

Finding and keeping talents in the region

Finding and keeping talents is a challenge for companies on both sides of the border. Four best practice projects will introduce their solutions to tackling the problem.

The Interreg project *euregio campus* looks towards reducing brain-drain and creating brain-gain by promoting the Euregio as an attractive cross-border job market and place of residence, thereby binding the students to the region.

GrensWerk develops borderless services and offers concerning the employment market and includes a unique cooperation of the Dutch and German job centers.

The Dutch project *TalentIT* is a non-profit matchmaker that connects IT students to companies for internships, part-time jobs and IT projects, with an emphasis on the personal connection between student and working culture.

In the German project *Meet the Boss*, bosses from manufacturing companies of the region introduce themselves to university students and talk with them about career opportunities, but also about current topics like digitalization or entrepreneurship.

Agenda

Best Practice 1: euregio campus, Interreg project

Eva Eichenberg, Wirtschaftsförderung Mönchengladbach (WFMG)

Lilia Gutenberg, NIERS - Niederrhein Institut für Regional- und Strukturforschung

Best Practice 2: GrensWerk; Gemeente Enschede, Agentur für Arbeit Coesfeld

Melanie Brueker EURES- und GrensWerk-consultant, Gemeente Enschede

Michael Paskert, EURES- und GrensWerk-consultant, Agentur für Arbeit Coesfeld

Best Practice 3: TalentIT, Twente region

Ian Besselink, Project Member TalentIT

Best Practice 4: Meet the Boss, Initiative In|du|strie

Julian Allendorf, IHK Nord Westfalen

Hosted by:

Britta Schneider, IHK Nord Westfalen

Christopher Papendorf, IHK Nord Westfalen

The webinar will be held in English.



TALENT