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2025
ROK POMORSKIEGO
RZEMIOSŁA



HANSE-PARLAMENT

Workplace Innovation and Dual Education Pathways for SME Growth Gdansk, 18th September 2025

SECURING SKILLS AND INNOVATION FOR SMEs



INTERNATIONAL CONFERENCE

- Workplace Innovation and Education
- Integrating Vocational and Higher Education
- Dual Pathways for SME Talent
- Securing Skills and Innovation for SMEs



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SMEs across the Baltic Sea Region face a growing shortage of skilled workers, managers, and entrepreneurs. Demographic change and shifting career preferences have led to declining participation in vocational training, while many university graduates enter the workforce lacking the practical experience and applied skills SMEs require.

The Hanse-Parlament invites you to an international conference addressing these urgent challenges.

Drawing on results from two major initiatives - WIN4SMEs (COVE) and BA&VET, both co-funded by the European Union - the conference brings together education leaders, business chambers, and policy makers to discuss concrete strategies for securing the next generation of skilled professionals. Participants will hear real-world examples from pilot projects across the region, engage in structured roundtable discussions, and receive practical guidance on implementing dual education models in diverse national contexts.

Overview

Date: 18th September 2025

Time: 10:45 – 17:30

Venue: Marshal's Office of the Pomeranian Voivodeship (next to the the main European Funds Information Point)

Address: Augustyńskiego 1, 80-819 Gdańsk



Room: Polskie Niebo

Participants: 80 institutions; decision-makers from policy, business chambers, universities and vocational schools

Please note that minor changes may occur.



Speakers:



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- Anna Banczyk, Head of Unit “Vocational Education and Training, CEDEFOP”, Directorate-General for Employment, Social Affairs & Inclusion, European Commission, BE (video)
- Ton Driessen MBA, EU-WIN, President of the Executive Board, European Workplace Innovation Network
- Agnieszka Majewska, Spokesperson for Small and Medium-Sized Enterprises, PL
- Beata Dziemińska-Skowron, Counsellor, Department of Vocational Education, Unit of Labour Market Monitoring, Ministry of National Education, Warsaw, Poland
- Prof. Marek Łukasik, Vice-Rector for Development and Cooperation, University of Słupsk, PL
- Dr. Gesa Münchhausen, Bundesinstitut für Berufsbildung (BIBB), DE
- Barbara Zakrzewska, Headmistress Mechanical and Logistics Vocational School in Słupsk, PL
- Prof. Jan Klimek, President of the Polish Craft Association PL (video)
- Nina Spithost, NHL Stenden Hogeschool, Education, Research & Internationalization Dept.
- Piret Potisepp, Director of Services, Estonian Chamber of Commerce and Industry
- Prof. Dr. Joachim von Kiedrowski, Berufliche Hochschule Hamburg (tbc)





Agenda

Time		Speaker
8h30	Registration / Welcome	
9 – 10h15	<i>Formal Annual Meeting Hanse-Parlament</i>	<i>For members of HP</i>
10h15	Break / Welcome coffee and registration for conference	
Session 1: Workplace Innovation in SMEs ; Introduce innovation practices supported by CoVEs and SME collaboration.		
10h45	Welcome by Małgorzata Wokacz-Zaborowska	Małgorzata Wokacz-Zaborowska Director Pomeranian Chamber of Handicrafts for SMEs, Gdansk, Poland
10h50	Welcome by a representative of the Marshalls Office.	tbc
10h55	Welcome by Anna Banczyk	Head of Unit “Vocational Education and Training, CEDEFOP”, Directorate-General for Employment, Social Affairs & Inclusion, European Commission, Belgium Brussels Video message
11h00	WIN4SMEs Regional and International Education Partnerships for Workplace Innovation in SMEs	Anna Maria Czarny Project Manager at Hanse Parlament
11h10	SMEs and workplace innovation Presentation of EU-WIN network.	Ton Driessen MBA EU-WIN, President of the Executive Board, European Workplace Innovation Network
11h20	SMEs and workplace innovation roundtables/panel	Hanse Parlament moderation
Session 2: Education as a Driver of Workplace Innovation		
12h10	Drivers of innovation in SMES	Agnieszka Majewska Spokesperson for Small and Medium-Sized Enterprises, Poland
12h20	Sectoral Skills Centres – Polish initiative to boost innovation in education.	Beata Dziemińska-Skowron Chief expert, Department of Strategy, Qualifications and Vocational Education, Unit of Labor Market Monitoring





		Ministry of Education and Science, Warsaw, Poland
12h30	Experience with dual vocational and higher education in a centre of vocational excellence in Słupsk, Poland	Prof. Marek Łukasik Vice-Rector for Development and Cooperation, University of Słupsk Barbara Zakrzewska Principal / Headmistress Tadeusz Tański Mechanical and Logistics Vocational School in Słupsk, PL
12h40	Education as a Driver of Workplace Innovation roundtables/panel	Hanse Parlament moderation
13h30	Lunch	
Session 3: Integration of dual vocational training and dual Bachelor's degree programmes		
14h30	From the perspective of a Confectioner and Professor: Successes and prospects of dual vocational training in Poland	Prof. Jan Klimek, President of the Polish Craft Association PL Video message
14h40	Dual education as innovation driver	Dr. Gesa Münchhausen Bundesinstitut für Berufsbildung (BIBB) Section "International VET Comparison, Research and Monitoring"
14h50	Experience with associate degree programs	Nina Spithost NHL Stenden Hogeschool Education, Research & Internationalization Department, The Netherlands
15h00	Dual vocational training and dual bachelor's degree roundtables/panel	Hanse Parlament moderation
15h45	Coffeebreak	





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Session 4: One step further: Trilateral education (BA&VET)

16h15	Dual bachelor's programs with integrated initial and further vocational training	Christian Wildt Hanse Parlament
16h25	Partner Experiences BA&VET	Piret Potisepp, Director of Services, Estonian Chamber of Commerce and Industry, Estonia
16h35	Recruitment of specialists and managers through two new three-cycle study programmes	Prof. Dr. Joachim von Kiedrowski, Berufliche Hochschule Hamburg, Germany
16h45	Trilateral education roundtables / panel	Hanse Parlament moderation
17h15	Conclusion of the day	Dr. Max Hogeforster Hanse-Parlament
17h30	End of conference	
19h30	Dinner	Piwnica Rajców Długi Targ 44, 80-830 Gdańsk, Polen

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