

HOLD ON TO YOUR INTERNATIONAL EMPLOYEES



Businessregion Aarhus

Gain new resources

Accompanying partners to international specialist workers are often well educated with an international outlook, that can potentially bring new knowledge and value to your company.

It is much easier to hold on to international specialist workers when their accompanying partners also gain a connection to the East Jutland labour market.

So, if your company sees a potential job match with an accompanying partner then the consultant in your municipality is ready to help you establish a good connection with that international candidate.

A job match can begin with a coffee meeting, an internship, or a short-term job, where you get the chance to find out if your company and the international candidate are a good match.

To find out more about how an accompanying partner's competencies can become a resource for your company, get in touch with the consultant who has attached their card to this brochure.

Access to all of East Jutland

Business Region Aarhus is a partnership between 12 municipalities in East Jutland. It is a network of consultants working across municipal borders to find the right job opportunities for accompanying partners within East Jutland. The job market becomes 12 times bigger when we work together.

Business Region Aarhus consists of 12 East Jutland municipalities: Hedensted, Horsens, Skanderborg, Samsø, Odder, Norddjurs, Syddjurs, Randers, Silkeborg, Favrskov, Viborg and Aarhus. Together they total one million residents, and the country's largest area of growth outside the capital.



Businessregion Aarhus

We can help you hold on to **international** specialist workers

When we ask companies in East Jutland about their biggest challenge, the answer comes back promptly: we lack specialized labour.

The companies that have had the greatest success with attracting and retaining internationally qualified labour, are those in which the travelling partner also gains a connection to the Danish labour market.

The goals of the Business Region Aarhus program for accompanying partners are:

- To retain international specialists by connecting their accompanying partners to the East Jutland labour market.
- To ensure that companies are aware of the competencies that accompanying partners possess and help them on their way into the East Jutland labour market. This could be for example, assistance in setting up a coffee meeting, an internship, or even a job opportunity.

Does your company have international specialists you would like to hold on to? Then tear out the folder in the middle and share it with your international employees or your HR department.

The consultant in your municipality is ready to help accompanying partners on their way into the East Jutland labour market by:

- Providing assistance in the competency mapping process.
- Helping to build and strengthen their networks and contact potential employers.
- Assistance in the facilitation of internships and wage subsidized jobs where applicable.
- Guiding the optimization of CVs, LinkedIn profiles, and job applications, as well as preparing for job interviews.



Birthe Tofting, Sales and Marketing Director at VOLA, and Boreum Jung

Lack of highly skilled labour in East Jutland

It is expected that an additional 70,000 foreigners will be needed in the Danish workforce until 2025 in order to ensure growth. There is not only a shortage of labour, but also a demand for international competencies.

Source: De Økonomiske Vismænd.

Boreum Jung came to Denmark with her husband in December 2017. She holds a bachelor's degree in Japanese and Literature, and a Master's degree in International Relations specializing in East Asia.

Boreum Jung created **new** business leads for VOLA

"At VOLA we had for a long time a strategy to enter into the Japanese and South Korean markets, but it was only when Boreum joined the team that we opened the right doors"
says Birthe Tofting, Sales and Marketing Director at VOLA.

The fixture manufacturing company VOLA has eyed the Japanese and South Korean markets for a long time but had not had success with finding openings. This changed when South Korean Boreum Jung was hired.

"With Boreum's knowledge of the cultures of both South Korea and Japan we gained a direct entrance to two countries, which enabled us to work more agile than was possible before" says Birthe Tofting, Sales and Marketing Director at VOLA. She is happy about hiring Boreum, and calls it a gift that she has joined the VOLA team.

Company Values

It all started when someone in Birthe Tofting's network met Boreum through a Job Search training course. *"That led to a cup of network coffee. We employed Boreum initially with a wage subsidy, and today she is permanently employed. I highly recommend that others bring international candidates into their companies— it creates value"* says director Birthe Tofting.

Write to Project Coordinator for the
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We are ready to help

If your company needs help holding on to an international specialist, or is ready to help an accompanying partner connect to the East Jutland labour market, get in touch with the consultant who has attached their card to this brochure, or contact the Business Region Aarhus Project Coordinator at ieu@aarhus.dk