

**“Promoting the upgrading of enterprise skills in Jordan”  
National Seminar for Jordan  
27 November 2014 – Grand Hyatt Hotel, Amman, Jordan**

This training course is based on the 2014 evaluation of the implementation of the Small Business Act for Europe in the Mediterranean Middle East and North Africa<sup>1</sup>.

**Programme**

09h00-09h30	<b>Participant registration</b>
09h30-09h40	<b>Welcome and opening remarks</b> By : Ms Hana Uraidi, JEDCO <b>Welcome and introductory remarks</b> By: Ms Marie-José Char, EBESM Project
09h40-10h15	<b>Presentation of principle 8.1 of the Small Business Act for Europe (SBA): “Promote the upgrading of skills”</b> Linkages with the other principles of the SBA; Results and recommendations of the 2014 evaluation of the implementation of this principle in Jordan. By: Ms Marie-José Char and Mr Anthony Gribben, ETF Followed by Q&A session
10h15-10h30	<b>Coffee break</b>
10h30-12h00	<b>Availability of training services and Training needs analysis</b> Examples of EU and MED good practices By: Mr Arthur Delabie and Mr Rashad Bibars Followed by Q&A session
12h00-13h30	<b>Two parallel workshops</b> on: 1) Training need analysis (engineering of training framework) and 2) Availability of training services in Jordan (structure and instruments) Position of Jordan with respect to these topics - SWOT Analysis
13h30-14h30	<b>Lunch break</b>
14h30-15h45	<b>Two parallel workshops:</b> Participants divide again in two sub-groups. Based on the examples of good practice and the SWOT analysis, they elaborate recommendations and an action plan (who does what, by when, using what resources?) to improve the implementation of this SBA principle.
15h45-16h15	<b>The action plans are presented in plenary session</b> By: Responsible of each sub-group
16h15-16h30	<b>Wrap up session, workshop assessment and participant feed-back</b> By : Ms Hana Uraidi and Ms Marie-José Char
16h30-17h00	<b>Networking coffee</b>

<sup>1</sup> [http://www.keepeek.com/Digital-Asset-Management/oced/finance-and-investment/sme-policy-index-the-mediterranean-middle-east-and-north-africa-2014\\_9789264218413-en#page1](http://www.keepeek.com/Digital-Asset-Management/oced/finance-and-investment/sme-policy-index-the-mediterranean-middle-east-and-north-africa-2014_9789264218413-en#page1)