



Union pour la Méditerranée  
Union for the Mediterranean  
الإتحاد من أجل المتوسط



## II EXPERTS' MEETING ON EMPLOYMENT, SKILLS AND ENTREPRENEURSHIP IN THE MEDITERRANEAN

Cibernarium/MediaTIC Building  
Roc Boronat, 117  
Barcelona (@22 District)

6<sup>th</sup> July 2012 - 09.00 / 17.30

### DRAFT AGENDA (V32 @ 02 July 2012)

The Secretariat of the Union for the Mediterranean, the OECD LEED Programme and the City of Barcelona through Barcelona Activa, co-organised an expert meeting in Barcelona on the 18th of July 2011 focusing on skills for employment and entrepreneurship development in the Mediterranean countries. The meeting was attended by Ministries, agencies, universities, specialised research centres, business organisations, development agencies, and non-for profit organizations from the Mediterranean region.

It was commonly agreed to set up a platform based in Barcelona to foster skills development, entrepreneurship and SMEs in the Mediterranean at national, regional and local levels, to help public and private stakeholders work together to share and produce knowledge about experiences and best implementation pathways for actions in a more effective and permanent basis.

Based on the Mediterranean Business Development Initiative, the Business Development division of the UfM, jointly with the OECD, UNCTAD, ETF plus Barcelona Activa and Business Development Center of Jordan, have established an Experts' Board on Employment, Skills and Entrepreneurship Strategies in the Mediterranean, with the following objectives:

- Monitor, study and report on best practices in the field
- Determine a strategy on the most effective way to disseminate and implement these best practices
- Liaise, contact, promote and advocate these best practices to an agreed number of Ministries from the Mediterranean countries
- Establish a set of objective indicators to define and assess the implementation of the afore mentioned best practices
- Operate as Advisory Board for the Mediterranean Initiative for Jobs (M4J) developed by the UfM

The II Experts' meeting on Employment, Skills and Entrepreneurship in the Mediterranean which will take place on 6 July 2012 will be devoted to develop further the key areas of work which were identified in July 2011. The meeting will be organized in the framework of the Transnational Workshop within the Med Ked project, a project devoted to foster knowledge-based Entrepreneurship in the Mediterranean, which is co-funded by the MED Programme, a transnational programme of territorial cooperation, financed as an instrument of the European Union regional policy.

The identified key issues to be tackled in the Expert meetings next July 2012 are:



- Identification and replication of best practice through M4J (Mediterranean Initiative for Jobs)
- Improving skills in small businesses: what happens after exposure to others' good practice?
- Fostering Knowledge-based Entrepreneurship Development
- Fostering employment and skills strategies through Public – Private Partnerships (PPP)

## Friday, 6<sup>th</sup> July 2012

9.00 – 9.30 **Registration**

9.30 – 10.00 **Opening Session**

*Sonia Recasens*, Deputy Mayor of Economy, Enterprise and Employment, Municipality of Barcelona

*Andreu Bassols*, General Director, IEMED

*Mr Antonio Torres-Dulce*, Deputy General Director for International Economic Relations, Ministry of Foreign Affairs

*Fathallah Sijilmassi*, Secretary General, UfM Secretariat

10.00 – 11.15

**THEME 1:**

**IDENTIFICATION AND UP-SCALING OF BEST PRACTICES: THE MEDITERRANEAN INITIATIVE FOR JOBS (M4J).**

**Chair:** *Roger Albinyana*, Economic Advisor, UfM Secretariat

*At the 2<sup>nd</sup> UfM Ministerial meeting on employment (Brussels, November 2010), Euro-Mediterranean Ministers requested the UfM to improve coordination among donors, including donors from the private sector, with a view to promoting projects on employment. In line with this request, the UfM has developed the Mediterranean Initiative for Jobs (M4J), a programme designed to promote and replicate a number of private sector job creation projects in the South and Eastern Mediterranean. The initiative relies on a cross-sectoral, project-based approach. It covers both the supply and demand side of the labour market by targeting the three core issues of employability, job intermediation and business enabling infrastructure. The session will focus on the synergies that are being developed in the framework of the initiative as well as on the first best practice projects that will be implemented.*

### **Panel discussion**

*Joyce Liyan*, Economic Strategic Advisor, UfMS

*Michael Axmann*, Specialist in Skills Development Systems, Skills and Employability Department, ILO

*Nayef Stetieh*, President and CEO, Business Development Centre Jordan

*Anthony A. Gribben*, Head of Enterprise & Entrepreneurship, ETF

*Elena del Rey Santamaría*, Responsible for Institutional Cooperation and Fundraising, Barcelona Activa

### **Open floor discussion**

11.15 - 11.35 Coffee break

11.35 - 13.05

**THEME 2****IMPROVING SKILLS IN SMALL BUSINESSES: WHAT HAPPENS AFTER EXPOSURE TO OTHERS' GOOD PRACTICE?**

**Chairs:** *Anthony A. Gribben*, Head of Enterprise & Entrepreneurship, *Gavrin Lasku*  
European Training Foundation

*This session brings together three different training experiences from the small business world. The first addresses policy and support mechanisms to improve the interface between business and the education and training sector. The second looks at how small businesses are supported through training for operating in international markets. The final good practice addresses national mechanisms to foster availability of training for SMEs. The presentations will be followed by parallel, break-out groups. Participants will choose one break-out group. With an objective of determining the value of the good practices for back-home developments, each break group will consider the following question questions:*

- *What are the issues from the good practice that are immediately appealing, and why?*
- *What concretely can we do (as individuals or as a collective) to build on the knowledge and know-how shared through the good practice today?*

**Presentations and workshop leaders**

*Mr. Michael Gould, Assistant Director, Skills & Industry Division, Northern Ireland*

Supporting small businesses in skills development: the value of public-private sector partnership

*Mr. Rashad Bibars, Senior Director, Jordan Business Development Centre*

Skills for internationalisation of small businesses

*M. Taoufik Cherradi, President of the Commission Formation de la FNBTVP, Federation Nationale des Batiments et travaux publics which is part of the CGEM*

**Breakout Groups**

13.05 - 14.05

Lunch

14.05 - 15.20

**THEME 3****INNOVATIVE APPROACHES TO FOSTER MEDITERRANEAN KNOWLEDGE-BASED ENTREPRENEURSHIP (KBE)**

**Chair:** *Susana Tintoré Rebholz*, Executive Director of Services to Enterprises and Employment, Barcelona Activa

*On the long-term, Mediterranean economies will have to rely more on production and use of knowledge than ever before and on the entrepreneurial spirit as a key asset for growth. For a prosperous future a shift toward a Knowledge Economy is needed; thus Knowledge Based Entrepreneurship (KBE) plays a crucial role to exploit and bring knowledge to the market transforming it into new business opportunities. In this panel, experts will share experiences, good practices and discussion on supporting schemes for the start up, growth and development of Knowledge-Based Entrepreneurs in the Mediterranean will be raised. Which are the common needs of Knowledge-based Entrepreneurs? Could we benefit from a Mediterranean approach to foster KBE?*

**Panel discussion**

*Lucie Sanchez, Coordinator of the MED-KED project and Expert on business start-up at ASTER, Bologna, Italy.*

Presentation of MED-KED Project and network

*Jean-Noël Durvy, CEO of Fondation Sophia-Antipolis*



Programme cofinanced by the European Regional Development Fund

Mediterranean KBE in Provence Alpes Côte d'Azur: Main characteristics and specific approaches

*Iztok Lesjak*, CEO of Technology Park Ljubljana

*Ms. Mercedes Acitores*, Liaison Officer for MED and ENPI Programmes in Valencia

Capitalization opportunities between cooperation Programmes among the Mediterranean

### Open floor discussion

15.20 - 15.40 Coffee break

15.40 - 16.40

### THEME 4

### FOSTERING EMPLOYMENT AND SKILLS STRATEGIES THROUGH PUBLIC-PRIVATE PARTNERSHIPS (PPP)

Chair: *Sergio Arzeni*, Director Center for Entrepreneurship, SMEs and Local Development, OECD

*The growing globalization and fierce competition among countries, cities and communities in the current environment together with the profound economic crisis requires a transformation of the competitiveness model, as well as an improvement in the public sector support services. The socio-economic development requires intense forms of public-private collaboration in both the design and the implementation of public policies and strategies in the Mediterranean region. The private sector must become a true "partner" towards the public interest. What models of PPP for skills and employment strategies? What are the roles of private and public sector? Is there a characteristic of the Mediterranean PPPs? Are there other local stakeholders needed for designing inclusive strategies?*

### Panel discussion

*Michaela Hertel*, Director, Bertelsmann Foundation Barcelona

*Tatiana Krylova*, Head, UNCTAD

*Alexander Auboek*, Executive Counsellor, Operational Policies, European Bank for Reconstruction and Development

*Ian Hawkesworth*, Coordinator, Public Governance and Territorial Development Directorate, OECD Public-Private Partnership Network,

### Open floor discussion

16.40 - 17.15

### Wrap-up and conclusions session

*Fernando de la Fuente*, Director OF The Business Development and Funding Coordination Division, UfM Secretariat

*Cristina Martínez-Fernandez*, Senior Policy Analyst, OECD

17.15 - 17.30

### Closing session

*Lino Cardarelli*, Senior Deputy Secretary General, UfM Secretariat

*Municipality of Barcelona*

*Sergio Arzeni*, Director Center for Entrepreneurship, SMEs and Local Development, OECD