Join us on 29 June 2012 for a dialogue with academia and industry on the Strategic importance of educating and training students and workers on standardisation.

The event aims to:
- convince key stakeholders of the importance of education about standardisation for the competitiveness of the European economy
- present the new plans CEN, CENELEC and ETSI are developing on how to bring the topic of standardisation into education
- obtain feedback on this plan

The intended audience includes:
- decision-makers in business and industry associations
- academics and senior staff from educational establishments
- public authorities

You can notify your interest to participate in the event by email by 9 May 2011 to Ms Hélène Hennico at inno@cencenelec.eu
Welcome coffee

Welcome and introduction: Strategic Importance of education about standardization for stakeholders
Mr Laurent Oberlé, Chairman of the CEN-CENELEC-ETSI Joint Working-Group on Education about Standardization

Keynote speeches

Setting the scene: European Standards Organisations perspective and policy
Mrs. Elena Santiago Cid, CEN-CENELEC Director-General

European Commission
Antti Ilmari Peltomaki, Deputy Director General, DG Entreprise and Industry (tbc)

The importance of education and training on standardization for industry
Mr. Michael Vanselow, Corporate Standardization, Daimler AG

Education about Standardization: how is it dealt with outside Europe?
Dr Donggeun Choi, Chief Manager, International Standards Team, Korean Standards Association

Tea or coffee break

Perspectives on education/training about standardization in Europe
- Perspectives from a national Ministry of Education
  Mr Jean-Pierre Collignon, Inspector General of the French national Education
- Perspective from a student
  Mr Sander van der Toorn, Erasmus University, Rotterdam
- Perspective from vocational education
  Mr Henrik Amdi Madsen, CEO of Industriens Uddannelser
- Perspective from a National Standards Body on academic and vocational model curricula
  Mr Ruggero Lensi, Director of External Relations, Development and Innovation in UNI
- Perspective from a National Standards Body on support tools
  Dr. Karlhanns Gindele, Director Innovation, DIN
- Perspective from company
  Speaker from industry

Questions and answers

Networking lunch
14.15-14.35 Masterplan to improve education about standardization: the challenges ahead
Mr Laurent Oberlé, Chairman of the Joint Working-Group on Education about Standardization

14.35-15.35 Panel discussion about collaborative actions to be taken in Europe
Moderated by Henk de Vries

15.35-15.50 Conclusion
High-Level speaker

15.50-16.00 Networking coffee

Contact persons:
- Registration: Hélène Hennico – inno@cencenelec.eu
- Information about the Joint Working Group on Education about Standardization: Ségolène Martin - smartin@cencenelec.eu