



## INVITATION

### “Pulling resources together: exchange of best practice in talent retention for Europe”

**Thursday 10 October 2013, 10.00 - 13.00**  
**Stockholm Region EU Office, Avenue Marnix 28, 1000 Brussels**

With increasing mobility of global talents in the world, most of the developed European regions have enjoyed brain gain to reinforce its human capital. In the meanwhile, there are also many regions encountering labour force deficiency and therefore seeking solutions to stem brain drain in order to retain its local talents and attracting new ones.

Human capital converging from the world to Europe and flowing amongst European regions is the decisive factor for the success of Europe's economy. Coherent actions and continuous dialogues between local actors and regions will harmonize the differences amongst them and move towards one welcoming and inclusive Europe.

In response to the challenges mentioned above, the EXPAT-project (Innovative Services for International Talents) co-funded by EU Interreg IV A Programme, is hereby inviting you to a seminar on various practical social innovation solutions to talent retention and attraction in the focused topics of soft-landing, soft-departure and social networks.

Aim of the seminar:

- To share the knowledge and results from the EXPAT project widely with other European regions
- To exchange experiences in the subject of talent retention with other European regions
- To create networks between regions and actors who are exploring innovative methods for talent retention
- To exchange experiences and ideas for the future programme period about co-operation in the field of talent retention

#### Registration

The event is free of charge, but seats are limited! Please register by sending an email to: [info@stockholmregion.org](mailto:info@stockholmregion.org) indicating if you are also attending the lunch.

#### Venue

Stockholm Region EU Office, Avenue Marnix 28, 1000 Brussels. Please find a map [here](#)

#### Further information

For questions about the seminar please contact [madelen.charyszczak@stockholmregion.org](mailto:madelen.charyszczak@stockholmregion.org)  
For more information about the EXPAT-project please visit: [www.expatriatproject.info](http://www.expatriatproject.info)



## PROGRAMME

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- 10.00      **Moderator**  
*Juha Eskelinen, Deputy Regional Mayor of Helsinki-Uusimaa Region, Finland*
- 10.10      **Key note speech on talent retention and attraction as the core interest for future regional development**  
*Ms Eva Schultz, Policy Officer, Immigration and Integration, DG Home Affairs, European Commission*
- 10.30      **Micro region's response to the global talent mobility- a case of Expat project**  
*Ms Christine Chang, Project Manager, Uusimaa Regional Council, Finland*
- 10.50      **Pathways to successful retention – showcasing best practices of services**  
*Mr Carl-Johan Åkerblom, Project Director, Turku Science Park Ltd, Finland*
- 11.10      Coffee break with networking
- 11.40      **Talent retention efforts in Northern Europe – from nice to have to need to have**  
*Mr Marcus Andersson, Partner; Head of Research and International Projects at Tendensor AB, Sweden*
- 12.00      **Human capital as regional competence - Results of the INTERREG IV C sub-projects BRAND and BUTTOM (Brain-flow Mini-Programme)**  
*Ms Alexandra David, Researcher, Institute for Work and Technology, Germany*
- 12.20      **Closing speech on funding possibilities in the future**  
*Representative, European Commission*
- 13.00      Lunch buffet with networking