

Talent Attraction & Retention: Showcasing Regional Strategies



WHEN?

October 10th, 2023 (14:30-15:30)



WHERE?

*Multi Region House, Rue Montoyer 21,
Brussels - Conference Room*

MODERATOR:

Vendula Nováčková,

Head of Representation of the South
Moravian Region to the EU

PANEL DISCUSSION:

14:30-15:30

SOUTH MORAVIAN REGION

Eva Holzová,

Smart City Projects and Events Manager
for Brno City Municipality

WIELKOPOLSKA REGION

Filip Kaczmarek,

Member of the Wielkopolska Regional Parliament
and a chairperson of its
Education and Science Committee

SLAVONIA, BARANJA AND SRIJEM REGION

Neda Martić,

Director at the Network of entrepreneurial incubators
of the Virovitica-Podravina County

KUJAWSKO-POMORSKIE REGION

Piotr Całbecki,

Marshal of Kujawsko-Pomorskie Region

FROM 15:30:

**NETWORKING EVENT WILL
FOLLOW THE DISCUSSION**



21st

European Week of
Regions and Cities

Thriving Regions, Stronger Europe

Wielkopolska Region

Filip Kaczmarek



Professor of the Poznań University of Economics and Business. Former member of the Polish Parliament - Sejm (1991-1993) and the European Parliament (2004-2014). Chair of The Poznań Society for the Advancement of Arts and Sciences (est. 1857). Member of the Wielkopolska Regional Parliament (2019-), chair of the Education and Science Committee. Advisor of the Foreign and European Union Affairs Committee of the Senate of the Republic of Poland.

Drawing on the European Year of Skills 2023 and its key initiative – the Talent Booster Mechanism presented in the Communication on Harnessing Talent in Europe’s Regions, we will showcase the topic of talent retention and attraction from the perspective of our regions and cities. Recent shocks that resulted in changes in working patterns as well as an unprecedented migrants influx from Ukraine has enlarged the talent pool had a profound impact on our territories. Moreover, we will present examples from our student cities, where universities play an important role in attracting international talents.



@Piotr Gołębiak, 2019

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Slavonia, Baranja and Srijem Region



Neda Martić

Born May 19th 1963 in Virovitica, finished her formal education by earning a diploma from Postgraduate studies in Entrepreneurship at the Faculty of Economics in Osijek. Throughout her career, she worked in both private and public sectors and in managing positions. From 1990 to 2002 she was a Program Manager for viands at Trgoćentar d.d. for trade, production, and services.

In 2002 she started her career in the public sector in the field of entrepreneurship as a Professional associate for small and medium enterprises at the Center for Entrepreneurship of the Virovitica-Podravina County. She continued the same work at the VIDRA - Agency for Regional Development of Virovitica-Podravina County from 2009 and later as Head of the Department of Economy.

Since March 2019 Mrs. Martić is acting as a director at The Network of entrepreneurial incubators of Virovitica-Podravina County. As a director, she has given specialized lectures for entrepreneurship, financial management, and control of projects financed from EU funds to LRAs, associations, secondary school and university students. She managed the publication of the brochure "How to Start Your Own Business" and has given workshops on the topic of creating a successful business plan.

Demographic development and the attraction of talented young people are really in focus in many European regions, as well as the question of how a region can remain attractive and assert itself, especially with regard to the employment of qualified workers. Tackling this issue, The network of entrepreneurial incubators provides full support to those interested, from the development of an entrepreneurial idea to the growth of business in order to retain young people in the region but also to attract others and has fully fulfilled its purpose: there are almost no vacancies.

@Matija Turkalj

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Kujawsko-Pomorskie Region



Piotr Całbecki

Piotr Franciszek Całbecki (born October 4, 1967 in Toruń) - graduate of the Faculty of Biology and Earth Sciences at the Nicolaus Copernicus University in Toruń. In the years 1998-2002 he was a member of the City Council and the City Board of Toruń. Since 2006 for four terms he has been the head of the Executive Board of the Kujawsko-Pomorskie Voivodeship. He won the mandate of a regional councillor with the highest number of votes in the Kujawsko-Pomorskie, and in the last local elections in 2018 he obtained one of the highest results in the country.

Since 2012, Member - Alternate in the European Committee of the Regions. In the years 2015-2020 he was a member of the National Development Council. He is a member of the Joint Commission of Government and Self Government. He was awarded several distinctions, among others the Gold Cross of Merit of the first degree for special achievements for the development of local government in Poland, the Knight's Cross of the Order of the Rebirth of Poland and the medal "For Merits for the Defense of the Country". Marshal Piotr Całbecki is married and has three daughters.

Kujawsko-Pomorskie Region like many other regions in Central Europe faces a challenge of emigration of its young people. It has tried to address this issue by creating initiatives aiming at helping young people to flourish professionally in the region. The steps were also undertaken to attract foreign investors to the region. In 2004, The Center of Investor and Exporter was created. However, the recent events related to the war in Ukraine and the influx of 45.000 refugees to the region came as a shock to the entire regional support system but also to the job market. We will address the complexities of these challenges and the practical steps we want to take in order to retain the talent in the region and integrate better the Ukrainian people into the job market. The other problem of Kujawsko-Pomorskie is water shortage which affects the prospects for social and economic development and is the cause of the migration of young people from the region, especially from the agricultural part, that is Kujawy.



@Szymon Zdziebło, 2019

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Eva Holzova

As a smart city events and projects manager, she is dedicated to driving innovation and progress in urban environments. With expertise in strategic planning, project management, and stakeholder engagement, she has a proven track record of delivering successful initiatives that leverage cutting-edge technologies and best practices. Her passion for sustainability and ability to collaborate with diverse teams enabled her to create impactful solutions that benefit both citizens and businesses.

The region will introduce what steps Brno Municipality is taking to internationalize the office and, by extension, the city. Some examples of cooperation with the business and academia sphere will be given. Introduced will also be the Brno Expat Centre and Centre for foreigners and their activities. Moreover, some of the problems and challenges such as finance, culture, preference for certain nationalities, or talent retention will be discussed. Included will be the description of how expat centres work in individual countries, if they have them. Holders of ERC grants in Brno – CEITEC will be mentioned as well.



@Oldřich Hrb, 2020

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