



The cost effectiveness of apprenticeship schemes – making the business case for apprenticeships

Programme

Dates: 12-13 November 2015

Location: Confederación Española de Organizaciones Empresariales - CEOE, C/Diego de León, 50, E-28006 Madrid, Spain

SEMINAR Programme	
Day 1	
09:00	Registration
09:15	<p>Welcome & Objectives</p> <p>Introduction, context of the seminar and overall objectives</p> <p>Mr. Maxime Cerutti, Director of Social Affairs, BUSINESSEUROPE</p> <p>Mr. Guillaume Afellat, Policy Officer, CEEP</p> <p>Mr. Arnold De Boer, Social Policy Adviser, UEAPME</p>
09:45	<p>Presentation of the project and state of play</p> <p>Ms. Alexandra Costa Artur, Project Leader, IMANOVATION</p>
10:00	<p>Roundtable discussion on cost-effectiveness in the target countries</p> <p>Mr. Ignacio de Benito, Bertelsmann Foundation, Spain</p> <p>Ms. Simidchieva-Dimitrova and Ms. Svetlana Doncheva, Bulgarian Industrial Association</p> <p>Mr. Vítor Belo Dias, Confederation of Portuguese Business</p>
11:30	Coffee break

11:45	<p>Sectoral and company examples of apprenticeship schemes</p> <p>Mr. Adriano Sousa, Vocational Training Centre for Commerce and Services sector, Portugal</p> <p>Mr. Juergen Siebel, Siemens AG, presentation of the Siemens Spain apprenticeship scheme</p>
13:15	Lunch
14:00	<p>Study visit to El Corte Ingles</p> <p>The visit will take place between 15:00 and 17:00. Participants will travel together by metro (tickets will be provided)</p>
18:00	End of first day
20:30	Dinner at restaurant “ <i>Loft 39</i> ”, Calle de Velázquez 39, 28001, Madrid

Day 2	
09:15	Registration
09:30	<p>Introduction of key issues associated with cost-effectiveness in resource countries</p> <p>Mr. Alexander Krauss, presentation on resource countries</p>
09:45	<p>Presentation of the Confederation of Danish Industry’s “<i>Operation Apprenticeship</i>” initiative</p> <p>Ms. Mette Louise Pedersen, Confederation of Danish Industry</p> <p>Ms. Anja Trier Wang, Confederation of Danish Industry</p>
10:30	Coffee break
11:00	<p>Working Group discussion between target and resource countries</p> <p>Key themes</p> <ul style="list-style-type: none"> • How to motivate enterprises to get involved in apprenticeships and to move from a passive to an active role? • How to improve the cooperation between employers’ organisations, enterprises, trade unions, VET providers and national authorities? What role for intermediary bodies? • How do enterprises assess the return on their investment in an apprentice? In what ways could enterprises achieve a greater return on their investments?

12:00	Feedback from working groups and discussion of further actions Wrap up and Conclusions
13:00	Lunch and end of the seminar

This seminar is organised by BUSINESSEUROPE in collaboration with CEEP and UEAPME and the following project partners

