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BSH Expansion Marks Major Win for Craven 100 Alliance and Local Job Growth

Craven County, N.C. — Yesterday, Governor Josh Stein announced that [BSH Home Appliances Corporation \(BSH\)](#), the home appliances division of the Bosch Group, will expand its operations in Craven County, bringing nearly 200 new jobs and more than \$11 million in investment to the region.

The expansion establishes BSH's New Bern site as a central hub for innovation and manufacturing in North America, with plans to increase production and development operations in cooking and dishwashing. The move reflects BSH's long-standing commitment to Craven County and reinforces the region's reputation as a center for manufacturing excellence.

"This is a significant win for Craven County," said Craven County Board of Commissioners Chairman Denny Bucher. "BSH's decision to expand here not only brings high-quality jobs and investment, but it validates the strength of our community, our workforce, and the collaborative partnerships that help businesses thrive in Eastern North Carolina."

BSH's expansion will create 199 new positions with an average annual salary of \$60,779, generating a potential annual payroll impact of more than \$12 million. Hiring will begin this year with salaried positions and continue into 2026 and 2027, gradually increasing to full capacity.

BSH, the home appliance division of the Munich-based Bosch Group, with its North American headquarters in California, has been a valued member of the New Bern community since 1997. The company manufactures appliances offered under the Bosch, Thermador, and Gaggenau brands.

"We've been proud members of the New Bern community for over 25 years, and we look forward to further strengthening our contributions to the city and region with this important expansion," said Andy MacLaren, Chief Technology Officer of BSH Region North America.

This expansion represents a landmark achievement for BSH Home Appliances and Craven County alike, highlighting an exceptional year of growth and momentum.

Craven 100 Alliance Chairman Owen Andrews added, "The momentum we're seeing with BSH and other leading companies reflects the success of Craven County's strategic investments in workforce development and infrastructure. It's an exciting time as we continue building a robust economic future together."

ABOUT CRAVEN COUNTY:

[Craven County](#) ranks 29 out of 100 counties in North Carolina for size based upon a population of 102,142 and 3 out of 100 for veteran population. Home to North Carolina's first permanent capital, the county covers 707

square miles of the inland coastal region of eastern North Carolina and contains the municipalities of New Bern, Havelock, Bridgeton, Cove City, Dover, River Bend, Trent Woods, and Vanceboro. The County's history contributes to one of its major economic engines - tourism. The 20th century also brought a strong military presence to Craven County with the establishment of Marine Corps Air Station Cherry Point. Forward-looking accomplishments can be seen in the areas of facility development, accessibility of services, economic development, conservation of the environment, and efficient, flexible operations. Learn more about Craven County at www.cravencountync.gov.

ABOUT THE CRAVEN 100 ALLIANCE:

The [Craven 100 Alliance](http://www.craven100.com) (C1A) is a dynamic public-private partnership dedicated to promoting economic development and prosperity in Craven County, North Carolina. C1A connects stakeholders from city and county governments, as well as the public and private sectors, to drive innovation, job creation, and sustainable growth in the region. C1A's four major initiatives—Workforce Development, Product Development, Investment, and Collaboration—play a vital role in fostering long-term success and regional growth. Learn more about C1A at cravenbusiness.com.

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