



T.R.
ÇANKIRI KARATEKİN UNIVERSITY



Education and Culture DG

Lifelong Learning Programme

 Avrupa Birliği
Eğitim ve Gençlik Programları Merkezi Başkanlığı



INTERNATIONAL CONFERENCE

**JOBS, SKILLS AND COMPETITIVENESS:
TAKING INSPIRATION FROM RECENT EU DEVELOPMENTS**

29 MAY – 1 JUNE 2011

ILGAZ NATIONAL PARK, ÇANKIRI, TURKEY

AGENDA

Introduction:

In a globalised, multipolar and fast-changing world, Turkey acts as a bridge between East and West. More and more EU member states perceive Turkey as a window of opportunity to enter Asia. Since the Turkey–EU trade and business relationships are growing, it is thus timely to enhance the process of mutual learning across borders. Competences, skills and innovation are key for a society's competitiveness. For the first time ever, the following questions will be thus addressed to a Turkish audience:

- 'How to develop high-skilled workforces and a labour market for knowledge-intensive services?'
- 'How to improve human capital, workers' mobility and business competitiveness?'

In the third part of the Conference, participants will acquire in *parallel workshops* communication, negotiation and project management skills.

Target Group:

Civil servants from regional and national levels, government officials, business executives, managers, human resources experts, consultants, trade union and employer representatives.

Objective and Methodology:

The Conference intends to be an international communication platform for all participants. The attendees will acquire knowledge on core features of European Policies in the fields of employment, vocational education and training, innovation and business support policies. Good practices, case studies, and a simulation using innovative, interactive methodology will improve communication, negotiation and project management skills.

Added Value:

- A balanced **mix of experts and practitioners** from the academia, vocational training and SMEs
- **Practical-oriented** knowledge transfer: presentations of **concrete case studies** from Germany, Italy, Switzerland and Luxembourg
- Focus on the most **topical EU policy challenges** and managerial challenges
- **Participatory, interactive** training: all presentations will build on the participants' interests; ample discussion time for questions from the audience will be provided

29 May 2011 Arrival of participants
19:00 “Informal “get together” with light dinner

30 May 2011 **Jobs and Skills: How to Face the Challenges Ahead**

Morning Session **Welcome of Participants**

- 09:30 – 11:00
- * Prof. Dr. Ali İbrahim SAVAŞ, Rector, Cankırı Karatekin University
 - Roger HESSEL, Attorney at Law, Senior Policy Consultant, Éupolis Lombardia, Institute for Research, Statistics and Training of Lombardy, Milan/Italy
 - *N.N.*, Turkish National Agency
 - *N.N.*, Turkish Council of Higher Education
 - Katarina NEVEDALOVA, Member of the European Parliament, Member of the Committee on Culture and Education, Brussels/Belgium, Strasbourg/ France
 - Şemsettin UZUN, Governor of Cankiri
 - Erdoğan BEKTAŞ, Governor of Kastomunu

Short self-presentation of selected participants: assessment of expectations for the Conference

KEY ADDRESS:

11:00 – 11:30 **The Agenda for New Skills and Jobs: The View of the European Parliament**
Katarina NEVEDALOVA, Member of the European Parliament, Member of the Committee on Culture and Education, Brussels/Belgium, Strasbourg/France

11:30 – 11:45 Coffee Break

KEY ADDRESSES:

11:45 – 12:15 **Performance Management for University–Business–Cluster, Companies and Start-Ups: Good Practices and Success Stories**
Ziya KARABULUT, Under Secretary, Turkish Republic Ministry of Industry and Trade, Research and Development (R&D) General Directorate

12:15 – 12:45 **Performance Management in the E-Government Field: Good Practices and Success Stories**
Cuneyt DUZYOL, Under Secretary, Government Planning Agency

12:45 – 14:00 Lunch Break

Afternoon Session

14:00 – 14.30 **The EU 2020 Strategy, Current Employment Trends and Innovative Cases from Lombardy/Italy and Bavaria/Germany: Fundable by a EU Programme?**
Roger HESSEL, Senior Policy Consultant, Éupolis Lombardia, Institute for Research, Statistics and Training of Lombardy, Milan/Italy

14:30 – 15:15 **Continuous Training and Competiveness: Good Practices and Challenges for Turkish Business**
Ömer PAK, Head of Departments ‘Innovation and Technology’, Ministry of the Small- and Medium-Sized Industry, Development Organisation (KOSGEB)

15:15 – 15:30

Coffee Break

PANEL DISCUSSION ONE:

15:30 – 17.30

Employability, Skills and Innovations: Good Practices and Success factors of How to create an Up-Skilled Workforce

Chair: *Dr. Caterina Berbenni-Rehm*, CEO, PROMIS@Service Sarl, E-Services and Innovation for SMEs, Luxembourg; Vice-Chair of the European Commission High Level Advisory Group for SMEs; Founding member of the European Entrepreneurial Regions Initiative (EER), EU Committee of the Regions, Brussels/Belgium

Panelists

- Ziya KARABULUT, Turkish Republic Ministry of Industry and Trade
- Roger HESSEL, Éupolis Lombardia,
- Cuneyt DUZYOL, Government Planning Organisation
- Ömer PAK, Ministry of the Small- and Medium-Sized Industry

20:00

Dinner

DINNER SPEECH:

Prof. Dr. Ali İbrahim SAVAŞ, Rector, Çankırı Karatekin University

Prof. Dr. Sabit ERŞAHİN, Vice-Rector, Çankırı Karatekin University

Innovative E-Business-Services Supported by the EU: Reaching the Small and Medium-Sized Companies and by Exploiting Their Tacit Knowledge

Dr. Caterina Berbenni-Rehm, CEO, PROMIS@Service Sarl, E-Services and Innovation for SMEs, Luxembourg; Vice-Chair of the European Commission High Level Advisory Group for SMEs

31 May 2011

Jobs, Training and Mobility: Good Practices and Cases

Morning Session

Chair: *Prof. Dr. Mustafa BALCI*, EU Education Sector Coordinator

09:30 – 10:00

Vocational Education and Training: What are the Core Challenges of Entrepreneurial Learning and Career Guidance?

Emine KIRAÇ, Ministry of Education, General Directorate ‘Gender Opportunity and Vocational Training’

10:00 – 10:45

Vocational Education and Training: The Success Story of the Project “Workplacements Abroad”

Faten URSO, Project Manager, Training Expert, Evaluator, Swiss Occidental Leonardo, Visiting Lecturer at the University of Industrial Engineering of Lausanne/Switzerland

10:45 – 11:10

Coffee Break

11:10 – 11:50

EU Lifelong Learning Policy: What EU Projects Get Funding? Good Practices regarding the Innovative Learning Methodologies

Michela VECCHIA, EU Lifelong Learning Policy Expert, Evaluator, Consultant, Genova/Italy

- 11:50 – 12:45 **How to Improve the Quality of Public Services for Businesses: The Importance of the ‘E-Government’ Tool**
Ramazan ALTINOK, State Planning Agency
- 12:45 – 14:00 Lunch Break
- Afternoon Session** Chair : Prof. Dr. Sabir ERŞAHİN, Vice-Rector, Çankırı Karatekin University
- 14:00 – 14:30 **EU LLL Policies: Good Practices regarding the Innovative Methodologies “Self-Empowerment” and Career Management Skills**
Mustafa BALCI, EU Education Sector Coordinator
- 14:30 – 15:15 **Performance Management for Companies: Good Practices and Cases**
Ramazan ALTINOK, State Planning Agency
- 15:15 – 15:35 Coffee Break
- 15:35 – 17:30 **PANEL DISCUSSION TWO: Jobs, Training and Competitiveness: Good Practices and Cases – How to Respond to Practical Challenges**
Chair : Prof. Dr. Sabit ERŞAHİN, Vice-Rector, Çankırı Karatekin University
Panelists:
- Emine KIRAÇ, Ministry of Education
 - Faten URSO, Swiss Occidental Leonardo
 - Michela VECCHIA, EU Lifelong Learning Policy Expert
 - Ramazan ALTINOK, State Planning Agency
 - Mustafa BALCI, EU Education Sector Coordinator
 - Roger HESSEL, Éupolis Lombardia
- Excursion up the Ilgaz Mountains; Dinner

1 June 2011 Economic Trends and Challenges; EU Project Management

Morning Session PARALLEL WORKSHOP SESSION:

Participants may chose among three Workshops which will run **simultaneously**. The Workshops are designed for a maximum of 45 participants. All participants are requested to **register** in one of the Workshops by the end of Monday, 30 June 2011. The exercises will be in English; proficiency of the language is required.

09:00 – 12:30

WORKSHOP 1:

Multicultural Simulation of a European Council Meeting

Roger HESSEL, Attorney at Law, Senior Policy Consultant on Employment Policies, Éupolis Lombardia, Institute for Research, Statistics and Training of Lombardy, Milan/Italy

Added Value of the Practical Exercise:

- Tools for self-management of learning, communication and negotiation skills
- Focus on intercultural competences and problem-solving skills in the team
- Feedback by video-recording

Agenda:

- Introduction: presentation of the bargaining topic, a EU Single Market Directive
- Distribution of roles to the participants and Simulation
- Debriefing: One-to-one feedback supported by video-recording

09:00 – 12:30

WORKSHOP 2:

‘No Job without Experience, no Experience without a Job?’

How to Get into the Labour Market: the Case of BOBST, Switzerland

Faten URSO, Project Manager, Training Expert, Evaluator, Swiss Occidental Leonardo, Visiting Lecturer at the University of Industrial Engineering of Lausanne, Switzerland

Added Value of the Practical Exercise:

- Problem-solving approach: how to overcome the obstacles
- Recommendations to put the work placement process into practice

Agenda:

- Introduction: Placing trainees at *BOBST Switzerland* (Micro Electronics)
- Distribution of the participants in sub-groups
- Debriefing: Feedback and discussion

09:00 – 12:30

WORKSHOP 3:

EU Project Management: How to Successfully Apply for EU-funded Lifelong Learning Projects

Michela VECCHIA, EU Lifelong Learning Policy Expert, Evaluator, Consultant, Genova/Italy

12:30 – 13:45

Lunch Break

Afternoon Session Business Support and Competitiveness: Good Practices and the Right Framework Conditions

13:45 – 14:40

KEY ADDRESS:

Getting to Grips with Compliance: How to Unlock the Potential of Small and Medium-Sized Companies

Dr. Caterina Berbenni-Rehm, CEO, PROMIS@Service Sarl, E-Services and Innovation for SMEs, Luxembourg; Vice-Chair of the European Commission High Level Advisory Group for SMEs; Founding member of the European Entrepreneurial Regions Initiative (EER), EU Committee of the Regions, Brussels/Belgium

14:40 – 15:00

Coffee Break

15:00 – 17:00

PANEL DISCUSSION THREE:

Economic Trends and Public Services for Companies: Policies, Cases and Measures to Improve Productivity

Chair : Ramazan ALTINOK, State Planning Agency

Panelists:

- *Dr. Caterina Berbenni-Rehm*, PROMIS@Service Sarl, Luxembourg
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Final Evaluation Session, wrap-up and conclusions

Chairs : Prof. Dr. Sabit ERŐAHİN, Roger HESSEL
Dr. Caterina BERBENNI-REHM,
Prof. Dr. Mustafa BALCI,
Ramazan ALTINOK,
Prof. Dr. Faten URSO

17:30

Departure of Participants
