

## “PROFI. EDUCATION INDUSTRY SOLUTIONS” PROJECT’S OUTCOME AT INNOPROM-2017

The project focuses on **adult professional visitors of INNOPROM** interested in preparation of engineering and technical staff for up-to-date enterprises including plants which operate in the context of the limited budget.

**PROFI theme in 2017:** Engineering and technical staff training: demands, challenges, educational solutions.

### **Core audience groups of the project**

**Main core audience** – heads of industrial enterprises, leaders of development institutions, representatives of Russian Universities and colleges, corporate learning centers, heads of engineering and technical departments of Universities and professors as well as delegations from industrial regions of Russia.

**Additional audience** – high school students and students of technical departments at Universities and colleges. Age limit is 14+.

Unique activity programs were prepared for each of audience groups at the exhibition. The main benefit of participation in project were guided **PROFI routes** across all INNOPROM pavilions: education industry solutions were represented to adult participants and vocational guidance excursions were organized for young visitors.

**Three federal Ministries took part in the project:** Ministry of Trade and Industry of Russia, Ministry of Education and Science of Russia, Ministry of Labour and Social Protection of Russia.

The official opening of the project was held on July 11, 2017. Participants:

**Vasily Osmakov**, Deputy Minister of Industry and Trade of Russia

**Arkadiy Zamoskovniy**, Board Member of the Russian Union of Industrialists and Entrepreneurs, Member of the Presidential National Council for Professional Qualification, General Director of All-Russian Industrial Association of Employers of the Power Sector (RaEl Association)

**Yuriy Biktuganov**, Minister of Basic and Professional Education of the Sverdlovsk Region

**Anil Menon**, Cisco Deputy Chief Globalisation Officer, Global President of Smart+Connected Communities (S+CC)

**Andrey Rudskoy**, Rector of Peter the Great St. Petersburg Polytechnic University

**Sergei Gorny**, General Director of Laser Center

**PROFI business program** started with the **Conference of the Presidential National Council** for professional qualification with participation of all leading technical colleges and Universities associations and the Head of the Russian – German Chamber of Foreign Trade.

Other business program events:

- The Main Plenary Session «Engineering and technical staff training: demands, challenges, educational solutions»;
- **Industrial HR Directors Core Conference** (organizer – HeadHunter Russia, 250 professional directors);
- Discussion of the Ministry of Labour and Social Protection of Russia;
- **Premiere presentation of Agency for Strategic Initiatives research** concerning satisfaction of employers with regional staffing support system;
- **Sectoral discussion** of competences “Laser field on WorldSkills” organized by Laser Center company;
- A part of the parallel PROFI program took place at the stand of the Ministry of Industry and Trade of Russia.

**PROFI project includes the following formats and activities:**

- **Exhibition in the 3<sup>rd</sup> pavilion** – specialized PROFI exposition.
- **July 10 – 13: presentation area program at PROFI exposition** – master classes, interactive presentations and career guidances at industrial enterprises.
- **July 10 – 13, Educational routes** for adult professionals.
- **July 11 – 13. Career guidance tours** for students of colleges and universities (14+).

**There are a lot of solutions represented within the routes:** from educational production with the usage of augmented and virtual reality and robotics to atomic and laser projects; interactive master-classes also took place there and so on.

**PROFI routes:**

- **More than 500** participants – adults, teenagers and students;
- **200** professional participants of adult routes among enterprises, universities and colleges representatives were gathered together with the support from project’s partners;
- **More than 30 stands in 3 pavilions are included in routes**, and the National German Pavilion, first of its kind at INNOPROM, has also taken part in them.
- **7 guides** serve the routes.
- **20 Japanese students** visited routes on July 13 (Japan was a Partner-country of INNOPROM-2017)
- **A 4 days long activities program** in the presentation area of PROFI exposition includes:
  - **Master-classes and presentations** of usual and exercise equipment which is used in order to prepare technical staff.
  - **HR hour at PROFI stand** – daily career guidances from the leading HR enterprises and holdings (from machine-tool building to energetic ones) for students and professionals of technical specialties.