



AMSEP WAPES AMSPE



Interregional workshop on the subject of: “Providing investors and employers with support in meeting their recruitment needs”

Rabat, Morocco
23-24 March 2016

Programme

Version 18/03/2016 EN

Parts of this event may be recorded. By registering, you agree to being recorded (image and voice), published and/or broadcast on www.wapes.org.

**World Association of Public Employment Services
Association Mondiale des Services d'Emploi Publics
Asociación Mundial de los Servicios Públicos de Empleo**



Introduction

With the support of the WAPES Executive Secretariat, the *Agence nationale de promotion de l'emploi et des compétences* [National Agency for Promotion of Employment and Skills - ANAPEC] is organising an interregional workshop on 23 and 24 March 2016 in Rabat, Morocco, on the subject of:

“Providing investors and employers with support in meeting their requirements in terms of human resources”

The availability of human resources and the quality of support in the field of recruitment constitute key factors for decision-making when it comes to selecting a country for international investment.

The success of a company is largely down to the quality and commitment of the men and women who work there. HR policy lies at the heart of every company strategy, and its primary activity is recruitment. The quality of that activity is key to the establishment of a successful HR policy.

Successful recruitment within a company, which relies on the identification of the talents and skills required to fulfil the target job role, is today dependent on certain parameters that can even surpass the common rules governing human resources management, in particular the size of the company, its structure and its resources, its socio-economic environment including the contribution of the education system, the availability of the target profiles, regulatory constraints and the cultural values of job-seekers. These are all factors that make the recruiter's job more complicated.

It is for that reason that investors and companies are increasingly turning to external bodies that are able to relieve them of the more tedious aspects of the recruitment process, as well as the more expensive aspects.

This phenomenon is becoming more prevalent as a result of mass recruitment, which requires a great deal of power from the company's recruitment partner to enable it to respond to requirements of this magnitude, and often on a very short-term basis.

Under these conditions, the Public Employment Services (PESs) are the partners of choice for investors and companies for successful recruitment thanks to the nature of their mission, the range of services that they provide, the advantageous incentive measures offered and their local presence, which provides them with a better understanding of the company within its environment.

PESs are purely called upon to monitor the market and changes to recruitment practices, as well as the technological innovations that are widely used by employers and job-seekers.

For this reason, PESs face a dual challenge in terms of adaptation, and it has become essential for them to share their experiences in order to enable them to cope with practices that are both local and global at the same time.

Objectifs de l'atelier

The aim of this interregional workshop is to provide participants with the opportunity to share their experiences and to identify good practices, which will allow them to provide improved support to investors and companies to enable them to recruit successfully, taking into account each of their inherent constraints and their ability to adapt to their environment in the broadest sense of the word.

Three round tables will be hosted on this subject, bringing together national participants, PES experts and international organisations:

First round table: Support provided by PESs to investors and companies to aid in their recruitment processes. The aim of this round table is to shed light on the approaches taken by PESs in order to provide support to companies, focusing in particular on their assistance and advisory role, taking into account the complexity and diversity of the parameters to be defined.

In order to ensure this, the PESs offer basic services such as the preselection of candidates on file, personalised services such as assistance in the identification and formulation of requirements in terms of skills, and even more advanced services, such as the administration of tests that are specific to certain jobs, or the development of bespoke sector-related programmes in order to anticipate the recruitment requirements of certain investors and growth sectors.

The aim of this round table is to present best practices that are particularly well-received by employers and investors, and which have proven their worth in this area.

Second round table: Incentive measures for employment benefiting investors and companies. The aim of this round table is to present the measures adopted by the public authorities with a view to promoting employment and encouraging investors and companies to recruit and enrich their human capital in the quantities and with the quality required.

Those measures are sometimes essential in order to prepare the profiles that meet the requirements of the position to be filled. The creation of new jobs, the rare nature of certain profiles and the absence of specific training are all factors that complicate the recruitment process.

Adaptation training often represents a back-up solution in order to alleviate the problems caused by incompatibilities between training and employment.

Assisted contracts are also increasing in popularity as a means of overcoming the sluggishness of the market and making savings with regard to production and service costs.

The discussions will focus on the range of services offered along with their impact on the satisfaction of the skills requirements of investors and companies and the sustainability of recruitment.

Third round table: Online services and innovations offered to investors and companies by PESs. The third round table aims to move away from the traditional activities of Public Employment Services and to innovate in order to increase the variety of channels by



means of which their services are delivered with the aim of reaching a wider target audience and in order to respond to ever-increasing demand from their clients.

The online services provided by PESs have seen constant improvement in terms of their efficiency thanks to having benefited from technological advances and the enthusiasm displayed by recruiters and young people alike when faced with new virtual recruitment methods, from the simple posting of a job offer online and the submission of applications by the candidates to the organisation of virtual recruitment fairs and placing people in direct contact in real time.

Therefore, online services today can include e-intermediation portals, telephone platforms, social networks, smartphone applications, etc., and the list looks set to increase over the coming years.

The round table will also be used to discuss the best performances achieved in terms of support provided to investors and companies using online tools and services, as well as to demonstrate the possible risks and drawbacks of these new recruitment practices.

Provisional Programme

The definitive version of the agenda will be available on: www.wapes.org

Working languages: French, English and (Spanish if necessary)

Monday 21 and Tuesday 22 March 2016	
	Arrival and welcoming of participants
Tuesday 22 March 2016	
08:30 - 16:30:	WAPES Executive Committee meeting
20:00:	Dinner for members of the WAPES Executive Committee

Wednesday 23 March 2016	
09:00:	Welcoming of participants
09:30:	Opening speeches
10:30:	Coffee break
11:00:	<p>First round table: Support provided by PESs to investors and companies to aid in their recruitment processes</p> <p>Moderator: Mr. Mohamed CHALLAL, Algeria</p> <ul style="list-style-type: none"> • Ms. Marie-Colette BIMAI, Agency Director, FNE, Cameroon • Mr. Lamine DIENG, DG of ANPEJ, Senegal • Mr. Noureddine KHNISSI, Chief of BETI Gabès, ANETI, Tunisia • Ms. Lenka KINT, WAPES Executive Secretary • Mr. Abdellah CHENGHITI, President, National Association of Human Resources managers and trainers (AGEF), Morocco
13:00:	Lunch
14:30:	<p>Second round table: Incentive measures for employment benefiting investors and companies</p> <p>Moderator: Mr. Jean Pierre DOUZIMA, Central African Republic</p> <ul style="list-style-type: none"> • Mr. Jean-Paul BARBIER, ILO • Mr. Hicham ZOUANAT, President of the Employment Commission, General Confederation of Enterprises in Morocco (CGEM) • Mr. Noureddine BENKHALIL, Deputy DG and Director of Benefits, ANAPEC, Morocco • Mr. Anthony AWOTWE, Chief of Employment and Statistics department, National Labour Department, Ghana. • Mr. Yilma Halis DORTLEMEZ, Employment expert, Iskür, Turkey • Ms. Helen CHERRE, ALTRAN, Morocco

20:00:	Official dinner (Gala Dinner) at Restaurant Lamrini
Thursday 24 March 2016	
09:00:	<p>Third round table: Online services and innovations offered to investors and companies by PESs</p> <p>Moderator:</p> <ul style="list-style-type: none"> • Mr. Ahmed AL-MUJAISH, Employment Channels Director, HRDF, Saudi Arabia • Mr. Pierre Ange Désiré DANHO, Administrator, Agency for Youth Employment, Ivory Coast • Mr. Quentin DUVIVIER, Head of Department Development of Enterprises relations, Pôle emploi, France • Ms. Rajaa MALKI, Head of division Employers benefits, ANAPEC, Morocco
11:00:	Coffee break
13:00:	Close of the seminar
13:30:	Lunch
15:00:	Guided tour of Rabat: historical monuments and tourist attractions.