



Hanse-Parlament e.V. - Blankeneser Landstr. 7 - 22587 Hamburg



HANSE-PARLAMENT

Hamburg, 11.01.2023

**Invitation to the Conference REGROW
“Recruiting the Young Generation Workforce: Innovative HR
Management”**

Ladies and Gentlemen,

In many EU countries, there is a major shortage of young skilled workers, especially in SMEs. As a result, the growth prospects and competitiveness of SMEs are negatively affected. At the same time, many SMEs also have problems integrating the new recruits properly into the company and building a relationship based on mutual satisfaction. That this is increasingly not achieved on both sides is shown by studies on employee satisfaction as well as employer surveys.

As part of the EU-Co-funded project REGROW, we have developed, tested and implemented concrete solutions for SMEs, to tackle this problem together with business support organizations. We want to present these solutions to you at our conference and discuss them with you and invite you to the following conference.

Please register by using the link below until the 19th of January 2023. You will receive the access link afterwards.

On the 20th of January 2023 at 9am (CET)

Registration via the following link:

<https://us02web.zoom.us/meeting/register/tzMufu6grDMiHdVs8gKIZCJcK5O6VxVs0X8K>

Participation in the conference is free of charge!

Best regards,
the REGROW project team



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| REGROW Conference Agenda | | |
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| Part I | | |
| 09:00 – 09:10 | Welcome to the Estonian Chamber of Commerce and Industry | Piret Potisepp, Estonian Chamber of Commerce and Industry, Estonia |
| 09:10 – 09:20 | The REGROW Project – An overview | Christian Wildt, Hanse-Parlament, Germany |
| 09:20 – 09:40 | Millennials and Generation Z – Results of the latest research | Uwe Schaumann, Berufsakademie Hamburg, Germany |
| 09:40 – 09:55 | Toolbox for identifying personal competencies and life aspirations as well as alignment with corporate goals – Use and benefits | Alexander Frevel, Arbeit und Zukunft e.V., Germany |
| 09:55 – 10:25 | REGROW HR-Management Training course – implementation and results | Piret Potisepp, Estonian Chamber of Commerce and Industry, Estonia |
| 10:25 – 10:35 | HR-Management Training – platform for better results | Karin Kuusk, Motiveer, Estonia |
| 10 Minute Coffee break | | |
| Part II | | |
| 10:45 – 11:00 | Mentoring Training – Use and benefits | Anker Meier, International Business Collage Innovationsfabrikken Kolding, Denmark |
| 11:00 – 11:10 | Mentoring Training experiences and project results | Grażyna Dębicka-Ozorkiewicz, Chamber of Crafts Opole, Poland |
| 11:10 – 11:25 | HR-Management Training with limited budget- mission impossible? | Palmi Lindjärv, Estonia |
| 11:25 – 12:00 | How does war in Ukraine impact the HR field in Estonia? Discussion in Groups and Plenary | Natalja Kitam, Estonia Moderation: Merit Fimberg-Espuch and Piret Potisepp |
| 12:00 – 12:15 | Time for questions and closure | Christian Wildt, Hanse-Parlament, Germany |
| Lunch and Networking at the Estonian Chamber of Commerce and Industry for in-person participants | | |



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