



PERÚ

Ministerio
de Trabajo
y Promoción del Empleo

International Workshop: Public Employment Services and Employers – Working Together for Mutual Benefits

**Lima, Peru
23-24 May 2017**

Programme

Version 25/04/2017_EN

This event will most likely be recorded. With your participation, you automatically agree to be recorded (image and voice), published and/or streamed 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

Over the last two decades, Latin America and the Caribbean countries have enjoyed economic growth, improved job creation and higher wages. However, many jobs remain informal, and high turnover impedes productivity, discourages employer investments in training, and contributes to inefficient job matches. Women and youth face particular challenges; they often look for employment through informal networks of peers who are equally vulnerable. In 2013, the bulk of Peru's workers (59%) were employed in the informal sector, with informality impacting 80% of young people.

Employers are concerned by the low quality and relevance of the skills many young people bring to the labour market. Over two-thirds of Peruvian companies have difficulty filling their vacancies. When employers struggle to find workers with the skills they need or make poor matches, their competitiveness, ability to expand, and to innovate suffer. Public employment services (PES) are uniquely placed to be a job broker, yet among the Latin America and Caribbean countries for which figures are available, no PES reaches more than 10% of employers. Working with employers can help PES improve opportunities for being hired into formal employment, laying the foundation for employment relationships that offer employers improved productivity relative to labour costs, that can offer workers the chance to acquire new skills, and that can provide governments a more sustainable revenue basis for social security.

This international workshop will bring together experts, business representatives and PES decision makers from around the world to share their challenges, experiences and successes in developing mutually beneficial relationships that supply employers with the right skills at the right time, improve PES capacity to predict labour market trends, and to assist job seekers, including youth, in finding formal employment, gaining skills in the workplace, and being more resilient in the face of periods of unemployment.

Programme

Updated agenda will be available on www.wapes.org

Monday, 22 May 2017	
19h00	Informal get together – Welcome cocktail
Event Programme	
Working languages	Spanish and English
Tuesday, 23 May 2017	
08h30	Registration

Tuesday, 23 May 2017	
09h00	Welcome (including a short video about Lima or other topic, and practicalities) (TBC)
09h05	<p>Opening remarks (10 minutes each)</p> <ul style="list-style-type: none"> • Mr. Mehmet Ali Özkan, President of WAPES (TBC) • Mrs. Elba Caro Hinojosa, Representative for Peru - Inter-American Development Bank - IDB • Mr. Alfonso Grados Carraro, Minister of Labour and Employment Promotion, Peru
09h45	<p>Key Note Speech - Why Public Employment Services need to work with employers</p> <ul style="list-style-type: none"> • Mr. Benoît Tessier, Executive Director, Employer Liaison Services, Employment and Social Development Canada <p>The key note speech will set the stage for each Public Employment Services (PES) to reflect on how it views its role with employers: Job broker? Labour market advisor? Human resources consultant? Partner addressing needs of barriered job seekers? Should increasing PES' market share with employers be a goal? It will discuss how working together benefits employers, PES and workers. The session will offer examples of benefits and challenges faced by employers, jobseekers and PES. An option for illustrating constructive engagement and cooperation would involve a representative from the PES, one from the country's private sector employers talking about their experiences.</p>
10h15	Coffee & tea break
10h30	<p>Panel Discussion: Creating the right strategy for engaging with employers</p> <p>In a service environment characterised by more frequent job transitions, PES' business models should also target the demand side of the labour market. The panel will offer experiences best practices on how PES develop strategies that create effective and lasting co-operation with employers, for example: how to initiate the contact with employers who have not previously worked with PES, how to maintain the relationship with employers who are already working with the PES, PES communication round and advertising of services, and tailoring strategies for different types of employers (e.g. SME vs large businesses, national vs local level).</p> <p>Discussant: Mr./Ms. XXX, (organization)</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Ms. Susanne Kraatz – Seconded National Expert, European Parliament, Brussels, Belgium • Mr. David Herranz Acebuche – ADECCO Regional Head Latam (TBC) • Ms. Claudia Cornejo, International Organization of Employers (IOE Peru) (TBC)

Tuesday, 23 May 2017	
12h00	Group photograph and lunch
13h45	<p>Session 1: Understanding employers' needs</p> <p>The globalization of business is having a significant impact on human resource management practices. Serving employers in this new context requires an understanding of today's human resource management issues, human resource management policies, practices and successful international standards, structural and personnel techniques. This session should present strategies developed by PES to better understand employer's human resources needs and management practices and offer well-designed and effective services to employers. This could include tailoring labour market information according to employer's needs, surveys to collect information about employers' expectations about the future and personnel needs, use of focus groups to obtain information about employers' expectations.</p> <p>Moderator: Mr./Ms. XXX, (organization)</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Dr. David Alfaro Del Pielago, Public Employment Service (Labour Ministry and Social Employment Promotion), Peru • Mr. Nate Williams – LinkedIn • Mr. Jorge Manco, Public Employment Service (Arbetsförmedlingen), Sweden • Mr. Pedro Goic, Public Employment Service (SENCE), Chile
15h00	<p>Session 2: Recruiting, training and retaining staff that can work with businesses</p> <p>For PES, just as in the private sector, recruiting and retaining a committed and capable workforce offers a business advantage. Keeping PES staff up-to-date and motivated is a matter of personnel techniques as well as investment of time and resources. This session should present strategies developed by PES to manage human resources dedicated to employers. This could include describing competencies of PES staff dedicated to employers, hiring criteria, induction training, further training, quality management of training of PES staff as well as strategies to connect training to career progression.</p> <p>Moderator: Mr./Ms. XXX, (organization)</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Mr./Ms. XXX, HdBA - Germany (TBC) • Mr./Ms. XXX, France (TBC) • Mr. Oswaldo Muñoz, Coordinador General del Servicio Nacional de Empleo, Mexico (TBC)
16h15	Coffee & tea break
16h30	Session 3: Profiling local employers

Tuesday, 23 May 2017	
	<p>Profiling employers can provide guidance on where to concentrate resources, but require good labour market information and local intelligence. The objective of the session is to present best practices on strategies to segment services to employers. Session speakers will present different strategies used by PES, for example, services are provided to all employers independent of their size, type, sector they operate or region they are located, versus specific services for targeted employer groups, the criteria used to target employer groups, and risks associated in focusing too much on segmenting and missing "second tier" opportunities.</p> <p>Moderator: Mr./Ms. XXX, (organization) Speakers:</p> <ul style="list-style-type: none"> • Mr. Jean-Pierre CALLAIS, Head of Cooperation and International Relations Department, Public Employment Service (Pôle Emploi), France • Mr./Ms. XXX, United Kingdom (TBC) • Mr. Alexander Wilhelm, Public Employment Service, (Arbeitsagentur), Germany
17h45	End of Day 1
18h30	Busses depart for evening programme – tour, dinner and show
23h30	End of evening
Wednesday, 24 May 2017	
09h30	Welcome (including practicalities for the day) (TBC)
09h45	<p>Session 4: Demand-driven, cost effective services for employers</p> <p>Employers want services that are convenient, and effective. The speakers will present strategies developed by PES to develop demand-driven, cost effective services for employers, including PES core service offerings and extended services to employers, how they are organized and how they are delivered in terms of local implementation of national guidelines. Which delivery channels are used and to what extent? How is digitalization impacting service provision to employers, and what criteria are used to determine what services are provided in-person and what services are delivered through other channels?</p> <p>Moderator: Mr./Ms. XXX, (organization) Speakers:</p> <ul style="list-style-type: none"> • Mrs. Karolin Kõrreveski, Public Employment Service (Tootukassa), Estonia • Mrs. Pam Gerassimides, NASWA (National Association of State Workforce Agencies), United States of America (TBC) • Mr. Sven De Haeck, Public Employment Service (VDAB) Flanders, Brussels, Belgium (TBC)

Wednesday, 24 May 2017	
	<ul style="list-style-type: none"> Mrs. Corine Peeters, Public Employment Service (UWV Werkbedrijf), Netherlands (TBC)
11h00	Coffee & tea break
11h15	<p>Session 5: How to measure results and manage performance</p> <p>In recent years, PES have become more sophisticated in evaluating and improving services to inform service development and measure the return on investment of public funds. Speakers in this session will offer strategies to measure results and manage performance of services for employers. The session will cover how PES objectives regarding employers are defined; indicators used to measure performance of PES services to employers (e.g. satisfaction, market share, vacancy filling and vacancy duration); comparing results across national/regional/local units; criteria for setting and using targets to improve performance; incentives and technical support; strategies for improving low performance.</p> <p>Moderator: Mr./Ms. XXX, (ORGANIZATION) Speakers:</p> <ul style="list-style-type: none"> Mr. Jiyoun YOUNG, Deputy Director, Public Employment Service, (Korea Employment Information Services – KEIS), South Korea Mr. Tulio Cravo, Inter-American Development Bank, IDB - Brasil Mr. David Rosas, Inter-American Development Bank, IDB
12h30	Lunch
14h15	<p>Conclusion Moderators share summaries of the sessions with the audience and next steps towards improving working with employers in Latin America/Caribbean countries</p> <p>Closing Remarks (10 minutes each)</p> <ul style="list-style-type: none"> Mr. Jaime Luis Obrero Charún, Vice-Minister of Employment Promotion and Labour Training , Peru Mr. Mehmet Ali Özkan, WAPES President (TBC) Mr. David Rosas, Inter-American Development Bank, IDB
15h30	Coffee and networking
16h30	End of event or Study visit (subject to decision by Peru)