

**INTERNATIONAL CONFERENCE ON  
LIFE LONG LEARNING FOR COMPETITIVENESS, EMPLOYABILITY AND SOCIAL INCLUSION  
11-13 NOVEMBER 2011, CRAIOVA**

**11.11. 2011**

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**9<sup>00</sup> - 10<sup>00</sup>** Registration - IPA CRAIOVA

**10<sup>00</sup>** Open ceremony

**10<sup>30</sup>** ***Presentation of ReadISME Project-Emma O'Brien, Ireland***

**11<sup>00</sup> – 12<sup>30</sup>** ***Session I -Life Long Learning-role in improvement of of SMEs activity***

***Moderators:*** Ileana Hamburg, Gabriel Vlăduț, Mihnea Marin

**Lifelong learning jobs market and integration**

Leyla Altekin-Germany

**Accessing EU funds for lifelong learning in medicine - Project E-learning educational center in medicine/ e-EDUMED**

Avramescu Taina, Romania

**Learning solutions and social media based environments for companies**

Ileana Hamburg, Germany

**Communities of practice – a promising approach to LLL in SMEs**

Steffi Engert, Anke Petschenka, Germany

**Platforma e-Learning IPA**

Gabriel Vlăduț, Romania

**12<sup>30</sup> – 13<sup>30</sup>** Lunch - University House, Craiova

**13<sup>30</sup> – 15<sup>00</sup>** ***Session II- Readiness and socio-professional development***

***Moderators:*** Emma O'Brien, Timothy Hall, Ligia Rusu

**Pedagogical *incrementalism* and technology in the digital era**

Irina Maciuc, Romania

**Tertiary Lifelong Learning for People in Mid-life and Social Inclusion**

Ileana Hamburg, Fikret Öz, Germany

**Ready, set.....No? Addressing the underlying learning readiness problems of SMEs.**

Emma O'Brien, Timothy Hall, Ireland

**Mentoring and diversity coaching on the job**

Ileana Hamburg, Winrich Breipohl, Germany

**15<sup>00</sup> – 15<sup>30</sup>** coffee break

**15<sup>30</sup> – 17<sup>00</sup>** ***Session III - Role of universities in strategy SMEs development***

***Moderators:*** Ileana Hamburg, Emma O'Brien, Anke Petschenka

**Vocational Courses for Adults as a way of Fighting Social Exclusion: A Case study from Istanbul**

Ihsan Ikizer, Belgium

**How to organize professional training from class to online: a case study.**

Bittarelli Anna, Maurizi Lorenzo, Italy

**Building knowledge alliances between universities and SMEs.**

**The role of universities in supporting the competitiveness of regional markets.**

Edith Hammer, Renate Motschnig, Nino Tomaschek, Austria

**The role of technology transfer office of the University of Aveiro - UATEC, in the relation between the university and the SMEs in the region**

José Paulo Rainho , Helena Soares, Maria do Rosário Pires, Portugal

17<sup>00</sup> Project meeting

19<sup>00</sup> Dinner (Universitary House Craiova)

**12. 11.2011**

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9<sup>30</sup> – 10<sup>00</sup> Registration (Universitary House Craiova)

10<sup>00</sup> –13<sup>00</sup> Workshop about best practices in Europe (Universitary House Craiova)

***Hands-on session on Moodle***

Anke Petschenka, Sandrina Heinrich, Germany

**Learning to use Web 2.0 and net collaborative practices in SMEs**

Tim Hall, Marta Mañas, Spain

Ileana Hamburg, Germany

**“Vital jacket” - a case study of success developed by UATEC**

José Paulo Rainho , Helena Soares, Maria do Rosário Pires, Portugal

**Regulation of LLL in some European Countries-Hungary**

Tóth Béla, Bársony Csaba, Turbók Arnold, Hungary

**13.11.2011**

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8<sup>30</sup> – 9<sup>30</sup> Discussion about future of readiness concept and LLL in improvement of SMEs strategy

9<sup>30</sup> – 10<sup>00</sup> Coffee break

10<sup>00</sup> – 13<sup>00</sup> Visiting of SMEs

13<sup>30</sup> – 14<sup>00</sup> Conclusions

14<sup>00</sup> Closing ceremony