



euro**skills**
Graz 2021 

EURO SKILLS 2021

**FUTURE OF
SKILLS**
CONFERENCE BROCHURE

23 SEPTEMBER 2021
MESSECONGRESS GRAZ

#PRESENTED BY

GRAZ
HOLDING

WELCOME



We are delighted to welcome you to Graz for this very special, but hopefully one of a kind, EuroSkills event. You are here – like us – because you know that crucial for the recovery from the COVID-19 crisis will be highly skilled and motivated young people.

Without a doubt, the WorldSkills movement is facing unprecedented challenges. The pandemic has seriously disrupted VET education and training activities across Europe. Likewise, WorldSkills Europe and all of our Members have been considerably impacted. Around the world in 2020, local, national, and regional skills competitions and events were postponed or cancelled.

However, our Members adapted rapidly and continue to adapt in the constantly changing environment with new ways of training and selecting competitors for EuroSkills; some Members, for the first time, have piloted virtual skills competitions, conducted training, and facilitated international collaboration using digital solutions with great success.

The Organising Committee of EuroSkills Graz 2021 also adapted quickly and have worked around the clock with the health authorities, the Austrian Federal

Ministry, the Government of the Province of Styria, the City of Graz, and all involved in the organisation of the event to ensure that this postponed edition of EuroSkills could take place in the safest possible way. We thank all of them for their dedication, commitment and resilience and congratulate them on their achievement in making this event happen.

Now, more than ever, we recognise that skills are a proven pathway to increased employability and labour market success. Highly skilled young people always were the guaranteed building blocks of Europe's economy and society. Millions of young skilled professionals have kept the world moving during the pandemic and they will be the ones helping employers lead the skills-based recovery in the months and years to come.

It is therefore our duty and our moral obligation to find a way for VET and EuroSkills to adapt and prepare our young people for all existing, emerging, digital and green economies which support global economic prosperity.

We welcome you to Graz to help us do this.

DITA TRIDAS

President, WorldSkills Europe

WELCOME



Learning a skill or trade requires patience and perseverance. This makes people all the prouder when they finish their training and embark on a successful career as a skilled employee, sought-after in their industry. But it needs a little bit more of something: Passion for what you are doing! It is with this very same passion that we are planning and organizing EuroSkills 2021 in Graz – a mission that also demands a great deal of patience and perseverance after being postponed twice. At long last, EuroSkills 2021 can finally be staged in Graz in September: featuring young, highly trained, skilled workers from all over Europe showing us what they can do.

But what will the training for these young, skilled workers look like in the future? And what will the economy ask of tomorrow's skilled workers? The international EuroSkills 2021 Conference „Future of Skills“ offers a unique platform for discussing these issues, an opportunity for international networking, exchanging ideas, and for gaining inspiration and knowledge about the future of education and training for young, skilled workers.

That's because education and training are the future. All the qualifications and skills that young people acquire today, are what will secure the expertise and competences needed tomorrow. And it is why high-quality, hands-on training by companies is one of the most important cornerstones of business, and this is something that we are putting all our effort and determination into supporting.

The Styrian Economic Chamber has been pursuing this strategy resolutely for many years now. In 2016 we founded the TalentCenter, which has received international awards and enables young people to discover their talents and skills. In just a few years from now, another training and competence centre – the Center of Excellence – will convey the skills needed in the future through its state-of-the-art infrastructure.

All of this creates a win-win-win situation: excellent prospects will open up to young people, companies will get the skilled workers they need and Styria will remain an internationally attractive and competitive business location.

JOSEF HERK

President of the Styrian Federal Economic Chamber
Chairman of the Board, EuroSkills 2020 GmbH

WELCOME



The green and digital transitions need an unparalleled shift in skills sets. We should make sure that everyone in Europe is equipped with the skills he or she needs to thrive on the labour market and beyond, whether job-specific, digital, green, or transversal. Only in this way will we be able to reap the benefits of the twin transitions.

The European Pillar of Social Rights puts employment, social affairs and skills at the heart of the Commission's agenda. Its Action Plan sets ambitious targets including for lifelong learning. As outlined in the European Skills Agenda for Sustainable Competitiveness, Social Fairness and Resilience, I strongly believe that skills are key to our recovery.

And I believe skills competitions have an important role to play. The Council Recommendation on vocational education and training (VET) acknowledges their value. In response to the COVID-19 crisis, the European Union and its Member States must collectively strive to ensure a fair and inclusive recovery.

Therefore, it is as important as ever to highlight excellence and promote skills development. I am sure each award-winner will become an ambassador of this message and I thank you for that.

At the EU level, we are also doing our utmost to support Member States in this endeavour. To support the recovery, the EU is dedicating significant funds to skills and VET. The European Social Fund Plus remains our main fund for investing in people. More than EUR 60 billion is earmarked for upskilling and reskilling in VET. Erasmus Plus will also provide funding for VET learners and accompanying staff participating in skills competitions abroad. And the Recovery and Resilience Facility includes reskilling and upskilling as a flagship investment area for Member States.

As you can see, the EU is determined to support a skilled workforce. Let's continue working together and reach our common goals!

I wish good luck to EuroSkills and all participants in your endeavours in 2021.

NICOLAS SCHMIT

EU Commissioner for Jobs and Social Rights

WELCOME



Vocational education and training not only provides young people with an internationally recognised educational qualification, but also fosters their talent, their self-development and their active participation in society. Even early in their careers, apprentices and skilled workers assume responsibility at work and play an active role in a company's success. In these economically challenging times, highly-trained, skilled workers are especially important for the future of Austria as a business location and therefore also for its prosperity and growth.

That's why it is now more important than ever to design tomorrow's skills and trades for the young generation and for the jobs of tomorrow, so that we enable young people to get their careers off to a flying start. Because digital transformation is creating new career profiles and calls for different qualifications, we are constantly striving to modernise and redesign apprenticeship training.

We want our young generation and career changers to benefit from the best career opportunities, which

is why the training needs to be up to date with the latest developments.

Events such as EuroSkills play a key role in this by showcasing Europe's, young skilled workers, their excellent achievements and also their great variety of skills, trades and competencies to a wide public. Our European Skills Championships will also promote the ongoing development of this form of education and training. The expert discussions and the integration of new economic and technological trends, for example by featuring presentation skills and trades, will support the development of new career profiles.

The international EuroSkills 2021 conference has two major goals: firstly, to raise awareness of the importance of high-quality vocational education and further training for Europe and to highlight the demand for a highly trained and qualified workforce in Europe, and secondly, to provide impetus for the development of strategies and solutions for the future. Paving the way for vocational education and training today will help ensure the success of our young generation tomorrow.

MARGARETE SCHRAMBÖCK

Federal Minister for Digital and Economic Affairs, Austria

WELCOME



EuroSkills Graz 2021 offers a varied programme – from the individual competitions to hands-on activities for pupils and students, career orientation as well as to an interesting Conference dedicated to the topic “Future of skills”.

The acquisition of skills needed in the labour market is crucial to ensure economic success and jobs for the youth. High quality VET makes the labour market work smoothly and helps to pursue future opportunities. The Austrian VET system benefits greatly from a well-tuned link between educational flows, a corresponding legal framework and organizational linkages, that provide a matching framework curricula, a system of recognized occupational qualifications and coordinated learnings in schools and in firms. Quality, employability and adaptability are the key for building the base that helps us to find a job and to build up a skill-based global economy of the 21st century. EuroSkills is a suitable hub to further develop our skills. We will use the knowledge gained from our participation and engagement to improve the skill education in Austria.

Skills competitions not only offer systemic further development by sharing best practices, exchanging views on trends, learning leading edge technology and technique but are also a chance for participants to gain substantial experience, self-esteem and self-reflection.

A major benefit of the EuroSkills competition is the development of technical and soft skills that are so crucial for one's career progression through intense training. Skills competitions encourage competitors to adopt innovative techniques and help them to analyse and evaluate outcomes and uncover personal aptitude.

I want to pay tribute to the competitors as well as to everyone involved in organizing the EuroSkills Graz 2021 for their hard work, dedication and focus during a challenging COVID-19-pandemic year.

HEINZ FASSMANN

Federal Minister of Education, Science and Research, Austria

WELCOME



Dear conference participants,

the EuroSkills Competitions are a unique opportunity for young skilled workers to showcase their excellent professional competences. In Austria, we are very proud that our young professionals – almost traditionally – do very well in these competitions. So, we are very happy to host them in our country for the first time in history and appreciate the participation of each and every one of you.

Every country strives to provide the best conditions for excellent vocational education and training. And yet, our common goal is to be ready for the future, for the demands of industry in ten, fifteen years and beyond.

Due to the Corona pandemic, we saw how fast needs can change. We also saw how fast every one of us needed to adapt. Our daily working routines have changed literally overnight. The very definition of vocational education and training is that skills and competences are up-to-date and applicable in real life. That's why companies have to be actively involved.

I even dare to say: vocational education and training only function well with the active engagement and a keen sense of ownership from companies.

Young people, in particular, are very much affected by the pandemic: They have a harder time finding their first jobs or even internships and traineeships. So, let's all make a common effort to keep the perspectives of our young generations alive because highly skilled professionals are key to economic growth and the prosperity of our societies. If Europe wants to be successful in world markets and keep its economic importance, then we need to invest in know-how, in people and in the future of skills.

Economic development may be volatile, labour market needs may be difficult to forecast – but with the best qualified professionals we can self-confidently tackle these challenges. This conference provides us with an opportunity for in-depth insights, analysis and for developing visions.

Let's today define and create the skills and competences of tomorrow. Let's shape our future together!

HARALD MAHRER

President, Austrian Federal Economic Chamber

WELCOME



The European Skills Championships provide a showcase for young people to demonstrate their outstanding vocational skills. The EuroSkills event also sends out a strong signal highlighting the value of apprenticeship training. This is especially important in times of crisis, as it is only by working together and with the help of highly trained, skilled workers, that we can succeed in getting our economy back on track.

I am very proud that EuroSkills is going to take place in Styria this year. Given that the European Skills Championships had to be postponed in 2020 due to the pandemic, this year's event will send out the message that Styria, with its spirit of inventiveness and innovation, is capable of staging events on a global scale, even under difficult conditions.

This would be inconceivable without the organisation team, who – under the guidance of Styrian Economic Chamber President Josef Herk – worked with the umbrella organisation, World Skills Europe, and partners to find solutions for hosting EuroSkills safely. We are extremely grateful to everyone involved for their effort in raising the profile of skills and trades in general, and of the event in particular.

HERMANN SCHÜTZENHÖFER
Governor of the Province of Styria

In Styria, education and careers guidance are seen as a collective responsibility. We are talking about a long-term, sophisticated process that is structurally anchored, thus guaranteeing that all decisions in terms of education, training and career can be made strategically on the basis of potentials and under consideration of the relevant framework conditions.

This also develops talent and skills in a systematic and targeted way and ensures the sustainability of people's own livelihoods whilst securing the future of the Province of Styria as an attractive location and living environment. The "Future of Skills" conference casts a spotlight on this collective approach at European level. It engages participants in international discourse which is perfectly timed to give vital momentum to the training of Europe's future skilled workers.

I would like to wish all competitors and guests a wonderful time in Styria and I look forward to some exciting competitions and events.

With my best wishes from Styria,

WELCOME



EuroSkills 2021 is to be staged in Graz. As the mayor of Graz, I am of course delighted about this. I am also pleased about it as a businessman in this city. That's because all the young, skilled workers who are about to pit their skills on the great, international stage, form the basis of our economy. These young men and women are passionate about their skills and trades, and they give of their very best each and every day to improve even further, in traditional fields as well as in new industries.

I would like to take this opportunity to tell you this: "I am proud of all of you. Of each one of you. Regardless of who ends up on the podium, you are winners already. Your determination and commitment are proof of how valuable you are for your country and for your city."

The young, skilled workers are supporting Graz as a business location and will ensure that it remains strong and becomes even stronger in the future, too. Their superb education and training, their top qualifications and their passion for their jobs are crucial in enabling them to keep up with their international peers.

This is something we should bear in mind, and is the reason why it is important to keep their motivation high and to create the best possible conditions for them. And that's what we, the politicians, will be working with the Chamber of Commerce to achieve.

Especially now, promoting such excellence calls for continuous improvement in the quality of vocational education and further training of skilled workers. It fills me with pride to see Graz host the international conference on education "Future of Skills" as part of EuroSkills 2021. A total of six universities with more than 16 faculties in Graz are the basis for the city's excellent reputation worldwide as a location for science and research. Research institutes in space and automotive technology, biotechnology and plant engineering are located in Graz, as are private high-tech companies which export worldwide.

Let's use EuroSkills for international, future-oriented interaction!

SIEGFRIED NAGL
Mayor, City of Graz

EUROSKILLS GRAZ 2021

CONFERENCE

#ABOUT

IT'S ALL ABOUT THE #FUTURE OF SKILLS

On the first day of the Competition, on 23/09/21, the official EuroSkills2021 conference will take place as a conference at a European level. The Conference is aiming to provide a unique platform for bi- and multilateral networking, mutual exchange and knowledge transfer on the topic „Future of Skills“. Taking into account the existing and future needs of industry, business and educational institutions, it is intended to provide fundamental impulses for the development of new, future-oriented educational and economic policy approaches and to show ways and possible solutions for an economically strong Europe of tomorrow.

The thematic focus is on the present and, above all, the future of vocational education and training as well as the skills, qualifications and competences needed in Europe.

THE CONFERENCE'S CORE TOPICS

// TOPIC I VOCATIONAL AND EDUCATIONAL TRAINING

Ideal vs. Reality

Set for the future: How to adjust vocational training to respond to future requirements

// TOPIC II TALENT ECONOMICS AND GENERATION NEXT

Future jobs and skill needs in Europe / Talent economics

The battle for talents:

How to find, keep and promote talents

// TOPIC III The Role of Skills and Competitions in Building Blocks for the Future

Skills competitions as support of developing national educational and training systems.

WHO SHOULD ATTEND AND WHAT TO EXPECT

IF YOU ARE

- // a decision-maker and/or specialist of an organisation or an institution involved in educational, economic and labour issues
- // an executive and expert in the field of HR, VET and affiliate professions
- // a representative of specialist or general interest media from all over Europe

you will receive valuable inputs, deep insights and lots of inspiration from various keynote speakers, experts and representatives of international, national and local institutions, organisations and authorities on what really matters when talking skills, VET, professional education and young people.

WHICH FORMATS YOU CAN EXPECT

- // Plenary lectures
- // Impulse speeches
- // Spotlights
- // Discussions
- // Panels
- // Networking

HOW YOU CAN ATTEND

You can either choose experiencing the speakers live including chats with speakers and networking possibilities during the breaks or, alternatively, participating comfortably via live stream.

FUTURE OF SKILLS

Thursday, 23 September 2021, Messecongress Graz

MORNING SESSIONS

09:00 - 09:05 **Welcome by Steve Chaid - Presenter**

09:05 - 09:30 **Welcome & Opening**

Dita Traidias / President WorldSkills Europe
Nicolas Schmit / EU Commissioner for Jobs and Social Rights (*online*)
Margarete Schramböck / Federal Minister for Digital and Economic Affairs, Austria
Heinz Fassmann / Federal Minister of Education, Science and Research, Austria

09:30 - 09:40 **Keynote Address**

Philipp Gady / Austrian Federal Economic Chamber, Vice President

09:40 - 10:10 **Opening Keynote**

TECHNOLOGY VERSUS HUMANITY – THE FUTURE IS ALREADY HERE

Gerd Leonhard / Futurist, Humanist, Author, Film Maker, Speaker

10:10 - 10:40 **Impulse Speech**

GENERATION NEXT

Ali Mahlodji / Speaker, Co-Founder, European Youth Ambassador

10:40 - 11:00 **Insights**

GIFTED EDUCATION IN VOCATIONAL EDUCATION

Ramona Uhl / University of Applied Sciences Upper Austria

11:00 - 11:20 Power Break (20 min)

11:20 - 11:50 **Spotlights**

**SKILLS COMPETITIONS AND THEIR BENEFITS:
 How Interact Skills Standards with National Educational Systems?**

Participating in Skills Competitions – a Benefit for an International Company in Terms of Quality and Standards: Markus Friesenecker - Doka Austria GmbH
WorldSkills / EuroSkills – More Than a Competition – Introduction to the WorldSkills Standard Specifications: Jenny Shackleton - Shackleton Education
Introducing WorldSkills Standards Into the National Educational System
 Ekaterina Loshkareva: R&D Director in WorldSkills Russia

11:50 - 12:20 **Panel Discussion**

DEVELOPING NEW JOB PROFILES

Anna Prokopenia / World Skills Champions Trust (Presenter)
Erik Heß / Federal Ministry of Education and Research, Germany
Alexander Hölbl / Head of the Department for Vocational Training and Engineer-Qualification, Federal Ministry for Digital and Economic Affairs Austria

Thomas Mayr / ibw Austria – Research and Development in VET
Gernoth Dolinar / Apprenticeship trainer at Julius Blum GmbH, Winner Industry 4.0 in Kazan

12:20 - 12:30 **In Practice**

**FACTORY OF THE FUTURE:
 Digital Learning Factory – How to Challenge Young Talent**

Corinna Engelhardt-Nowitzki / Head of Department Faculty of Industrial Engineering at the FH Technikum Wien, representing the joint project with the Voestalpine Böhler Edelstahl GmbH & Co KG

12:30 - 13:00 **Panel Discussion**

LIFE LONG LEARNING IN THE DIGITAL AGE

AFTERNOON SESSIONS

Andreas Schleicher / Director for Education and Skills, OECD
Friedrich Beisser / Education Manager, Siemens AG
Stefano Tirati / Founder learningdigital.eu and Vice President, EfVET
Chiara Riondino / DG Employment, Head of Unit VET European Commission

13:00 - 14:00 Lunch Break (60 min)

Panel Discussion

14:00 - 14:30

VET AND TECHNOLOGICAL DEVELOPMENTS:
 How Can a National Vocational Education System React to
 Fast Changing Technologies and Stay Up-to-date?

Eduard Staudecker / Austrian Federal Ministry of Education,
 Science and Research
André Burri / Official Delegate, Swiss Skills
Paweł Poszytek / Official Delegate WorldSkills Poland and General Director,
 Director of Erasmus+ Programme and European Solidarity Corp

14:30 - 15:00 Impulse Speech

TALENT MANAGEMENT AS A BUSINESS STRATEGY: WHAT TALENTS WANT

Andreas Steinle / Zukunftsinstitut

15:00 - 15:15 Spotlight On: HR & Recruiting

GENERATION Z AND THE LABOUR MARKET

Antonio Arias-Lopez / Talent Acquisition
 and Employer Branding at MBCC group

15:15 - 15:45 Power Break (30 min)

15:45 - 16:00 Impulse Statement

ADDRESSING CHANGING SKILL NEEDS IN EUROPE

Manuela Geleng / Director General for Employment,
 Social Affairs and Inclusion, European Commission (online)

16:00 - 16:30 Panel Discussion & Wrap Up

ADDRESSING CHANGING SKILL NEEDS IN EUROPE

Manuela Geleng / Director General for Employment,
 Social Affairs and Inclusion, European Commission (online)
Birgit Thomann / Head of Departement VET International,
 BIBB – Federal Institute for Vocational Education and Training (online)
Florian Slezak / Speaker, Data Center Lead and Program Manager
 Microsoft Cloud Austria

16:30 - 17:00 Closing Keynote

FUTURE SKILLS

Perttu Pölönen / Inventor, Futurist, Author

KEYNOTE SPEAKER



OPENING KEYNOTE: TECHNOLOGY VS. HUMANITY

GERD LEONHARD

Futurist, Humanist, Author, Film Maker, Speaker

Listed by Wired Magazine as one of the top 100 most influential people in Europe (2015), Gerd's work focusses on the future of humanity and technology, digital ethics, artificial intelligence, future-leadership and communications.

Gerd is not just a leading expert on the future, he is also a humanist who believes that all scientific and technological progress should further collective human flourishing. In his opening keynote speech he reflects what it means to be human in a world of machines and algorithms, the coming redefinition of human-machine relationships, the future of work and jobs and many more.



CLOSING KEYNOTE: FUTURE SKILLS

PERTTU PÖLÖNEN

Inventor, Futurist, Author

Perttu Pölönen has been given many titles, such as inventor, author, composer, keynote speaker, futurist and visionary. He still prefers not to use titles at all – it's difficult to put him into any known box.

Perttu is a classically trained composer by education, but became an entrepreneur at a young age. Perttu has studied at Singularity University, a think tank located at the NASA Ames Research Center in California. While in California, he co-founded a non-profit, 360ed, that develops AR apps for the education sector in developing countries – the company is run and operated in Myanmar. Perttu's own invention, a device for teaching music theory called MusiClock, is an example of how a personal challenge can be turned into an internationally awarded and patented invention. It received first prize in the biggest science fair in Europe, the European Union's Competition for Young Scientists. In 2018 MIT Tech Review honored him among 35 Innovators Under 35 in Europe.

Perttu has written two books: Future Skills (2020) and Future Identities (2021). Perttu is known as an inspiring thinker who believes that human skills and values will be crucially important in the future, to balance technological advancements.

IMPULSE SPEAKER, DISCUSSANTS AND PANELLISTS

ANTONIO ARIAS LOPEZ

(Global Head of TA and Employer Branding at MBCC group)

As innovative and data driven talent acquisition leader, Antonio Arias-Lopez has managed international recruitment teams across a variety of industries like Finance, Space, Engineering and iGaming. Having never worked in the public sector, he joined the International Staff of NATO in 2019 and now he is the Global Head of Talent Acquisition and Employer Branding at MBCC group.

Antonio is a strong advocate of the importance of recruiter and candidate experience – a firm believer in the need of humanizing recruitment, even in the times of bots and machine learning. With his impulse speech, Antonio provides us with practical insights in how to humanize recruitment – and how this could fit with the needs and wants of young people.

FRIEDRICH BEISSER

Education Manager, Siemens AG

Siemens develops technology with purpose. At Siemens, Friedrich Beisser is responsible for strategic VET projects in Central Eastern Europe. In his role he improves skills programs enabling usage of technology that serve the people. Focus topics are global virtual collaboration, digitalization and implementation of green technologies in education. He also promotes and establishes Dual Study Programs like – "Lehre mit Studium".

Friedrich knows VET from both ends as trainer and as a learner. In 2006 he joined Siemens Germany as a dual student purchasing an Electrician Operation Technician Certificate and Bachelor of Science in Mechatronics and Automation. Friedrich has an extensive history as Academic Advisor and Technical Trainer for Siemens. In previous roles he advised Siemens Business Units and Regional Companies on international education projects. Together with Ministries and education providers he initiated, designed and implemented new training programs in Australia, Argentina, Nigeria.

ANDRE BURRI

Official Delegate, SwissSkills

André Burri is Official Delegate of SwissSkills as well as Managing Director of the Foundation SwissSkills, SwissSkills Marketing & Events as well as of the Association SwissSkills Bern. Before holding those positions, he acquired his practical background at diverse companies, starting off as Food and Beverage Manager and Sales and Marketing Manager in some hotels in Prague and Basel. Later, his professional career led him to well-known companies, such as the Casino Kursaal in Interlaken, metazona in Bern, BERNEXPO or Migros Aare, where he held leading positions.

With his enormous practical background, paired with his knowledge in VET gathered over the past decades of his professional career, André will enrich the panel on VET and Technological Developments by sharing his expertise with us.

GERNOTH DOLINAR

Company Blum
(Winner Industry 4.0 in Kazan)

Gernoth, gold medal winner at WorldSkills, started his career as apprentice decades ago. Since more than 30 years, his heart beats for the education of young skilled people in order to push them to best performances.

As apprenticeship trainer, he went through several departments of Blum GmbH to train students. In the USA, he managed to build up a 4-year apprenticeship training for his company's division and, both at the headquarter in Austria and the division in the USA, he was responsible for training the best students for skills competitions over decades. Today, he is primarily responsible for recruiting and selecting students – approximately 400 apprentices. In addition to that, one of Gernoth's responsibility is the management of skills competitions at Blum GmbH. Gernoth will give deep and very practical insights by showing ways, what companies can do to push talents of their young people and how they can train, motivate and lead their highly skilled employees to top performances and international success.

CORINNA**ENGELHARDT-NOWITZKI**

Head of Department Faculty of Industrial Engineering at the FH Technikum Wien, representing voestalpine BÖHLER Edelstahl

Corinna's main topics are industrial robotics, artificial intelligence, mobile robotics/autonomous transport systems and smart manufacturing. As Head of Department at the FH Technikum Wien, she organises the different fields of research at the Faculty Industrial Engineering, which is comprised of four Fields of Competence.

Her impulse speech focuses on the "Digital Learning Factory – How to Challenge Young Talent", a joint project with the voestalpine BÖHLER Edelstahl GmbH & Co KG.

MARKUS FRIESENECKER

Head of Sales Doka Austria GmbH

Markus Friesenecker holds the position Head of Sales of Doka Austria. He has joined Doka in 2003 where he first was responsible for several strategic projects. Following various manager positions, Markus Friesenecker became member of Doka Austria in 2019 and took over the position of Head of Sales Doka Austria. He brings with him extensive knowledge in sales with focus on revenue management,

sales processes and digitization. Doka is a world leader in providing innovative formwork, solutions and services in all areas of construction. The company is also a global supplier of well-thought-out scaffolding solutions for a varied spectrum of applications.

MANUELA GELENG

European Commission, Director for Skills in the Directorate-General for Employment, Social Affairs and Inclusion

Prior to joining the European Commission, Manuela worked in the private sector as a management consultant and for the United Nations Development Programme. In her function as Director for Skills, Manuela Geleng works for the European Commission where she is responsible for implementing the Skills Agenda, which sets ambitious objectives for up- and reskilling Europe's workforce and for vocational education and training. Previously, Manuela has held several other managerial positions in the Commission.

Her impulse speech focusses on „Changing Skill Needs in Europe“.

ERIK HESS

Federal Ministry of Education and Research, Germany

As trained sociologist, Erik has been working for the Federal Ministry of Education and Research (BMBF) in Germany since 2013. From 2010 to 2013, as a seconded national expert in the European Commission in Brussels, he was responsible for ECVET, the European Credit System for Vocational Education and Training. Prior to this Erik held the position of Deputy Managing Director of the National Agency at the Federal Institute for Vocational Education and Training implementing the EU programmes Leonardo and Erasmus+ respectively.

Erik worked earlier in his career for several years as a visiting lecturer at universities in Berlin and also ran European vocational training projects for a large training provider.

ALEXANDER HÖLBL

Head of the Department for Vocational Training and Engineer-Qualification, Federal Ministry for Digital and Economic Affairs, Austria

With his law degree from University of Vienna, Alexander Hölbl was attorney candidate at an economic law office in Vienna. 2006 he joined the Federal Ministry of Economy

of Austria. Among other things, he worked as a Referee at the cabinet of state secretary Christine Marek and since 2012 Alexander Hölbl is Head of the Department for Vocational Training and Engineer-Qualification at the Federal Ministry for Digital and Economic Affairs Austria.

EKATERINA LOSHKAREVA

R&D Director, WorldSkills Russia

Ekaterina Loshkareva is the R&D Director in WorldSkills Russia, Russian Federation Official Delegate to WorldSkills International and WorldSkills Europe, Member of WorldSkills Russia Supervisory Board, Member of WorldSkills International Conference Coalition. Since 2017 Ekaterina is the Head of the Skills Development Working Group within BRICS Business Council and a member of this group of leaders in the field of education since 2014. In 2013-2016, as a Head of the skills development for industrial growth department in the Agency for Strategic Initiatives, Ekaterina was responsible for establishment and development of WorldSkills in Russia, including design and implementation of the WorldSkills Hi-tech Competition in 2014-2015 years; organization of the project of Dual Education for TVET in 13 pilot regions and design of the skills development for industrial

growth regional standard. In 2015, Ekaterina received a State Award – Diploma of appreciation from the President of the Russian Federation for her achievements in the field of skills development in Russia. In her speech she will spotlight global trends and future skills for new and transforming economies and how to introduce skills standards into a National Education System.

ALI MAHLODJI

EU Youth Ambassador, Co-Founder of WHATCHADO

Ali Mahlodji was born in Tehran in 1981. When he was two, his family fled to Austria. Ali dropped out of school at the age of 18, but finished university years later with a degree in IT. Today he is in his mid-thirties, looking back on a succession of more than 40 jobs – from being a construction worker to pharmacist's assistant to management consultant. He is a multiple award winning co-founder of an internationally acclaimed start up called WHATCHADO. His passion is to start new ventures and help people find their calling. In 2013, the European Union appointed Ali Youth Ambassador for life. In 2015 he was awarded European Ambassador for the New Narrative. He has been commissioned HR Excellence Award

#SPEAKER

Winner, European Digital Communication Award Winner, UN World Summit Award Winner, XING New Work Award Winner 2017. In June 2019 he has been thanked for his continuing work and input in the fields of Education at the European Parliament. In his inspiring impulse speech, Ali talks about the Future of VET and what brain science teaches us about the future workforce.

THOMAS MAYR

Director ibw Austria

Thomas Mayr is Managing Director of ibw Austria, a research and development institute affiliated to the Federal Economic Chamber. ibw Austria supports vocational education and training policy making and implementation, particularly in the field of apprenticeship training. Its projects are commissioned by several national and international bodies, notably by the Ministry for Digital and Economic Affairs, the Economic Chambers and the Public Employment Service. ibw Austria is the national partner organisation of Cedefop within ReferNet. He is developing national qualification frameworks and works on EU education and training policy. Thomas is a member of the steering group of the Austrian National Qualification Framework and of the board of AQ Austria, the Agency for Quality Assuran-

ce and Accreditation for Higher Education. At European level, he is a member in the European Qualification Framework Advisory Group, of the Advisory Council on Vocational Training (ACVT) and of the training board of SME United, the association of crafts and SMEs in Europe.

PAWEŁ POSZYTEK

Official Delegate WorldSkills Poland and General Director and Director of Erasmus+ Programme and European Solidarity Corp

Paweł Poszytek, PhD, Director General of the Polish National Agency of Erasmus+ Programme and European Solidarity Corps. Official Delegate of WorldSkills Poland. Member of several working groups by the European Commission and the Ministry of National Education of the Republic of Poland, coordinator of the Country profile Project implemented by the Council of Europe. Author of many articles on the model of cooperation between science and business and language education, on skills, Industry 4.0, language competences, occupational standards of teacher training. He was a speaker in the European Vocational VET WEEK conferences and a member of Consultative Working Group established by the Minister of National Education regarding the reform in the VET system. Besides, he participated

in hundreds of both national and international debates and scientific conferences (in Europe, in the USA, Australia, Japan) regarding links between education system and business/industry, links between vocational education and the labour market, IT technology, skills impact as well as competences of the future.

ANNA PROKOPENIA

Member of the WorldSkills Champions Trust | Participant of WorldSkills Sao Paolo 2015 (Patisserie and Confectionery)

Originally from a small town in the middle of Russia, Anna's dedication to her skill has taken her across Russia and around the world in pursuit of excellence.

Her journey began when she enrolled as a student in St. Petersburg Economics and Technology College of Nutrition to become a Pastry Chef. The pinnacle of her development was WorldSkills Sao Paolo 2015, as she represented Russia in Patisserie and Confectionery. That fact and the high level of her skills let Anna to try herself as Brand Pastry Chef in two restaurants and to become a trainer for WorldSkills Russia Pastry team.

She succeeded in applying to WorldSkills Champions Trust, and staying representative for Europe for two terms, as she felt need to remain a part of WorldSkills family. To continue to persuade her passion

– food of the future, Anna now is getting Master degree in ISA Lille engineering school in France and working in the oldest Patisserie in Lille – Meért, combining the art of craftsmanship and technological approach in pastry.

ANDREAS SCHLEICHER

OECD, Director for Education and Skills, OECD

Andreas Schleicher is Director for Education and Skills, and Special Advisor on Education Policy to the Secretary-General at the Organisation for Economic Co-operation and Development (OECD) in Paris. As a key member of the OECD Senior Management team, Andreas supports the Secretary-General's strategy to produce analysis and policy advice that advances economic growth and social progress. He promotes the work of the Directorate for Education and Skills on a global stage and fosters co-operation both within and outside the OECD. In addition to policy and country reviews, the work of the Directorate includes the Programme for International Student Assessment (PISA), the OECD Survey of Adult Skills (PIAAC), the OECD Teaching and Learning International Survey (TALIS), and the development and analysis of benchmarks on the performance of education systems (INES).

#SPEAKER

Before joining the OECD, Andreas was Director for Analysis at the International Association for Educational Achievement (IEA). He studied Physics in Germany and received a degree in Mathematics and Statistics in Australia. He is the recipient of numerous honours and awards, including the "Theodor Heuss" prize, awarded in the name of the first president of the Federal Republic of Germany for "exemplary democratic engagement". He holds an honorary Professorship at the University of Heidelberg.

CHIARA RIONDINO

DG Employment, Head of Unit VET European Commission

Chiara Riondino is head of unit for vocational education and training in the Directorate-General for Employment, Social Affairs and Inclusion of the European Commission. Chiara previously worked as policy coordinator for employment policies and policy assistant to the Director for Employment. In this context, she focused mainly on employment opportunities and challenges in the changing world of work, active labour market policies and fair working conditions. She also worked more broadly on taking forward the European Pillar on Social Rights. Before joining the Commission, Chiara worked

in both the private and the public sector, including as head of unit in the Italian Ministry of Economy and Finance.

JENNY SHACKLETON

Director Shackelton Education limitedSkills

From 1973 Jenny Shackleton held progressively senior roles in further and higher education in the UK before retiring as a college principal in 1999. By then she had been a member of the National Commission on Education, the Prince's Trust, and several UK Government VET Task Forces. She had led several UK partnerships with former Soviet Union countries. From 2000 to 2003, Jenny supported a number of UK and global research and reforms, before focusing on vocational excellence for Team UK. Having helped the UK achieve fifth place by medal count at WorldSkills London 2011, since 2012 she has been the Standards and Assessment Advisor for WorldSkills International and WorldSkills Europe. Complementing this position, Jenny advises the UK on apprenticeship standards, and several individual WorldSkills members on vocational development. For focused research and development, she works with international agencies with complementary goals, including UNESCO, the ILO, and the EU.

#SPEAKER

FLORIAN SLEZAK

Data Center Lead and
Program Manager
Microsoft Cloud Austria

Florian Slezak loves to bring innovation to life with customers and partners enabling them to achieve more. It's his passion to develop business growth strategies and realize change projects for successful organizational development. He is currently Data Center Lead for the market launch of Microsoft's local Cloud Region Austria that will soon provide commercial cloud services from datacenters in Austria including the biggest initiative for digital skilling ever engaged in by Microsoft in Austria.

In the last ten years at Microsoft, he had several roles such as Head of Business Management & Operations as well as Head of Services Sales in the Austrian subsidiary. Before that he did change projects for IT Transformation, Systems Integration and Outsourcing in many different industries and geographies at management consulting company Accenture. In addition, Florian Slezak is Business Angel investor and Strategic Advisor to Technology Startups in Austria supporting them to grow and scale their business. For him, continuous skilling and curiosity for innovations is a solid foundation to growth and success of business ideas and individuals in today's business world.

EDUARD STAUDECKER

Project Manager at the Ministry of
Education | CEO of the Austrian NQF
Steering Group

Eduard started his professional career as a teacher for lower secondary schools. He gathered his expertise by working several years as a project manager for the Austrian Leonardo da Vinci Agency and the ERASMUS programme for an Austrian university in a leading function. In 2006, he moved to the Ministry of Education, Arts and Culture. Currently responsible for the implementation of the EQF as CEO of the Austrian NQF Steering Group, Eduard works at the Ministry of Education, Science and Research in Austria where he represents Austria in the EQF advisory group. His broad responsibilities also lie, amongst others, in the ECVET implementation as chairperson of the national working group, and the implementation of diverse projects in the field of validation of non-formal and informal learning in Austria. In addition, Eduard holds several board memberships, e.g. at CEDEFOP, Erasmus+, EUROPASS. In the panel discussion, Eduard will share his thoughts on possibilities and ways how national VET systems can stay agile to quickly adapt to fast changing technological developments.

ANDREAS STEINLE

Co-founder of Zukunftsinstitut
Workshop GmbH

With much passion and commitment Andreas Steinle advises companies on how to improve their competence in practically dealing with future developments. For him it is all about translating trends into business innovation. This is also the core of the company he co-founded in 2014, Zukunftsinstitut Workshop GmbH, which is a sister company of Zukunftsinstitut. Next to his job as managing director he is also a popular speaker at international conferences as well as author of various studies and books. His career path led him from Berlin to Hamburg to New York and then Frankfurt. As an avowed city enthusiast with a heart for nature he loves to collect mushrooms, cook jam and be a „passive equestrian“. Andreas Steinle holds a graduate degree in media studies which he acquired at Hochschule der Künste Berlin. His impromptu speech „Talent Management as a Business Strategy: What Talents Want“ gives the audience a deeper insight on how to professionally manage talents within companies and organisations.

#SPEAKER

BIRGIT THOMANN

Director and Head of Department
“VET International“, German
Federal Institute for Vocational
Education and Training (BIBB)

Birgit Thomann, political and social scientist with an additional Master in adult education, heads BIBB's international department since 2010.

The department carries out tasks in the field of research, development and consultancy that are aligned towards the expansion of the international dimensions in German VET and towards the shaping and further development of BIBB's international activities. After gaining international experience in France and the Middle East, Mrs. Thomann worked as a senior advisor for VET and team leader of a bilateral VET project in the Western Balkans. She is an appointed member in an expert committee on education at the German Commission for UNESCO and lecturer at the University (TU) of Darmstadt.

STEFANO TIRATI

Vice President of EfVET | CEO of
Learningdigital.eu

Stefano Tirati has graduated in educational sciences at University of Florence, where he has worked for 3 years, after attending a post-graduate course in Human Resources Management, at Middlesex University in London. From 1995 till 2016 he has directed a vocational training centre in Tuscany implementing IVET, apprenticeships, CVET, vocational guidance, entrepreneurial support.

Since 1995, Stefano has led several research and pilot projects, with a local, regional, national or international dimension. He has been responsible for establishing, nurturing and further expanding partnerships involving a wide range of stakeholders: local VET providers, SMEs and multinational businesses, public authorities, research centres, chambers of commerce, social partners. As from 2016 with Learningdigital.eu, Stefano is supporting corporate and educational providers to manage learning processes in digital environments.

As Vice President of EfVET he is responsible for fostering horizontal cooperation among members and implementing policy strategies through projects.

RAMONA UHL

Professor of Human Sciences
and Didactics at the Institute of
Vocational Education,
Applied Sciences in Linz, Austria

After having gathered years of experience in the private sector and advanced training in the field of education, Ramona Uhl shares her deep knowledge in VET as Professor of Human Sciences and Didactics at the Institute of Vocational Education, Applied University of Education Upper Austria. The focus of her work and research lies in fostering and developing talent in vocational systems and how to professionalize in VET. Her impromptu speech will show you ways, how to recognise, encourage and develop potentials in your company and organisation.

YOUR CONFERENCE PRESENTER



CONFERENCE PRESENTER

STEVE CHAID
Presenter

During his studies at UC Santa Barbara, Steve began working as an apprentice print journalist reporting on local stories. This exciting start led to stories that were printed in newspapers throughout California.

Since 1992, he has worked as a radio presenter, editor and news presenter at the Austrian Broadcasting Corporation, the ORF (Blue Danube Radio, FM4, Ö1). Steve also worked as a television anchor, business news editor and international correspondent for Germany's global satellite broadcaster DWtv in Berlin.



The public infrastructure service provider Holding Graz has set itself the target of making Graz Europe's most liveable city. In order to achieve this, we need well-trained staff. We therefore offer in-house training for apprentices in a total of 14 skills so that it's the generation of the future that will keep the infrastructure of the city of Graz running.

It is particularly important to us that apprentices feel at home in our organisation and will ideally stay with us after their training. Key elements of this are the organisation's diversity and the numerous opportunities to develop and flourish within Holding Graz. Whether in the areas of transport, water management, energy or leisure services – our staff have the opportunity to learn about many different fields of activity.

Besides its staff's personal development, Holding Graz attaches the utmost importance to in-house health management such as exercise and nutrition programmes, measures for education and further

training and also a good work-life balance, offering a company nursery and flexible working hours.

We recognise that our staff work for the city of Graz around the clock and fulfill an extensive range of tasks. That's why we, as an organisation, consider it important to aim for ideal conditions on many levels. And so we are very proud to have been awarded Austria's national "work and family" quality label for the third year in a row. Within our holding company, we all pull together for the sake of the residents of, and visitors to, the beautiful capital of the province of Styria.

We are therefore delighted that Graz has been chosen as the venue for Austria's debut as host of EuroSkills, the European Skills Championships. We feel proud to be part of EuroSkills 2021 as a gold sponsor and to be supporting the event with our services. We wish all competitors every success in the contest and a pleasant stay in the capital of the province of Styria.

WOLFGANG MALIK
CEO Holding Graz

#PRESENTED BY



COVID-19 GUIDELINES

PLEASE SUPPORT EUROSKILLS 2021 ACCORDING TO HYGIENE MEASURES!

We want to ensure health and safety for every single one of our spectators, our valued conference participants and the whole Skills family at the European Championship of Young Professionals. Each individual makes his or her contribution to ensure the international championship taking place successfully. Only if we work together, and strictly adhere to the guidelines, the European Championship, the Conference as well as all other events can be held under the safest conditions.

Together, let us make EUROSKILLS 2021 the safest and best European Championships of Young Professionals! For this purpose, we have developed our EUROSKILLS 2021 C-19 Guide in cooperation with the regional and national authorities as well as experts, which sets out to prevent the spread of COVID-19, as well as to protect your and everyone's health by taking extensive safety precautions. Please visit www.euroskills2021.com to check our COVID-19 prevention guidelines which will be constantly revised and adapted to meet the respective current regulations.



EUROSKILLS 2021 CONFERENCE „FUTURE OF SKILLS“

23 SEPTEMBER 2021
09:00 AM - 05:00 PM

Messecongress Graz
Messeplatz 1
8010 Graz - AUSTRIA

www.euroskills2021.com/conference

INFORMATION & SERVICE

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TICKETS

IMPROVE YOUR KNOWLEDGE AND SKILLS FOR THE FUTURE JOIN THE EUROSKILLS 2021 CONFERENCE

Book your Conference tickets and Conference live stream tickets online @
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CONFERENCE TICKET

EUR 350,00 excluding VAT

- // All sessions
- // Networking breaks
- // Full catering
- // EuroSkills 2021 Conference Bag
- // Shuttle transfers to Competition Venue

CONFERENCE LIVE STREAM TICKET

EUR 90,00 excluding VAT

Booking lines open until 30 August 2021.

Refund guarantee for safe bookings: In case of cancellation of the Conference because of COVID-19, full ticket prices will be refunded.

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