

Workshop Guide

Workshop “Decentralized Public Employment Services and their Linkage with the Business World”

Americas – Europe Interregional Event • Mexico City, March 16 to 18, 2011

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Version: March 7, 2011

Workshop “Decentralized public employment services and their linkage with the business world”

Interregional event Americas – Europe

1. OVERVIEW

Date: March 16 to 18 , 2011

Venue: Nuevo León I Room - Fiesta Americana Reforma Hotel, Mexico City

Address: Av. Paseo de la Reforma #80, piso 1, Col. Juárez, Del. Cuauhtémoc, C.P. 06600, México, D.F.

This Workshop is co-organized by the World Association of Public Employment Services (WAPES), the Ministry of Labor and Social Welfare (STPS) of Mexico, the Ministry of Labor, Employment and Social Security of Argentina and the Organization of American States’ (OAS) Department of Social Development and Employment, which operates the Inter-American Network for Labor Administration (RIAL)

Goal: To facilitate effective and active exchange regarding the need to achieve the consolidation of public employment services (PES) in terms of their effective decentralization and improving their linkage with the business world.

Specific objectives:

- a. To reflect on the effectiveness of strategies and tools for promoting decentralized PES and their contribution to local development strategies.
- b. To review the limitations and explore opportunities for improving the sustained linkage of PES with the business world.
- c. To reflect on the part played by PES in serving vulnerable populations with greatest employment difficulties, especially in post-crisis periods. This objective is crosscutting.

Participants:

- Authorities and officers in areas of employment (Secretariats, Under-secretariats or Departments of Employment) of the Ministries of Labor and Employment of the Americas and Europe.
- Representatives of Employment Services
- Entrepreneurship leaders of countries of the Americas and Europe
- Representatives of the Trade Union Technical Advisory Council (COSATE) and the Business Technical Advisory Committee on Labor Matters (CEATAL) as permanent advisory bodies of the Inter-American Conference of Ministers of Labor (IACML/OAS).
- Representatives of International Organizations involved in the promotion of employment in the countries of the Americas and Europe.

2. PRELIMINARY AGENDA

Wednesday, March 16

08:00 Participant registration opens

09:00 INAUGURAL SESSION AND PRESENTATION OF WORKSHOP

- Hon. Javier Lozano Alarcón, Minister of Labor and Social Welfare of Mexico (t.b.c.)
- Enrique Deibe, Secretary of Employment, Ministry of Labor, Employment and Social Security of Argentina
- Christian Charpy, President of WAPES
- Evelyn Jacir de Lovo, Director of the Department of Social Development and Employment, Organization of American States (OAS)

10:00 FRAMEWORK CONFERENCE 1 – The relationship of PES with the business world: recent trends and tools available to employers

- International Labor Organization (ILO), Regina Galhardi, Senior Specialist on Employment Development and Lorenzo Pelaez, Senior Specialist in Employers' Activities (ACTEMP)
- Inter-American Development Bank (IDB), Consuelo Ricart, Senior Specialist in Social Development of the IDB Group in Mexico
- Q & A Session

11:30 Coffee Break

12:00 PANEL 1 – Strategic measures for serving employers

Moderator: Patrick Venier, Executive Secretary of WAPES

- **France** – Marion Badenes, Head of Business Services, Public Employment Service / *Pôle Emploi*
- **Mexico** – Israel Cuellar Hernandez, Under Secretary for Labor and Social Welfare and Chief of the National Employment Service of the State of Coahuila, Ministry of Labor and Social Welfare
- **Peru** – Rosario Villafuerte, Director General of the National Employment Service, Ministry of Labor and Employment Promotion
- Discussion

13:30 Lunch

15:30 **PANEL 2 – Tools for the adequate development of services for employers**

Moderator: Alejandro Razo Corona, General Coordinator of the National Employment Service, Ministry of Labor and Social Welfare of Mexico

- **Germany** – Johannes Klapper, Head of International Placement, Public Employment Service, *Bundesagentur fuer Arbeit*
- **Brazil** – Sinara Neves Ferreira, Technical Advisor of the Secretariat for Employment Public Policies, Ministry of Labor and Employment
- **Dominican Republic** – Sarah Pimentel, Director of the National Employment Service, Ministry of Labor
- **United States of America** – Molly Runyon, Labor and Social Affairs Officer, United States Embassy in Mexico City, representing the U.S. Department of Labor
- Discussion

17:30 Coffee Break

18:00 Day 1 closing

19:00 **Welcome Cocktail offered by WAPES to all participants**

Venue: Secretariat of Labor and Social Welfare (STPS) - Mezzanine
Av. Paseo de la Reforma No. 93

Thursday, March 17

09:00 **FRAMEWORK CONFERENCE 2 – PES in the context of local economic development**

- International Labor Organization (ILO), Luis Abad y Jorge Arroyo, Support Program to improve the quality of employment in Argentina (CEA)
- World Bank, Burt S. Barnow, Consultant and Professor of Public Service and Economics, George Washington University
- Q & A Session

10:30 **PANEL 3 – Decentralized PES: The municipal option**

Moderator: Luis Castillo Marin, National Director of Employment Promotion, Ministry of Labor, Employment and Social Security (MLESS) of Argentina

- **Switzerland** - Jean-Christophe Lanzeray, Coordinator of Regional Employment Offices, Ministry of Economy / *SECO*
- **Argentina** – Margarita Laría, Director of the Employment Service, MLESS

- **Costa Rica** – Carmen Capuano, Chief of Labor Intermediation and Employment Promotion, Ministry of Labor and Social Security

- Discussion

12:30 Coffee Break

14:00 **PANEL 4 – Strategic partnerships to provide effective employment services with the private sector or nongovernmental actors**

Moderator: Maria Claudia Camacho, Labor Specialist, Department of Social Development and Employment, Organization of American States (OAS)

- **Manpower** – Norma Lorena Escobar Ellgutter, Director of Strategic Recruitment and Academic Linkages
- Business Technical Advisory Committee on Labor Matters (CEATAL), Octavio Carvajal, Vicepresident of CEATAL
- Trade Union Technical Advisory Council (COSATE), Salvador Medina, Vicepresidente of COSATE
- Discussion

16:00 **WORKING GROUPS SESSION** – Moderated by WAPES. Includes Coffee break

17:30 **PRESENTATION OF CONCLUSIONS BY THE MODERATORS**

- **Panel 1:** Patrick Venier, Executive Secretary of WAPES
- **Panel 2:** Alejandro Razo Corona, General Coordinator of the National Employment Service, Ministry of Labor and Social Welfare of Mexico
- **Panel 3:** Luis Castillo Marin, National Director of Employment Promotion, MLESS of Argentina
- **Panel 4:** María Claudia Camacho, Labor Specialist, Dpt. Social Development & Employment, OAS

18:00 **CLOSING SESSION**

- Jaime Domingo Lopez Buitron, Under-Secretary for Employment and Labor Productivity, Ministry of Labor and Social Welfare of Mexico (t.b.c.)
- Margarita Laría, Director of the Employment Service, MLESS
- Patrick Venier, Executive Secretary of WAPES
- Evelyn Jacir de Lovo, Director of the Department of Social Development and Employment, Organization of American States (OAS)

18:30 Adjournment

Friday, March 18

08:00 – 16:00 **STUDY VISIT** to the Employment Office of Cuernavaca, Morelos

3. GUIDING QUESTIONS

These questions will help guide the presentations and discussions during the event. All participants must answer them and send them to the OAS (TrabajoDDSE@oas.org) before March 15 or hand them in during the event.

PANEL 1 - Strategic measures for serving employers

- What is the general strategy of your public employment service (PES) for cooperation with the business world?
- How does your PES identify labor market needs? (survey, observatory)
- How is account taken of demands and needs indicated by employers and how does your PES address them? Please specify whether employers participate in designing PES services and whether mechanisms exist for feedback with this group.

PANEL 2 - Tools for the adequate development of services for employers

- How are the services you provide to employers organized? Please specify all tools and services made available to them.
- In the different services made available by your PES, how intensively are employers involved?
- How does your PES deal with resistance from employers to facilitating placement follow-up?
- Is the entire portfolio of your PES made available to vulnerable groups or do you have specific instruments for them?

PANEL 3 - Decentralized PES: The municipal option

- Please describe how the employment service operates in your country, specifying the responsibilities of the different actors (Ministry of Labor, municipalities) and emphasizing the level of decentralization. What are the pros and cons of employment service decentralization?
- If your country has a decentralized employment service or one where decentralization is under way, what have been the successes and failures of that process?
- How can municipalities' capacity to manage employment services be built?
- Considering that many municipalities in Latin America are located in areas with small productive bases with very limited demand for labor, is it advisable for employment service authorities to promote employment as well? How should this be done? Please describe experiences in your country in this area.

PANEL 4 - Strategic partnerships to provide effective employment services with the private sector or nongovernmental actors

- What is the relationship of the PES in your country with private providers (temporary employment agencies, sector funds, associations, brokerage services)? Please describe this relationship, levels of collaboration, existence of formal or informal agreements, etc. Specify the strengths and weaknesses of this relationship and offer suggestions.
- In the operation, follow-up, or evaluation of the PES in your country, have strategic partnerships been formed with private or nongovernmental actors? Please describe what form such partnerships have taken, and their successes and weaknesses.

4. LOGISTICS AND TRAVEL INFORMATION

Registration:

Participants must fill out and submit the registration form enclosed in this bulletin as indicated.

Traveling expenses:

Each participating institution is responsible for covering the costs of transportation, accommodation and meals for their representatives. The Ministry of Labor and Social Welfare of Mexico and the Ministry of Labor, Employment and Social Security (MLESS) of Argentina provided resources to fund the participation of representatives of small economies, whose institutions were unable to fund them otherwise. Funding has already been granted, after analyzing the requests submitted prior to February 10, 2011. The financial assistance consists of air plane ticket and a subsidy for lodging and meals of US \$ 100 per day.

Lodging:

The Ministry of Labor and Social Welfare of Mexico has negotiated special rates in the Fiesta Americana Hotel, the event venue, and has also identified five more hotels in the area, listed below. **Each participant is responsible for booking a room** in the hotel of his or her choice. Hotel reservations must be made by **March 2.**

Event location:

1. Fiesta Americana *****

Av. Paseo de la Reforma #80, Col. Juárez, CP. 06600, México, D.F.

Tels. + (5255) 5140-4100 y 01 800 504 5000, mention event for discount.

http://www.fiestamericana.com/portal/p/en_MX/FA/FAR/1/0/descripcionhotel/FARdescripcionhotel.html

Single room rate \$1,430.2 pesos (approx. USD\$119). Includes: taxes, tips and breakfast buffet.

Further options:

2. Embassy Suites Reforma Hotel *****

Paseo de la Reforma #69, Col. Tabacalera, CP. 06030, México, D.F.

Tel. + (5255) 5061-3000 y 5061-3050, mention event for discount.

<http://www.embassysuitesmexicocity.com/index.cfm>

Single room rate \$1,745 pesos (approx. USD\$143) + taxes. Includes: breakfast and Internet.

(Distance from the event venue: approx. 200 meters)

3. Sevilla Palace Reforma Hotel *****

Paseo de la Reforma #105, Col. Tabacalera, CP. 06030, México, D.F.

Tel. + (5255) 5705-2800, mention event for discount.

<http://www.sevillapalace.com.mx/sevillapalace/ing/default.asp>

Single room rate \$1,011 pesos (approx. USD\$ 84). Includes: taxes.

(Distance from the event venue: approx. 200 meters)

4. Imperial Reforma Hotel *****

Av. Paseo de la Reforma #64, Col. Juárez, CP. 06600, México, D.F.

Tel. + (5255) 5705-4911

www.hotelimperial.com.mx/inicio.htm

Single room rate \$895 pesos (approx. USD\$75). Includes: taxes.

(Distance from the event venue: approx. 200 meters)

5. Regente Hotel ****

Paris #9 Col. Tabacalera, CP. 06030, México, D.F.

Tel. + (5255) 1084-8700

<http://www.hotel-regente.com.mx/indexingles.html>

Single room rate \$725 pesos (approx. USD\$60). Includes: taxes and breakfast buffet.

(Distance from the event venue: eight-minute walk)

6. Mayaland Hotel ***

Antonio Caso #23, Col. Tabacalera, CP. 06030, México, D.F.

Tel. + (5255) 5566-6066

<http://www.hotelmayaland.com.mx/indexE.php>

Single room \$495 pesos (approx. USD\$42) Taxes included.

Double room with one bed \$570 pesos (approx. USD\$48) Taxes included.

Double room with two beds \$660 pesos (approx. USD\$55) Taxes included.

(Distance from the event venue: five -minute walk)

The WAPES will provide lunch for the participants on Wednesday, March 16 and Thursday, March 17 in the Sonora Room of the Fiesta Americana Hotel.

Transportation from and to the airport:

Each participant is responsible for covering the cost of transportation to and from the airport. Organizers recommend participants use the authorized taxi services **inside the airport only**. (http://www.aicm.com.mx/home_en.php). Approximate fare from the airport to the hotel is: Sedan: \$152 pesos (USD\$13) and Executive \$225 pesos (USD\$19).

Arrival and departure requirements:

Participants are responsible for meeting **visa requirements** established by Mexico. Organizers suggest participants that require a Mexican visa go to their corresponding diplomatic mission in advance.

www.sre.gob.mx/index.php/representaciones

For further information please visit: www.inm.gob.mx/index.php?page/Paises visa and www.inm.gob.mx/index.php?page/Paises No Visa

Medical Service:

The Fiesta Americana Hotel has an “on-call” medical service. Should the participant need to use it, costs must be covered by the participant. Delegates are responsible for their own international health insurance in case of an emergency.

Language:

Interpretation to English, French and Spanish will be provided throughout the event.

Currency:

The currency in Mexico is the Mexican Peso. The exchange rate as of February 25, 2011, is US\$ 1 = \$12.12 pesos. For more information please visit:

www.banxico.org.mx/SieInternet/consultarDirectorioInternetAction.do?accion=consultarCuadro&idCuadro=CF307§or=6&locale=es

Weather:

The weather in Mexico City is generally mild or warm. The average temperature is 22 ° C (72 ° F). Spring begins in March, and the temperature varies between 12 ° and 25 ° C (54 ° and 77 ° F), with low chances of precipitation.

Information:

For further information on the Workshop please contact:

OAS: Maria Claudia Camacho, Labor Specialist or Carolina Ahumada, Consultant

mcamacho@oas.org ; cahumada@oas.org

Tel: + (1202) 458-3207, Fax + 1 (202) 458-3149

WAPES: Miguel Peromingo, Regional Advisor

wapes@wapes.org

Tel. + (322) 235-7253, Fax + (322) 235-7259

STPS-México: Hosanna Mora, Deputy Director of Labor Cooperation

asuntos.internacionales@stps.gob.mx

Tel. + (5255) 2000-5333

5. REGISTRATION FORM

Taller “Servicios Públicos de Empleo descentralizados y su vinculación con el mundo empresarial”
Workshop “Decentralized Public Employment Services and their linkage with the Business world”

FORMULARIO DE REGISTRO / REGISTRATION FORM

Apellidos / Last Name		Nombre / First Name	
Cargo / Title			
Organización / Organization			
País / Country			
Teléfono / Telephone	Fax	Correo Electrónico / E-mail	

Si aún no se ha registrado, por favor envíe este Formulario lo antes posible a /
If you have not yet confirmed your participation in these meetings, please send this Registration Form as soon as possible to:

cahumada@oas.org ; wapes@wapes.org

Tel: (1202) 458-3446