edge after graduation. In the second year, in 2003 two female students from Hajduboszormeny joined the 16 most talented students from Ozd, who had been selected on the basis of demanding criteria. The participation of the latter students was made possible by a donation of USD 2500 from the Hungarian hub of General Electric's (GE) Women's Network. The Opening Doors program in Ozd was also made possible by a donation of USD 67K from GE Foundation and assistance from GE Volunteers^[1], GE Hungary, Junior Achievement Hungary (JAM), the Local Government of Ozd, the Ministry for Youth and Sports and the Ministry of Transportation and Water Conservancy.

Enabled by an additional \$200 K grant from the GE Foundation, GE and its partners extended the program on two additional cities, Kisvarda and Hajduboszormeny in 2004. The selection of the students from Ozd, Kisvarda and Hajduboszormeny, and also the management of the program are being helped by the Hungarian Youth Research Institute, University of Miskolc, Inform Media, Fast English, the market leader in adult business English training, and the Hungarian Educational Institute.

In 2005, enabled by an additional \$220 K grant from the GE Foundation and coordinated by JAG, the program was launched in all secondary schools of Ozd and the neighboring Putnok. In total, 168 students and 35 teachers from the four cities take part in the program with GE's support.

In 2006, further 72 students and 20 teachers from additional four cities of the region joined the program with the support of the BAZ County Regional Government.

An additional \$300 K grant in 2008 enabled vocational schools to join the secondary schools of Ozd, Kisvarda and Hajduboszormeny in the program.

Students participating in the new round of the competition and the representatives of the partners had a meeting on September 04, 2008 in Ozd, where the participants listened to lectures, and a book introducing the program's history was also presented. Speakers highlighted that the program offers opportunities for the participating students which are unavailable to their peers.

In addition to enhancing general education and acquiring English language, business English and business skills, the students will have the opportunity to meet the representatives of the governmental, business and civil sectors, in the organization of Junior Achievement Hungary (JAM). Their personal development will be monitored and advised by managers of GE Hungary acting in the role of mentors. Furthermore, in the organization of JAM, students will have discussions with several outstanding businessmen of the region to obtain a capital of useful networks that they will be able to use after graduation for the prosperity of their town, their region and of their own.

Participants, with GE support:

Class	City	Grant from GE Foundation (\$)	Students	Teachers
2002-2004	Ozd	67 000	32 + 2	8
2004-2006	Kisvarda, Hajduboszormeny	200 000	62	12
2005-2007	Ozd, Putnok	220 000	72	15
2008-2009	Kisvarda, Hajduboszormeny, Ozd, Putnok	300 000	108	6
2009	Kisvarda, Hajduboszormeny, Ozd	300 000	108	0
Total	4 cities	1 087 000	474	59

Participating schools:

2002-2004

Jozsef Attila Secondary, Vocational, Boarding and Primary Arts School (Ozd)

2003-2006

Bessenyei Gyorgy Secondary and Boarding School (Kisvarda)

Bocskai Istvan Secondary School (Hajduboszormeny)

2005-2007

Jozsef Attila Secondary, Vocational, Boarding and Primary Arts School (Ozd)

AMK Szechenyi Istvan Economics Secondary School (Ozd)

Bolyai Farkas Vocational School (Ozd)

Serenyi Bela General and Agricultural Secondary School (Putnok)

2008-2010

Jozsef Attila Secondary, Vocational, Boarding and Primary Arts School (Ozd)

AMK Szechenyi Istvan Economics Secondary School (Ozd)

Serenyi Bela General and Agricultural Secondary School (Putnok)

Bessenyei Gyorgy Secondary and Boarding School (Kisvarda)

St. Laszlo Catholic Vocational Secondary School (Kisvarda)

Bocskai Istvan Secondary School (Hajduboszormeny)

Veress Ferenc Vocational School (Hajduboszormeny)

Participants, with support from BAZ County Regional Government:

Class	City	Grant from the Foundation for Public Education (HUF)	Students	Teachers
2006	Kazincbarcika, Satoraljaujhely,	5 million	72	20

	Tiszaujvaros			
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Participating schools:

2006

Irinyi Janos Secondary and Boarding School (Kazincbarcika)

Suranyi Endre Vocational and Boarding School (Kazincbarcika)

Kossuth Lajos Secondary, Vocational, Boarding and Primary Arts School (Satoraljaiújhely)

Eotvos Jozsef Secondary, Vocational and Boarding School (Tiszaujvaros)

Key supporters:

GE Foundation

Provides grants to applying secondary schools

GE Volunteers

GE leaders acting in the role of mentors;

regular leadership skills training; intensive interaction with local GE operations

JAM

Organizes training sessions and special networking events

Fast Business

Communications

Organizes some of the teacher programs

Inform Media

“Press and Education” media awareness

program for secondary school students; support to media publications

University of Miskolc

Hosts events and provides scientific support to the program

Ministries

At the launch of the Ozd program on March 08, 2002 representatives of the Ministry of Transportation and Water Conservancy and the Ministry for Youth and Sports signed the Deed of Foundation declaring their intention to do their best to manage the program

Local municipalities

Provide insight into the operations of the local municipalities

AIESEC

Career building training