



Hanse Parliament

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

**Dual vocational training for SMEs in
the Baltic Sea Region**

Dr. Max Hogeforster

Nürnberg, 1st April 2014



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 ?

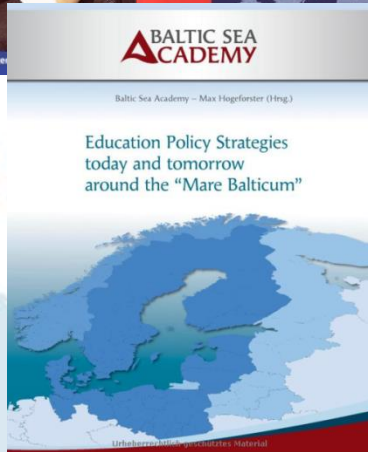
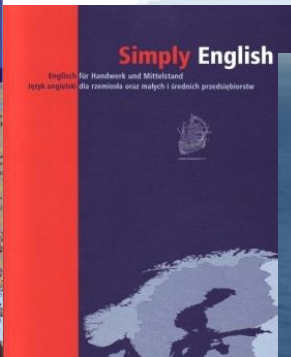






Support measures for SMEs

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



European Business Support Network
Your local link to global markets

Our Partners

- BUSINESS KOLDING**
- LATVIJAS UNIVERSITĀTE** ANNO 1919
- Edinburgh Napier UNIVERSITY**

Business Opportunities
Are you looking for new business opportunities? Consult our integrated EEN database for the latest offers!
→ Go to EEN database

Small Business - Big Support in the Baltic and North Sea Region
The online registration form for the International Conference in Bremen in November 2012 is now online!
→ Click to register

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Get the latest news from EBSN by subscribing to our newsletter!
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Our free online self assessment tool allows you to evaluate your business performance against the EFQM and SC21 standards set by buyers.
→ Self assessment

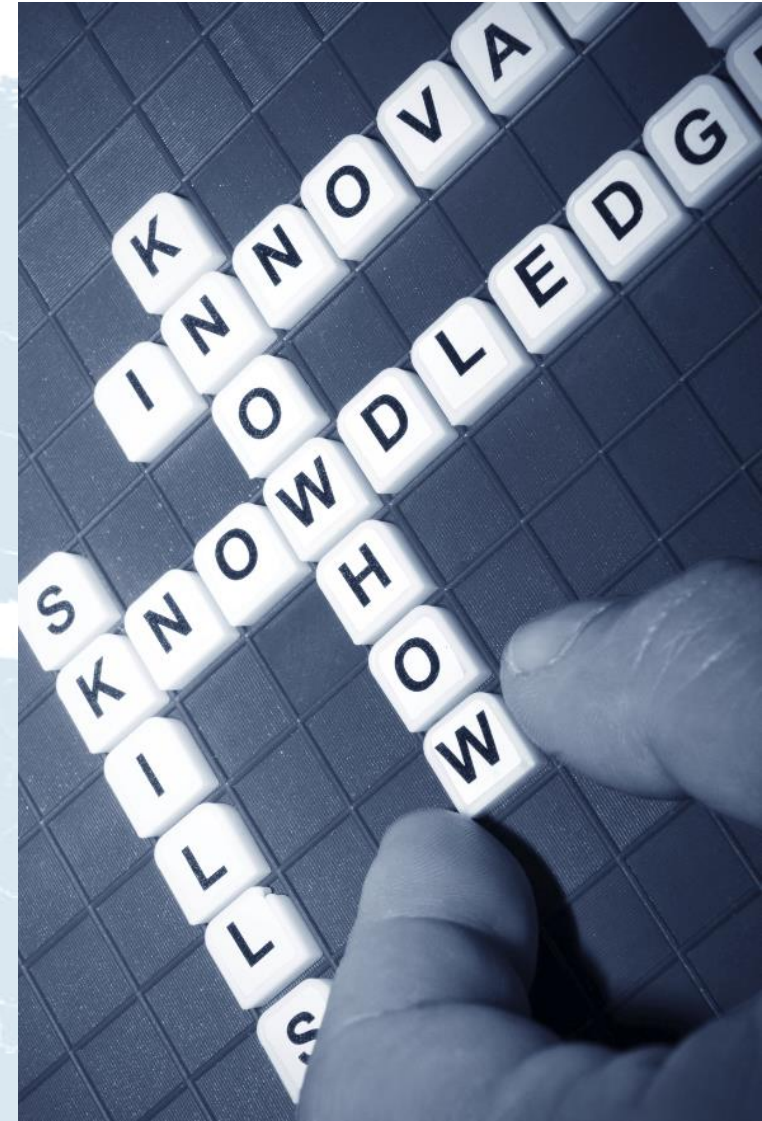
Event Calendar Opportunities Funding

>> Company register <<
The internal eubizz.net company register allows you to create your own profile and helps you market your company.



Support measures for SMEs

- ✓ Seminars on “International Business”
- ✓ Seminars for start ups
- ✓ Business Forums, Country Reports...
- ✓ Policy papers
- ✓ **Dual Study courses, trainings**





Survey 2013

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





Future needs of SMEs: Innovation

- 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



Home

About the project

Project partner

Concept Papers

Workshop Presentations

International Training

for Students

for companies

Media

Links

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](mailto:training(at)hanse-parlament.eu)

dual bachelor studies

Start a fruitful cooperation now!

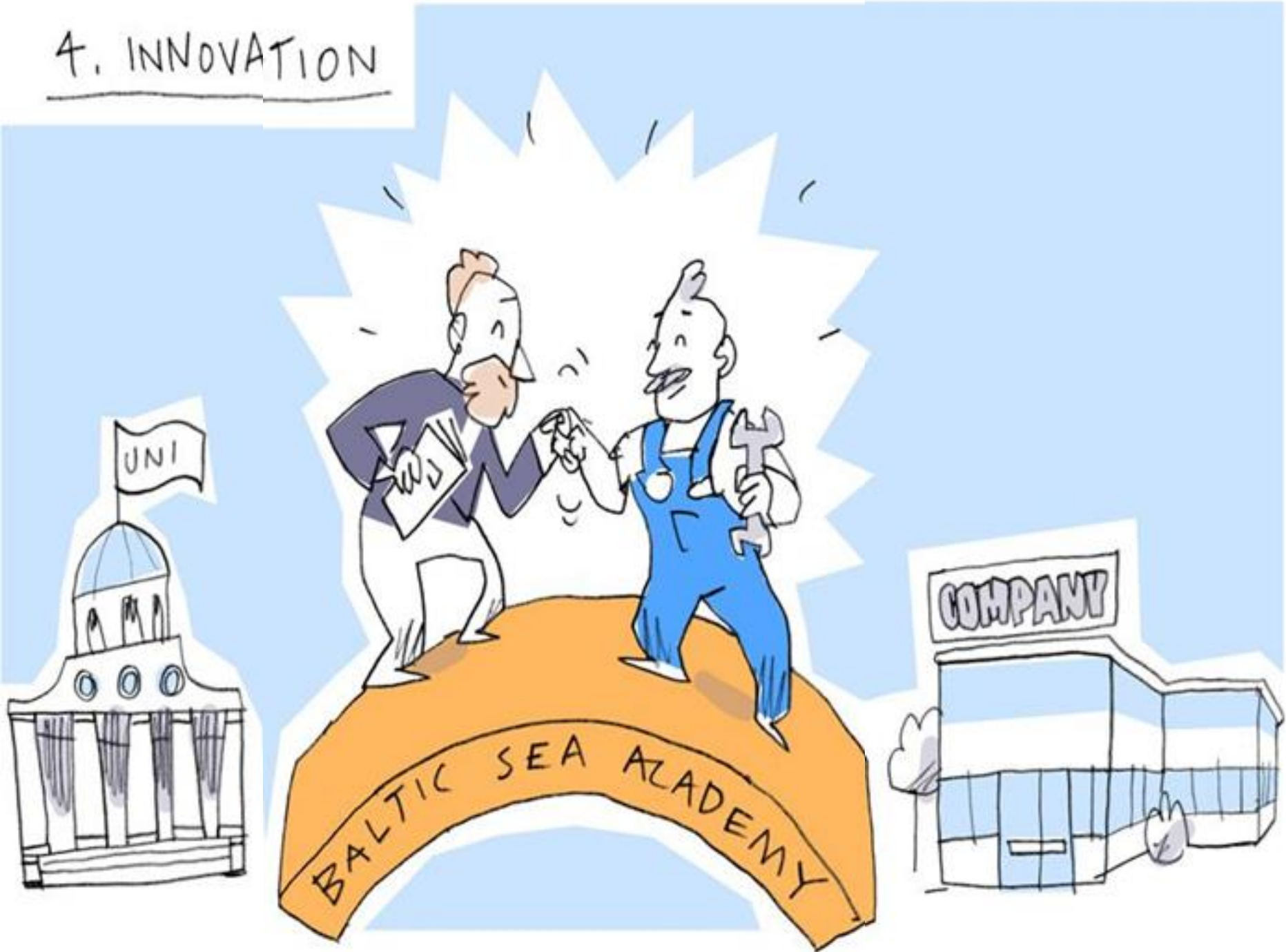
Internationalise your company!
Introduce motivated foreign students to your business and establish international contacts, supporting the opening of a new market for your company.
For more multilingual information visit: www.dual-training.eu

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



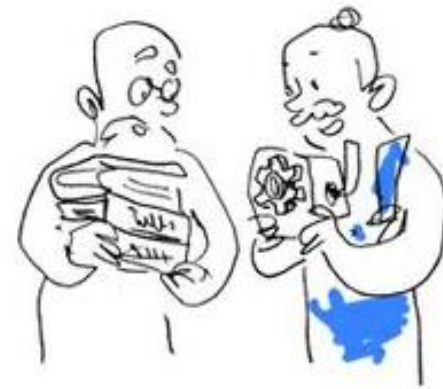
Lifelong Learning Programme

4. INNOVATION





Baltic Sea Academy



BALTIC SEA ACADEMY

Innovation

- Product Innovations
- Process Innovations
- Concrete solutions



Qualification

- Dual study courses (work based learning)
- further training courses
- vocational training



Hanse Parliament & Baltic Sea Academy

HANSE-PARLAMENT



Bringing people and opportunities together by

- developing a strong, innovative economic region of world standing
- promoting small and medium-sized businesses
- initiating outstanding qualifications
- strengthening sub-regions and their diversity
- establishing a Hanseatic identity beyond national borders

Network of more than
45 Business Chambers
from 12 countries



Network for small and medium-sized enterprises
around the Baltic Sea Region

www.hanse-parlament.eu

Hanse Parliament :
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

**BALTIC SEA
ACADEMY**

Network of universities
and polytechnics boosting

- Education & Qualification*
- Innovation & Entrepreneurship*
- Technology Transfer*
- Realisation of tangible R&D solutions*

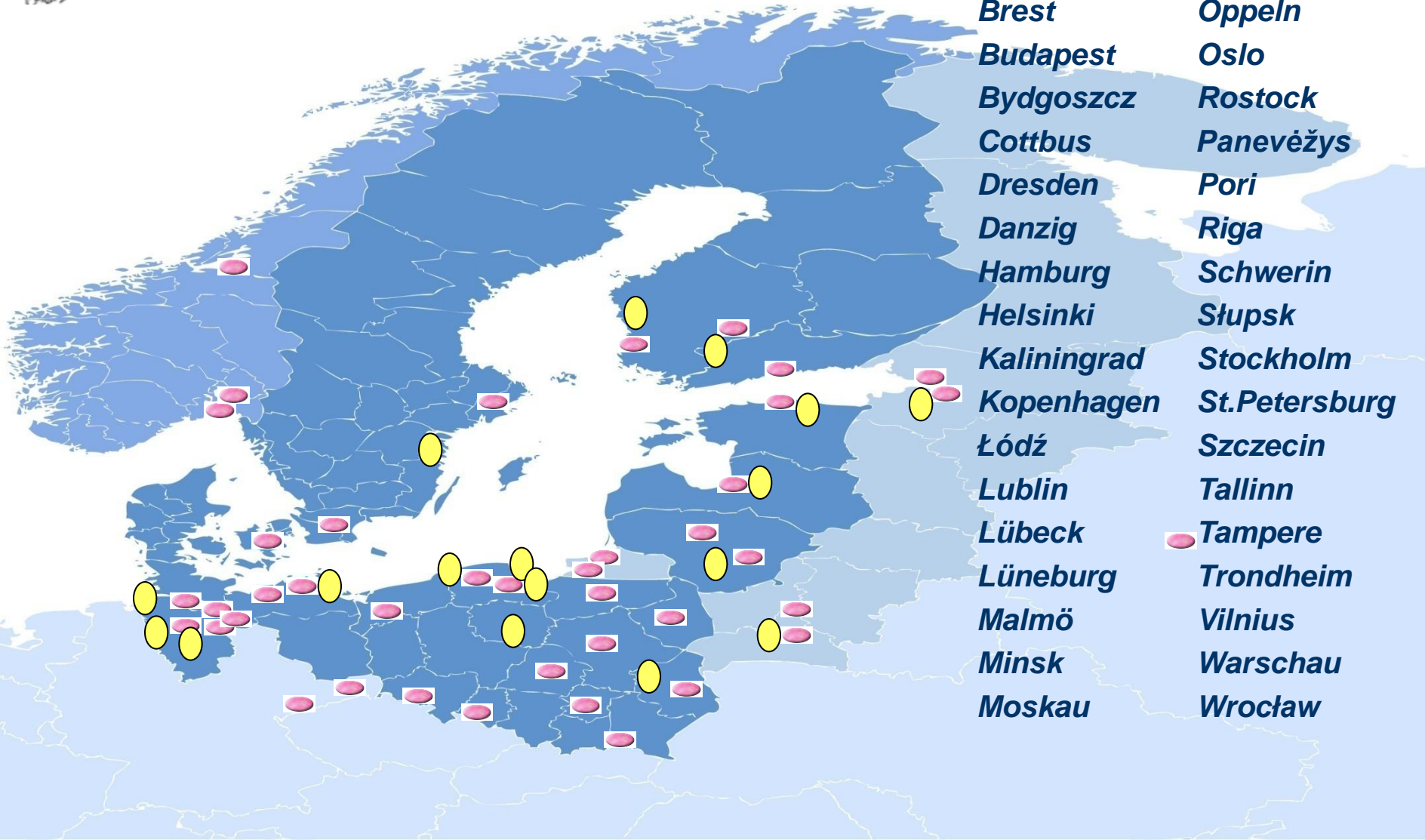
for SME's in the Baltic Sea Region



www.baltic-sea-academy.eu



Network: Chambers & Universities



Białystok

Brest

Budapest

Bydgoszcz

Cottbus

Dresden

Danzig

Hamburg

Helsinki

Kaliningrad

Kopenhagen

Łódź

Lublin

Lübeck

Lüneburg

Malmö

Minsk

Moskau

Olsztyn

Oppeln

Oslo

Rostock

Panevėžys

Pori

Riga

Schwerin

Słupsk

Stockholm

St. Petersburg

Szczecin

Tallinn

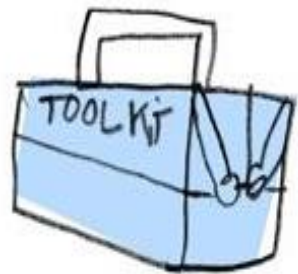
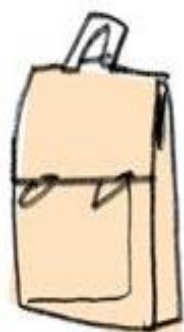
Tampere

Trondheim

Vilnius

Warschau

Wrocław





Bachelor degree

Skilled worker degree

BRIDGING WORLDS



BALTIC SEA ACADEMY

Network of universities
and polytechnics boosting

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- ✓ Innovation & Entrepreneurship
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for SME's in the Baltic Sea Region



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HANSE-PARLAMENT



Bringing people and opportunities together by

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Network of more than
45 Business Chambers
from 12 countries



www.hanse-parlament.eu



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





www.hanse-parlament.eu

Thank you very much for your attention

HANSEATIC PARLIAMENT

OBJECTIVES | SECRETARIAT | CONTACT

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WELCOME TO HANSEATIC PARLIAMENT!

SME's in the Baltic Sea Region - on Top of Europe

In September 2004 the association of the Hanseatic Parliament was founded in St. Petersburg. It has a non-profit structure and no commercial goal of its own. Members of the association are more than 45 Chambers of Commerce and Industry, Chambers of Skilled Crafts and other institutions who promote small and medium-sized businesses from all Baltic Sea Countries (Germany, Poland Lithuania, Latvia, Estonia, Russia, Finland, Norway, Sweden and Denmark).

The association is located in Hamburg and is registered at the register of associations at the district court Hamburg.

- Strengthening of the economic competitiveness of the Baltic Sea region and development of an intensive cooperation with a high spatial identification
- Support of the medium-sized economy and the skilled crafts, in particular all transnational activities and international cooperation's
- Promotion of the vocational training, excellent education of businessmen and executives of the medium-sized economy in form of dual bachelor studies as well as further training
- Furtherance of the economic and cultural development in the partial regions of the Baltic Sea Region as well as support of the experience exchange and a cooperation orientated on regional strengths.
- The work of the Hanseatic Parliament is co-financed by the BSR QUICK Project which is part-financed by the European Union (European Regional Development Fund and Neighbourhood Instrument).

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 [Click here to view the Hanseatic Parliament Image Brochure](#)
(left-click to view / right click to download)

NEWS

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8th Hanseatic Conference
- Programme and
Organisational Information

 Participate in Innovation Survey 2013

 10 Steps
to a New Regional Policy

 Hanse-Parlament established
an innovation network for SMEs
in the Baltic Sea Region

 B2B-Meeting Riga 2013

 Calendar

Translator