

Connecting Europe: International MAAS Conference Unites Job Brokers, Refugee Support, and Tourism Experts in Uppsala

How can Europe’s job brokers and employers build more inclusive, resilient labour markets — especially in sectors like tourism, where skills shortages and migration intersect?

These are the key questions driving the upcoming **MAAS International Conference**, to be held in **Uppsala, Sweden**, in **November 2025**.

Organised by **Folkuniversitetet** and supported by the **MAAS partnership** of nine organisations from seven European countries, the conference will bring together **job brokers, employment organisations, tourism stakeholders, policymakers, and refugees** to exchange experiences, explore new approaches, and strengthen cooperation for inclusive employment in Europe.

The event will feature:

- **Expert keynotes** exploring the *Match, Attach and Sustain* model of employability and integration.
- **Presentations from MAAS partners** sharing results and reflections from Sweden, Spain, Iceland, Greece, Cyprus, Poland, and Ukraine.
- **Practical insights** into how employment services can adapt to the realities of post-pandemic tourism and refugee inclusion.

“The MAAS conference is a meeting point for professionals and organisations shaping the future of employment in Europe,” says **Trim Tab**, project coordinator. “By bringing together those working directly with job seekers, employers, and communities, we aim to turn experience into collaboration and reflection into action.”

Participants will also have the opportunity to discover the **MAAS E-Tracker**, a newly launched digital tool designed to support job brokers and employment services in smarter matching, progress tracking, and competence validation. During the conference, a live demonstration will showcase how the E-Tracker helps record placements, monitor development, and strengthen collaboration between job seekers, employers, and support organisations.

The **MAAS International Conference in Uppsala** will serve as both a celebration of the project’s achievements and a space to identify future directions for cooperation — from digital innovation and training to sustainable inclusion in Europe’s evolving tourism sector.

For more information and registration details, visit: www.maas-project.eu

The **MAAS (Match, Attach, Sustain)** initiative, co-financed by the **European Union’s Erasmus+ Programme**, unites nine organisations from seven countries — **Trim Tab (SE)** (project coordinator), **Folkuniversitetet (SE)**, **Rinova Málaga (ES)**, **Sextaplanta (ES)**, **Vinnumálastofnun (IS)**, **Larnaka Tourism Board (CY)**, **DIMITRA Education (GR)**, **Warsaw University of Life Sciences (PL)**, and **VITE SUTE (UA)**.