AMERICAN CHAMBER OF COMMERCE IN BULGARIA

HR

Human Capital and Education Committee Priorities 2024-25

Boyka Docheva, IBM, Co-Chair
Vladislav Marinov, Sensata Technologies, Co-Chair

Presented before AmCham Bulgaria Board on May 9th, 2024

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HR

Human Capital and Education Committee

Boyka Docheva
Country HR Leader, Client-facing HRP
IBM Bulgaria EOOD

Vladislav Marinov
HR Manager Global Ops Bulgaria
Sensata Technologies Bulgaria EOOD

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Human Capital and Education Committee

Background

2024 Potential Priority Areas

- Defined during a Priority Setting Meeting held on 2 Nov 2023
- Participating AmCham members:
  ABC Innovations, Act2Manage, Adecco, AUBG, Capital Weekly, Eversheds Sutherland, Jobtiger, HRS, Kinstellar, Penkov Markov& Partners and VMWare (Broadcom)

- Stepping on the above legacy, the below areas to be considered for the priority setting of the Committee for the next year:
  1. Quality Human Capital, Digitizing Labor Processes, Advocacy for Legislative Changes
  2. Increase the activity of the Membership and the Interaction Between Committees
  3. Collaboration with Human Capital and Education (HCE) Committee Members and Other Committees
  4. Integration and Onboarding of the New AmCham HCE Members
  5. Collaboration with Universities and Students

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2024 - Past, Ongoing and Planned Initiatives/Activities – to be supported and continued with the team's help

- Hackathons – Technical University Sofia and FEBA – Sofia University (complete in 2024, to be replicated/enhanced in 2025)
- EmpowerHer Conference: Elevate to Excellence (done in March 2024)
- Empower Her - Unlock Your Power (Coaching/mentoring for women in leadership roles) (ongoing)
- Rise to Shine (Part 1): Empowering Next Gen Talents (Sofia, Plovdiv, Svoge) (ongoing)
- Rise to Shine (Part 2): November 2024
- Pink October Celebration – hosted by IBM Bulgaria

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Priority 1 - HCE Members Activation

- **Annual Pulse Check-up**
  - Pulse Survey among the HCE Committee members; collecting feedback to adjust and calibrate the HCE priorities for the upcoming year (begin of November?)
  - Priority Setting Meeting with key - HCE Committee members (End of November?)

- **Update of the HCE Committee Members Directory**
  - Annual update of the contact list ensuring the contact persons from the HCE Committee are actual
  - The AmCham membership application process to include a contact person for the HCE Committee

- **Connection/Members Network Maintenance**
  - Social media: Event related and general bi-weekly/monthly posts in LinkedIn by AmCham, Co-Chairs and Initiative/project team members
  - Personal contact with key members with resources and attitude to support and attend at AmCham activities
  - Active mailing to HCE Committee members by AmCham and by the Co-Chairs

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Priority 1 - HCE Members Activation – *cont.*

- **Quarterly HCE Committee meetings**

  Q1 - Labor Legislation Update/BPX (in cooperation with the Rule of Law and Legislative Reform Committee)

  Q2 - Diversity, Equity and Inclusion: Women in Tech; Diverse Leadership, Ethnical & Cultural Diversity, Demographic Trends and Generations @ Work, LGBTQ+, etc. (external partners/cooperations)

  Q3 - HR and People Management Innovations and Best Practice Exchange: Learning Innovations, AI in HR, Dual Education, Equal Pay, Temporary employment etc. (ext. partners/cooperations)

  Q4 - Labor Market Update: market trends - compensation and benefits dynamics (ext. partners - Mercer/MARSH etc.)

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Priority 2 - Improve the Internal and External Interaction and Collaboration

- **Inter-Committee Synergy**

  - AI Conference: BPX or Key-note on AI in People Management
  - Collaborative events with the Digital Economy and Legislative Reform Committees (support in labour legislation needs validation and further changes promotion)
  - Establish open and inclusive culture, that facilitates information and best practice exchange (BPX) within the HCE and with other Committees
  - Organizing events and joint meetings with other AmCham committees focused on human capital and education
  - Optimization of the new AmCham Members integration and proactive promotion of the HCE Committee

- **Engagement with External Organizations**

  - Other Chambers on specific topics, e.g., Dual Education - AHK, BSCC, ADVANTAGE AUSTRIA
  - Management Consultancies and Business Research Institutes
  - People management professional organizations: e.g., BAPM, BESA, ICF BG etc.
  - NGOs

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Priority 3 - Advocating for a Better Business Environment: Changes in Labor Legislation

- **Easier Access of foreign employees to the local labor market**
  - High Qualified Professionals and Managers
  - Blue collars: production/industrial workers

- **Digital transformation of the labor processes**
  - Continued efforts towards electronic exchange Ordinance simplification
  - Monitoring of additional requirements on EU-driven reporting

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Priority 3 – Advocating for a Better Business Environment: Changes in Labor Legislation - *cont.*

- **Legislative changes aiming at modern and adaptive Bulgarian labor legal landscape:**
  - Flexible work formats
  - Temporary employment

- **Participation in a working groups for amendments to the Labor Code within the scope of Rule of Law:**
  - proactive: conduct surveys; round tables etc. to collect feedback from AmCham members
  - reactive: AmCham's response/statement to publicly announced legislative changes

- **Report: Human Capital/Bulgarian Labor Market by 2030**
  - tbd. Scope, Partnerships

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Priority 4 - Collaboration with Universities and Students

- **Extend the AmCham Network**
  - deepening relationships with AUBG, TU and SU
  - establishing new partnerships with universities in Plovdiv, Gabrovo, Russe, and beyond
  - expanding the partnership network with universities outside of Bulgaria
  - revisiting and confirming the list of high schools of potential events/impact

- **Connect AmCham members with Academia**
  - organizing seminars and internship programs to bridge academia and industry needs
  - connecting Academia with AmCham members companies for internship programs
  - knowledge transfer from Academia to the Business
  - exploring and engaging with universities for joint initiatives focused on changes in educational programs

- **Career orientation**
  - career events for students by providing information about professions, job market conditions, future trends etc. by covering broader age groups; STEM focus?

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Priority 5 - Reform of the vocational education in Bulgaria

- **10 Years Dual Education in Bulgaria Conference - 2025**

  - AHK, Advantage Austria, BSCC
  - Government
  - Business + Professional Schools – BPX/Success stories
  - IME - Индекс на съответствието между професионалното образование и профила на икономиката 2023

  Aim: An open and factual dialogue/analysis of the current status of vocational education in Bulgaria

- **Dual Education – Resource base for AmCham Members**

  - In cooperation with Advantage Austria, BSCC and AHK?
  - Organize a seminar/workshop for AmCham members
  - Professions of the future roundtable with Professional schools in specific sector/industry?