



## 15th Annual Conference

# Investment in skills and productivity:

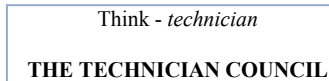
## Better training as the key to economic dynamism

Monday 22 & Tuesday 23 November 2010, London

Dinner Venue: The Reform Club, 104 Pall Mall SW1Y 5EW

Conference Venue: Ironmongers' Hall, Shaftesbury Place EC2Y 8AA

### Co-initiators



### Sponsors / Partners



**BOSCH**

**BRINKMANN & PARTNER**  
Solicitors | Tax Advisers | Auditors



**nationalgrid**  
THE POWER OF ACTION



**SIEMENS**



**unionlearn**  
with the TUC

### Investment in skills and productivity:

#### Better training as the key to economic dynamism

Europe as a whole recognises that a high-skill, high-productivity economy provides the most effective platform to boost competitiveness and enhance well-being. As Peter Loescher, Chief Executive of Siemens AG, put it at the Annual Dinner of the German-British Chamber of Industry and Commerce on 9 June 2010 in London; “We have to get the message across to our youngsters in schools and universities that we need to out-innovate the innovators all over the world.”

German Industry UK (GIUK) has been at the forefront of efforts by German businesses in the UK to attempt to provide in Britain a framework similar to the German Dual Training System. GIUK has held constructive meetings with Ministers from both the Labour government and the new Conservative-Liberal coalition administration and has now set up a working group within the Department for Business, Innovation and Skills to determine how this can be done for the U.K.

The new UK government has made tackling the skills gap a significant priority in its efforts to spur economic renewal. There is considerable interest in learning lessons from Germany, where equipping the workforce with competitive skills through the vaunted apprenticeship and vocational training system, in partnership with industry, has long been a centre-piece of economic policy.

The presence of a large number of German companies in the UK has added impetus. Underlining this point, Robert Bosch, BMW, EON and Siemens are all giving support to the conference. The gathering will highlight the role of the Technician Council, a new body set up in the UK to promote a new non-academic route to technical excellence for employees in many different fields.

The conference addresses a number of pressing macro- and micro-economic themes:

- How can modern European economies find the best training solutions for keeping abreast with demand for sophisticated, high-quality output in manufacturing and services? How is Europe facing up to the task of assembling a high-skill, high-productivity society as set down under the objectives of the 2020 Lisbon programme? What role should training and personnel development play to achieve this?
- How can countries find the right balance between manufacturing and non-manufacturing to ensure growth and living standards at a time when the demarcation lines between manufacturing and services are increasingly blurred?
- How can the UK learn from experience in Germany, especially in lowering the cost and increasing the effectiveness of training? What is the evidence from Germany that a better-trained workforce will help the whole economy become more resilient in a downturn and more flexible in an upturn?
- What are the concrete steps needed to upgrade the status of engineers and ensure that the right streams of young people from schools and further education establishments reach the engineering profession? What should be the thrust and purpose of the Technician Council, how achievable is its objectives, how will it organise its funding and its qualifications practices and how can it best garner broad support?

**For a full review of German-British Forum conferences since 1996 please refer to [www.gbf.com](http://www.gbf.com)**

---

## All Speakers Confirmed as of 7th October 2010

### DINNER PROGRAMME Monday 22 November 2010

The Reform Club, 104 Pall Mall SW1Y 5EW

**7.00 pm** **Keynote speech: Britain needs technicians more than bankers and middle managers**

**The Rt. Hon Lord Kenneth Baker**, Co-founder of Baker Dearing Educational Trust, Chair of Edge educational foundation, and former Education Secretary

**Keynote speech: Europe's high-value industry – assembling the right ingredients to ensure a prosperous and cohesive future**

**Steve Holliday**, Chairman of the Technician Council and Chief Executive of National Grid



**H.E. Georg Boomgaarden**



**Rt. Hon. Lord Kenneth Baker**



**Steve Holliday**

### CONFERENCE PROGRAMME Tuesday 23 November 2010

Ironmongers' Hall, Shaftesbury Place EC2Y 8AA

**8.30 am** **Registration, refreshments**

**9.00 am** **Welcome remarks:**

**H.E. Georg Boomgaarden**, German Ambassador to the UK

**Prof. William Paterson**, Chairman, German-British Forum

**Markus Pertl**, Managing Partner, SCCO International



**Prof. William Paterson**

**9.10 am** **Keynote speech:**

**Europe's framework for productivity, innovation and sustainable growth – Britain's contribution through assembling the best environment for skills and training**

**John Hayes MP**, UK Minister for Further Education, Lifelong Learning and Skills

**9.30 am** **Panel discussion:**

**The bigger picture - Getting the political and economic framework right**

**Speakers:**

**Martin Doel**, Chairman of Association of Colleges (AOC)

**Prof. Matthew Harrison**, Director, Education Programmes, The Royal Academy of Engineering

**Steve Holliday**, Chairman of the Technician Council and Chief Executive of National Grid

**Dr. Edward Krubasik**, Former Member of the Board, German Council for Sustainable Development

**Vicky Price**, Senior Managing Director, FTI Consulting

**Terry Scuoler**, Chief Executive, EEF



**Markus Pertl**



**Terry Scuoler**

**Session chairman:**

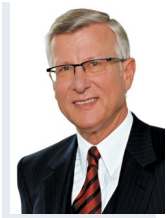
**Peter Marsh**, Manufacturing Editor, Financial Times

**11.00 am** **Coffee break**



**Bernard Molloy**

---



**Edward Krubasik**



**Tom Wilson**



**Martin Doel**



**John Hayes MP**



**Peter Marsh**



**Jürgen Maier**



**Robert Bischof**

**11.30 am Panel discussion:**  
**Implementation – Practical steps towards building a high-skill, high-productivity economy**

**Speakers:**

**Dr. Hubert Ertl**, Lecturer in higher education, University of Oxford

**James Fothergill**, Head of Education & Skills, Confederation of British Industry

**Jürgen Maier**, MD Industry Sector UK, Siemens

**Bernard Molloy**, Managing Director, Hoppecke Industrial Batteries Ltd.

**Tom Wilson**, Director of unionlearn, Trades Union Congress

**Session Chairman:**

**Robert Bischof**, Managing Partner, SCCO International, Chief Economic Advisor, GERMAN INDUSTRY UK

**1.00 pm Buffet Lunch**

**2.30 pm End of conference**



# Investment in skills and productivity: Better training as the key to economic dynamism

Co-initiators



The SCCO Institute



Sponsors / Partners



Please complete in block capitals and return by fax or post to

**Evelyn Mensah**

**German-British Chamber of Industry & Commerce**

**Mecklenburg House**

**16 Buckingham Gate**

**London SW1E 6LB**

**Tel.: + 44 (0) 20 7976 4145 Fax: + 44 (0) 20 7976 4101**

The Conference Programme starts with Dinner on Monday 22 November followed by the conference on Tuesday 23 November with a light lunch to follow at 1 pm.

Title \_\_\_\_\_

Name \_\_\_\_\_

Position \_\_\_\_\_

Company/affiliation \_\_\_\_\_

Address \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Name(s) of additional persons attending \_\_\_\_\_

*If you have several guests, please attach their names on a separate sheet.*

**I would like to book**

*Please indicate numbers of attendees as appropriate. Prices include VAT.*

*Please see programme on [www.gbf.com](http://www.gbf.com) for a full list of sponsors & partners.*

Price: Conference and lunch; £ nil No of places:

Dinner, key note speeches and reception; £95 per person No of places:

Corporate table for 10 guests, plus corporate logo on programme; £1,000 per table No of tables:

Total: £ \_\_\_\_\_

Please state any special dietary requirements \_\_\_\_\_

**Payment**

*I wish to pay by:*

Invoice  OR Credit card:  Visa  Mastercard  Amex

Card No. \_\_\_\_\_ Expiry Date \_\_\_\_\_

*You will be invoiced by the German-British Chamber of Industry & Commerce. Invoice will be issued to the address mentioned above. Cheques should be made payable to "German-British Chamber". Please supply the billing address of your credit card if it is different from the address mentioned above. Cancellation policy – Refunds will only be given if cancellation has been received by 5 pm on Wednesday, 14 November 2010. The information you provide on this registration form will not be passed on to third parties.*