



Cultural Diversity as Competitive Advantage

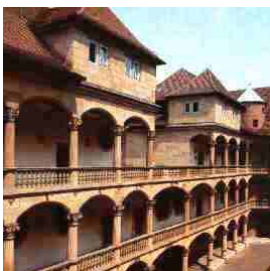


# CEMA-NET PROJECT TRANSNATIONAL SEMINAR

23 MARCH 2007 | STUTTGART CITY HALL

## FORUM 1 LIFE LONG LEARNING INTERNATIONAL

INTERNATIONALISATION OF VOCATIONAL TRAINING  
WHICH INTERNATIONAL COMPETENCIES ARE NEEDED IN THE FUTURE?  
HOW CAN THEY BE DEVELOPED?





# CEMA-NET PROJECT TRANSNATIONAL SEMINAR

23 MARCH 2007 | STUTTGART CITY HALL

## FORUM 1

### The Participants A – Z

The following experts will be involved in the Forum:

- ▶ **Mr. Donatello BELLOMO**, Research & Development Project Manager (?), responsible for human resources development at Sistemdata (?), a high tech company providing services all around IT communication and within the Linux Word. Between their clients we find large engineering industries, railway and energy companies as well as well-known specialists for lightening and car tyres research centres and university institutes. With the slogan “When IT becomes your extra man” Sistemdata does not intend to substitute human resources but support them in the best possible way. Mr. BELLOMO has been involved in traineeships in the framework of Transnational projects and has a clear idea about conditions to let mutual learning grow.
- ▶ **Ms. Daniela CATALANO**, participates to our project zip.EuroCompetence, youth representative within its company Deutsche Telekom, Italian migration background. Daniela’s view might be complementary to the contribution of Ms. Foag. (To be confirmed.)





## CEMA-NET PROJECT TRANSNATIONAL SEMINAR

23 MARCH 2007 | STUTTGART CITY HALL

# FORUM 1

## The Participants A – Z

- ▶ **Ms. Giovanna CUTRIGNELLI**, Research & Development Project Manager, responsible for human resources development at SAM ABRASIVI, World Market Leader in production of abrasives (marbles, granite, porcelain, synthetic materials, conglomerates) is representing a world-open and trans-cultural company, involved with people in many places in the world. Ms. CUTRIGNELLI has been involved herself – “in prima persona” – in defining strategies of professional traineeship of young migrants within her company.
- ▶ **Ms. Monika FOAG**, Deutsche Telekom AG, Telekom Training, Responsible Human Resources Manager for the vocational training within the Stuttgart area. In the past the Deutsche Telekom has been very much involved within bi-national training projects and – as the largest German vocational training company – is facing the challenge how to conciliate human resources development, client orientation and company’s goals.





# CEMA-NET PROJECT TRANSNATIONAL SEMINAR

23 MARCH 2007 | STUTTGART CITY HALL

## FORUM 1

### The Participants A – Z

- ▶ **Mr. Prof. Dr. Michael GÖHLICH**, chair in education at the university of Erlangen-Nuremberg, is promoter of Reggio Pedagogic in Germany, co-founder of European Schools in Berlin, expert in trans-cultural studies and organisation development, university teacher responsible for Ms. Katharina KUCHER's master thesis and well prepared to anticipate and participate the Forum discussion, in a way to condense recommendations for action for our conclusions in the plenary session.
- ▶ **Mr. Ali IŞIK**, industrial engineer and commercial translator, studies in graphics and marketing, wide-range work experience in managing technical support, production, distribution and marketing in different companies, mainly in Baden-Württemberg. One of Mr. IŞIK's specialities is language and cultural mediation offering services of translation and coaching for clients involved not only in German-Turkish Markets.
- ▶ **Ms. Katharina HINIĆ**, responsible expert for Croatian emigrants in the world within the Croatian Ministry of Foreign Affairs and European Integration. Ms. HINIĆ has a migration background herself, she used to live and her family still does live in Stuttgart. Ms. HINIĆ, has a consistent work experience within our projects and is a competent expert in actual Croatian-German migration realities. (Participation in the Forum to be confirmed.)





# CEMA-NET PROJECT TRANSNATIONAL SEMINAR

23 MARCH 2007 | STUTTGART CITY HALL

## FORUM 1

### The Participants A – Z

- ▶ **Ms. Katharina KUCHER**, university student in pedagogic, writes her master thesis within the framework of our project zip.EuroCompetence and has made analytical interviews with project participants. We have asked Ms. KUCHER to give us a short flash into her studies choosing just one little hypothesis on trans-cultural competencies grown within her field studies.
- ▶ **Ms. Olga LUI**, Deputy Secretary General of the Croatian Chamber of Craft and Vocations, former deputy minister, is very much interested in new ways of international competence building. After a rich professional life of some 30 years in this field Ms. LUI might be the best informed expert in vocational training subject in Croatia.





# CEMA-NET PROJECT TRANSNATIONAL SEMINAR

23 MARCH 2007 | STUTTGART CITY HALL

## FORUM 1

### The Participants A – Z

- ▶ **Ms. Dott.ssa Paula MASPERI** comes from the – maybe – most international European location, London, is working since several years on a high management level at EuroTalk, a company promoting language knowledge and competence by developing and selling specific multimedia language modules and basic education tools for different platforms. As language and marketing expert Ms. MASPERI is strongly engaged in African countries as well as in Asia, the United States and Mexico. With Italian origins Ms. MASPERI used to live in Stuttgart, has been involved in former Transnational projects and decided, to face the challenges of European and international markets in her personal life and professional career.





# CEMA-NET PROJECT TRANSNATIONAL SEMINAR

23 MARCH 2007 | STUTTGART CITY HALL

## FORUM 1

### The Participants A – Z

- ▶ **Mr. Alessandro MIRANDA**, 21 years old with Italian migration background, participant since 2 years of our project zip.EuroCompetence and employed by the Stuttgarter Volksbank, made successfully a vocational training in Germany in the bank sector. He also made a stage in Milan, foreseen within the zip.EuroCompetence project in last year. Alessandro e Sara will spoke about their experiences within the project and will be the spokespersons of the Italian group of zip.EuroCompetence. Mr. MIRANDA will present the results of a questionnaire in which all member of the Italian group (46 people) answered to the questions “ why I’am participating to the project?”, “what I’m learning?”, “what I have to invest?” and “what I still suggest?”
- ▶ **Ms. Sibylle SOCK**, BBQ, social worker and further education expert, long-term experience in vocational training work, project manager of zip.EuroSkill, will give us possibility to understand the project zip.EuroSkill. Ms. SOCK will report on her experience in human resources development and in the preparation, execution and evaluation of stages and short traineeships abroad within apprenticeship programmes of the metal and electrical industry.





## CEMA-NET PROJECT TRANSNATIONAL SEMINAR

23 MARCH 2007 | STUTTGART CITY HALL

# FORUM 1

## The Participants A – Z

- ▶ **Ms. Dott.ssa Emanuela TIERNO**, sociologist, training expert, trainer and project worker at the Italian Berufsbildungswerk ENAIP e. V. will give an overall view on the project zip.EuroCompetence and its project family and will be the most expert person to answer detailed questions on the project reality. Also her professional life experience is located in three European countries.
- ▶ **Ms. Anđa ŽARKO**, has a Croatian migration family history, born in Germany. She did with Grundschule, Hauptschule, Realschule, Aufbaugymnasium that just a little bit longer educational way as many other migration-related of her peers. She kept her motivation high and did succeed: since one year and a half Ms. Žarko is doing economical studies at the Hohenheim University and was offered within zip.EuroCompetence to do labour experiences in Croatia. It is not yet defined, if Ms. Žarko wants to implement her professional competencies with a professional life in Germany, Croatia or Sweden. But it is given for sure, that national and ethnic boundaries will be obstacles she will overcome.





# CEMA-NET PROJECT TRANSNATIONAL SEMINAR

23 MARCH 2007 | STUTTGART CITY HALL

## FORUM 1

### Further Participants

- ▶ Other **participants of projects** might be involved in the FORUM 1.
- ▶ **Mr. Norbert KREUZKAMP**, continuous training expert, Studienleiter at the Berufsbildungswerk ENAIP e. V., initiator of the development partnership zip., contact person for trans-national co-operation CEMAnet, will present the FORUM 1.
- ▶ **Ms. Zeinda MATAR**, expert in interculturalism, intercultural trainer.
- ▶ **Mr. Christoph STOLL**, Conference Interpreter AIIC





Cultural Diversity as Competitive Advantage



# CEMA-NET PROJECT TRANSNATIONAL SEMINAR

23 MARCH 2007 | STUTTGART CITY HALL

## FORUM 1

### Overview

Four units are envisaged within the Seminar to deal with the FORUM 1's topics:

- ▶ 15 minutes within the PLENARY SESSION: Input by Ms. FOAG of the Deutsche Telekom.
- ▶ 75 minutes within the 1<sup>st</sup> FORUM SESSION
- ▶ 60 minutes within the 2<sup>nd</sup> FORUM SESSION
- ▶ 5-8 minutes conclusions in direction of recommendations by Prof. Dr. Michael GÖHLICH within the PLENARY SESSION.





# CEMA-NET PROJECT TRANSNATIONAL SEMINAR

23 MARCH 2007 | STUTTGART CITY HALL

## FORUM 1

### Overview on the 1<sup>st</sup> FORUM SESSION

Within the first FORUM SESSION (before lunch break) we want to show two project examples by involving project managers, participants, experts, companies and public authorities.

- ▶ Presentation of two projects involving different actors: how the projects are organised?
- ▶ How young people can use the proposed traineeships abroad within their specific job turning back? Which differences according to vocational / professional direction and type of jobs?
- ▶ How to convince sending companies?
- ▶ What benefit for sending companies
- ▶ Which role have the different tutors?
- ▶ What kind of training for the tutors is necessary?
- ▶ What kind of training in intercultural awareness for tutors and trainers?
- ▶ What about agencies? Which experiences? What about quality criteria?
- ▶ What is your motivation to participate?
- ▶ What would you suggest to other young people?
- ▶ How is the experience meaningful to you biography?
- ▶ What input is given by the project to your company?
- ▶ ...





Cultural Diversity as Competitive Advantage



# CEMA-NET PROJECT TRANSNATIONAL SEMINAR

23 MARCH 2007 | STUTTGART CITY HALL

## FORUM 1

### Overview on the 2<sup>nd</sup> FORUM SESSION

Within the 2<sup>nd</sup> FORUM SESSION we ask experts for their contribution, inviting us to a more general view about the What for and the How of building up international competencies.

- ▶ Feedback to the presented projects of good practice from the different specific points of views: enterprise, Chamber, coach, education developer ecc.
- ▶ What challenges must companies face in human resources development focusing on international and intercultural competencies?
- ▶ What about small and medium enterprises?
- ▶ What specific contribution might give young people with a migration family history / migration background?
- ▶ What about actual tendencies in vocational training in Germany? Will young people with migration background have a chance to create their future?
- ▶ What role of companies in vocational training in the future?
- ▶ Recommendations to young migrants, trainers, education system, companies facing international challenges?





Cultural Diversity as Competitive Advantage



# CEMA-NET PROJECT TRANSNATIONAL SEMINAR

23 MARCH 2007 | STUTTGART CITY HALL

## FORUM 1

Script

### PLENARY SESSION (15 MINUTES)

Work Title

**INTERNATIONALISATION OF VOCATIONAL EDUCATION**

**Life Long Learning International.**

**Which international competencies are needed in the future?**

- ▶ 15 minutes: Ms. **Monika FOAG**, Deutsche Telekom





# CEMA-NET PROJECT TRANSNATIONAL SEMINAR

23 MARCH 2007 | STUTTGART CITY HALL

## FORUM 1

Script

### 1<sup>ST</sup> FORUM ROUND (75 MINUTES)

Work Title:

**What is going on? What are we doing?**

**Which success?**

**Reports from the Field Projects**

- ▶ 5 minutes: **Introduction**: link to plenary session, overview on the two Forum Sessions and the plenary conclusions
- ▶ 5 minutes: **Presentation 1: Ms. Sibylle SOCK**, zip.EuroSkill
- ▶ 5 minutes: **Presentation 2: Ms. Emanuela TIERNO**, zip.EC
- ▶ 5 minutes: **Statement 1: Ms. Anđa ŽARKO**, participant
- ▶ 5 minutes: **Statement 2: Mr. Alessandro MIRANDA**, participant
- ▶ 10 minutes: **1<sup>st</sup> Invitation to the Public** (Questions & Statements)
- ▶ 5 minutes: **Statement 3: Mr. Donatello BELLOMO**, Sistemdata
- ▶ 5 minutes: **Statement 4: Katharina KUCHER**, field researcher
- ▶ 10 minutes: **2<sup>nd</sup> Invitation to the Public** (Questions & Statements)
- ▶ 2 minutes: **One Question to all speakers**
- ▶ 6 minutes: **Short Statement of all Speakers**
- ▶ 5 minutes: **Annotation: Prof. Dr. Michael Göhlich**
- ▶ 2 minutes: Thanks and **What is on in the 2<sup>nd</sup> Forum Session?**
- ▶ Σ = 70 minutes, buffer: 5 minutes





Cultural Diversity as Competitive Advantage



# CEMA-NET PROJECT TRANSNATIONAL SEMINAR

23 MARCH 2007 | STUTTGART CITY HALL

## FORUM 1

Script

### 2<sup>ND</sup> FORUM ROUND (60 MINUTES)

Work Title:

**How do we see these projects?**

**Where are the needs?**

**Where are the opportunities?**

**What are the limits?**

**What strategies towards the future?**

- ▶ 5 minutes: **Introduction:** link to the Morning Session
- ▶ 5 minutes: **Statement 1: Ms. Oga LUI**, Zagreb
- ▶ 5 minutes: **Statement 2: Mr. Ali IŞIK**, Stuttgart
- ▶ 5 minutes: **Statement 3: Ms. Giovanna CUTRIGNELLI**, Bari
- ▶ 5 minutes: **Statement 4: Ms. Paola MASPERI**, London
- ▶ 5 minutes: **Statement 5: Ms. Monika FOAG**, Böblingen
- ▶ 10 minutes: **Invitation to the Public** (Questions & Statements)
- ▶ 2 minutes: **One Question to all speakers**
- ▶ 6 minutes: **Short Statement of all Speakers**
- ▶ 5 minutes: **Annotation:** Prof. Dr. Michael **GÖHLICH**
- ▶ 2 minutes: Thanks and **Conclusions of the 2<sup>nd</sup> Forum Session**
- ▶  $\Sigma = 55$  minutes

