



Tapping the business case for apprenticeships

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

DRAFT programme

Dates: 17-18 September 2015

Location: Mouvement des Entreprises de France – MEDEF, 55 avenue Bosquet
F- 75330 Paris Cedex 07, France

Meeting room: 8th floor

SEMINAR Programme	
Day 1	
09:15	Registration and welcome coffee
09:30	<p>Welcome & Objectives</p> <p>Introduction, context of the seminar and overall objectives</p> <p>Mr. Maxime Cerutti, Director of Social Affairs, BUSINESSEUROPE Ms. Liliane Volozinskis, Director of Social Policy, UEAPME</p>
10:00	<p>Presentation of the project and state of play</p> <p>Ms. Alexandra Costa Artur, Project Leader, IMANOVATION</p>
10:15	<p>Roundtable discussion on cost-effectiveness in the target countries with cross-industry employers</p> <p>Mr. Christophe Coriou, MEDEF, France Mr. Andrea Melchiorri, Confindustria, Italy Mr. Jakub Gontarek, Polish Confederation Lewiatan, Poland</p>
11:30	Coffee break

11:45	Sectoral examples of apprenticeship schemes Mr. Axel Swistek , Compagnon du devoir, France Ms. Sabrina De Santis and Mr. Matteo Monetti , Federmeccanica, Italy Mr. Guido Lazzarelli / Ms. Stella Sassi , CONFCOMMERCIO-Imprese per l'Italia
13:15	Lunch
14:00	Departure for study visit to L'Ecole 42¹ (organised by MEDEF) Participants will travel together by bus. The visit will last approximately 2 hours After the visit the bus will return participants to MEDEF
18:00	End of first day
20:00	Dinner at La Terrasse du 7ème 2 place de L'Ecole Militaire, 75007 Paris

Day 2	
09:00	Registration and welcome coffee
09:15	Introduction of key issues associated with cost-effectiveness in resource countries Mr. Alexander Krauss , presentation on resource countries
09:45	Apprenticeship schemes in Switzerland Mr. Andri Rüesch , responsable for professional education, Swisscom Mr. François Baur , Permanent Delegate, Confederation of Swiss Employers
11:00	Coffee break

¹ <http://www.42.fr/42-revolutionary-computer-training-free-and-open-to-all/>

11:30	<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?
12:15	<p>Feed back from working groups and discussion of further actions</p> <p>Wrap up and Conclusions</p>
13:15	<p>Lunch and end of the seminar</p>

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

