

## 2012 International Event and Trade Fair - March 2012

*'The world comes to the South Wales Valleys'*

Coleg Morgannwg's Egni Virtual Practice Firm UK office, in partnership with HOVIP, WAG HoV, Taste of Enterprise and UHOVI? is hosting an international event that will be attended by Egni's International umbrella body Pen International.

This will incorporate a trade fair attended by students and practice firms from 42 countries. The event will also deliver a heritage tour day to showcase the HoV area to international visitors. The proposed date for the event is the 26th – 30<sup>th</sup> March 2012 with activities focussing on the HoV area.

The Trade Fair will innovatively and unusually combine an exhibition of 'virtual' practice firms and a 'real world' exhibition (Valleys pre starts from the Princess Trust and Taste of Enterprise).

This will be the first time the UK has held a Pen International event. The Global Enterprise Manager as well as member countries have given their full support for the event in Wales.

We would welcome expressions of interest in participating in both the development and delivery of this event to ensure that maximum benefit to all are identified and realised.

### **What is Egni and the practice firm concept?**

Egni is an innovative way for secondary schools, colleges, training providers and universities to deliver work related experience and qualifications in order to provide a well qualified workforce valued by employers as well as developing a spirit of enterprise and entrepreneurship.

Practice companies operate in a 'virtual' business environment that accurately simulates all 'real' world business requirements and systems.

The practice companies trade with other UK companies, as well as international firms based in 42 countries including China, Brazil, USA Australia and Germany. Coleg Morgannwg manages the UK licence and manages the operational activities of practice companies.

### **What are the benefits of practice firms?**

- Delivery platform for vocational qualifications (Inc IT, marketing, sales, management, business and administration, accounting and also assessor and verifier awards)
- Encourages entrepreneurship, enterprise and teamwork
- Delivery of pre-employment skills (Inc Essential skills and DWP programmes)
- International links and embedding a global perspective (linking to Welsh Bac)
- Foreign language skills
- Student foreign exchange visits to international trade fairs and practice firms
- In some countries businesses are utilising the model to develop their employees

**Egni Website** – <http://egni.morgannwg.ac.uk> **Pen International** - <http://cms.europen.info/>

## What are the aims of the event?

- ▶ To support the objectives of HOVIP and WAG HoV
- ▶ To widen participation in the international practice firm concept
- ▶ To link together current initiatives e.g. Big Pitch, Global Enterprise Challenge, Dynamo role models.
- ▶ To involve all relevant sectors and maximise the potential benefits to them
- ▶ To give opportunities to pre employment individuals (e.g. Job Match), students and staff of relevant organisations to participate in the event.
- ▶ To raise the profile of the Heads of the Valley area and Wales.

The event will be an opportunity for organisations across HoV to work collaboratively and support the wider regeneration agenda: 'Turning Heads – a strategy for the Heads of the Valleys 2020.'

The sectors involved include: education, employment, pre employment, business, third sector and community enterprises. The opportunity also exists to actively promote Wales, the HoV region and its businesses internationally and to build upon the Valleys Heart and Soul of Wales brand.



## What is the proposed itinerary?

Day 1 – Arrival of international visitors and reception venue TBC

Day 2 – Trade Fair and Exhibitor awards Merthyr Leisure Centre

Day 3 – Tours of HoV area (e.g. including Big Pit, Welsh Whisky and Rhymney Brewery, Rock UK Summit Centre etc. Itinerary and agreed participants TBC)

Day 4 and 5 – Pen/Europen Members meetings: including international dinners, with key regional stakeholders, and tours of the area.

## For further information please contact:

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International Trade Fair – e.g. Pescara Italy