

# Albert BOSCH

Spirit of adventure



## PRESS SUMMARY

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### WHO IS ALBERT BOSCH



Albert Bosch was born in Sant Joan de les Abadesses (Ripollès) on 1966. He took part in Dakar for 8 times (2 in motorbike, 5 in car and last time in buggy car), and also complete the project “7 cumbres” (7 summits) consisting on climbing the highest peaks of each continent (2006-2010) and has run more than 100 races in different disciplines of extreme sports. It was the first Spanish who reach the South Pole from the coast, without external power or assistance and going alone for 98% of travel.

Albert Bosch is a professional entrepreneur and a vocational adventurer. Bosch describes himself as a passionate of enterprising spirit, sports and all those adventures that become a personal challenge. Multi-adventurer – because he’s not engaged in any specific sport-, its strengths are the strategic, physical and mental endurance, perseverance and the ability to react in critical situations.

### ALBERT BOSCH: THE ADVENTURER

Albert Bosch has been involved in many extreme sports events for so long. His long career includes the following adventures:

#### South Pole Expedition 1911-2011

The most recent and acknowledged adventure of Albert Bosch has been the South Pole, one of the toughest expeditions and world renowned. He arrived after a journey of 1,152 miles and 67 days from the coast to the geographic South Pole, without using any external power (or motors or sails).



The adventurer began the expedition with Carles Gel, but finally, he made more than 98% of the travel alone because his partner left with an injury. He travelled by himself 1,122 of the 1,152 kilometers during 48 days. Bosch faced the challenge of continuing despite an obvious impediment: the expedition was designed to do it by two people. Besides the increased risk taken, Bosch was forced to incorporate essential elements for the crossing that increased the weight of his sled to 138 kilos.

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He has been the first Spanish adventurer that achieves it without any external supply (04/01/2012 at 19:50h).

### Dakar

He is the only Spanish who has participated in all the toughest races of the desert in every possible way: motorbike (Dakar 1998-1999), car (Dakar 2000-2001-2005-2006 and 2007); buggy car (Dakar 2011); cycling (Titan Desert 2006) and on foot (Marathon des Sables 2009 and 2011).

1998: Motorcycle. Objective Team Dakar: Leaving injured.

1999: Motorcycle. Dakar Team Objective: 46 th overall.

2000: Cars. Pep Copilot Busquets. Team Don Piso. 44th overall and winning Toyota Cup Trophy.

2001: Cars. Copilot Paul Belmondo. Toyota Team Trophy. 29E to General Category winner i T-2 Diesel Toyota Cup Trophy winner.

2005: Cars. Team Saunier Duval. Abandonment by failure stage 8.

2006: Cars. Team Saunier Duval. 46th overall, 6th Spanish and 3rd in the challenge Nismo (Nissan Cup in Dakar).

2007: Cars. Team Saunier Duval. 48 ° to the General, Spanish 5th and 3rd in the category T-1 Diesel.

2011: Buggy: Team McRae. Abandonment step 6.

### Mountaineering



Albert Bosch practice mountaineering since 1985. He has climbed the most interesting mountains of the Pyrenees, the Alps and took part in expeditions in Iran (Damavand), Morocco (Toubkal), Russian Caucas (Cheget-Karabashi), and the Argentine Andes (Cerro Bonete).

But undoubtedly his greatest adventure in this area is the "7

cumbres", a project which consists on climbing the highest peaks on each continent that ended in May 2010 climbing Everest, the highest mountain in the world.

KILIMANJARO: 5950 m. Tanzania. Africa's highest summit. 25/09/2006

ELBRUS: 5.641m. Russian Caucasus. Europe's highest summit. 12/05/2007

Aconcagua: 6.962m. Argentina. Highest peak in South America. 16/01/2008

Carstensz Pyramid: 4.884m. Papua Island. Highest peak in Oceania. 16/11/2008

Mc.KINLEY: 6.194m. Alaska. Highest peak in North America. 08/06/2009

Mt.VINSON: 4.892m. - Highest peak in Antarctica. 03/12/2009

EVEREST: 8.850m. Nepal. Asia's highest peak. 17/05/2010

## Ultra marathons and other endurance tests

Albert Bosch use to regularly compete in ultra marathons, in remote locations (such as deserts, jungles, mountains ...) or races close to home.

He has been taking active part in duathlons, mountain's triathlons, adventure raids and other ultra endurance tests for years. His extensive track record attests to his many-sided sports role, where the components of risk and adventure are common elements. He has also take part in several asphalt marathons like the Athens Classic Marathon (2011), commemorating the 2,500 the anniversary of the birth of the concept of marathon, among others.

## ALBERT BOSCH: THE ENTREPRENEUR

Bosch studied Business Administration and a MBA from ESADE. Since he establis as businessman at 26 years old, he has developed a dense enterprising career founding and investing in various business projects, alone, and also with different groups of investors who now participates with and represents them. He founded INVERGROUP in 2004, a platform to manage his interests in various entrepreneurship projects, and also join other groups of investors leading companies that he trust.

As part of this business, Bosch chairs AIJEC + since 2009, the senior section -businessman over 40 years-, of the young entrepreneurs association of Catalonia, entity that Bosch belongs for more than 21 years and in where he has been on Management Committee for 18 years.

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### ALBERT BOSCH POPULARIZER

Among the activities of Albert Bosch there is disclosure on issues adventure, being and helping entrepreneurs and leading and motivating attitude in general.

#### Books

*Espíritu de Aventura: Los 7 retos del emprendedor.* “Spirit of Adventure: The 7 challenges of the entrepreneur” is the title of the first book of Albert Bosch. The book, published by Uranus Editorial in Empresa Activa collection, is a reflection on the fact to assimilate

business to a real adventure. Bosch develops essential concepts for entrepreneurs and similar to those are done in sports and adventure world.



“Spirit of Adventure” has an enriched version produced by Enhancing Ebooks: an iPad app that takes a step beyond simple Ebook and that is for sale in Apple Store. His inquiry involves active behavior on the part of the reader, who allows different routes depending on their interests.

Includes 4.5 hours of audiovisual material and is designed to query while interacting with sites like Wikipedia and on social networks like Facebook and twitter. Currently, Bosch is preparing a new book with Ediciones B which goes on sale in mid 2013.

#### Conferences



With the experience gained through its economic and sports companies, Bosch has become a valued speaker of teamwork, motivation, risk assessment and goal setting.

He develops professionally this activity for big and prestigious companies and institutions working with different type, connected with youth, enterprising spirit and attitude to overcome in general (associations, universities, prisons, NGOs and others).

Bosch is also working making editorial for the media and also specialized in economics and adventure.