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THE
COMPETITIVENESS
PROJECT

Developing the Next Generation Workforce

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Workforce development needs

- 36% unemployment
- Unmet demand for specific skills in growth industries
- Skills mismatch: what is needed is not what is available
- 21st century competitiveness is increasingly about how well knowledge and skills are developed and utilized

Even with high unemployment, there is high demand for a competitive workforce

Gap between demand & supply:

- Availability
- Development time
- Development cost
- Quality



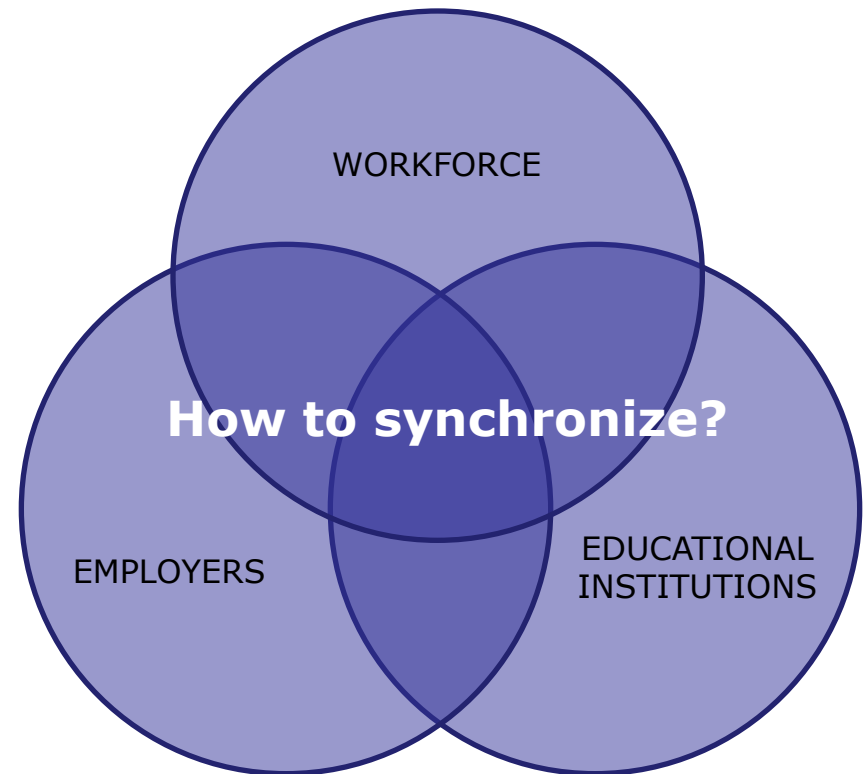
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An effective workforce delivery system

- Meets employer (market) needs with needed skills and competencies
- Empowers participants to make choices to increase their value (and competitiveness)
- Provides information for decision-making and performance improvement





Implementation:

1. MCP's National internship and job placement program

Participation since March 2009:

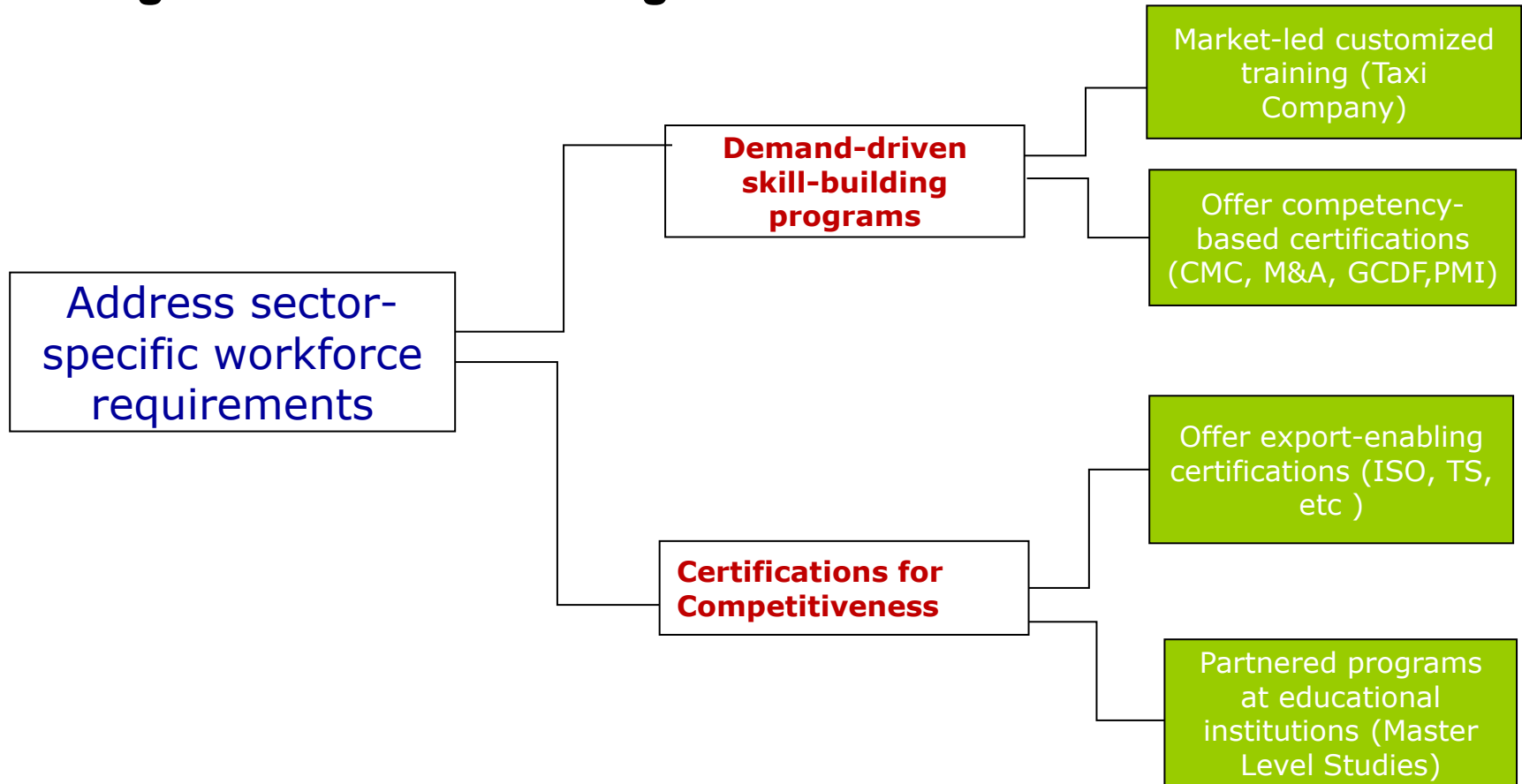
- All Macedonian universities, plus 10 vocational schools
- Private sector and Local government

Commitments:





Implementation: 2. Training and Certification Program





3. Industry Led Education Partnership Program

- ▶ Collaboration between educational institutions and businesses is the key to ensuring that graduates have the skills needed in tomorrow's workplace,
- ▶ With the certification program you don't resolve the long term problems of the companies,
- ▶ Only by creating a structural change we can tackle the root cause of the problem i.e. the gap that exists between the supply and demand.



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4. WFD Working group

- to stimulate and facilitate the dialogue among Numerous stakeholders, including the international community, the Macedonian government, universities, Associations, Chambers of Commerce, and companies all have a vested interest in cooperating to enhance the economic growth of Macedonia.
- through quarterly meetings to recommend and suggest ways on how to reduce the gap between workforce development supply and demand,
- to develop action plan with specific activities that would improve and support the WFD initiatives,
- introduce topics that prevent effective implementation of existing portfolio of activities,



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Outcomes of USAID Competitiveness WFD interventions

1. National Internship and Job Placement Program (NIJP)

- More than **7,000 University and high school Students and 300 companies** registered on the portal,
- More than **5,000 trained students** on improvement of writing skills (CV and Cover Letter) and verbal skills (communications) and more than **260 company mentors** on internship methodology,
- Around **750 internship placements** and **150 full time jobs** were created through the program

2. Training and Certification Programs

- More than **150 jobs** created as result of customized training,
- **Export increased by 30%** in auto-motto industry as result of ISO certification program,
- **First generation of Macedonian trainers** certified in CMC, M&A, GCDF certification programs

3. Industry Led-Education Programs

- New academic program developed as result of MCP intervention in Debar. More than **30 high schools students** will learn new skills in for construction materials and will do internship at the premises of FDI.
- **New courses** will be added in the existing academic program in the Vocational school in Stip

4. WFD work group

- **Integration of Career Management courses** in the academic programs of Universities,
- **Internship methodology** developed,
- Implementation of **Career Counseling** for the first time in Macedonia,

**thank
you**

