

SMES EXPO100 2023

PEOPLE THE KEY TO SUCCESS

MANUELA PRINA



TRENDS

LET'S TALK ABOUT



G

- GREEN
- - Top down [regulations](#)
- - [Serbia and EU](#)
- - Bottom up consumers behaviours



D

- DIGITAL
- - [The compass](#)
- - Growth plan and digital
- - [Artificial Intelligence impact](#)



P

- GEO – POLITICAL
- - Europe
- - European Union
- - Value Chains

Fresh from the press



This Growth Plan could double the economy of the Western Balkans in the next 10 years.

[Commission presents a new Growth Plan for the Western Balkans including €6 billion in grants and loans to accelerate economic convergence with the EU \(europa.eu\)](https://europa.eu)



The potential for SERBIA

MAIN RESULTS OF THE EUROPEAN SKILLS AND JOBS SURVEY (ESJS)

IN SERBIA



DIGITAL TRANSITION

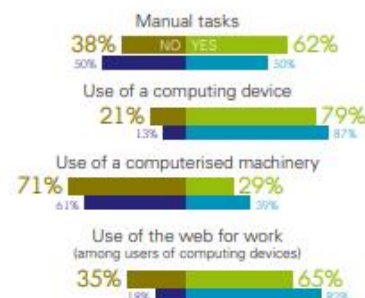
21% 

say **new digital technologies** were introduced at their workplace (EU27= 43%)

12% 

say they **learned to use** new computer programs/software or computerised machinery to do their jobs (EU27= 35%)

SKILLS REQUIRED AT THE WORKPLACE



SKILLS MISMATCH IN CHANGING LABOUR MARKETS

24% have **education** which is **higher** while **2%** have **lower** than what **the job requires**



Level of education compared to what the job requires:

Category	Percentage
SAME	74% (61%)
HIGHER	24% (29%)
LOWER	2% (12%)

40% say that there is a **chance of losing their main job** in the next twelve months




Chance of losing their main job in the next twelve months:


Category	Percentage
NO CHANCE AT ALL	58% (61%)
YES, SOME CHANCE	38% (31%)
YES, A VERY HIGH CHANCE	2% (12%)
DON'T KNOW	2% (11%)

INVESTING IN SKILLS

32% (EU27=62%)

 participated in an education or training activity to **learn new job-related skills**

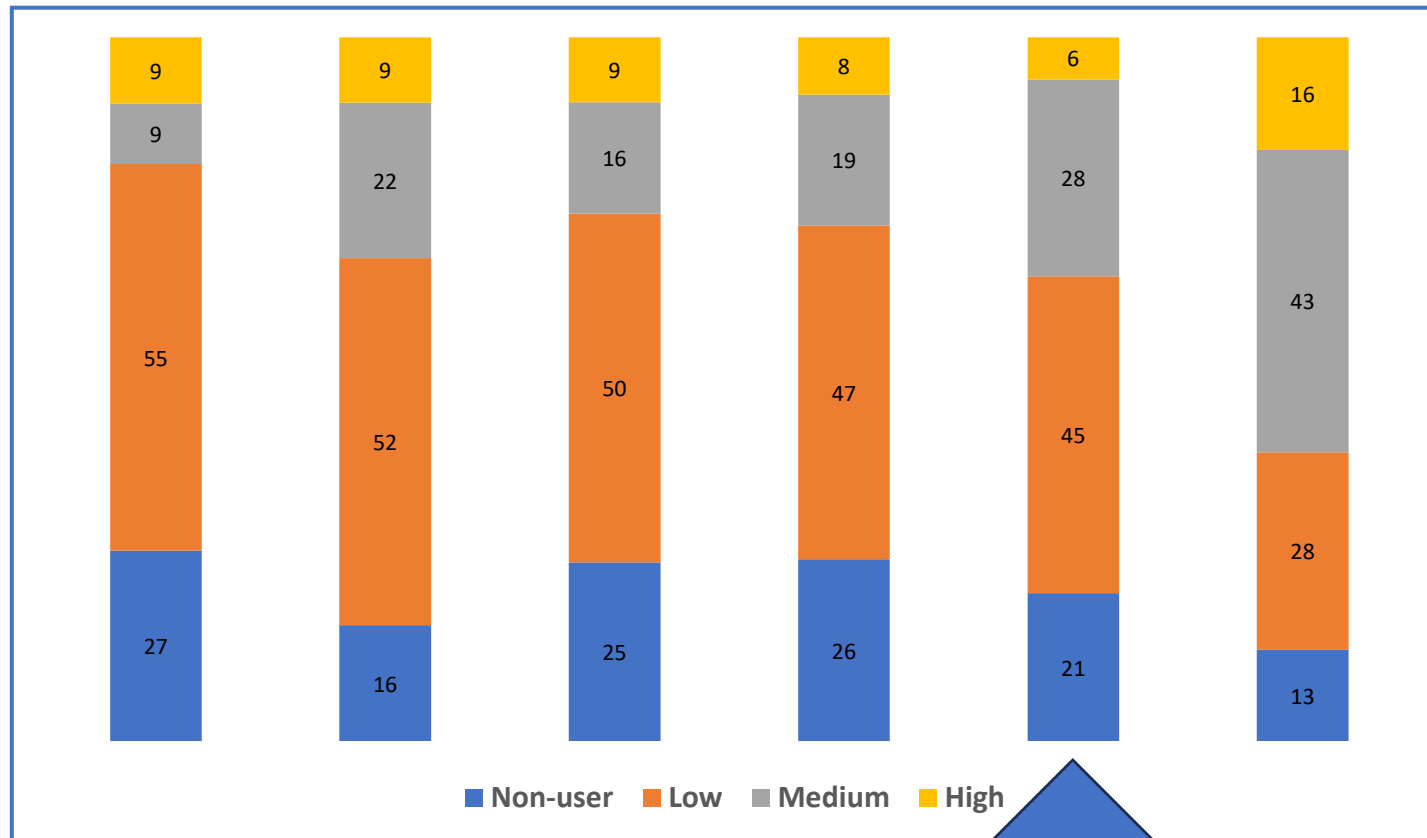
36% (EU27=42%)

 of those who participated in education or training activities say that at least one of those activities was to further develop computer/IT skills **needed for the job**

Results for Serbia are from the European Skills and Jobs Survey in partner countries commissioned by the ETF in 2022 and those for EU27 are from the 17th European Skills and Jobs Survey (ESJS) in 2019. Both studies covered 15-64 (skilled and semi-skilled employees using NAHQ) in 2019. Smaller figures = EU27

Most employees use digital devices for their work, but mostly for simple tasks

Digital skills intensity index



High skills intensity

Programming/coding, management of IT systems, hard/software, management of databases.

Medium skills intensity

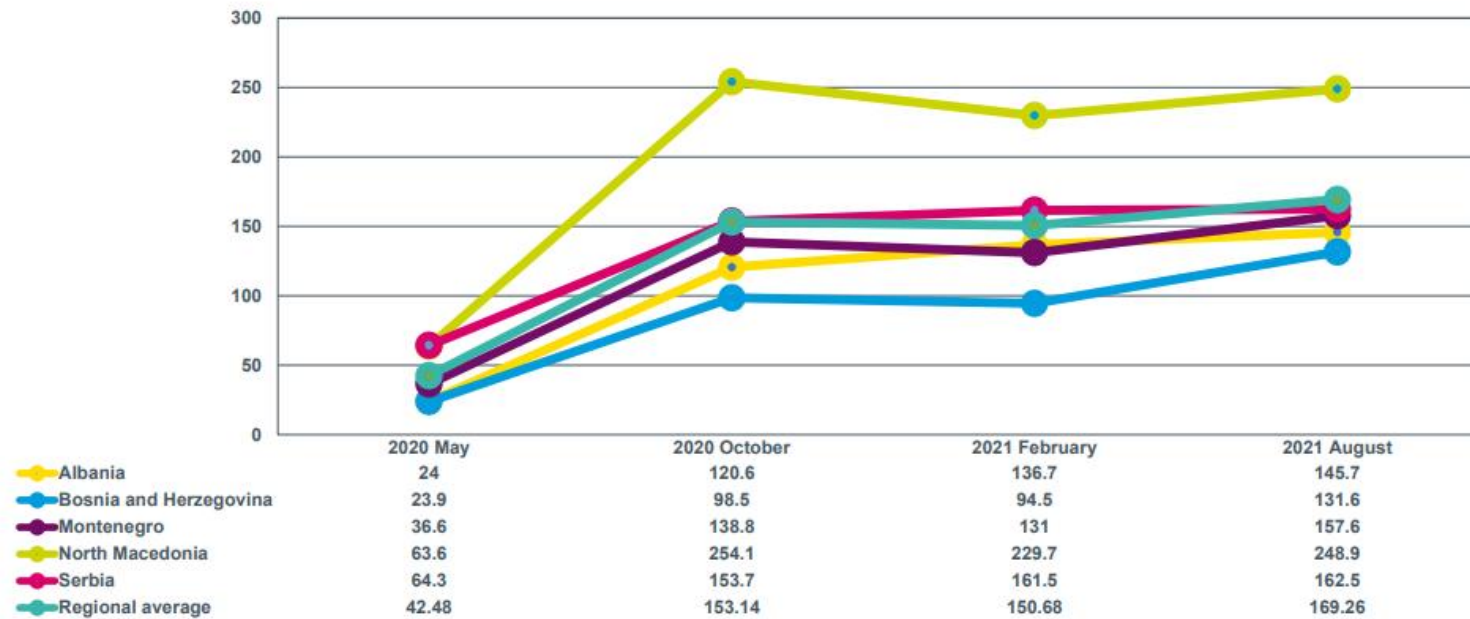
Use of specialised software, advanced spreadsheets, preparation of presentations.

Low skills intensity

Internet browsing, use of social media; writing/text editing, use of spreadsheets

New forms of work

Number of online freelancers per 100,000 population on Upwork, Freelancer.com and Guru.com platforms



RELEVANT TECHNICAL OCCUPATIONS IDENTIFIED BY COMPANIES

Source: Evidence from interviews and ESCO classification of skills, competences and occupations

Digital technologies	
<ul style="list-style-type: none">• mechatronics engineer (ESCO 2144.1.11)• software developers (2514), e.g. embedded systems software developer (2514.2.1), mobile application developer (2514.2.2)	<ul style="list-style-type: none">• technicians (ISCO group 3), e.g. mechatronics engineer technician (3115.1.11)• robotics engineering technician (3119.2.1)• sensor engineering technician (3114.1.10)
Agronomy, agriculture and food processing	
<ul style="list-style-type: none">• agronomist (2132.2)	<ul style="list-style-type: none">• food technologist (2145.1.4)

RELEVANT BUSINESS SUPPORT OCCUPATIONS IDENTIFIED BY COMPANIES

Source: Evidence from interviews

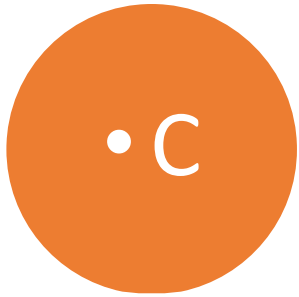
Business support occupations

- | | |
|--|--|
| <ul style="list-style-type: none">• sales manager (ESCO 1221.3.2.1)• marketing manager (1221.3.2)• digital marketing manager (1221.5)• marketing consultant (2431.10) | <ul style="list-style-type: none">• technical sales representative in agricultural machinery and equipment (2433.6.1)• sales assistant (5223.4)• marketing assistant (2431.10.3) |
|--|--|

FINDING, RETAINING, GROWING TALENT

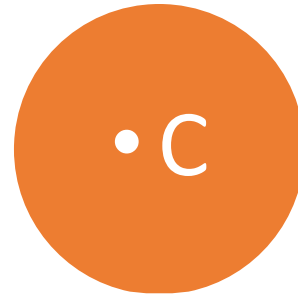
What CAN companies DO?

STRETCH UP



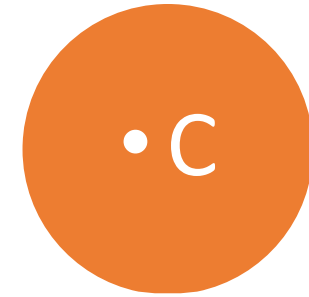
- Cooperate

- - Education and training providers
 - - co-create
- - spot talent early



- Cooperate

- Other business, sectors and areas, export objectives



- Cooperate

- Use external expertise
- Skills and tech transfer
- Observe innovators

Some EU networks where you should check in

- - COSME [COSME \(europa.eu\)](https://ec.europa.eu/cosme/)
- - EAFA [European Alliance for Apprenticeships - Employment, Social Affairs & Inclusion - European Commission \(europa.eu\)](https://ec.europa.eu/easf/easf_en)
- - Skills Pacts [Homepage of Pact for skills \(europa.eu\)](https://ec.europa.eu/skills/pacts/)
- - Enterprise Europe network [Local contact points in Serbia | Enterprise Europe Network \(europa.eu\)](https://ec.europa.eu/enterprise/een/)
- - Centres of Excellence [Centres of Vocational Excellence - Employment, Social Affairs & Inclusion - European Commission \(europa.eu\)](https://ec.europa.eu/easf/easf_en)
- What is next
- - EURES
- [EURES - Find a job - European Commission \(europa.eu\)](https://ec.europa.eu/eures/)

Thank you

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