

Intelligence Group

kennis van de arbeidsmarkt

onderzoek en analyse

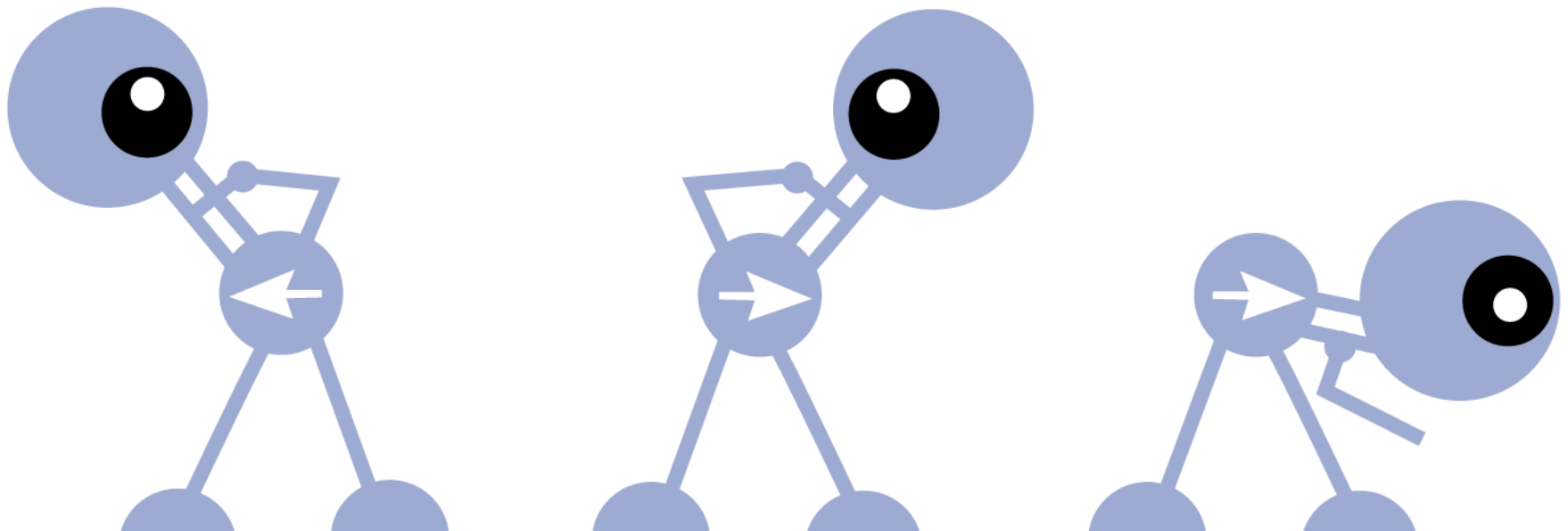
consultancy en projecten

opleidingen

evenementen en publicaties

iG!

Recruiting abroad: How can we help?



About Intelligence Group

- We are an independent research and consultancy firm specialized in recruitment marketing
- We use our knowledge and experience to advice firms on how to attract the talent they are in need of
- Active in the international labor market since 2006, in cooperation with The Network
 - Author of 'The International Recruitment Manual'
 - Author of the white paper 'Get ready for the international recruitment rally'



International recruitment issues

Previous contracts

- How to reach and mobilize mobile developers for TomTom?
- Which media channels are used by Technicians in Germany, Belgium and France, actively seeking for jobs, when orienting on a (new) job?
- Advice to Boskalis about how to become an international Employer of Choice

Recently received recruitment issue

- How to recruit 400 Oil Rig workers for a firm in Kazakhstan?

Our ambition

Being a major player in the global labor market within two years

Advising international firms about how to reach and mobilize their target group

The Global Talent Mobility Research

The world's largest candidate behavior research

- Data selection in July – August 2009
 - 66.019 respondents
 - Over 40 countries
 - Data China will be included in April 2010
- Executed by Intelligence Group and The Network

What information do we have?

Respondent background

- Demographic information
- Educational information
- Work related information

Orientation behavior*

- What sources are used?

Job and company related information*

- What do they look for in a job?

* Both local and global

What information do we have?

International willingness

- Would they consider a job abroad?
- Why would they consider working abroad?
- Where (country and city) would they like to work?
- For how long would they like to work abroad?

Location related information

- What do they want to know about the location when choosing a company abroad?

Two international strategies

Work to people

- Moving the company towards the target group

People to work

- Attracting people abroad to move and work in the current market

Why recruiting internationally?

1. Increasing international mobility
2. Globalization of local labor markets
3. Generation Y

Do we have a problem?

1. Increasing international mobility
2. Globalization of local labor markets
3. Generation Y
4. Absence of knowledge towards international recruitment



International recruitment rally

What firms should know

Their target group

Their international employer value proposition

The orientation behavior of their target group

How to sell their country or city

With which partners to cooperate

What we can't do

- We can't tell firms who their target group is
- We can't do selection
- We can't change their processes
- We can't do employer branding

What we can do!

- We can tell them where their target group lives
- Help firms defining their international ENVIRONMENT
- Provide firms with the information about their target group
- **ATTRACT THEM!**
- Provide information about what they should inform their target group about
- Let them know with which partners they should cooperate

An example

What – A German firm located near Berlin active in the Energy industry, needs to recruit engineers to develop new forms of renewable energy

Geographical reach – Candidates search at a global scale

Challenge – The firm needs to attract engineers with at least a Bachelors degree in Engineering or Science. They should be interested in a job in the field of Energy and preferably experienced.

To all candidates it is true that they need to move to Germany when they get the job. Therefore they should be willing to live and work in Germany.

The target group

Candidate profile

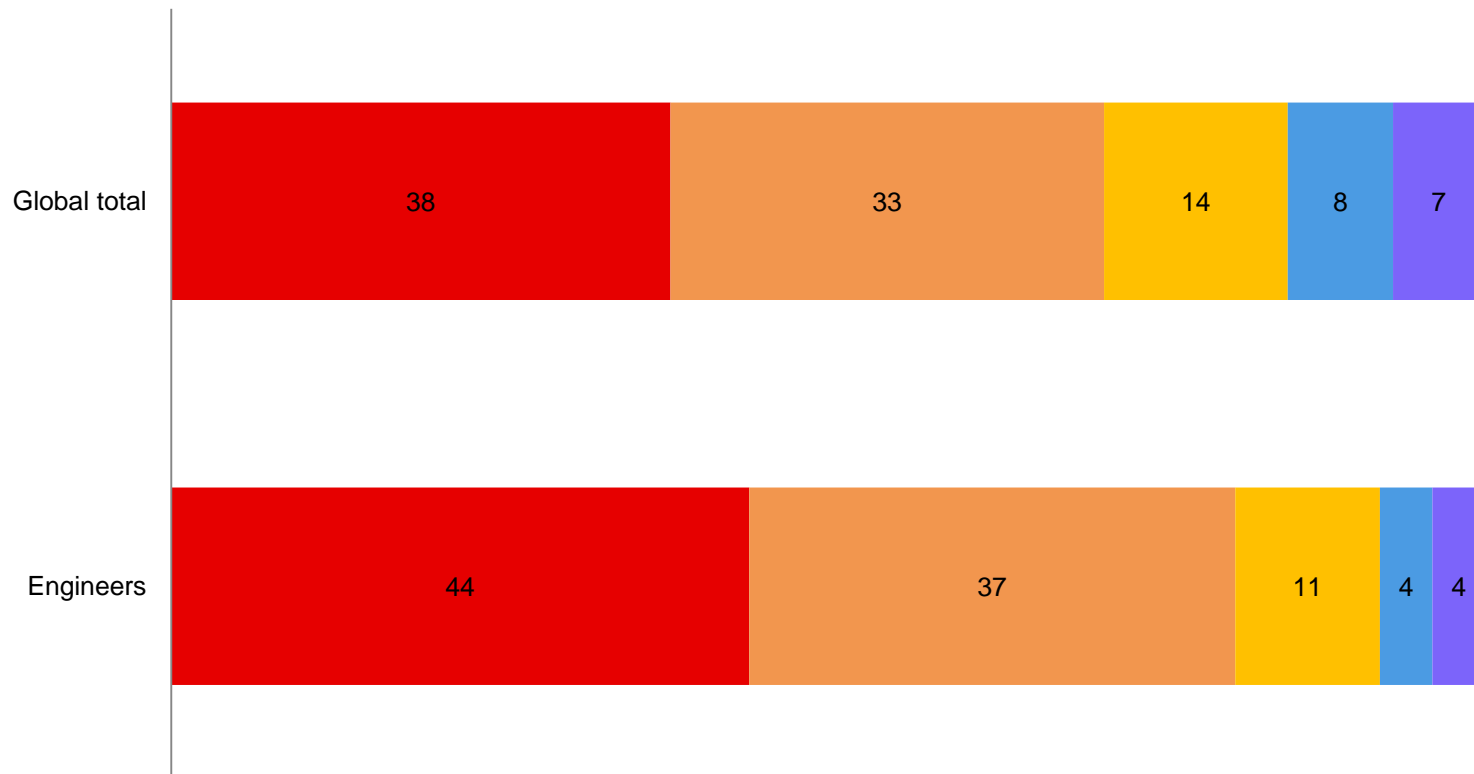
- At least a Bachelors degree in Science or Engineering
- Willing to work or currently working in Energy

N = 1.647

636 respondents (39%) wants to work in Germany

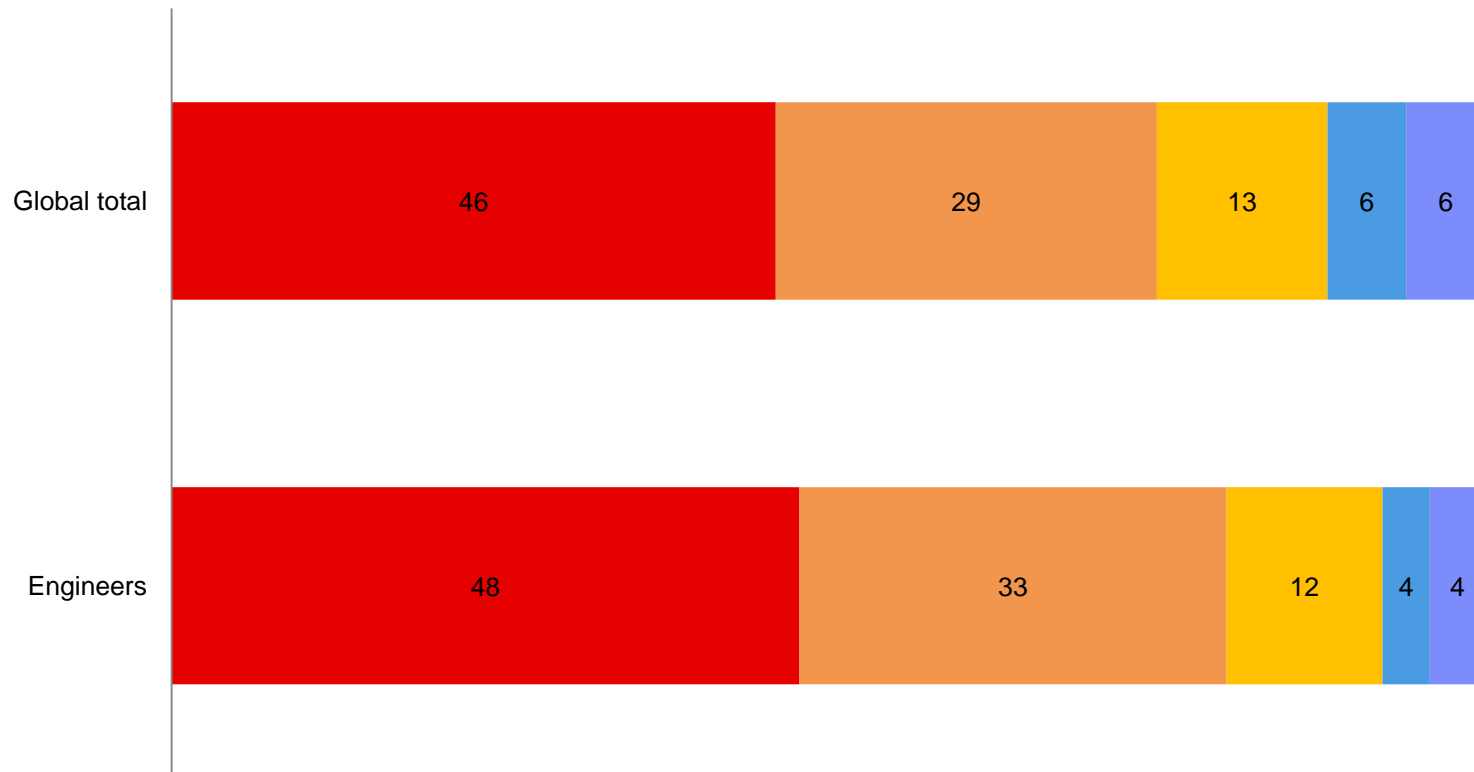
Are they interested in a job abroad?

■ Totally agree ■ Agree ■ Neutral ■ Disagree ■ Totally disagree



For how long are they interested?

■ Over 5 years ■ 3 - 5 years ■ 2 years ■ 1 year ■ Less than a year



How popular are Germany and Berlin?

Rank	Country
1	United States
2	United Kingdom
3	Australia
4	Canada
5	Germany
6	Switzerland
7	France
8	New Zealand
9	United Arab Emirates
10	Singapore

How popular are Germany and Berlin?

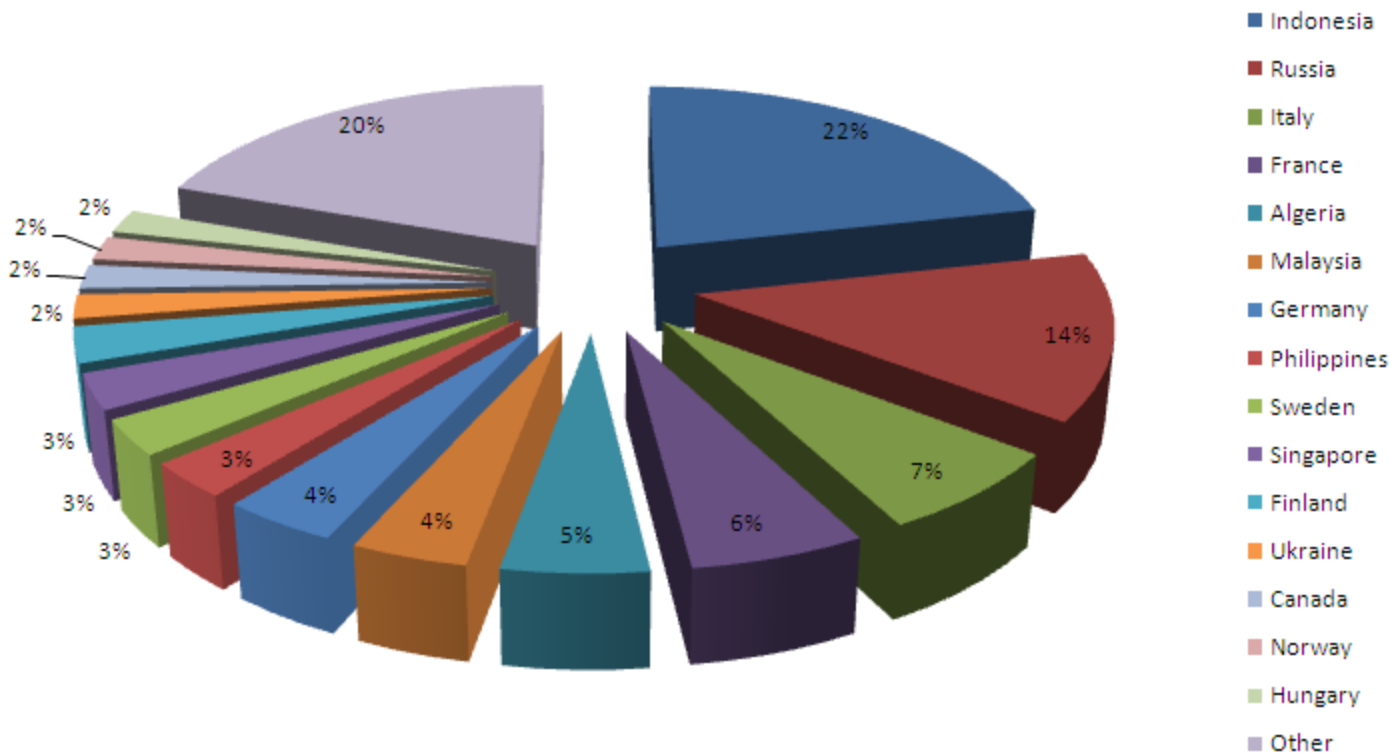
Rank	Country	City
1	United States	London
2	United Kingdom	New York
3	Australia	Singapore
4	Canada	Sydney
5	Germany	Paris
6	Switzerland	Dubai
7	France	Doha
8	New Zealand	Abu Dahbi
9	United Arab Emirates	Berlin
10	Singapore	Melbourne

Let's take a closer look at that part of target group
that's interested in a job in Germany!

What we can do!

- **We can tell them where their target group lives**
- Help firms defining their international EVP
- Provide firms with the orientation behavior of the target group
- Tell firms how popular their location is
- Provide firms information about what they should inform their target group about
- Let them know with which partners they should cooperate

Where do they live?



Why do they consider working abroad?

	Target group
Opportunity to broaden experience	70%
Better career opportunities	57%
To have a better standard of living	45%
Meet new people/ build a new network	30%
Get to know different cultures	29%
Learn a new language	18%
Bad economic situation in own country	17%
Start up a new live	12%

Why do they consider working abroad?

	Target group	Global total	Index
Opportunity to broaden experience	70%	61%	114
Better career opportunities	57%	51%	112
To have a better standard of living	45%	45%	100
Meet new people/ build a new network	30%	24%	124
Get to know different cultures	29%	27%	107
Learn a new language	18%	20%	91
Bad economic situation in own country	17%	20%	83
Start up a new live	12%	19%	62

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What do they look for in a job?

	Target group
Good salary	66%
Good career opportunities	59%
Challenging job	38%
Good terms of employment/ benefits	35%
Good work atmosphere	32%
Good education/ training facilities	32%
Permanent contract	32%
Location of the company	29%

What do they look for in a job?

	Target group	Global total	Index
Good salary	66%	68%	98
Good career opportunities	59%	51%	115
Challenging job	38%	31%	122
Good terms of employment/ benefits	35%	38%	93
Good work atmosphere	32%	37%	88
Good education/ training facilities	32%	29%	109
Permanent contract	32%	32%	98
Location of the company	29%	29%	100

How does this lead to an EVP?

1. Know the wants of the target group
2. Know the strengths of the company



Match the wants and the strengths

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Orientation behavior

	Target group
Search engines	57%
Corporate website of the company	54%
International job boards	53%
People I know	43%
Foreign recruitment agencies	41%
Job boards abroad	37%
Online communities/ social networks	36%
National job boards	32%

Orientation behavior

	Target group	Global total	Index
Search engines	57%	49%	117
Corporate website of the company	54%	41%	131
International job boards	53%	43%	123
People I know	43%	43%	100
Foreign recruitment agencies	41%	34%	121
Job boards abroad	37%	34%	109
Online communities/ social networks	36%	35%	103
National job boards	32%	26%	123

What we can do!

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Recall – popularity

Rank	Country	City
1	United States	London
2	United Kingdom	New York
3	Australia	Singapore
4	Canada	Sydney
5	Germany	Paris
6	Switzerland	Dubai
7	France	Doha
8	New Zealand	Abu Dahbi
9	United Arab Emirates	Berlin
10	Singapore	Melbourne

Sell the location

	Target group
Accommodation	72%
Standard of living	68%
Local facilities	50%
Comfortable social environment	49%
Relocation arrangements	48%
Taxes	46%
Opportunities to learn languages	44%
Transport links	37%

Sell the location

	Target group	Global total	Index
Accommodation	72%	68%	105
Standard of living	68%	60%	113
Local facilities	50%	37%	134
Comfortable social environment	49%	46%	106
Relocation arrangements	48%	42%	115
Taxes	46%	38%	121
Opportunities to learn languages	44%	43%	102
Transport links	37%	35%	107

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Ready for Singapore

- > Can Contact Singapore help me find a job?
- > Can I get an internship in Singapore?
- > What are Singapore's tax rates?
- > Why should I relocate my business?
- > How can I start a business in Singapore?

News

Labour chief backs move to up productivity; it is the only option to sustain growth, higher wages for workers: Swee Say
04 Mar 2010

China's Little Giant opens R&D unit here; Kingdee International Software Group aims to be No1 in South-east Asia by 2013 in enterprise resource planning, reports OLIVIA HO
04 Mar 2010

Events

Careers@Home: New York - March 6, 2010
06 Mar 2010

PSD - Dinner and Networking Session
08 Mar 2010

Careers@Home: Public Service Division, Networking Session at Imperial College London
08 Mar 2010

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contactsingapore.sg

The screenshot displays the Contact Singapore website interface. At the top, the logo 'Contact Singapore' is visible alongside navigation links: Home, Why Singapore, Industries, FAQs, Interactives, Newsroom, Events, and Find Jobs. A search bar is located in the top right corner.

The main content area features a large banner image of people dining in a restaurant, with the text 'Experienced Professionals' overlaid. Below the banner, a breadcrumb trail reads 'Experienced Professionals > Work > Working in Singapore'. A text size control is also present.

On the left side, there is a vertical navigation menu with categories: About Singapore, Work, Working in Singapore, Salaries, Career Development, and Taxation. The 'Working in Singapore' section is currently selected.

The main heading is 'Working in Singapore'. The introductory text states: 'Thanks to a pro-business government, modern infrastructure and an industrious culture, Singapore offers an ideal work environment for those driven to rise to the top of their careers.' This is followed by a paragraph about the abundance of opportunities for experienced professionals in various industries.

The 'Working Conditions' section describes the standard five-day work week and vacation leave policies. A photograph of two men in suits is included. The text concludes by mentioning competitive salaries and additional perks like housing and education allowances.

On the right side, there are several widgets: 'You're in' (set to Experienced Professionals), 'Did You Know' (a trivia fact about the 2008 Singapore Grand Prix), 'Most Viewed Pages' (listing Key Companies, Hot Jobs, Singapore at a Glance, About Singapore, and Experienced Professionals), and a 'Polls' section asking 'Do you like the new Contact Singapore website?' with options: I want more!, Not bad, and Can be better.

At the bottom, there are social media icons for Facebook, Twitter, LinkedIn, and YouTube, along with a 'Submit' button for the poll.

contactsingapore.sg

The screenshot displays the Contact Singapore website interface. At the top, the logo 'Contact Singapore' is visible alongside navigation links: About, Sitemap, Subscribe, Contact, Feedback, Useful Links, and a search bar. A secondary navigation bar includes Home, Why Singapore, Industries, FAQs, Interactives, Newsroom, Events, and Find Jobs. The main content area features a large image of a modern residential complex with a swimming pool, overlaid with the text 'Experienced Professionals'. Below this, a breadcrumb trail reads 'Experienced Professionals > Live > Housing'. The left sidebar contains a menu with categories: About Singapore, Work, Live, Quality & Cost of Living, Housing, Healthcare, Education, Banking, Dining, Transportation, Communications, and Language. The central 'Housing' section is titled 'Housing' and contains the following text:

Singapore may be small but not when it comes to the range of comfortable residences available.

Wide Selection of Accommodation

Condominiums are a popular choice with both locals and non-locals. The vast range of facilities, from swimming pool and gym to round-the-clock security and scenic surroundings, provide for a comfortable lifestyle, especially for families. For a listing of condominiums, click here.

Service apartments are a convenient alternative. Apart from the usual condominium facilities, value-added services such as a cleaning service, laundry and room service are usually included. For a listing of service apartments available, click here.

If your preference is for landed property, you will find that there is a fair variety in Singapore. Landed property includes bungalows, semi-detached houses, terrace houses, cluster houses and townhouses.

Expatriate websites such as this offer searches for landed property in Singapore.

A unique type of Singapore housing are the black and white bungalows, which are houses built during Singapore's colonial past, now owned by the government. These houses are very airy, roomy and sometimes come double-storeyed with servants' quarters. There are no facilities but are popular with

On the right side of the page, there are several widgets: 'You're in' (set to Experienced Professionals), 'Did You Know' (Singapore is Lucasfilm's first and only facility), 'Most Viewed Pages' (listing Key Companies, Hot Jobs, Singapore at a Glance, About Singapore, and Experienced Professionals), and a 'Polls' section asking 'Do you like the new Contact Singapore website?' with options: I want more!, Not bad, and Can be better. Social media icons for Facebook, Twitter, LinkedIn, and YouTube are at the bottom right.

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Network Partners

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Login | Registrazione e inserimento CV

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SETTORE Tutti i settori

PAROLA CHIAVE CODICE

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Admin / HR: Human Resources (226), Clerical/Admin (191), Secretarial (72), Top Management (18)

Sales / Marketing: Marketing (424), Sales-Corporate (217), Sales-Retail/General (214), Sales-Etc/Tech/IT (116)

Computer / IT: Software (229), Network/Sys/DB (144), Hardware (14)

Engineering: Mechanical/Automotive (99), Electrical (84), Electronics (65), Industrial Eng (44), Environmental (27), Other Eng (25), Chemical Eng (23), Oil/Gas (15)

Manufacturing: Purchasing (85)

Useful Links

Happy Jobseekers share their success stories. You can be successful too. **Read On**

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BOSS / BIG BOSS

Penelope Ferrand-Tomas Homeidays

POUR DÉCROCHER UNE BONNE NOTE, NOMMEZ DES FEMMES!

Aujourd'hui, c'est le 100e anniversaire de la Journée internationale de la femme et on risque d'en entendre parler. Au bureau, à la radio, au bistrot, dans le métro et dans les journaux, on va piédestaler les filles comme jamais. Les médias sortent le mascara et les entreprises se mettent en tulle. C'est que ces dernières se féminisent.

NOS SERVICES

- DÉPÔT DE CV
- ALERTE EMAIL
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- Évaluez votre rémunération!
- BILAN DE PERSONNALITÉ

À la une

Questions?

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