



**Employment
Week 2008**

11-12 June 2008

www.employmentweek.com



Adapting to Change Making Europe a Prosperous Labour Market

CONFERENCE PROGRAMME

Advisory committee:



AMSEP WAPES AMSPE



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About Employment Week

Celebrating its 15th year, Employment Week will take place on 11-12 June 2008 in Brussels.

This well-established event is open to all European employment and social affairs stakeholders and constitutes the event of choice to discuss the achievements of European labour policies, current trends and future initiatives.

As globalisation and demographic change put pressure on Europe's labour market, the need to adapt and adjust is an essential component for ensuring growth and competitiveness. These demands impact on companies and the

workforce alike, so how are Europe's businesses and economies coping? What can we learn from companies and member states?

Employment Week 2008 will unlock the dialogue between the political decision makers, business leaders, social partners and hundreds of employment practitioners to create synergy and exchange ideas on how to make Europe a better place to work.

Employment Week is the event of choice for all the European employment professionals.

Knowledge partners



Official media partners



Media partner & Event partners



European Agency
for Safety and Health
at Work

Employment Week

Conference programme

Wednesday – 11th June 2008

MORNING

08:30 – 10:00 Registration

10:00 – 11:00 Opening plenary

Managing the effects of globalisation and demographic change on Europe's labour market: how prepared is Europe to address and respond to this changing dynamic?

Speakers:

Nikolaus van der Pas, Director General, DG Employment, Social Affairs and Equal Opportunities, **European Commission**

Hugo Sellert, Head of Economic Research, **Monster**

Jan Muehlfeit, Chairman, **Microsoft Europe**

11:00 – 11:30 Coffee break

11:30 – 13:00 Mobility and migration

How are we overcoming the barriers of mobility and the obstacles in hiring workers from outside the EU? What kind of immigrant workers should member states veer towards, both high and low-skilled?

Moderator: Giles Merritt, Editor, **Europe's World**

Stakeholders view

- **Sverker Rudeberg**, Immigration Working Group, Chairman, **Business Europe**
- **Elizabeth Warn**, Labour Migration Specialist, **International Organisation for Migration**
- **Emmanuel Jahan**, **Air France - KLM** representative in Brussels on behalf of **CEEP Employment and Social Affairs**

Case studies

- **Jan Goeman**, Partner, **PricewaterhouseCoopers**
- **Alessandro Ramazza**, President, **Obviettivo Lavoro**

PWC will present their study on International Mobility. Obviettivo Lavoro will discuss their policies on the recruitment and ethical management of foreign workers.

Questions & answers

Significant time will be factored in for questions from the audience

11:30 – 13:00 Active ageing

Active ageing is an answer to demographic change, how has Europe and its companies prepared for the retraining and re-integration of mature workers?

Sponsored by: AARP



Moderator: Sarah Collins, Journalist, **The Parliament Magazine**

Stakeholders view

- **Bruno Tobback**, Member of **National Parliament, Belgium**
- **Thomas Habenicht**, **IG Metall**
- **Donna Murphy**, Managing Director, **Adecco Institute**
- **Chris Ball**, Member of Employment Expert Group, **AGE - the European Older People's Platform**

Case studies

- **Line Vreven**, Director, International, **AARP (American Association of Retired Persons)**
- **Françoise Sentilles Vignes**, Director of Marketing Department, **ANPE**

AARP will present their G7 study on how integrating older workers is key to growth. ANPE will discuss the "Promotion Seniors" project.

Questions & answers

Significant time will be factored in for questions from the audience



Wednesday – 11th June 2008

AFTERNOON

13:00 – 14:30 **Lunch and Exhibition**

14:30 – 16:00 **Enterprise and job creation**

How is entrepreneurship and SME growth encouraged in Europe? What are the positive experiences we can all learn from?

Stakeholders view

- **Maive Rufe**, Director General, DG Enterprise, **European Commission**
- **Dagmar Ziegler**, Minister for Labour, Social Affairs, Health And Family, **Brandenburg, Germany**
- **Jan Olsson**, Vice-president of the **EESC Labour Market Observatory**

Case studies

- **Marie-Beatrice Levaux**, President, **FEPEM (Fédération National des Particuliers Employeurs)**
- **Paul Jacobs**, Chairman and CEO, **Mekator**

FEPEM will demonstrate how they help create more than 70,000 jobs in France. Mekator will provide a company perspective on the policies of entrepreneurship and SME.

Questions & answers

Significant time will be factored in for questions from the audience

14:30 – 16:00 **Youth and employment**

What is being done at government and company level to attract and integrate youth into employment? How are they being prepared for the global working world they will enter?

Stakeholders view

- **Isabella Bileffa**, Research Manager, **European Foundation for the Improvement of Living and Working Conditions**
- **Annemarie Muntz**, President, **European Confederation of Private Employment Agencies (EUROCIETT)**
- **Ines Elise Prainsack**, Bureau Member, **European Youth Forum**

Case studies

- **Ginny Lunn**, Director of Policy and Development, **Prince's Trust**
- **Michael Bzdak**, Director Corporate Contributions, **Johnson & Johnson**

The Prince's Trust will speak on how they develop new opportunities for young people. Johnson & Johnson will focus on their 'Bridge to Employment' programme.

Questions & answers

Significant time will be factored in for questions from the audience

16:00 – 16:30 **Coffee break**

16:30 – 17:30 **Keynote speeches**

Moderator: Christopher Leclerc, Publisher, **Euractiv.com**

Vladimír Špidla, Commissioner for Employment, Social Affairs and Equal Opportunities, **European Commission**

Luc Ferry, former Minister for Education, **France** (subject to final confirmation)

Questions & answers

Significant time will be factored in for questions from the audience

17:30 **Networking drinks reception**

Employment Week

Conference programme

Thursday – 12th June 2008

MORNING

09:30 – 11:00 Flexicurity

Flexicurity is widely accepted as the way of adapting to globalisation by balancing labour market flexibility with income security – but how has flexicurity been moulded into the member states? How are employers and workers responding to flexicurity? What are the success stories so far?

Moderator: Chris Brooks, Science Po

- **David Quayle**, Rapporteur on Flexicurity, **Committee of the Regions**
- **Leif Christian Hansen**, Senior Adviser, The Director General's secretariat, **Denmark**
- **Valeria Ronzitti**, Head of Social Affairs, **CEEP General Secretariat**
- **Marcel Grignard**, National Secretary, **Confédération Française Démocratique du Travail (CFDT)**
- **Egbert Holthuis**, Deputy Head of Employment Strategy Unit, DG Employment, Social Affairs and Equal Opportunities, **European Commission**

Questions & answers

Significant time will be factored in for questions from the audience

11:00 – 11:30 Coffee break

11:30 – 13:00 Managing change

Companies and regions need continuous restructuring to meet the needs of a changing market. What is being done to ease the process? What happens to regions that can't innovate so easily?

Moderator: Donald Storrle, Acting Head of Unit: Employment and Competitiveness, **European Foundation for the Improvement of Living and Working Conditions**

Stakeholders view

- **Jacek Krawczyk**, Vice President, **Polish Confederation of Private Employers**
- **Peter Cheese**, Global Managing Director for Talent & Organisation Performance Practice, **Accenture**, representing **Pendo Group**

Case studies

- **Wolfgang Binder**, Director Human Resources, **Volvo**
- **Dominique Bailly**, Director General for Human Resources Strategy, **La Poste**

Volvo will be discussing its difficulties and successes in managing restructuring. La Poste are facing increasing challenges such as the declining use of mail services: how do they successfully manage these changes?

Questions & answers

Significant time will be factored in for questions from the audience

11:30 – 13:00 Life-long learning and employability

How are the opportunities for continued education being put forward and encouraged? Are prior-learning, non-formal education and experience sufficiently acknowledged as part of life-long learning? What are the benefits of lifelong learning for older people?

Sponsored by:



Moderator: Steve Bainbridge, Head of Publications and Dissemination Service, **European Centre for the Development of Vocational Training (CEDEFOP)**

Stakeholders view

- **Gordon Clark**, Head of Unit responsible for Lifelong Learning, DG Education, **European Commission**
- **Heikki Suomalainen**, Education & Training Working Group, Chairman, **Business Europe**
- **Liz Mestheneos**, Vice-President, **AGE - the European Older People's Platform**
- **Evelyn Viertel**, Country Manager for the former Yugoslav Republic of Macedonia, **European Training Foundation**

Case studies

- **Hanna Daum**, National Coordinator CSR, **Randstad**
- Randstad will discuss their involvement in the European Alliance on Skills for Employability as well as their activities and projects in Germany.

Questions & answers

Significant time will be factored in for questions from the audience



Thursday – 12th June 2008

AFTERNOON

13:00 – 14:30 Lunch

14:30 – 16:00 **Competitiveness and quality of jobs**

Has innovation been sufficiently encouraged to ensure competitiveness? How much impact does job quality and work-life balance have on productivity? What successful models should employers follow to maintain commitment and efficiency from the workforce?

Moderator: John Morley, Professor, **Nottingham University**

Stakeholders view

- **Radoslaw Owczarzak**, Research Manager, **European Foundation for the Improvement of Living and Working Conditions**
- **Leila Kurki**, rapporteur on promoting sustainable productivity in the European workplace, **Finland**

Case studies

- **Sidsela Nyebak**, Vice President, Corporate Responsibility, **Telenor**
- **Foucauld Lestienne**, Director Human Resources, **La Poste**

Telenor's Way of Work-program – WoW – aims to make each employee's workday easier, while at the same time saving company costs and making an environmental effort. La Poste will detail their initiatives in improving productivity and job quality.

Questions & answers

Significant time will be factored in for questions from the audience

14:30 – 16:00 **Active inclusion and diversity**

Are key to Europe's overall strategy for sustained economic growth and better social cohesion. How do member states ensure Europe's policy goals are properly met? How can diversity remain a priority in this changing economic environment? What are employers and other stakeholders doing to help those furthest away from the labour market gain employment?

Stakeholders view

- **Tina Weber**, European Policy Officer, Local Government Employers, Rapporteur of Committee Social Affairs, **CEEP**
- **Gabriele Badini**, European Diversity and Inclusion, **Dow**
- **Tony Glassborow**, Director of Human Resources, **Manpower EMEA**

Case studies

- **Carole Smith**, Equality & Diversity Team, **NHS (UK National Health Service)**
- **Val Lowman**, Community Development, **Bovis Lend Lease**

NHS Employers take a strategic approach to addressing the needs of a multigenerational workforce and will discuss their approach. Bovis Lend Lease have developed a programme to integrate long-term unemployed into the construction sector.

Questions & answers

Significant time will be factored in for questions from the audience

16:00 – 16:30 **Summary and conclusions**

This session will provide a résumé of the conference themes, session by session. This is a great opportunity to get an overview of all the different topics and issues addressed during the two-day conference.

16:30 **End of Conference**

Employment Week

Operational Seminars

Wednesday – 11th June 2008

Learn how to tackle the complex system of European funding

Employment Week has partnered with **Welcome Europe** to run a series of professional technical seminars that will give you the tools and skills you need to build a successful EU funded project.

The workshops will guide you through the process of selecting, developing and completing the EU programme that is right for you. Each session will focus on one specific topic and will offer you practical advice and useful tips to successfully complete each stage of the programme process.

11:30 - 12:00 Youth and employment projects

How can the Lisbon Strategy objectives be reached with regards to youth and employment? Which institutions are most relevant for your project? Welcomeurope advises and shares experience to help you achieve your initiative.

12:00 - 12:30 Enterprise and job creation projects

Welcomeurope proposes a discussion focusing on good practice emerging from ESF funded projects on how to help small businesses to develop by creating jobs.

14:30 - 15:00 Mobility and migration projects

Here Welcomeurope will present projects which have succeeded in adapting to the new challenges related to the working life in a globalised economy.

15:00 - 15:30 Active Ageing projects

Discover how Welcomeurope supports projects that remove the barriers for older workers and influence employers to retain and recognise their experience and skills.

Thursday – 12th June 2008



10:30 - 11:00 Competitiveness and quality of jobs projects

How can Europe face the competition of developing countries regarding employment? Welcomeurope proposes an interesting seminar highlighting the means of generating quality jobs, focusing on successful projects.

12:00 - 12:30 Diversity projects

This seminar will share experiences that have encouraged and increased equal opportunities at work thanks to knowledge, changed attitudes and development processes.

14:30 - 15:00 Life-long learning and training projects

Welcomeurope presents experiences and projects regarding advanced training for workers. How can it contribute to acquiring specific know-how and techniques?

15:00 - 15:30 Managing change projects

In a constant changing technologic environment, workers, but also companies have to face changes and learn to adapt. Welcomeurope presents the best ways to drive and manage these changes.



Adapting to Change Making Europe a Prosperous Labour Market



The conference

Learn how member states and businesses are responding to today's economic challenges through Employment Week's stimulating programme. Each topic will look at the current and future EU employment policies, highlight good practice and debate the different solutions to Europe's employment challenges.

The Market place

The Market Place constitutes the central point of the event for informal discussions and networking among peers. Over 60 European Social Fund (ESF) projects and other European initiatives demonstrating good practice in the employment field in Europe will feature at the exhibition.

The project showcases

In addition to the conference and the Market Place, a series of showcases will complement the programme by introducing a wide range of local projects highlighting innovative developments and good practice examples in the field of employment.

Networking

Employment Week is the event of choice for all the European employment professionals and provides an unrivalled opportunity to network with 1,000 participants from the 27 member states and beyond.

Employment Week at a glance

- 1000 participants
- 12 conference sessions
- 8 workshops
- 60 exhibition stands
- 28 project showcases

Who attends?

- National, regional and local governments
- Employment, training and development organisations
- Corporate companies
- Trade unions
- Academics and research bodies
- Public employment services
- European employment networks and agencies
- Economic and employment development agencies
- NGOs and not-for-profit organisations
- EU bodies and agencies
- Representative organisations



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Practical information

How can you get involved?

Attending

To gain access to the most comprehensive presentation of the European employment market.

Exhibiting

To place you right at the centre of this unique European forum.

Sponsoring

To leave a strong impression in people's minds.

Date

11-12 June 2008

Venue

Management Centre Europe, 18 rue de l'aqueduc, Brussels

Conference Tickets

Early Bird

(For all bookings before the 30th of April 2008)

€695 (plus VAT)
SAVE €255

Full rate

€950 (plus VAT)

New member states

(12 new member states)

€300 (plus VAT)

NGO

€350 (plus VAT)

One day conference

€500 (plus VAT)

Exhibition & project showcase only

€95 (plus VAT)

Group discounts are also available; please contact us for further information

Prices are quoted in Euro and exclude local VAT at 21%

Contact us:

For more information about exhibiting and sponsoring contact

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Register now:

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Employment Week 2008

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