ASEM Expert Seminar – Dual study programmes – a strategy to expand opportunities for ASEM youth

Dual vocational training for SMEs in the Baltic Sea Region

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Background

- **non-profit** network, working actively in the interests of small and medium enterprises since 1994
- association of more than 50 chambers of commerce, industry and crafts as well as similar associations around the Baltic Sea, representing more than 470,000 SMEs

Objectives of the Hanseatic Parliament are:
- to develop a strong, innovative economic region
- to promote small and medium-sized businesses
- **to initiate outstanding qualifications, study courses and VET**
- deepen networking and co-operation
Significance of SMEs

1. Strengthening of SMEs best way to strengthen European regions

2. SMEs are the economic, cultural and social backbone
   + 99% of all European companies
   + up to 70% of all jobs
   + 80% of all training positions
   + Family owned
   + Responsible management

3. What do SMEs need to stay competitive and boost their innovation level?
Support measures for SMEs

» language courses (English – Polish / German / Russian for SMEs)
» Design Workshop (Baltic Amber)
» Matchmaking Events, Publications
» virtual company register / EEN (www.eubizz.net).
Support measures for SMEs

- Seminars on “International Business”
- Seminars for start ups
- Business Forums, Country Reports…
- Policy papers
- **Dual Study courses, trainings**
What does your company need most urgently to boost innovation?
Future needs of SMEs: Qualification

- Biggest challenge for European SMEs: **lack of skilled workforce**
- Growing competition for young talents, increased by demographic development
- In many regions clear mismatch between needs of labor market and graduates: too many academics, not enough apprentices
- Increasing number of job vacancies and growing youth unemployment at the same time
SMEs need to stay innovative. Most important investment in human resources: demand for innovative minds, qualified personnel.

SMEs need to attract best talents to stay competitive in global economy.

Innovation & Qualification for SMEs =

Close cooperation with educational facilities and R&D.
Dual Vocational Training for SMEs in the BSR

Accept a trainee or student from abroad for a practical training in your company!

If you are interested in providing training opportunity for a student from abroad, please fill in this questionnaire and return to your regional project partner (see list in the left menu) or via Email to training(at)hanse-parlament.eu

Start a fruitful cooperation now!

Allows individual projects to be completed at minimum cost by staff who are about to graduate.

Internationalise your company!

Introduce motivated foreign students to your business and establish international contacts, supporting the opening of a new market for your company. For more training information visit www.dual-training.eu
4. INNOVATION

BALTIC SEA ACADEMY

UNI

COMPANY
Innovation
- Product Innovations
- Process Innovations
- Concrete solutions

Qualification
- Dual study courses (work based learning)
- further training courses
- vocational training
Hanse Parlament:
Network of 51 SME institutions, mainly Chambers of Crafts, Commerce, Industry etc. in the BSR

Baltic Sea Academy:
Network of 15 Universities doing R&D and Qualification for SMEs
Network: Chambers & Universities

Bachelor degree

Skilled worker degree
Experiences from VET projects

- Vocational trainings must fit real needs, thus it is important to involve employers and stakeholders, e.g. SMEs, at early stage.

- Work based learning / dual system depends on the creation of company-based training positions; much more difficult to address and involve SMEs than major industries: BUT SMEs provide most training positions.

- Interest of SME economy must be gathered in umbrella organizations like chambers, schools etc.
Experiences from VET projects

- Still image Problem in many countries. Dual study courses are perceived as something less than traditional study courses.

- Opposite is true: Dual study courses are more demanding and often have higher entrance conditions. Education for elite.

- Transnational cooperation very useful, but measures need to be adapted to national systems, no size fits all.
Cooperation with SMEs, more work-based learning best way to address skills mismatch in Europe
Thank you very much for your attention