

Skills: A Key Currency of Competitiveness

BIA's Vision

*Maria Mincheva – Bulgarian Industrial Association
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Critical Workforce Challenges

Skills Mismatch Crisis

Companies ready to invest, but workforce unavailable

Demographic Shift

Shrinking, aging population threatens competitiveness

VET Perception Problem

Vocational education still viewed as secondary option

Digital Disruption

AI & digitalization rapidly transforming job requirements

Migration Management

Need for strategic, well-managed workforce mobility

BIA Vision: Transforming Vocational Education

01

Attractive Pathways

Modern, flexible learning routes that inspire students

03

Skills Validation

Clear recognition systems & career progression tracks

05

Image Campaign

Strategic communications to elevate VET prestige

02

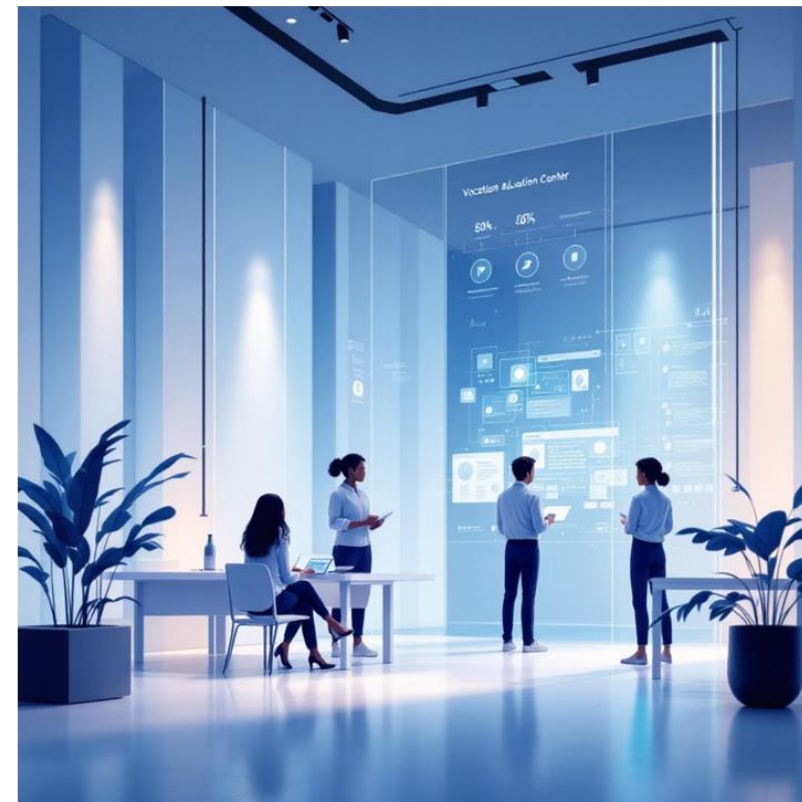
Modular Design

Bite-sized programs & micro-qualifications for agility

04

Dual Education

Strengthened apprenticeships connecting classroom to workplace



Digital & AI



Universal Digital Literacy

AI competences embedded across all curricula

Infrastructure Investment

Cutting-edge ICT systems in every educational institution

Teacher Transformation

Educators equipped for digital-first learning environments

Personalized Learning

AI-powered systems adapting to individual student needs



Governance & Financing



National Skills Council

Employer-driven governance ensuring industry alignment and strategic direction



Outcome-Based Funding

Investment tied directly to quality metrics and employability success rates



Social Partnership

Strong stakeholder engagement in skills planning and program development



Demography & Migration



Activate Potential

Engage women, youth, vulnerable groups



Lifelong Learning

Promote reskilling & upskilling culture



Strategic Migration

Well-managed labor mobility from third countries

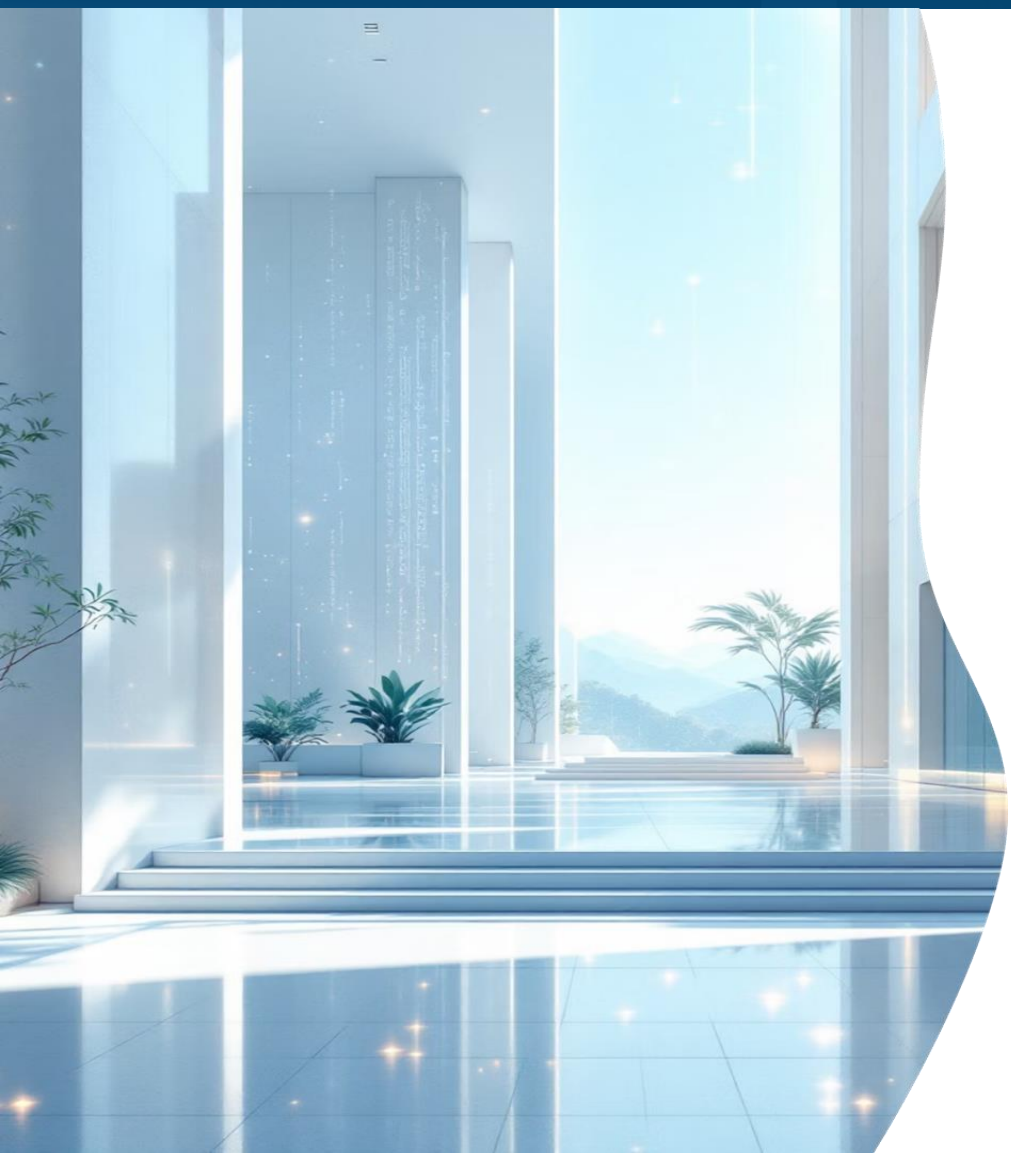


Skills Recognition

Integration & credential validation systems



Universities as Innovation Catalysts



Skills Laboratories

Universities pioneering future competency development

Interdisciplinary Programs

Combining AI, ethics, business for holistic education

Labor Market Intelligence

Research-driven foresight & workforce planning

Learning Hubs

Teacher training & lifelong learning centers of excellence

Skills = Competitiveness

No competitiveness without skills.

Skills are the key currency of our future.

BIA: Employers ready to lead.

❏ "Investing in people is the safest investment in Europe's future."





Thank you for listening!

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