

RECRUITING IN EUROPE...THE STRUGGLE IS NOT REAL



KEYWORDS

- European Recruitment
- Labor Market in Europe
- European HR
- North American companies in Europe
- Grow in Europe

We live in a rushed era in which the know-how comes along with the process, if not at the end of it.

If you are a North American business wanting to establish or expand into the EU, there are waaay too many things to consider. So when business owners see the list of to do's, they usually freak out and look for alternative markets within their same continent. I remember one of my clients telling me *"Are you crazy?!"* when I suggested expansion and recruitment in Europe.

However, the European labor market can offer more than you think; not to mention the global presence for your business. Yet, before we get to the real deal, let's cover the WHY.

The European workforce is overflowing with educated and skilled professionals. Living in a mobile world, old and new generations of workers are eager to embrace this globalized society. Relocation is second nature to us, as long as the job is fulfilling.

Every European country is unique and develops distinct characteristics within its human capital. This means that the more international your team is, the more skill it gives to your company. Don't forget that Europeans usually speak at least two languages, *yes, si, oui*, plus a third common one within the EU. With language ability, comes cultural understanding which is a great addition to any team. Believe it or not, this increases efficiency and sales by introducing new levels of skills and experience!

So how difficult is it to recruit throughout Europe? The answer is...IT ISN'T! With the principle of free movement, Europeans can work anywhere within the EU. No visas required! (No, we are not talking about credit cards).

Thus, the first thing to figure out is what skills your future employee must have, and then which Member State you'll find it in...Easy right?! Don't worry about what country you'll find specific skills in, we've got you. There are numerous private and public services available to guide you through the process, and EuroDev is one of them.

We will continue this recruitment conversation in our next newsletter...Have a good one!

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