



The Future of Work survey results presentation

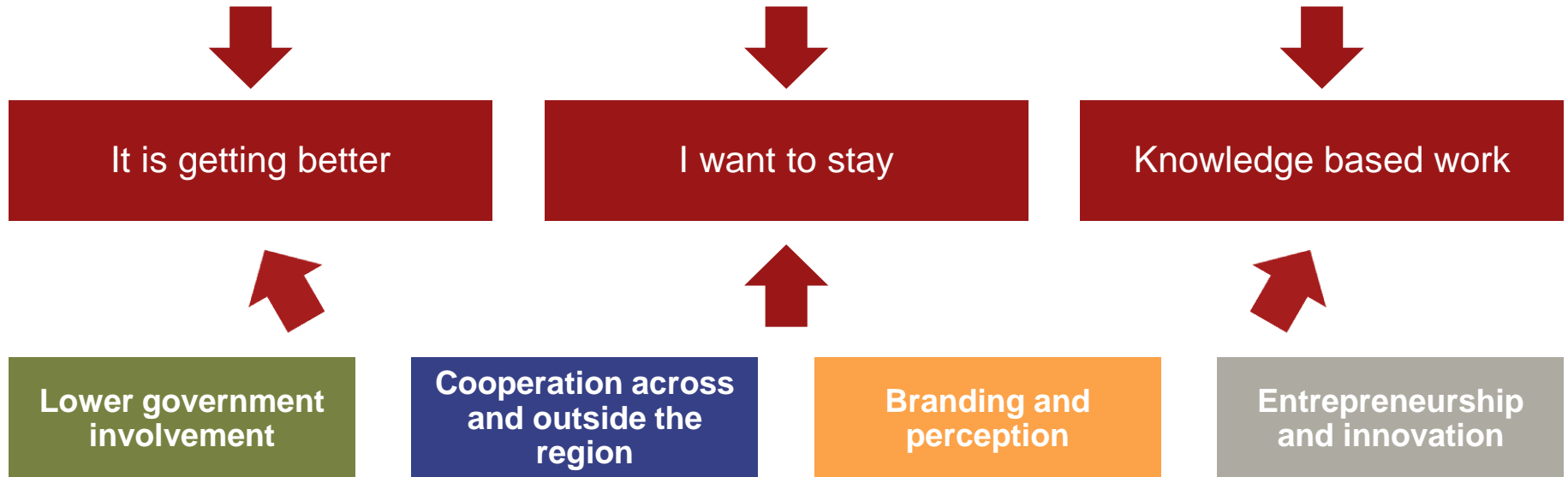
The Quest for Eastern Europe competitiveness

C:F Business Forum
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Hypotheses: Eastern Europe is caught between more developed West and more cost efficient East. It needs to develop its advantage in knowledge and innovation around selected industries to face the international competition.



338 teams applied for The Future of Work competition from which 4 best cases were selected as finalists



**338
teams**



**487
competitors
from:**

India

Romania

Bulgaria

Bangladesh

Macedonia

Montenegro

Czech Republic

France

Slovenia

Lithuania

Russia

Germany

Serbia

Nigeria

Ukraine

Indonesia

Croatia

Hungary

Bosnia and Herzegovina

Pakistan

Turkey

Poland



**4
Finalists**



**1 winning
team**

68 cases were submitted and provided us with an interesting perspective of youth on Eastern Europe competitiveness

4 finalist cases for The Future of Work competition

Global medical hub

Bulgaria



Silviya Dineva

Martin Taslakov

Todor Raykov

Being Small in a Global World

Hungary & Netherlands



Gergely Balazs

Jasper de Vries

István Juhász

Breakthrough Innovations

Ukraine



Tetiana Ihnatenko

The Organic Food

Montenegro



Džemal Lekić

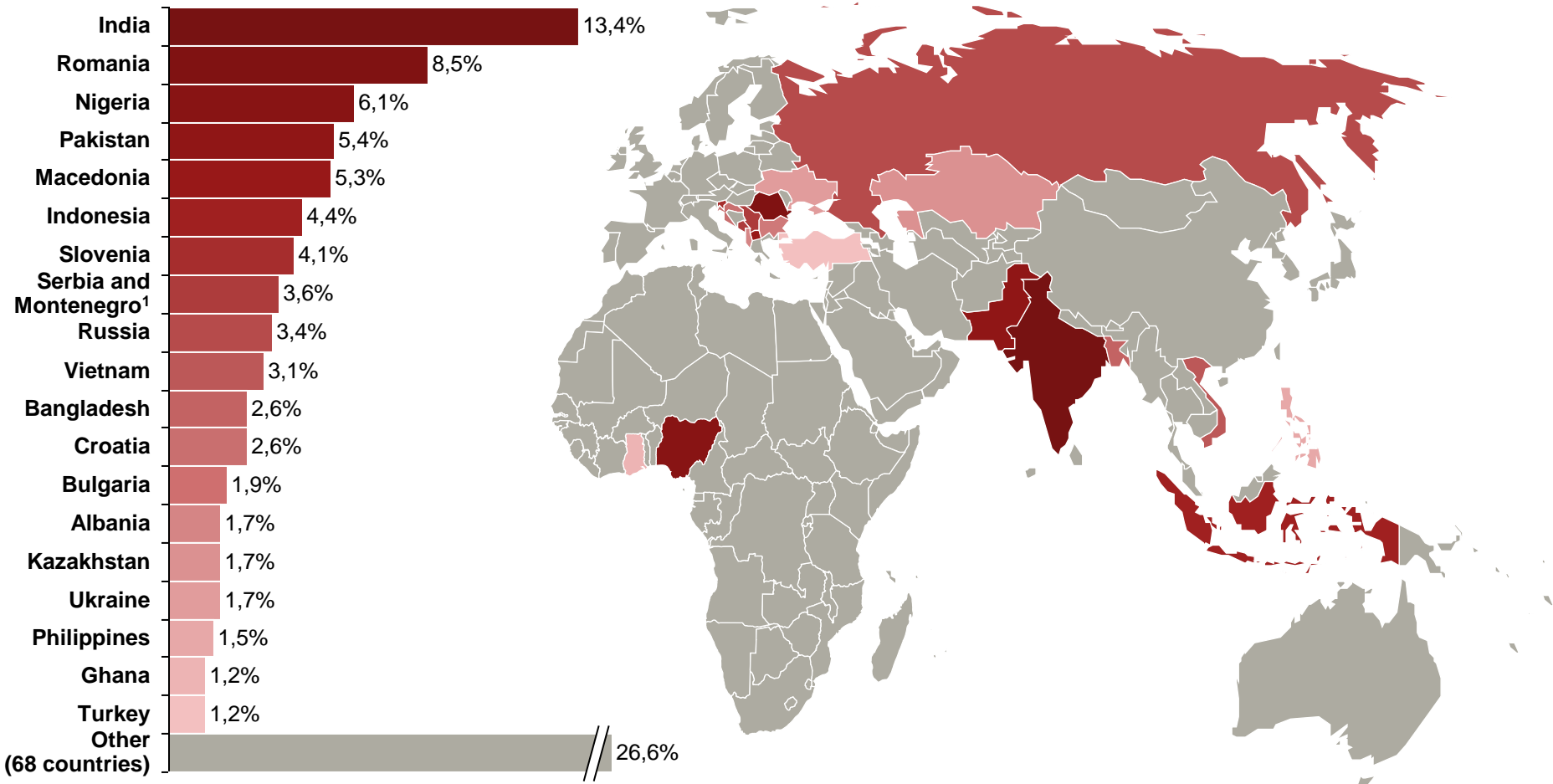
Danica Čelebić

Miloš Joksimović

Only four finalists were selected to come to Ljubljana. Winner of The Future of Work will be announced tomorrow on gala event on Bled

To further analyse the topic, we have conducted an extensive survey covering opinions of 599 youth from 87 countries

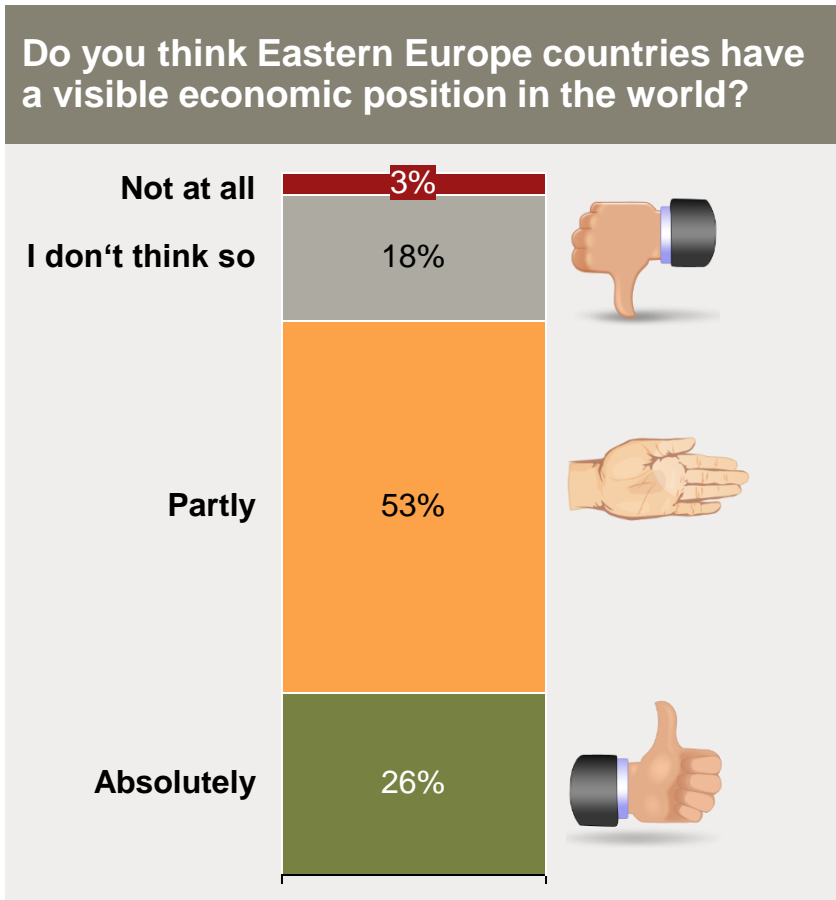
Share of survey respondents by country



1. Both countries have been regarded together
 Source: A.T. Kearney, Challenge:Future survey

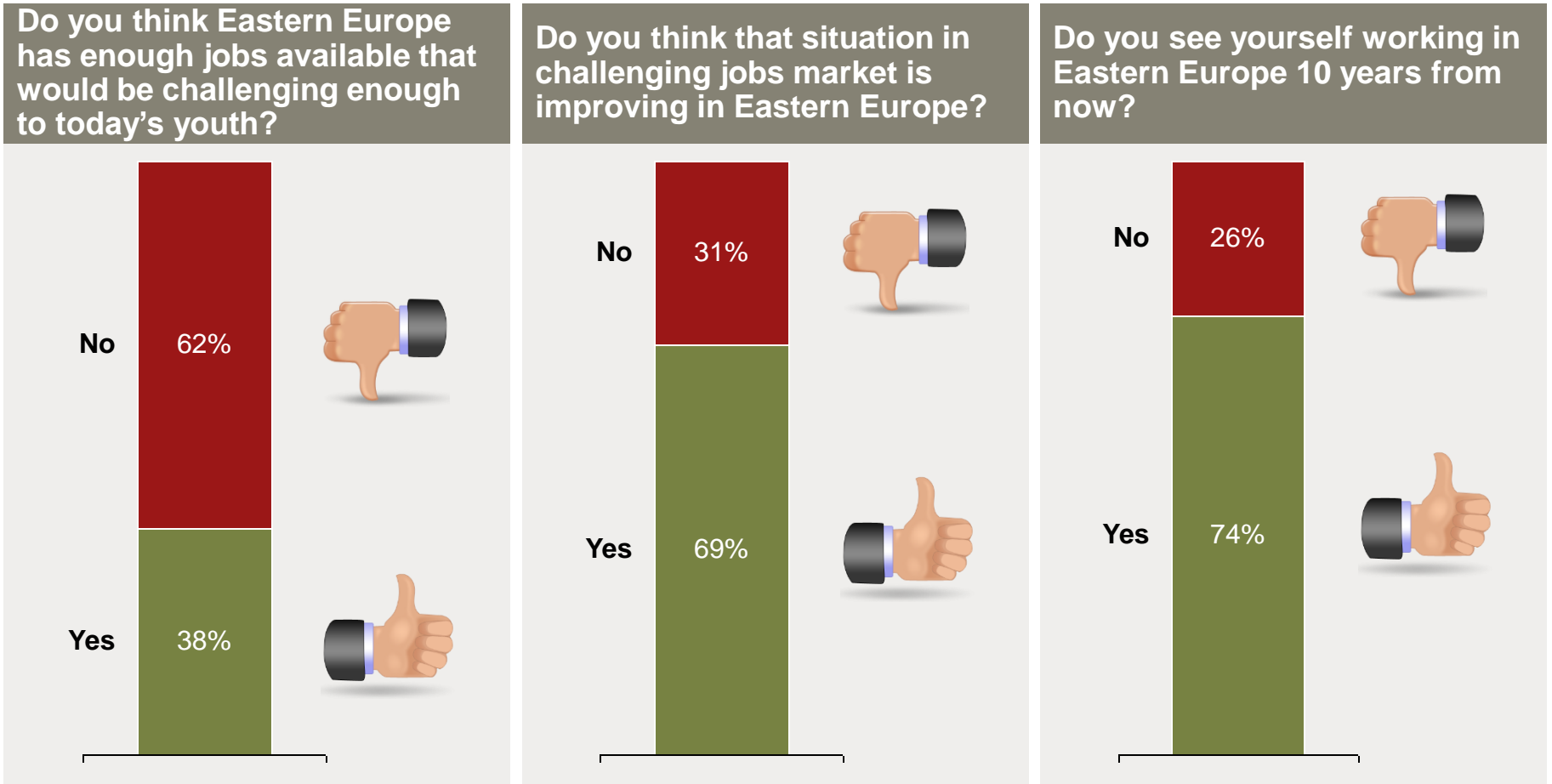
Eastern Europe does not have a clear economic position and youth were indecisive about it being more like West or East

Global positioning of Eastern Europe and its countries



Youth believe, that Eastern Europe does not offer enough challenging jobs, but situation is improving and they plan to stay

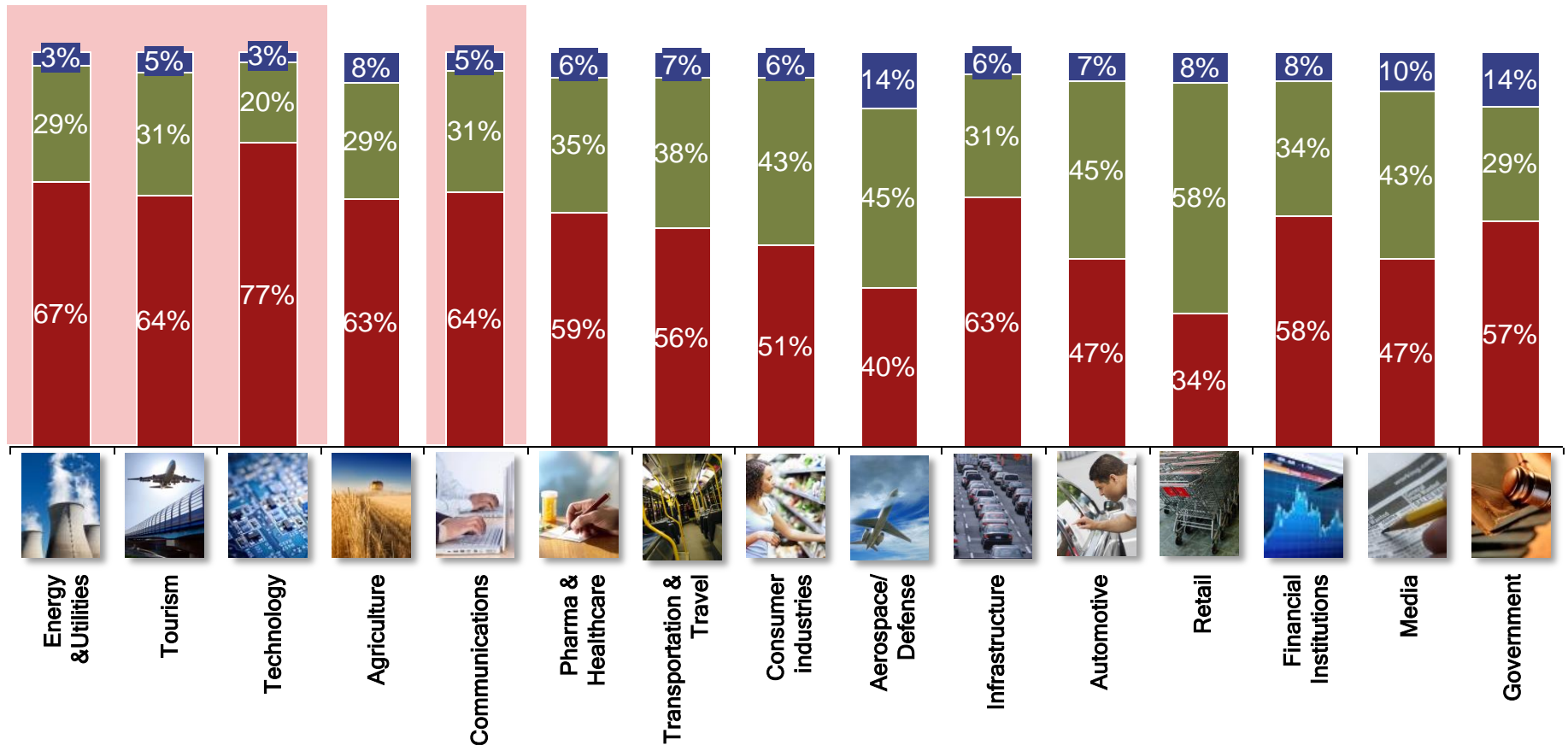
Jobs availability and desire to work in Eastern Europe



There are differences between industries, but in general youth believe that all industries need more support by the government

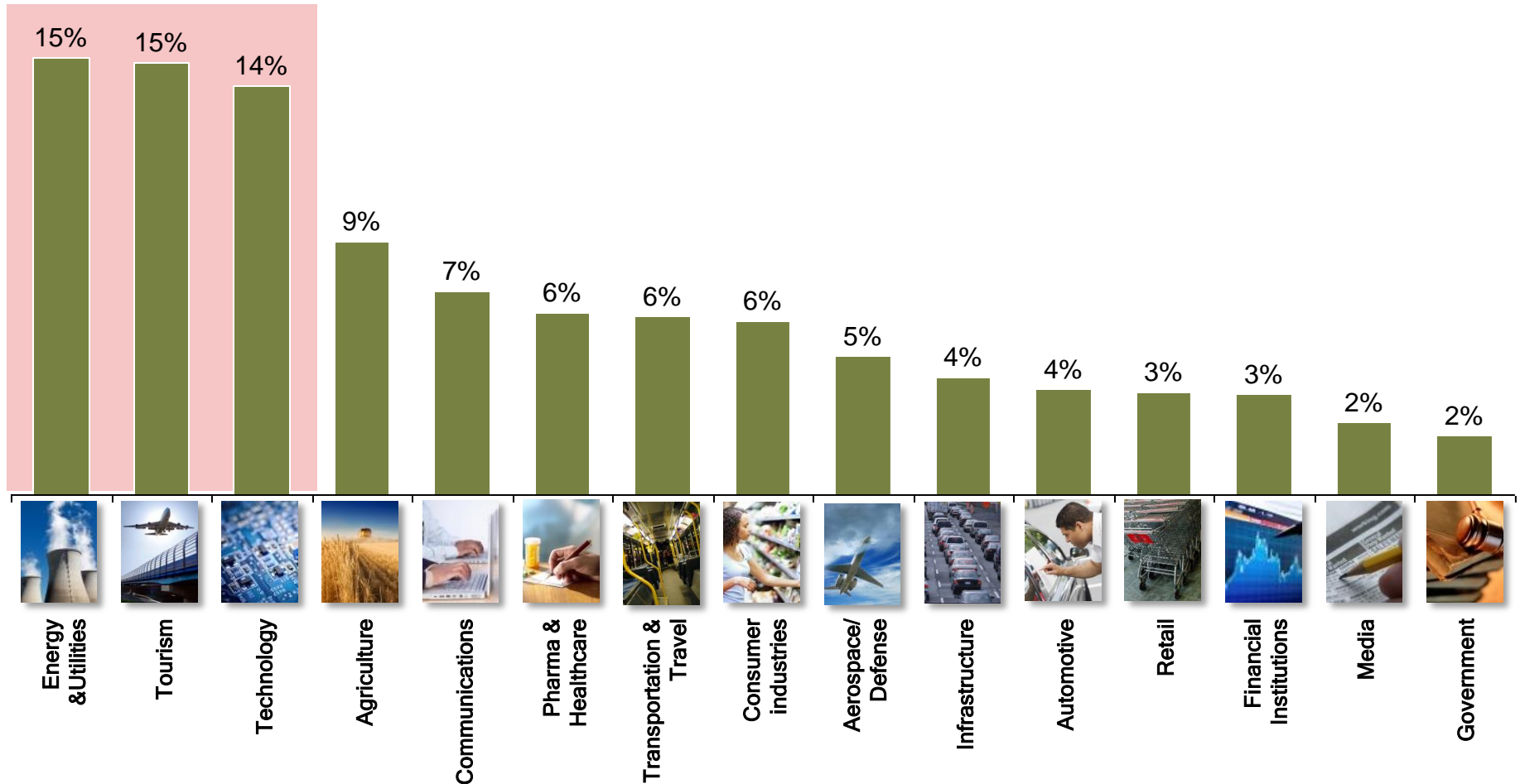
How much support by the government do industries need to become globally competitive?

More support by the government Same support by the government Less support by the government



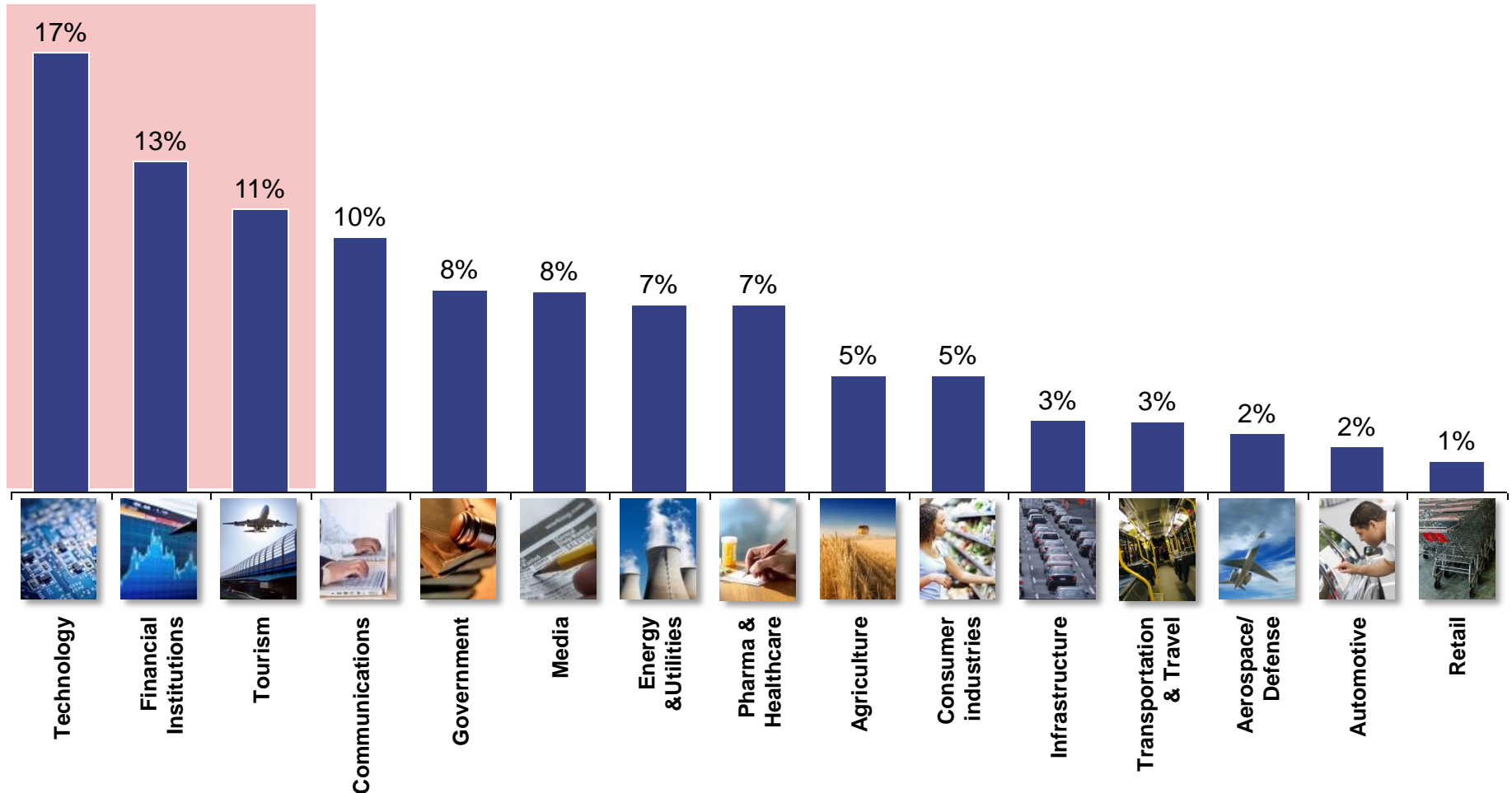
Majority of the interviewees selected Energy&Utilities, Tourism and Technology to be the flagships of Eastern Europe in 2022

Which industries will be flagships of Eastern Europe in 2022?



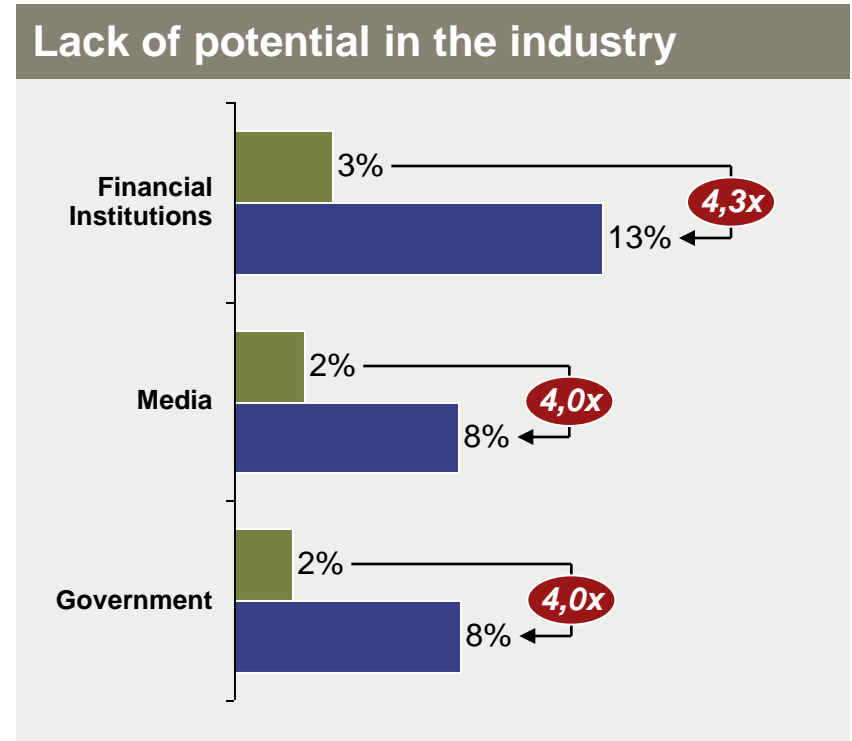
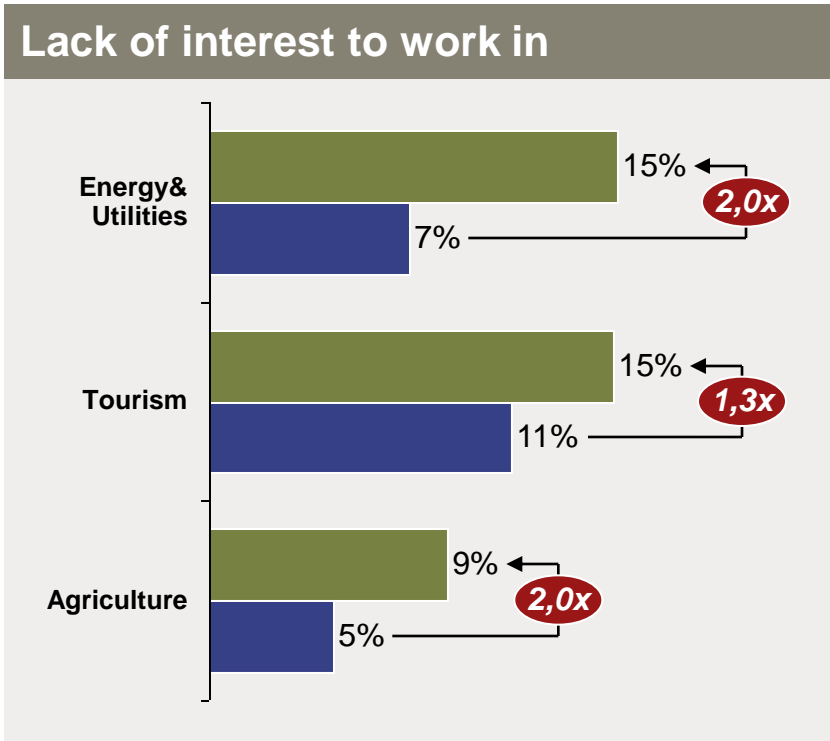
Hot industries for youth to work in are Technology, Financial institutions and Tourism

In which industries would youth like to work in in 2022?



Multiple gaps can be identified by comparing youth perception of industries potential with readiness to work in those industries

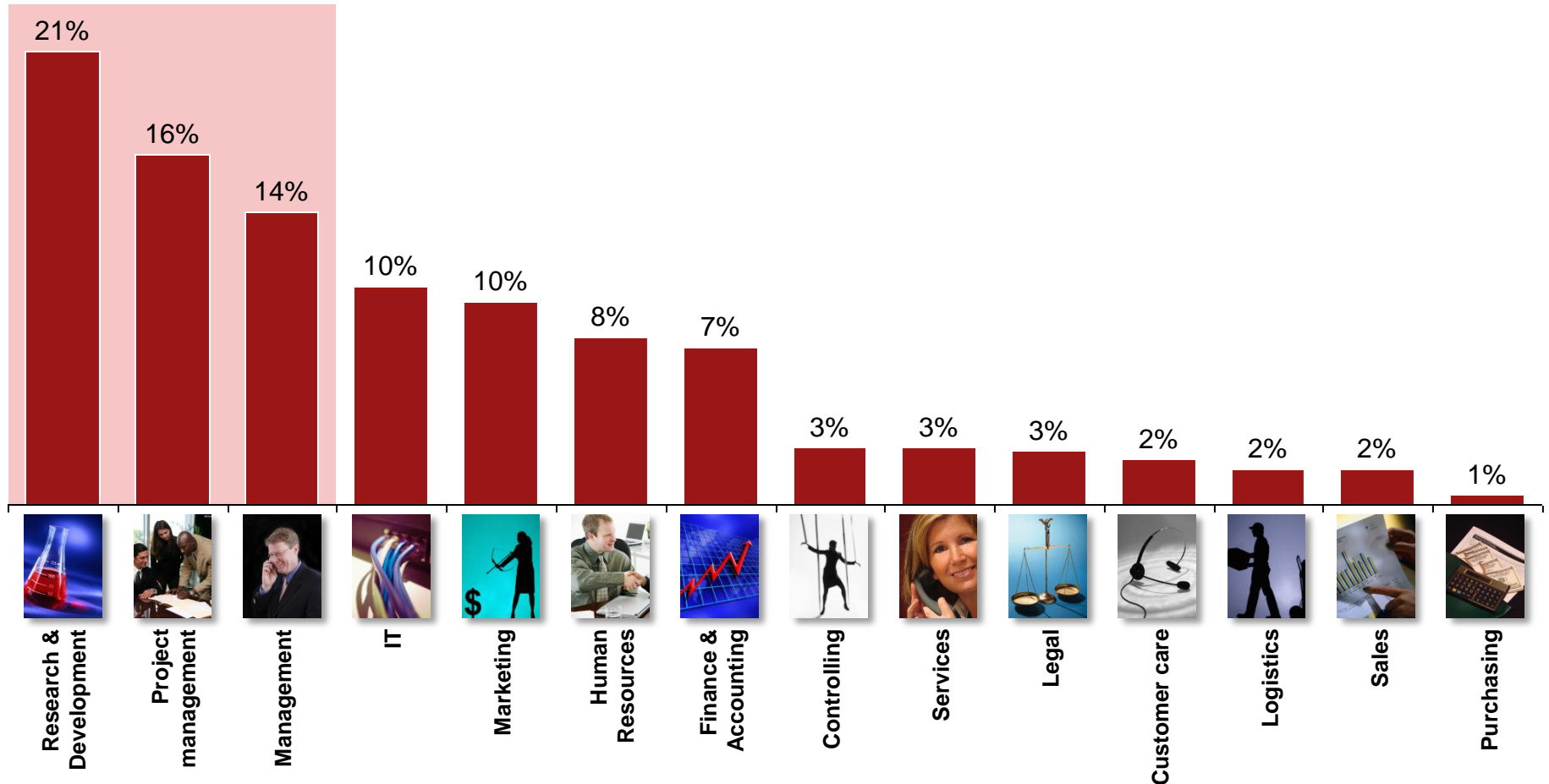
Flagship industries vs. industries interviewees would like to work in



■ Industries with high potential by youth opinion ■ Industries where interviewees would like to work in

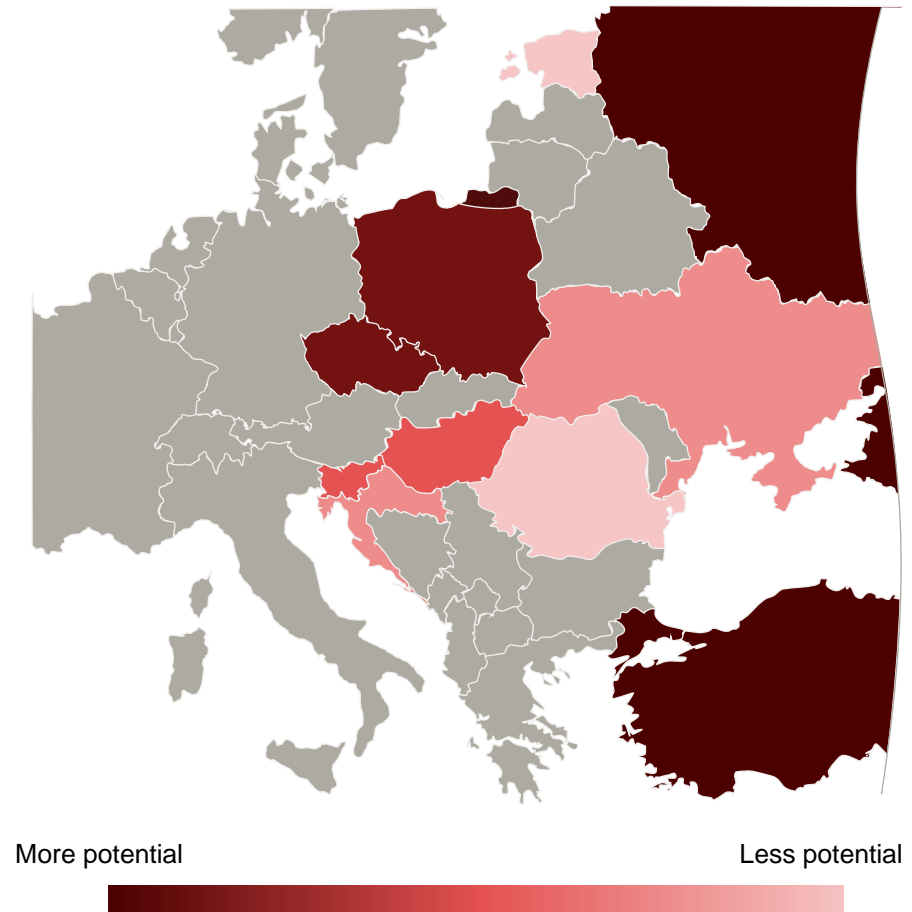
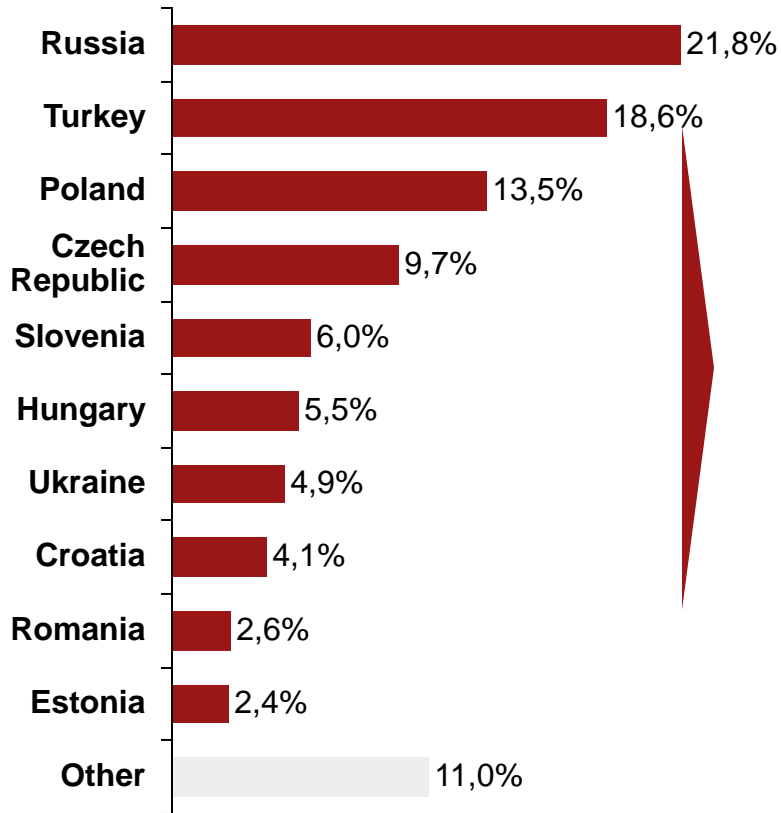
Majority of youth answered that they would like to work in the Research and Development function in the future

Which function would you like to work in in the future?



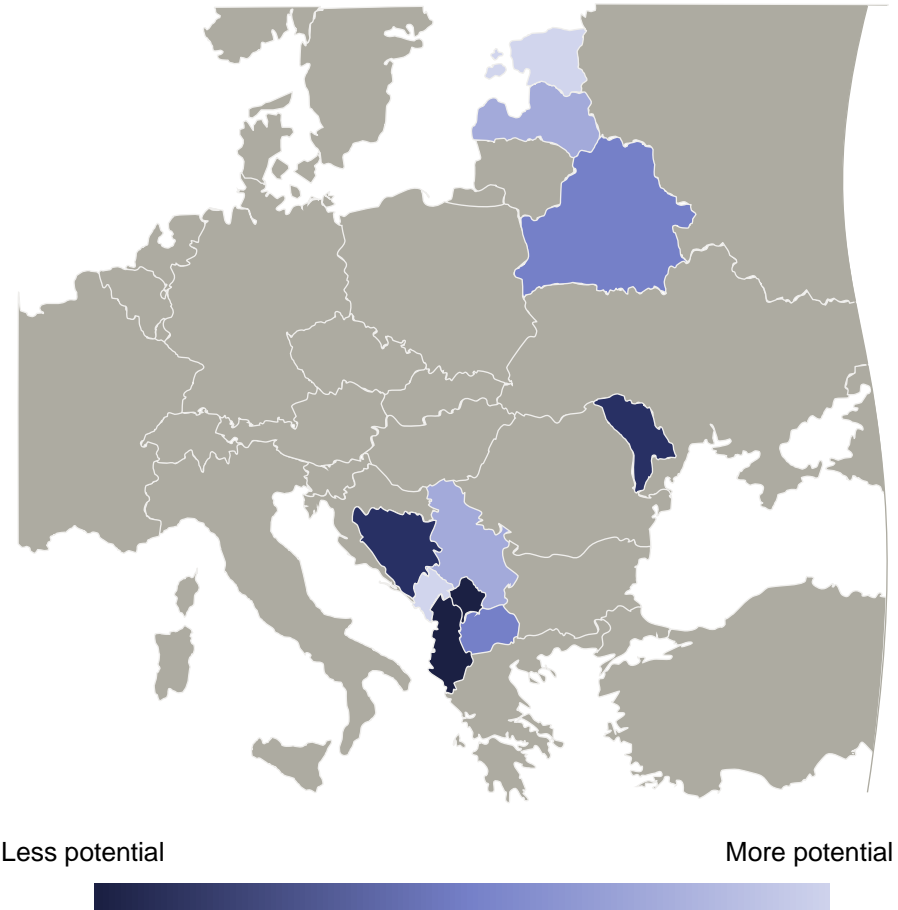
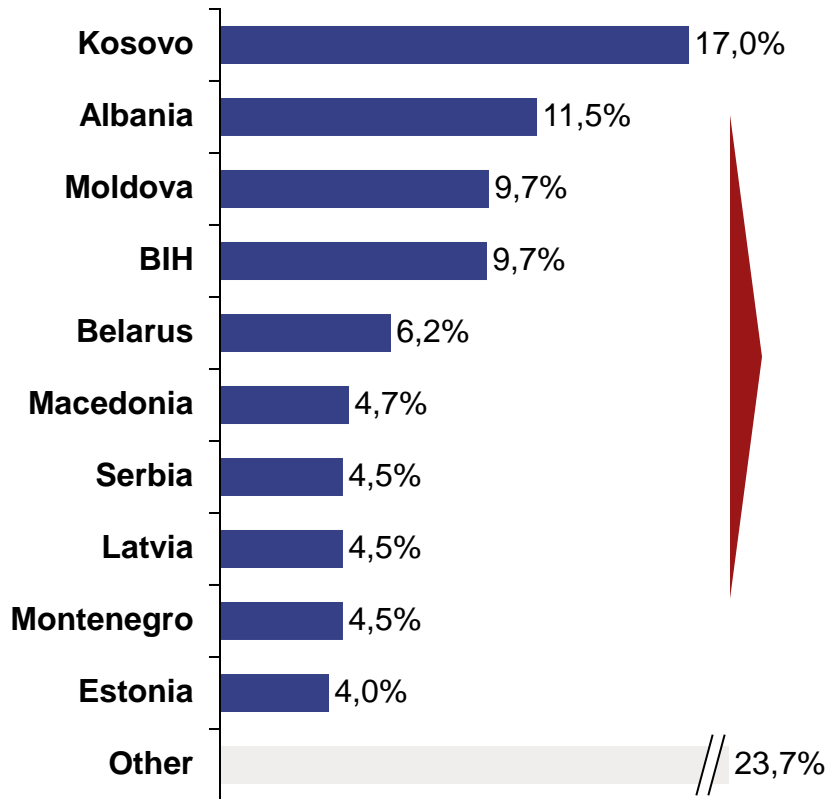
The youth perceive Russia to have the highest potential for global competitiveness, followed by Turkey and Poland

TOP 10 Eastern Europe countries with highest potential for global competitiveness

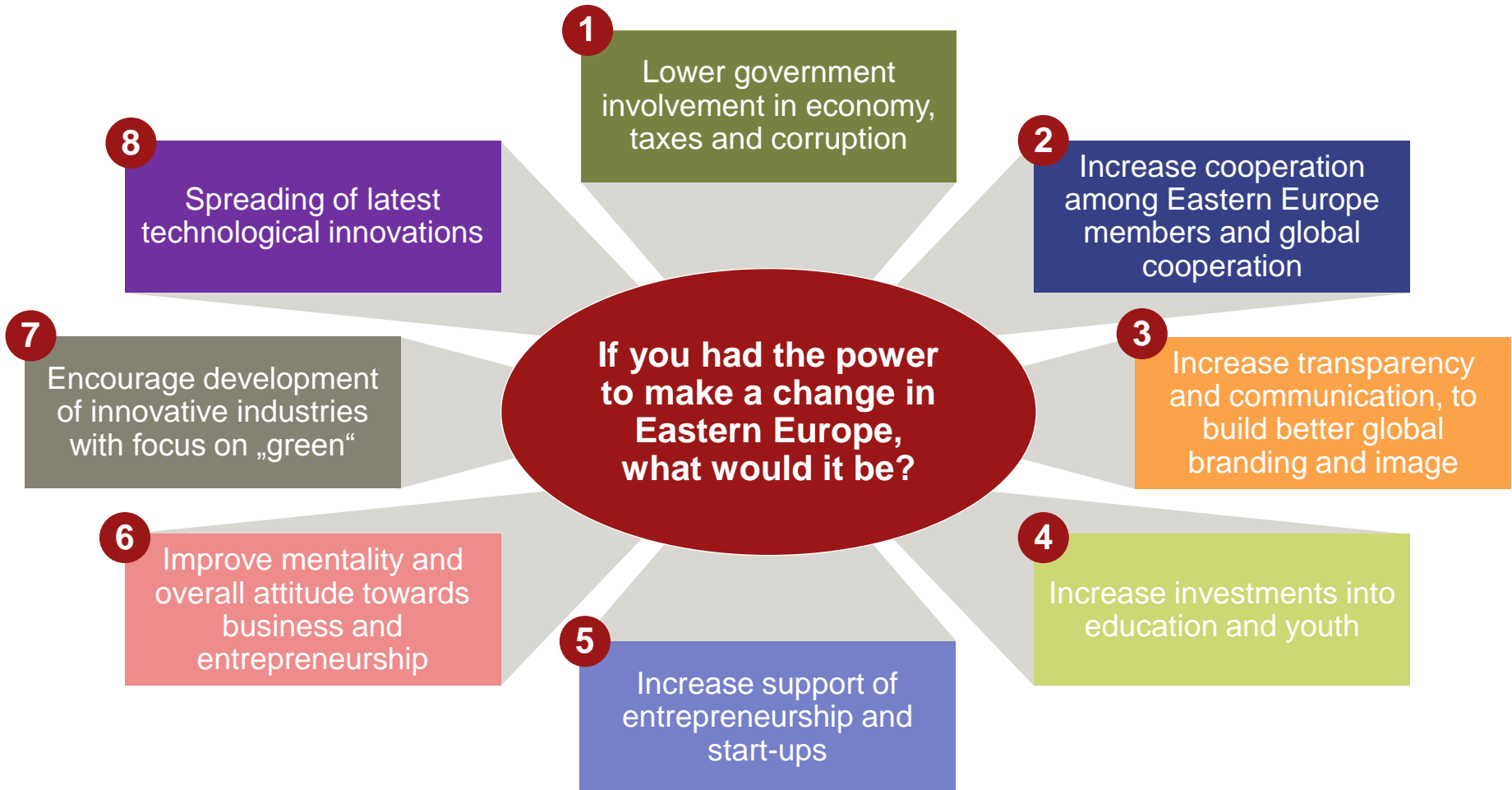


In contrast the least potential is predicted for Kosovo, followed by Albania and Moldova

TOP 10 Eastern Europe countries with lowest potential for global competitiveness



Asking the youth what they would tackle in Eastern Europe if they had the power, out of 599 answers 8 came up very often





**Today we are here, we are surrounded with youth innovativeness and we are the people in power.
What are we going to change from today on regarding The Quest for Eastern Europe Competitiveness?**

