

Brain retention and how to achieve it?

Conference of the **INTERREG IV C Mini-Programme “Brain Flow”**
in Düsseldorf (DE) on Tuesday, 28th of January 2014

Dear all,

We have the great pleasure to announce our conference *Brain retention and how to achieve it?*

The event will focus on the three main areas that influence the retention of highly skilled workers: **policies for regional attractiveness, higher-education systems** and the **business sector**. It will particularly explore the questions of ...

- which measures policy makers can implement to retain highly skilled workers?
- how higher-education systems can contribute to retaining talent?
- how key economic sectors partake in brain gain?

All three areas will be addressed with best practices identified during the duration of our Mini-Programme “Brain Flow” as well as strategic recommendations derived for them for all regions wishing to counter the effect of human capital loss. Additionally to the retention and (re-) attraction of talents, the conference will address the challenge of skill-mismatch in the labour market and will offer policy approaches presented by the European Centre for the Development of Vocational Training (Cedefop).

Should I attend?

Demographic change and the outflow of talent to capital areas affect all sectors of a local and regional economy and can hinder their innovation and growth capacity. To successfully bind or (re-)attract talents, a number of key actors need to get actively engaged in the policy process: therefore, our event targets **policy makers** in the field of innovation, human capital and business development as well as representatives from **higher education systems** and the **business communities**.

How can I register?

You can use the online registration link on our “Brain Flow” website: <http://www.brain-flow.eu/news-events/event-registration.html>. The registration will be open until 24th of January 2013, 12:00am.

Where do I need to go?

The event takes place in the very centrally located Academy of Sciences and Arts of North Rhine-Westphalia (Düsseldorf, DE). Please see the [practical information](#) for more details on your travel arrangements.

And the languages?

The conference will be held in English and simultaneous translation will be available (English/German).

All “Brain Flow” events are public – so join us in the conference and feel free to forward this invitation! We very much look forward to welcoming you in Düsseldorf.

Best regards,
on behalf of the whole “Brain Flow” partnership

Ilka Meisel, Milena Boycheva and Margaux Laspeyres