

**Invitation to the conference
Employer's alliances – A model of flexicurity for SMEs**

Brussels, 6th of October 2009

Dear Sir / Madam,

Small and medium-sized enterprises currently have to adapt to a high fluctuation in their customer's demand. Actually, small enterprises mostly do not have the resources and capacities to handle these fluctuations. Lay-offs, precarious employment and externalisation often seem to be the only alternative. Inturn, in economically favourable times the companies face a lack of highly qualified and skilled personnel. Cooperative interfirm forms of personnel recruitment and personnel development, such as the „Groupements d'employeurs“, that have been existing in France since 1985, provide possibilities to offer the necessary flexibility for businesses without renouncing to employment security for the employees. On the other hand, it offers companies the security to protect their reliable personnel from the negative effects of fluctuations and enables them to offer their employees flexibility and diversity. Therefore, they are an important element of the Flexicurity-Strategy that is advocated by the European Commission.

The project GE Transfer of the BVMW (German Association of SMEs) in cooperation with seven partner organisations from France and Belgium aims at popularising the model and the opportunities that it provides for the preservation and the development of competences in SMEs across Europe. It also helps to develop frameworks for a simple implementation in the different national contexts.

We cordially invite you to continue this discussion with us

on the 24th of November from 09:30 to 14:00

**at the Representation of the Free State of Bavaria
Rue Wiertz 77 in 1000 Brussels.**

We are looking forward to seeing you and kindly ask you to send back the attached reply form until the 30th of October **per fax to 0032 2 7396279** or **per e-mail to info@cea-pme.org**.

Yours faithfully

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Projekt GE-Transfer

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Mit Unterstützung der
Europäischen Union
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