



**WORKSHOP ON “EMPOWERING JOB SEEKERS:
DIGITAL PLATFORM BEST PRACTICES FROM OIC MEMBER COUNTRIES”
8-9 July 2025 Kuala Lumpur, Malaysia**

DRAFT CONCEPT NOTE

Background

The OIC Public Employment Service Network (OIC- PESNET) Work Plan 2024-2026, which was adopted during the 4th Meeting of the OIC-PESNET organised between 29 February 2024 and 1 March 2024 in Marrakech, Morocco serves as a strategic framework for enhancing public employment services among OIC member countries. This program is rooted in fostering systematic collaboration and knowledge exchange between public employment authorities, with a focus on skills development and employment accessibility. The plan aims to address the challenges of digital transformation, labour market information systems, entrepreneurship, and youth inclusion in the workforce. By strengthening partnerships, mobilizing resources, and facilitating knowledge-sharing initiatives, the work plan aspires to equip OIC countries with innovative tools and best practices that promote economic resilience and inclusion across diverse employment landscapes.

Building on the strategic goals outlined in the OIC-PESNET Work Plan 2024-2026, the Workshop on “Empowering Job Seekers: Best Practices in Digital Platforms from OIC Member Countries” aims to harness the potential of digital platforms to enhance job seekers’ opportunities of the OIC Member Countries. Recognizing the critical link between employability and the ability to meet current market demands, this session will delve into the most effective digital platforms that have successfully connected job seekers with industry job vacancies. Through case studies and the sharing of best practices, the workshop will provide participants with valuable insights and tools to establish, manage, and sustain digital platforms, ultimately empowering job seekers to secure meaningful employment and contribute to economic growth and sustainable development.

Rationale

Public employment services have been established in most countries across the world especially among OIC countries to act as a vital link between the supply and demand for labour, addressing inefficiencies in the labour market. They employ a range of strategies and tools, including the design and implementation of active labour market policies (ALMPs) that help individuals secure employment and assist businesses in filling vacancies. Additionally, they play a key role in facilitating labour market adjustments and easing the challenges of economic transitions.

In most circumstances, dealing with the dynamics of the labour market often leads to various challenges, such as skill mismatches, long-term unemployment, underpaid wages, and a lack of motivation to work. Effective strategies and tools are needed to support both workers and employers in addressing those issues. These include job guides, which provide clear and accessible information about career options, skill requirements, and industry trends, empowering individuals to make informed decisions about their employment pathways.

Meanwhile, digital platforms play a crucial role by offering user-friendly interfaces where job seekers can search for vacancies, access training resources, and connect with potential employers. However,



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the increasing reliance on digital tools also brings challenges such as job scams, where fraudulent listings or malicious activities exploit vulnerable job seekers. To mitigate these risks, public employment services must focus on ensuring robust security measures, transparent communication, and user education. Balancing these tools requires thoughtful design and implementation to ensure they are effective, accessible, and easily understood by the public.

In this context, the workshop aims to share experiences and best practices among OIC Member Countries. It seeks to foster a better understanding of different effective practices and methods used by national institutions responsible for social protection, ensuring effective delivery of services for the poor and vulnerable segments of society.

Objectives of the Workshop

The main objectives of the Workshop include:

- Highlighting the complexity of labour market in improving the effectiveness of public employment services;
- Emphasizing the significance of adopting an integrated digital services platforms including job portals through the use of technology;
- Sharing global and OIC-level best practices and experiences among participating countries;
- Providing a platform to discuss common challenges and deliberate on possible solutions;
- Facilitating bilateral and multilateral partnerships among participating countries in integrated services, digital solutions and policy recommendations into public employment services.

Methodology

The 2-day workshop will commence with an opening ceremony followed by designated topic presentations and group discussion sessions. These sessions aim to reflect on topic and individual country experiences in adopting digital solutions and integrated approaches, with a view to better understanding the major challenges, success factors, and alternative methods for effectively utilizing digital tools and integrated services in specific activities of public employment services.

Project Partners

Malaysian Social Security Organisation (PERKESO) as Vice-Chair of OIC-PESNET (Asia Group) will co-host with SESRIC in accordance with OIC-PESNET Work Plan 2024-2026.

Participants

Senior-level participants from relevant departments of the Ministries and national institutions in charge of public employment services, policies and programs among the OIC member countries will



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attend the workshop. Additionally, relevant departments of those institutions in charge of employment services, data management and IT systems, as well as experts from international institutions and networks such as ILO, UNDP, World Association of Public Employment Services (WAPES) and International Social Security Association (ISSA), will be invited.

Date and Venue

The Workshop will be held on **8–9 July 2025** at Hotel Royale Chulan in Kuala Lumpur, Malaysia. Please refer to the Information Booklet for the logistical details.

Language

The workshop will be organised in English only.



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DRAFT CONCEPT NOTE

DRAFT PROGRAMME

Day 1: Tuesday, 8 July 2025	
08:30 – 09:00	Registration
09:00 – 09:30	Opening Session Recitation from the Holy Quran Opening Remarks <ul style="list-style-type: none"> - H.E. Mdm Zehra, DG of SESRIC (<i>tbc</i>) - Dato’ Sri Dr. Mohammed Azman Bin Aziz Mohammed, Group Chief Executive Officer of PERKESO and President of ISSA Mou Signing <ul style="list-style-type: none"> - PERKESO and ISKUR - PERKESO and the APEA Photo with brothers & sisters
09:30 – 09:50	Refreshments
09:50 – 10:05	Overview of OIC-PESNET and its Activities
10:05 – 10:30	Topic One: Career Guidance in the Age of Artificial Intelligence Subtopics: AI-driven career tools, human-AI collaboration, upskilling for the AI economy, and ethical considerations.
10:30 – 11:30	Group Discussion: Career Guidance in the Age of Artificial Intelligence
11:30 – 12:00	Topic Two: Innovating Job Portals - Future Trends in Job Search Technology Subtopics: Blockchain for secure job matching, virtual reality (VR) interviews, gamified job search experiences, bias-free job matching algorithms, promoting inclusive company cultures, fostering diverse talent pipelines, and measuring success in recruitment.
12:00 – 13:00	Group Discussion: Innovating Job Portals - Future Trends in Job Search Technology
13:00 – 14:30	Lunch Break



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DRAFT CONCEPT NOTE

14:30 – 15:30	Topic Three: Combating Job Scams - The Role of Job Portals, Employers, and Government Agencies Subtopics: Employer vetting processes, partnership with authorities to track scams, and creating secure, scam-free job listing platforms.
15:30 – 16:30	Group Discussion: Combating Job Scams - The Role of Job Portals, Employers, and Government Agencies
16:30 – 17:00	Refreshments
19:00 – 22:00	Dinner
Day 2: Wednesday, 9 July 2025	
08:30 – 09:00	Registration
09:00 – 10:00	Presentation Topic 1: Career Guidance in the Age of Artificial Intelligence
10:00 – 10:30	Refreshments
10:30 – 11:30	Presentation Topic 2: Innovating Job Portals - Future Trends in Job Search Technology
11:30 – 12:30	Presentation Topic 3: Combating Job Scams - The Role of Job Portals, Employers, and Government Agencies
12:30 – 13:00	Closing Remarks <ul style="list-style-type: none">- President of OIC-PESNET- Proceedings/Declaration, Guidelines
13:00 – 14:30	Lunch Break
15:00 – 17:00	Excursion