



European  
Commission

# European Business Forum on **Vocational Training** 2014

Business & VET  
Partners for Growth  
and Competitiveness

*Brussels, 23-24 September 2014*



## Programme

Education  
and Training

# European Business Forum on **Vocational Training** 2014

Business & VET - Partners for Growth and Competitiveness

Forum moderated by *Martin WATSON*

**TUESDAY 23 SEPTEMBER 2014**

**09.30 – 09.50 WELCOME**

**Video message**

*José Manuel BARROSO*, President of the European Commission

**Keynote speech**

*Androulla VASSILIOU*, European Commissioner for Education, Culture, Multilingualism and Youth

**09.50 – 10.15 OPENING SPEECHES**

*Maxime CERUTTI*, Social Affairs Director, BusinessEurope

*Mikael ANDERSSON*, European Vocational Training Association, EVTA

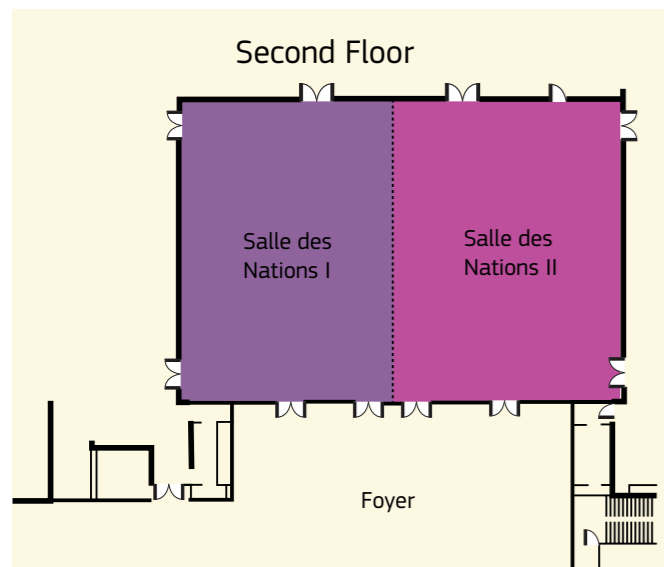
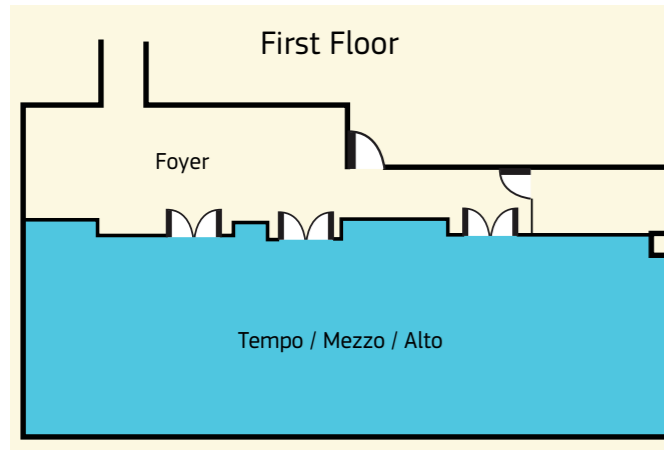
**10.15 – 10.45 VET-BUSINESS COOPERATION IN PRACTICE**

**1. Skills** - *José Luis FERNÁNDEZ MAURE*, Director for International Relations, TKNIKA

**2. Entrepreneurship** - *David MARTINEZ*, Head of HR & GA, Hyundai Motor Europe, a strategic partner of JA-YE Europe

**3. Apprenticeships** - *Claire HERY*, Director of Human Resources, SEPUR

**10.45 – 11.15 COFFEE BREAK**



**Skills**

**Workshop 1A**  
**Workshop 1B**

Tempo / Mezzo / Alto  
Holbein

**Entrepreneurship**

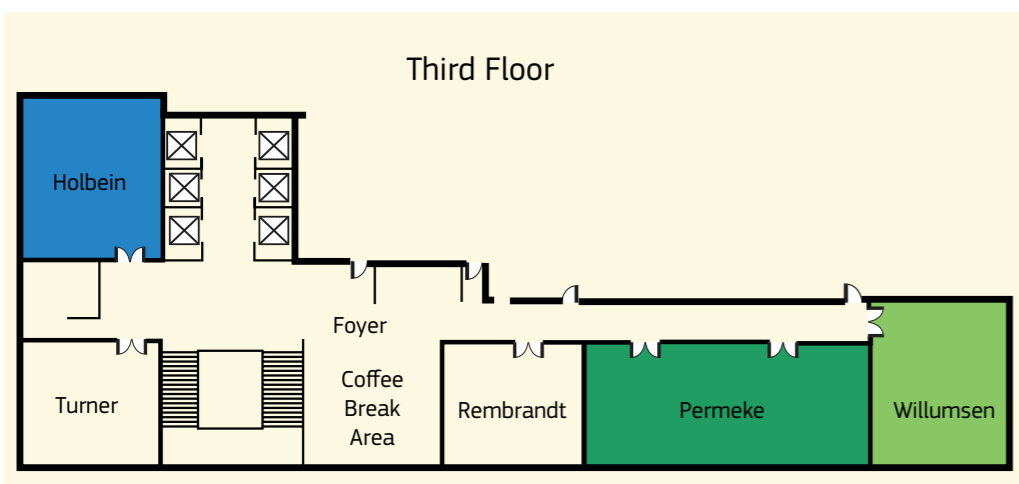
**Workshop 2A**  
**Workshop 2B**

Permeke  
Willumsen

**Apprenticeships**

**Workshop 3A**  
**Workshop 3B**

Salle des Nations 1  
Salle des Nations 2



## ROUNDTABLE I WHY SHOULD - AND HOW CAN - COMPANIES AND SCHOOLS WORK CLOSER TOGETHER?

11:15 – 12:30

Presentations

### **Skill shortages and skill gaps in European businesses: More than meets the eye**

*James CALLEJA*, Director, European Centre for the Development of Vocational Training (Cedefop)

### **Company-VET cooperation**

*Joao SANTOS*, Deputy Head of Unit, Vocational Training and Adult Learning; Erasmus+, DG Education and Culture, European Commission

Panel:

*António SILVA MENDES*, Director for Education and Vocational Training, DG Education and Culture, European Commission

*Max UEBE*, Head of Unit, Sectorial Employment challenges, Youth Employment and Entrepreneurship, DG Employment, Social Affairs & Inclusion, European Commission

*René van SCHALKWIJK*, President, EUproVET

*János SZILÁGYI*, Director, Department for Education and Training, Hungarian Chamber of Commerce and Industry

*Luke SHORE*, Board Member of OBESSU

*Jigar PATEL*, Partner, McKinsey&Company

12:30 – 14:00 **BUFFET LUNCH**

14:00 – 17:00

## PARALLEL WORKSHOPS

(Coffee break 15:30-15:45)

Workshop I

### **Meeting skills needs in key sectors**

In this workshop we will explore how VET providers and industry and service sectors can work better together to ensure skills provision in line with labour market needs, in particular for small companies, and how European policies and funds can help.

Only 40% of employers are confident of finding enough skilled graduates to fill entry-level positions while 33% have difficulties in recruiting staff for skilled jobs. Therefore we have to invest in the development of modern, labour-market relevant VET curricula that embed high-quality work-based learning. Furthermore, we must make sure that young people are educated and trained for those professions that are needed in economic sectors with high growth potential, but that face shortages of skilled labour.

*Moderators: Matthew GATT, Nikolaos GAVALAKIS*

Workshop II

### **Working together on entrepreneurial skills**

In this workshop we will explore how business and VET providers can partner up in developing the entrepreneurship key competence and skills among the European workforce. The workshop will discuss good practice examples which will be complemented by student/young entrepreneurs' views and testimonials.

We will explore the latest trends in and perceptions of vocational entrepreneurship programmes, and seek answers to questions like: Are programmes to develop more entrepreneurial mind-sets sufficiently developed in VET? Do they target VET students and skilled workers alike? In which way do businesses and VET providers promote and cooperate on the development of entrepreneurial skills?

*Moderators: Anthony GRIBBEN, Diana FILIP*

Workshop III

### **Developing apprenticeships in companies**

This workshop will explore the company-school relationship when it comes to apprenticeships, in particular focusing on the needs of small and medium-sized enterprises, what support structures can help smaller companies get on board, and how cooperation with VET schools can be strengthened.

We will discuss how schools and companies can work in partnership to develop quality apprenticeships for the benefit of all parties. At the same time apprenticeships is an investment that demands time and money, resources that are often scarce in small companies. On the other hand, apprenticeships can be a profitable investment because they develop the skills companies are looking for.

*Moderators: Veronique FEIJEN, Anthea HOLLIST*

19:00 – 21:00

**FORUM DINNER**

## WEDNESDAY 24 SEPTEMBER 2014

### 09:00 – 09:20 OPENING SPEECH

#### **Entrepreneurship 2020 – Unleashing Europe's potential**

*Daniel CALLEJA CRESPO*, Director-General, SME Envoy, DG Enterprise and Industry, European Commission

### 09:20 – 09:45 POLICY UPDATES

#### **EU policy developments on education and training**

*Pierre MAIRESSE*, Director for Europe 2020: Policy development and country analysis, DG Education and Culture, European Commission

#### **European Alliance for Apprenticeships**

*Dana-Carmen BACHMANN*, Head of Unit, Vocational Training and Adult Learning; Erasmus+, DG Education and Culture, European Commission

### 9:45 – 11.00 REPORTS FROM THE WORKSHOPS

**WS 1 Rapporteurs:** *Anna JURICOVA, Liz CARROLL*

**WS 2 Rapporteurs:** *Simon BROWN, Elina OKSANEN-YLIKOSKI*

**WS 3 Rapporteurs:** *Bettine GOLLA, Mahamouda SALOUHOU*

### 11.00 – 11.30 COFFEE BREAK

## ROUNDTABLE II THE BUSINESS CASE FOR INVESTING IN VET AND HOW TO SUPPORT IT

### 11:30 – 12:30

Panel:

*Samuel MÜHLEMANN*, Professor, Ludwig-Maximilians-Universität München

*James CALLEJA*, Director, European Centre for the Development of Vocational Training (Cedefop)

*Alfredo SILVA*, Vice-President and Head of Human Resources for Zone Europe, Nestlé

*Luca VISENTINI*, Confederal Secretary, ETUC

*Peter FAROSS*, Secretary General, European Association of Craft, Small and Medium-sized Enterprises (UEAPME)

*Richard WEBER*, President, Eurochambres

*Rasa ZYGMANTAITE*, European Forum of Technical and Vocational Education and Training

### 12:30 – 13:00 CONCLUDING REMARKS - LESSONS FOR THE EU AGENDA

*Salvatore PIRRONE*, Director General for Guidance and Training Policies, Ministry of Labour, Italy, Presidency of the Council of the European Union

*Xavier PRATS MONNÉ*, Director-General for DG Education and Culture, European Commission

