



LOCAL EMPLOYMENT, SKILLS AND ENTREPRENEURSHIP STRATEGIES IN THE MEDITERRANEAN: DEVELOPING PATHWAYS FOR THE FUTURE

Palau de Pedralbes, Barcelona, Spain

18 July 2011, 9.30 – 18.00

AGENDA

The Union for the Mediterranean (UfM), and the OECD Local Economic and Employment Development (LEED) Programme, in collaboration with the City of Barcelona, are co-organizing an expert meeting to discuss pathways for employment and skills strategies in the Mediterranean region. The expert meeting aims to bring together Ministries of Labour, Ministries of Education and local practitioners to discuss skills development and its link to local job creation, SMEs development, entrepreneurship and sustainable growth. Countries in the region will have the opportunity to join forces to discuss skills availability, skills upgrading, skills mismatch, skills for new areas of employment growth and the integration of skills and employment plans for solid local employment strategies and SMEs growth. The meeting will discuss operational pathways to address the large youth unemployment as well as skills development for women integration in local labour markets.

Monday, 18th July 2011

9.00 - 9.30

Registration

9.30 - 9.50

Opening and welcome

Sonia Recasens, Deputy Mayor of Economy, Enterprise and Employment, Barcelona City Council

Lino Cardarelli, Senior Deputy Secretary General, UfMS

Aart de Geus, Deputy Secretary General, OECD

9.50 - 11.40

THEME 1:

THE 3 'ES' FOR FOSTERING LOCAL JOBS FOR YOUTH: EDUCATION, EMPLOYMENT, ENTREPRENEURSHIP

Chair: *Sergio Arzeni*, Director OECD/CFE

As countries around the world emerge from the financial crisis with slow employment recovery, Mediterranean countries such as Turkey, Egypt, Tunisia, Morocco, Jordan, Lebanon, Israel, Palestine, and Algeria are mobilizing efforts to address high youth unemployment and foster job creation. How can Education, Employment and Entrepreneurship be combined and fostered for integration of young people in the labour market? Is there enough autonomy and capacity in the education and training sector? *What examples of initiatives exist in the Mediterranean and OECD countries?*

Panel discussion

Skills, Employment and Entrepreneurship Strategies for the Mediterranean Region

Cristina Martinez-Fernandez, OECD/CFE/LEED

Youth Migration Intentions after January 25

Reham Hussain, International Organization for Migration (IOM), Regional Office for the Middle East - Egypt

The Danish experience of integrating youth in the labour market

Jan Hendeliowitz, Director, Employment Region Greater Copenhagen & Zealand, The Danish National Labour Market Authority and Chair of the OECD LEED Committee

Barcelona Employment Strategy for Young People

Lorena Ventura, Director of Employment, Barcelona Activa

City of Sfax (Tunisia): Youth Employment Strategy

Mohamed Nejib Abdelmoula, City Mayor

The Social Economy in the Mediterranean: impact on job creation for young people

Carlos Lozano, Coordinator, Euro-mediterranean Network of Social Economy (ESMED) / Spanish Business Confederation of Social Economy (CEPES)

Lead-off Discussant: *Martin Forst*, Head of Division, GOV/GRP OECD MENA Program

Open floor discussion

11.40 - 12.00

Coffee break

12.00 - 13.30

THEME 2**INNOVATIVE APPROACHES TO FOSTER ENTREPRENEURSHIP and SMEs**Chair: **Fernando de la Fuente**, UfMS, Chair

The Mediterranean region is rich in entrepreneurs and small firm formation. Innovative approaches to skills and talent development can foster a high-growth business environment with higher potential for job creation particularly in SMEs. How can entrepreneurship skills policies best contribute to sustainable employment creation? In which areas of business growth? *What experiences exist for fostering entrepreneurship in the Mediterranean?*

Panel discussion**Preparing Mediterranean Entrepreneurs***Joseph Mifsud*, Professor, President of University EMUNI*Dominique Chesneau*, Professor, Euro-Mediterranean Institute of Risk Science (IEMSR)*Tatiana Krylova*, Head of Division Investment & Business UNCTAD (Empretec Programme)**Entrepreneurship Development in SMEs in Turkey***Ayşegül Çelik*, KOSGEB, Turkey**Fostering Youth Entrepreneurship***Rashad Bibars*, Senior Director, BDC Business Development Centre, Jordan,**Lead-off Discussant:** *Michele Dau*, Deputy Secretary General, CNEL; Vice-chair, LEED Directing Committee and Chairman of the OECD Trento Centre**Open floor discussion**

13.30 - 14.30

Lunch

14.30 - 16.00

THEME 3**SKILLS DEVELOPMENT TO EMPOWER MEDITERRANEAN WOMEN**Chair: **Helena de Felipe Lehtonen**, President, AFAEMME (Association of Organizations of Mediterranean Businesswomen)

Integrating women in the labour market and empowering them to reach their full potential through entrepreneurship will bring significant talent and innovation to business activity in the Mediterranean region. Skills programs and initiatives from the region can be contrasted with those from OECD countries. In what areas are women's business talents concentrated? What are the barriers for skills development participation? What are the challenges for career development and entrepreneurship? *What experiences and best practices exist from Mediterranean countries?*

Panel discussion*Outi Kärkkinen*, Southern and Eastern Mediterranean Unit, Geographical Operations Department of the European Training Foundation (ETF)*Cecilia Attard-Pirotta*, Deputy Secretary General, Secretariat of the Union for the Mediterranean (UfMS)*Soraya Badraoui*, Président, Association Femmes Chefs d'Entreprises Morocco (AFEM):*Hilda Awwad*, President, Ramallah Club Business and Professional Women (BPW)*Reem Barghouty*, President, Jordan Forum for Business and Professional Women (JFBPW)**Open floor discussion**

16.00 - 16.30

Coffee break

16.30 - 17.40

THEME 4**FROM THEORY TO PRACTICE: TOOLS FOR DEVELOPING EMPLOYMENT and JOB-RICH ENTREPRENEURSHIP IN THE MEDITERRANEAN****Chair:** *Aart de Geus*, Deputy Secretary General, OECD

The design of skills and employment strategies and programmes should respond to local conditions and challenges, and should involve a wide range of stakeholders from both the public and private sectors to optimize the relevance and impact of such strategies. How can we forge better partnerships for skills for employment and entrepreneurship with such stakeholders? What are the obstacles to a joined-up approach? How can investments and talent from the Mediterranean Diaspora be better utilized? What are the key proposals and ideas discussed today? *What operational pathways can be proposed?*

Panel discussion*Samir Abdelkrim*, ANIMA Investment Network, Marseille*Jan Hendeliowitz*, Director, Employment Region Greater Copenhagen & Zealand, The Danish National Labour Market Authority and Chair of the OECD LEED Committee*Rym Ayadi*, Head, Financial Institutions, Mediterranean Prospects, Center for European Policy Studies (CEPS)**Barcelona strategy to foster Entrepreneurship and Business growth***Anna Molero*, Managing Director, Barcelona Activa*Javier Albarracin*, Institut Europeu de la Mediterrània [Meeting Rapporteur: key ideas for the way forward]

Discussion among experts of options, programmes, initiatives and best practices discussed at meeting and how they can help with the way forward. Discussion of operative pathways for fostering skills, employment, and entrepreneurship and partnership models for implementation in the Mediterranean region.

Open floor discussion

17.40 - 18.00

Concluding points*Sergio Arzeni*, Director OECD/CFE*Senen Florensa*, External Relations Secretary, Government of Catalonia*Lino Cardarelli*, Senior Deputy Secretary General UfMS