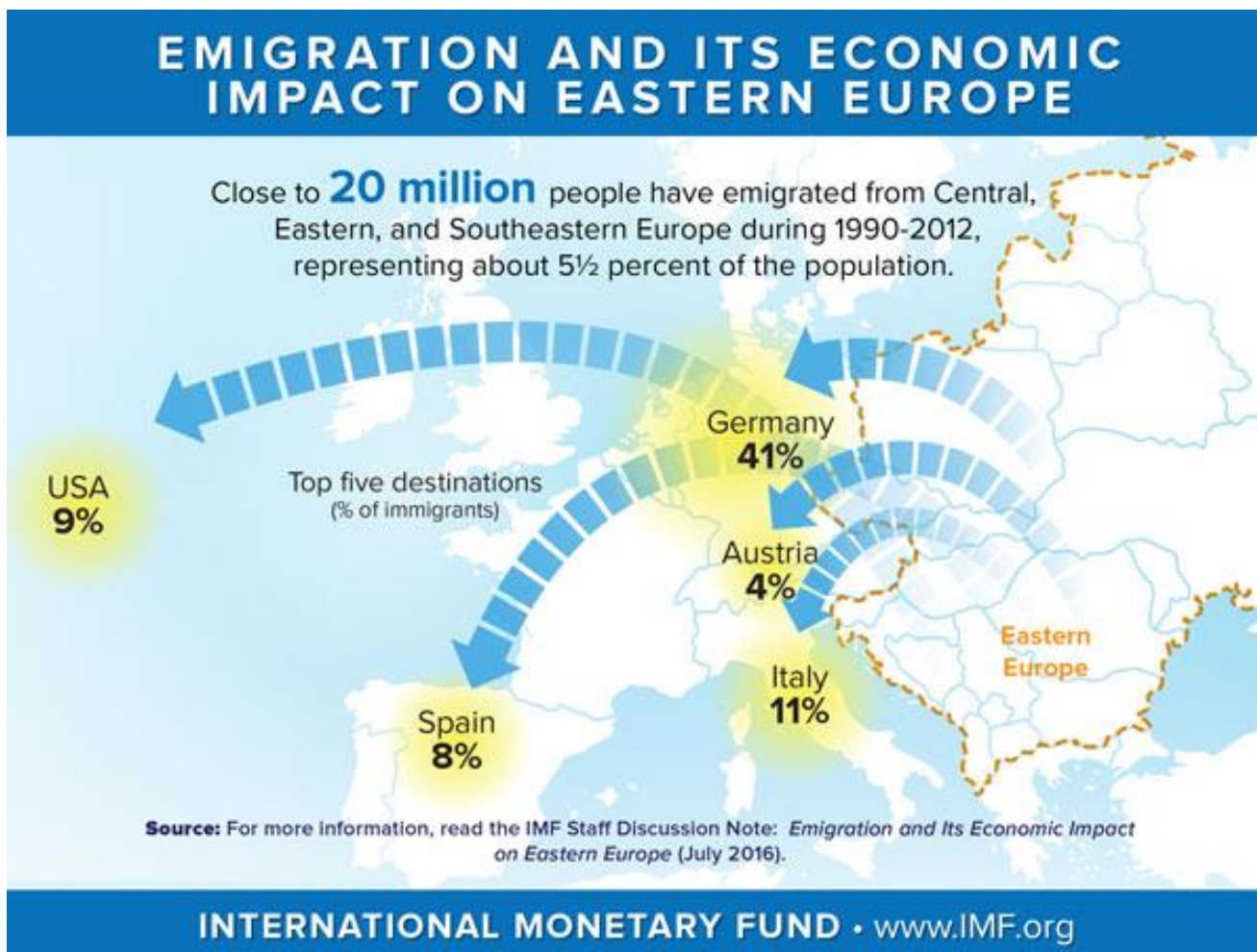


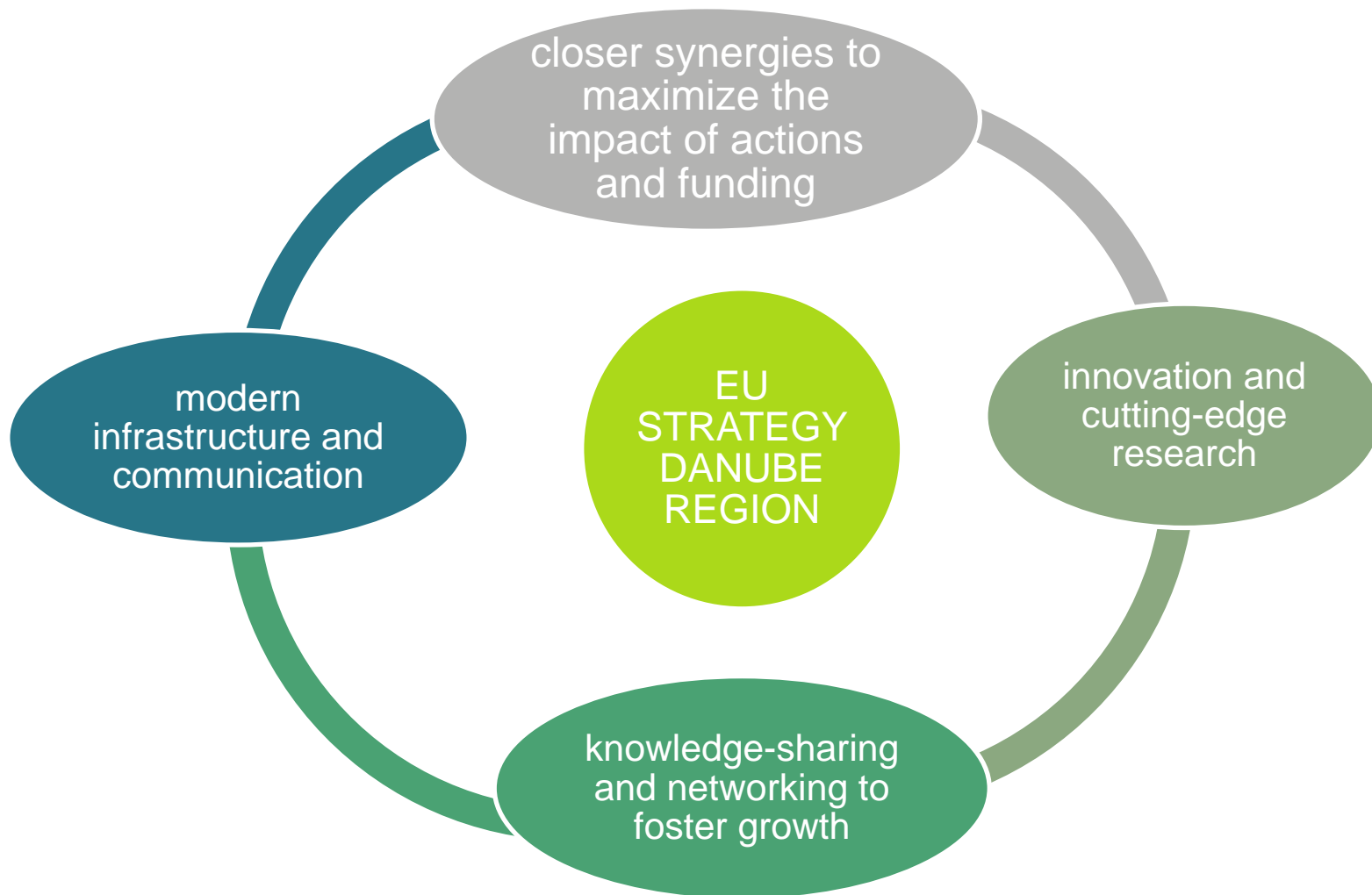
Business environment - Policy context, incentives barriers

Strengthening the regional economic development

- Goal: demonstrate that linking education to employment contributes to the strengthening of the regional economic development
- Target groups:
 - politics/administration: decision-makers at national, regional and local level
 - education: higher educational institutions: universities, universities of applied sciences, Colleges, higher education institution staff
 - business: business associations, industrial associations, Chambers of Commerce and Industry, companies, employers, entrepreneurs



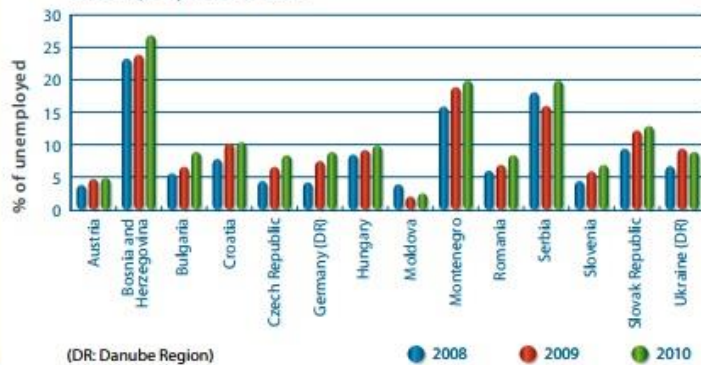
Business environment



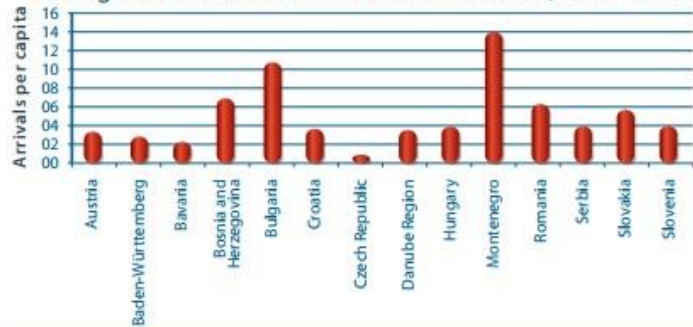
Some figures

The Region has very wide disparities as shown by the map. It has some of the most successful but also the poorest regions in the EU. The EU Strategy for the Danube Region will address these disparities by bringing together all the opportunities in the Region, as for example tourism (graph below).

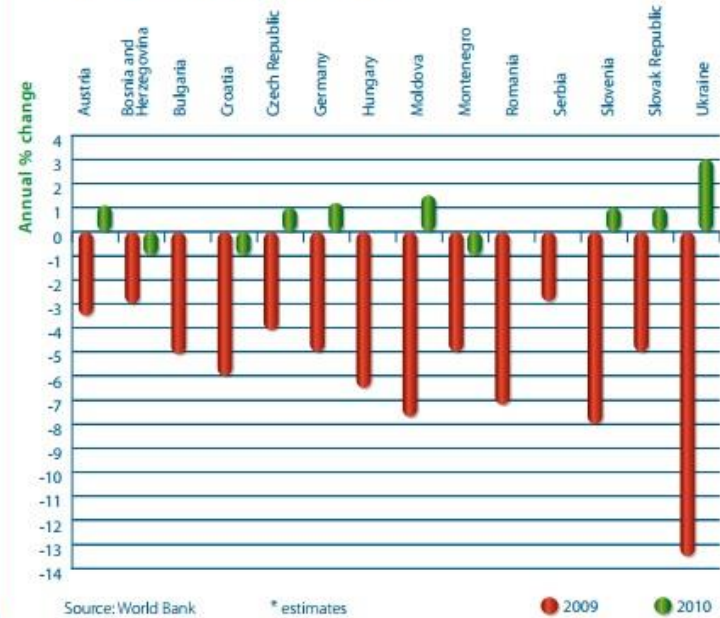
Unemployment rate



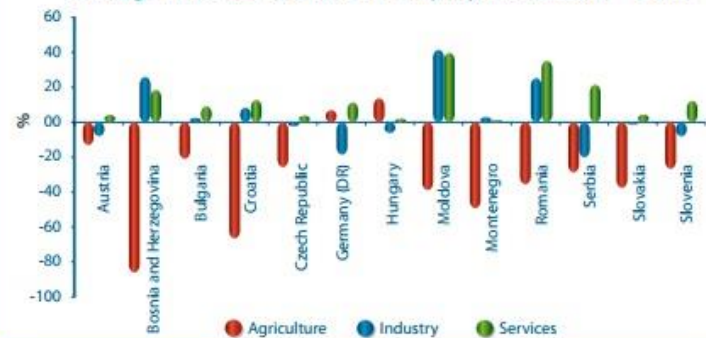
Change in arrivals in tourist accommodation, 2004 - 2008



GDP growth, 2009 and 2010*



Change in sectoral share of employment, 2000 - 2008



Policy context

Framework for the development

- Bologna Process (in Serbia from 2005)
- Reform and harmonization of the process
- Accreditation system
- Harmonization all over Europe
- Formation of regulatory bodies
- EU funded programs

Noted barriers

- Top-performing regions in Europe
- Also, lowest-performing regions in Europe
- Transport infrastructure, undeveloped and under utilized in some parts
- Personal, administrative and bureaucratic
- Institutional support
- Capacity development and PM capacity
- Socio-cultural and political barriers

Incentives

- In the view of these objectives and to support optimal policy making, the Eurydice report on Modernisation of Higher Education in Europe are
 - Access
 - Retention
 - Employability

Access strategy

- Access, which includes awareness of the availability of higher education, the requirements to be admitted, and the process of admission

Retention strategy

- Retention, including progression through the study programme with support that may be provided when problems are encountered

Employability strategy

- Employability, including measures supporting students' transition from higher education into the labour market.

What can be done

- Benefit through better connections between innovation and business supporting institutions
- Clusters and links between centres of excellence, binding them into existing education and research networks



Thanks for your attention!



ELC 4 - Strengthening the regional economic development