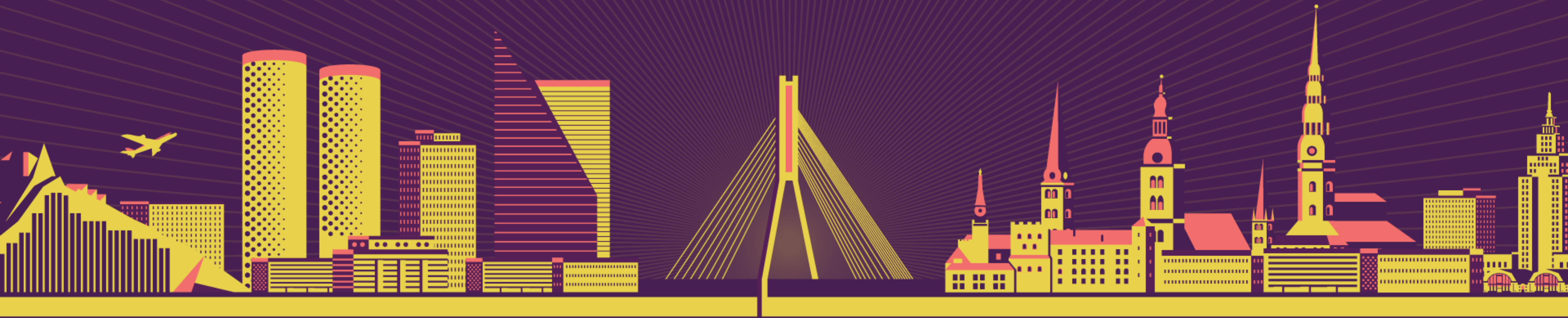




BRINGING PROFESSIONALS TO LATVIA
SINCE 2018



4 Misperceptions about Remigration and Recruiting Remigrants

From Brain Drain to Brain Gain | AmCham, ABSL, NCCL joint event | 28 January 2020

Jānis Kreilis | Your Move | janis@yourmove.lv | +371 25 939 939

What is **Your Move**?



Your Move is a **job platform** that connects the best companies in Latvia to **global talent**.

About me and Your Move

**New York
Philadelphia**

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Rabat

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**Accra
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Bandar Seri Begawan



- **Columbia University, New York**
- **University of Pennsylvania**



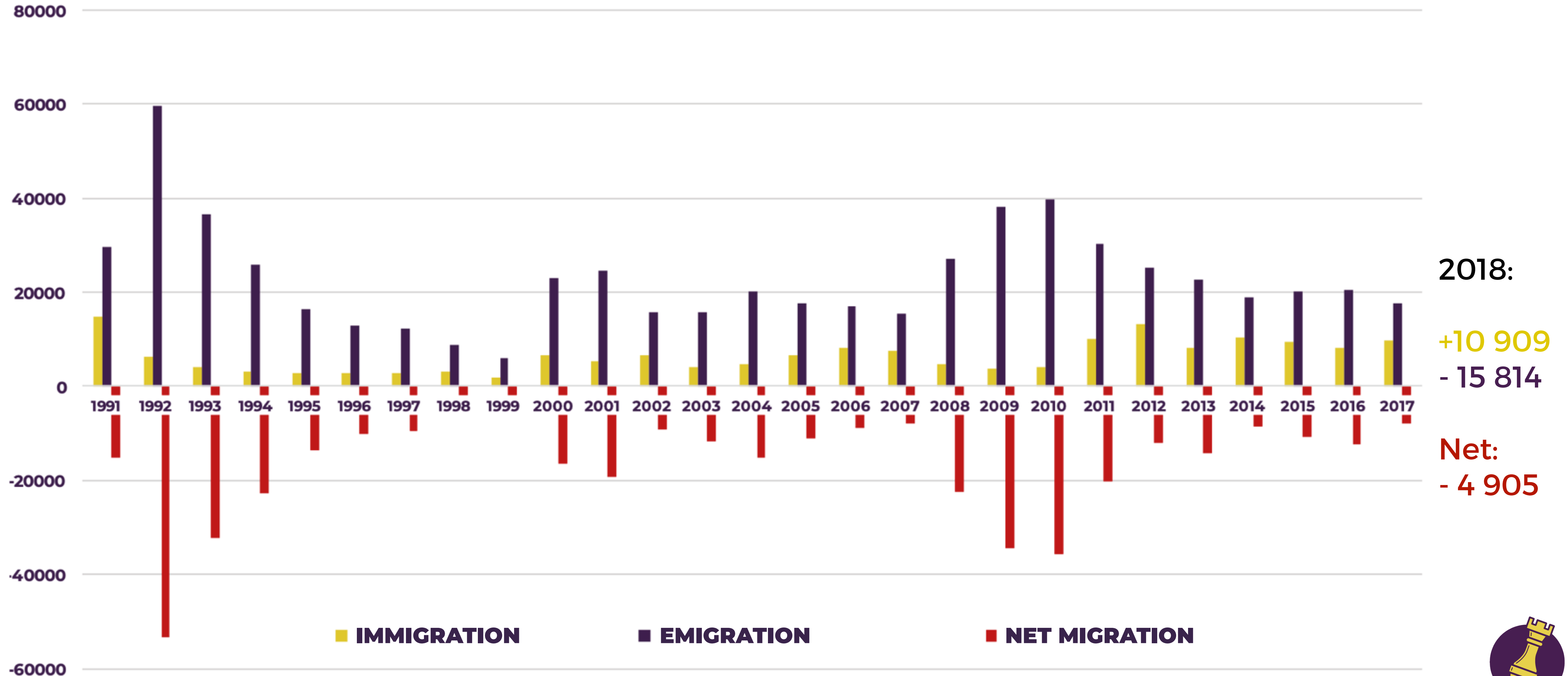
Misperception #1:

Their numbers are too low, why bother?



How many people arrive in Latvia each year?

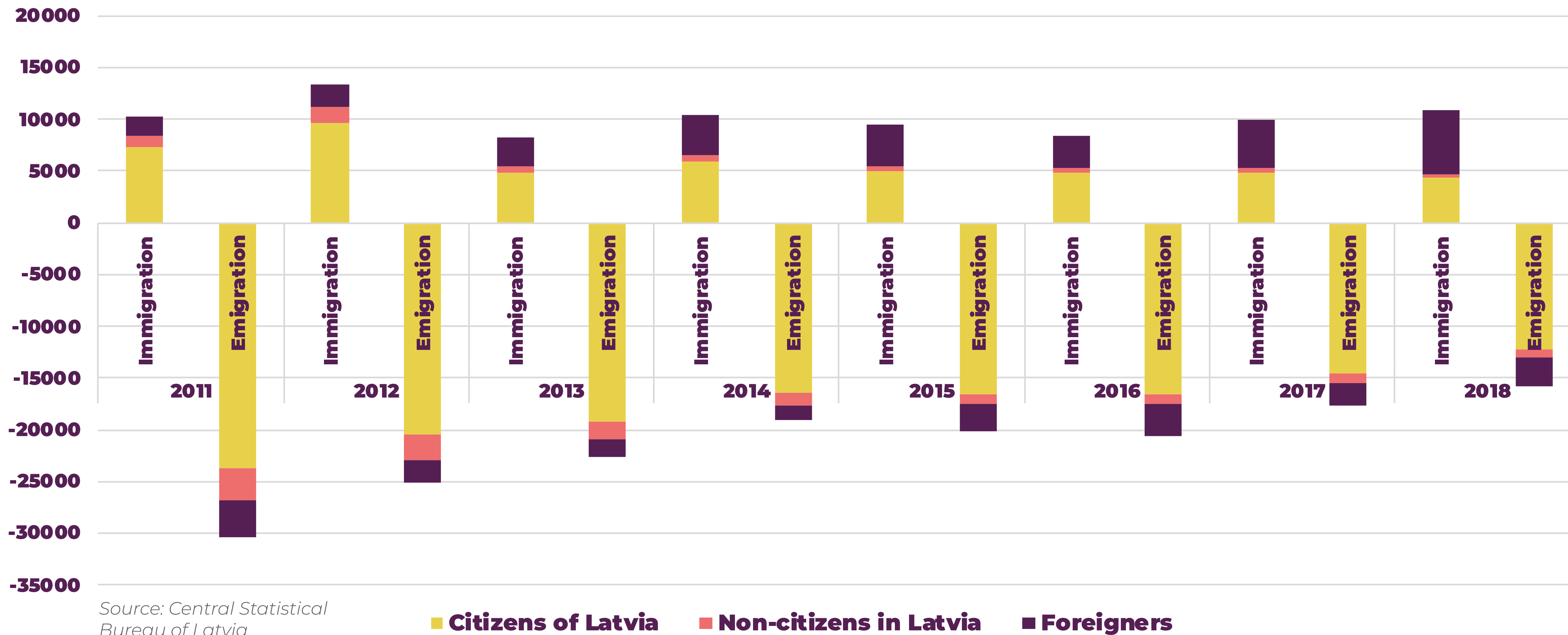
LONG-TERM MIGRATION OF THE POPULATION (LATVIA)



Source: Central Statistical Bureau of Latvia



Let's zoom in:



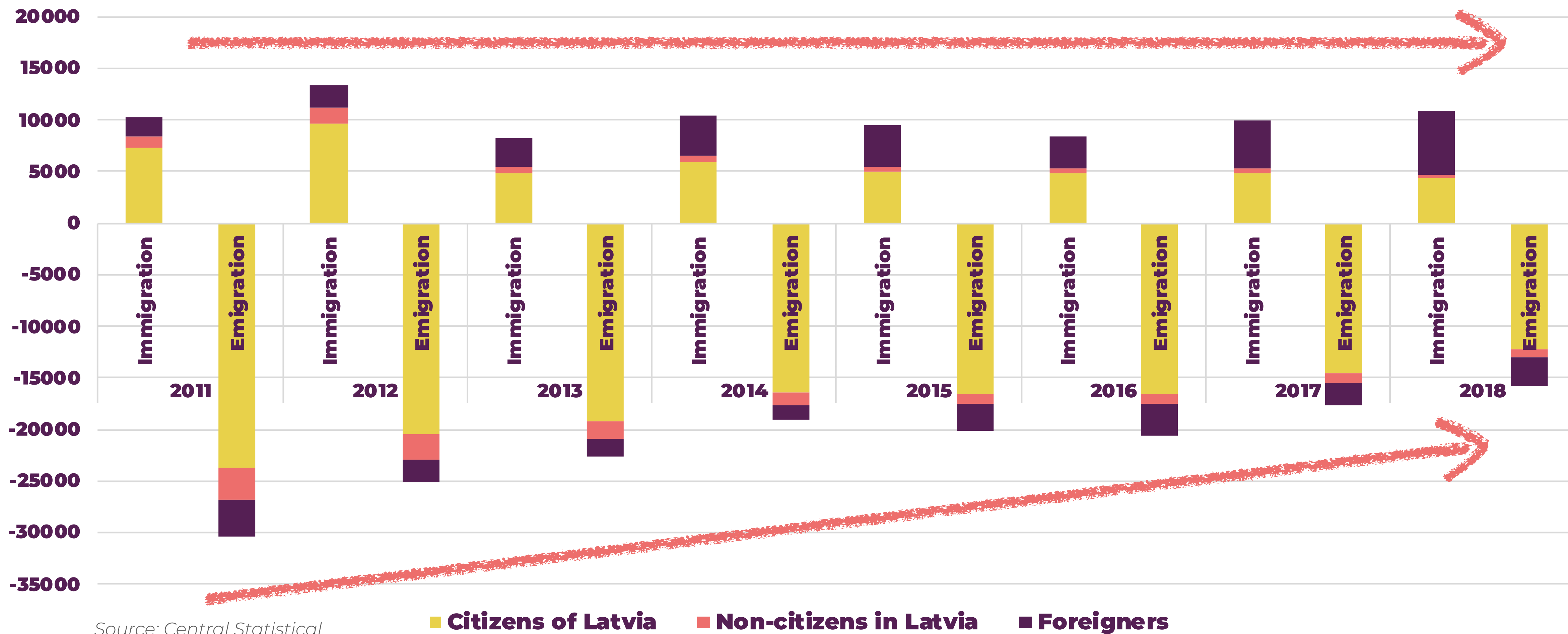
Source: Central Statistical Bureau of Latvia

■ Citizens of Latvia ■ Non-citizens in Latvia ■ Foreigners



Let's zoom in:

Observation 1: Immigration remains stable while emigration is decreasing steadily



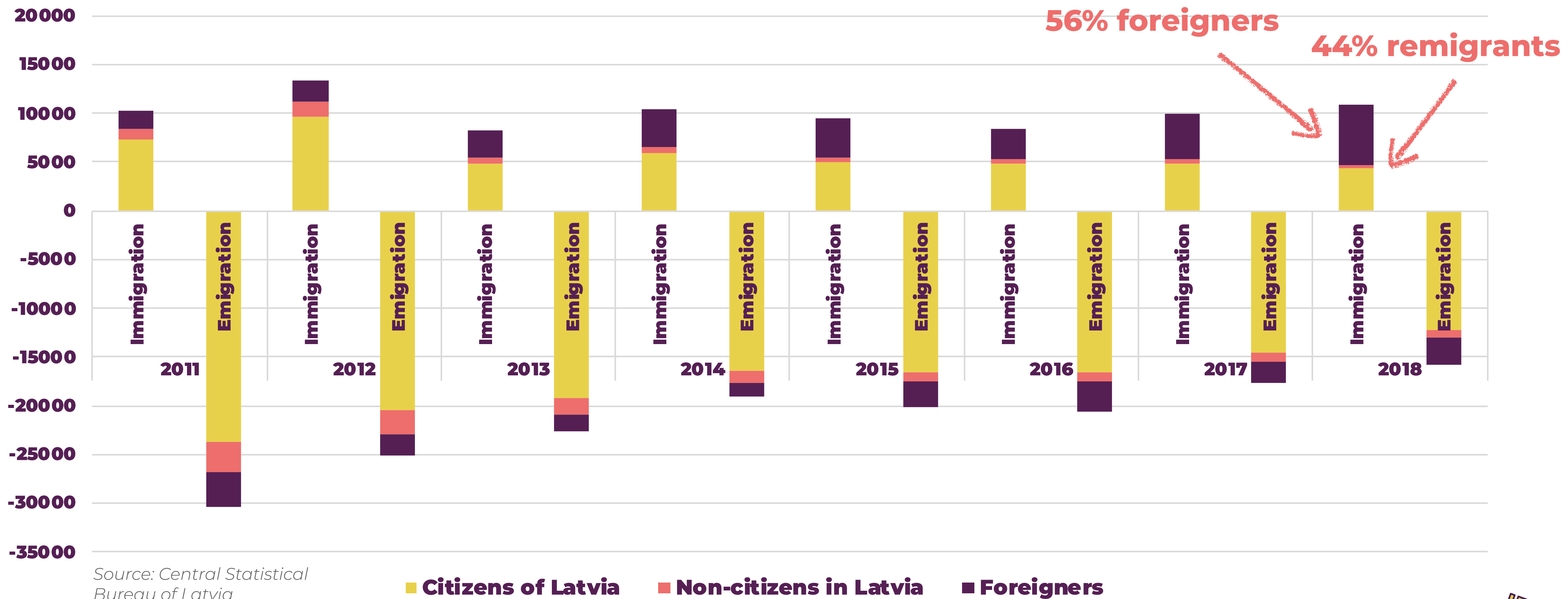
Source: Central Statistical Bureau of Latvia

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Let's zoom in:

Observation 2: In recent years, more foreigners are arriving in Latvia than Latvians



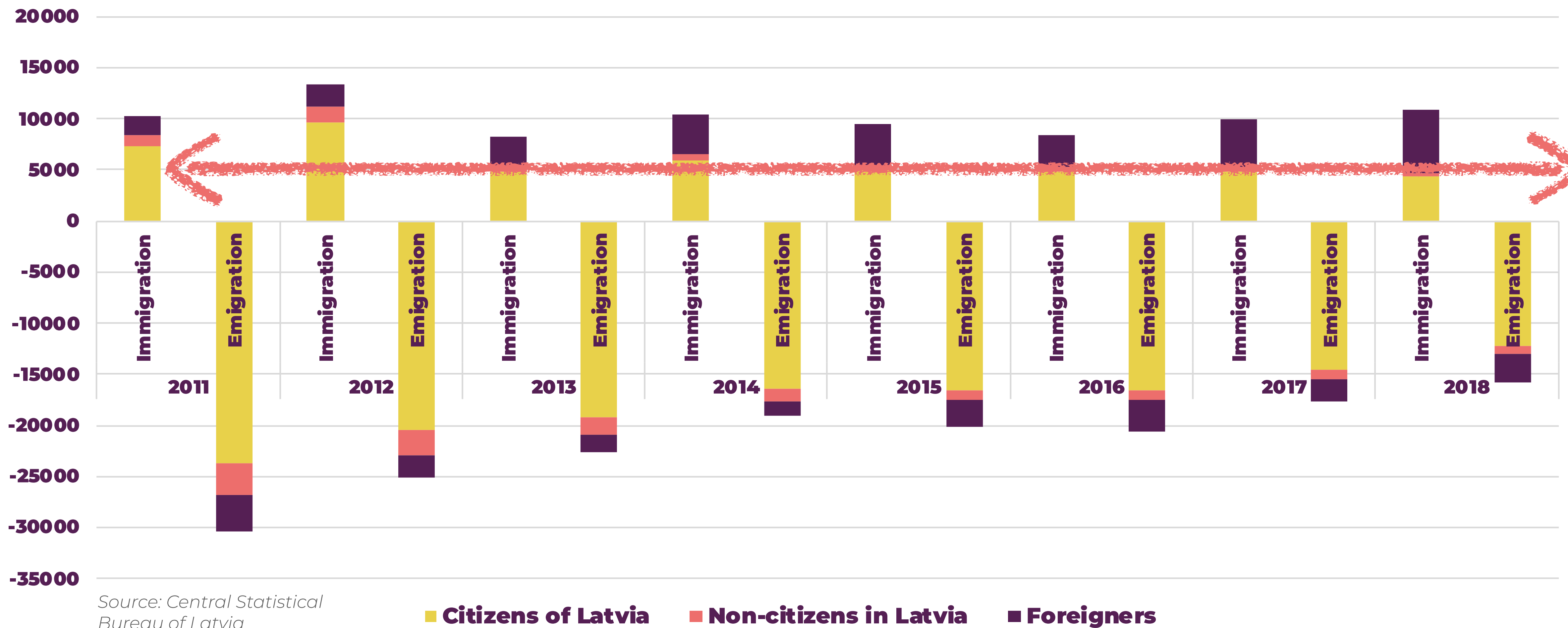
Source: Central Statistical Bureau of Latvia

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Let's zoom in:

Observation 3: Even if the difference is negative, around 5000 people return to Latvia each year



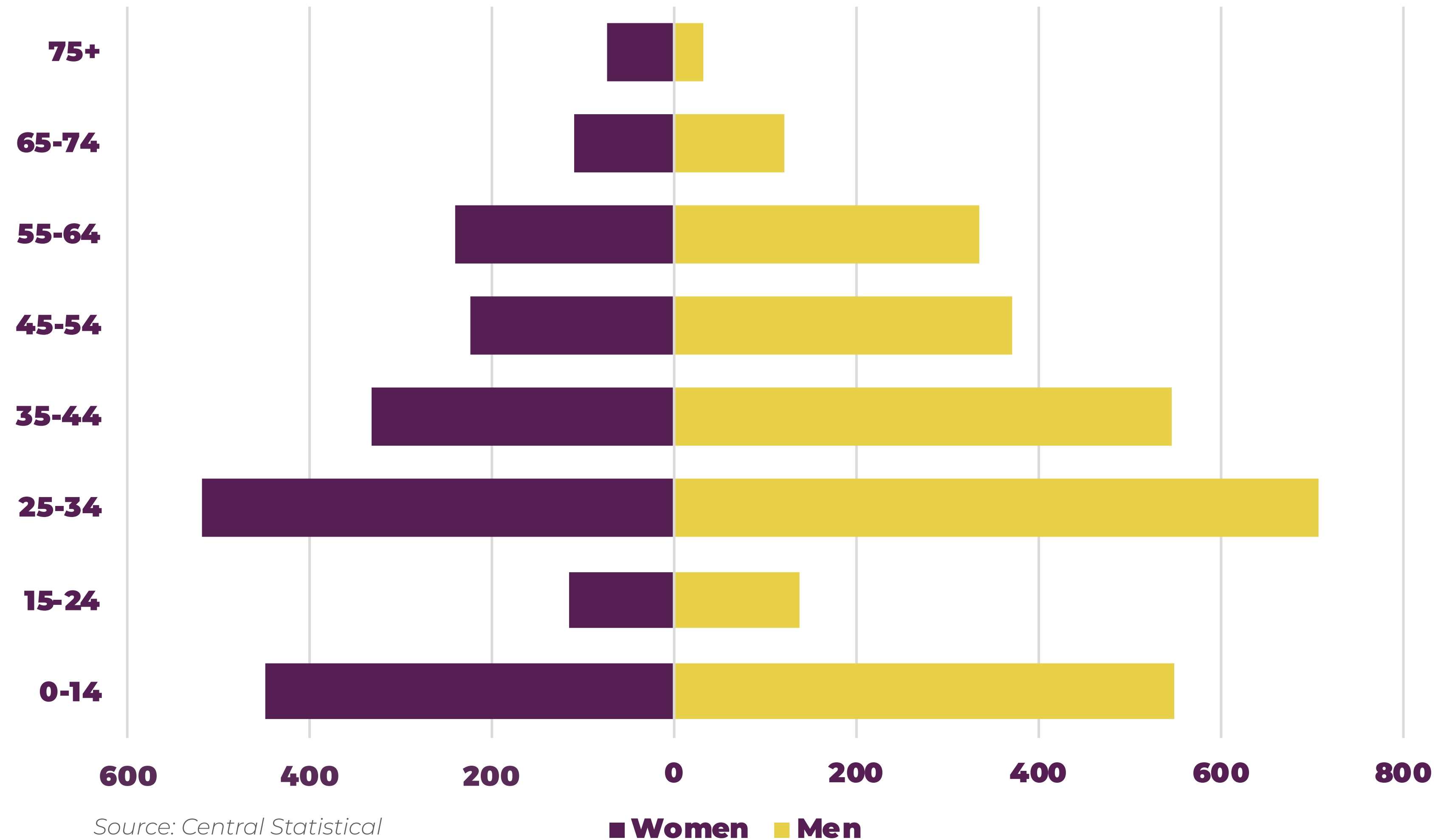
Source: Central Statistical Bureau of Latvia

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Think of the children

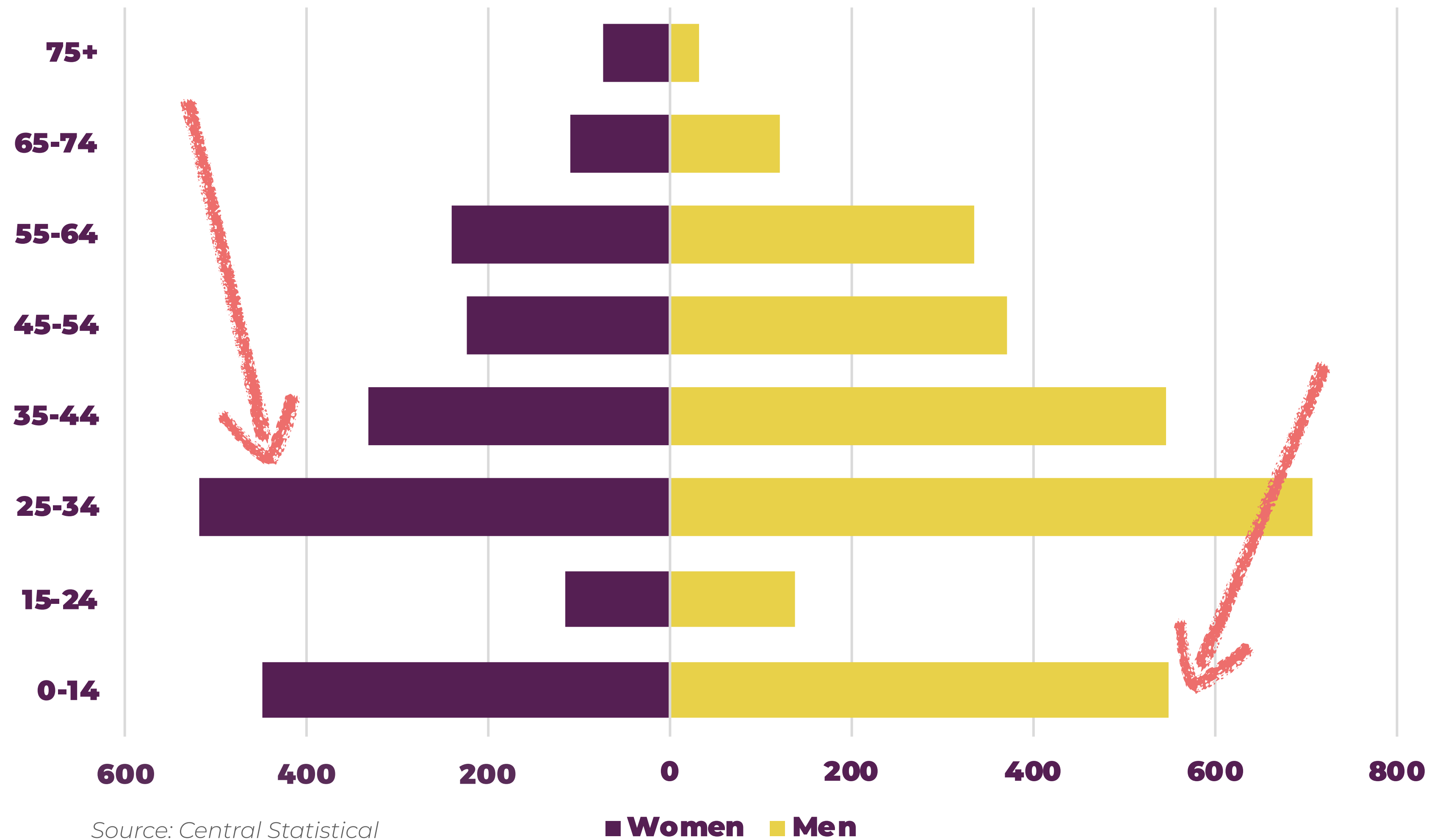
Number of remigrants by age and gender in 2018



Think of the children

Observation 4: Kids are a major reason to come back

Number of remigrants by age and gender in 2018



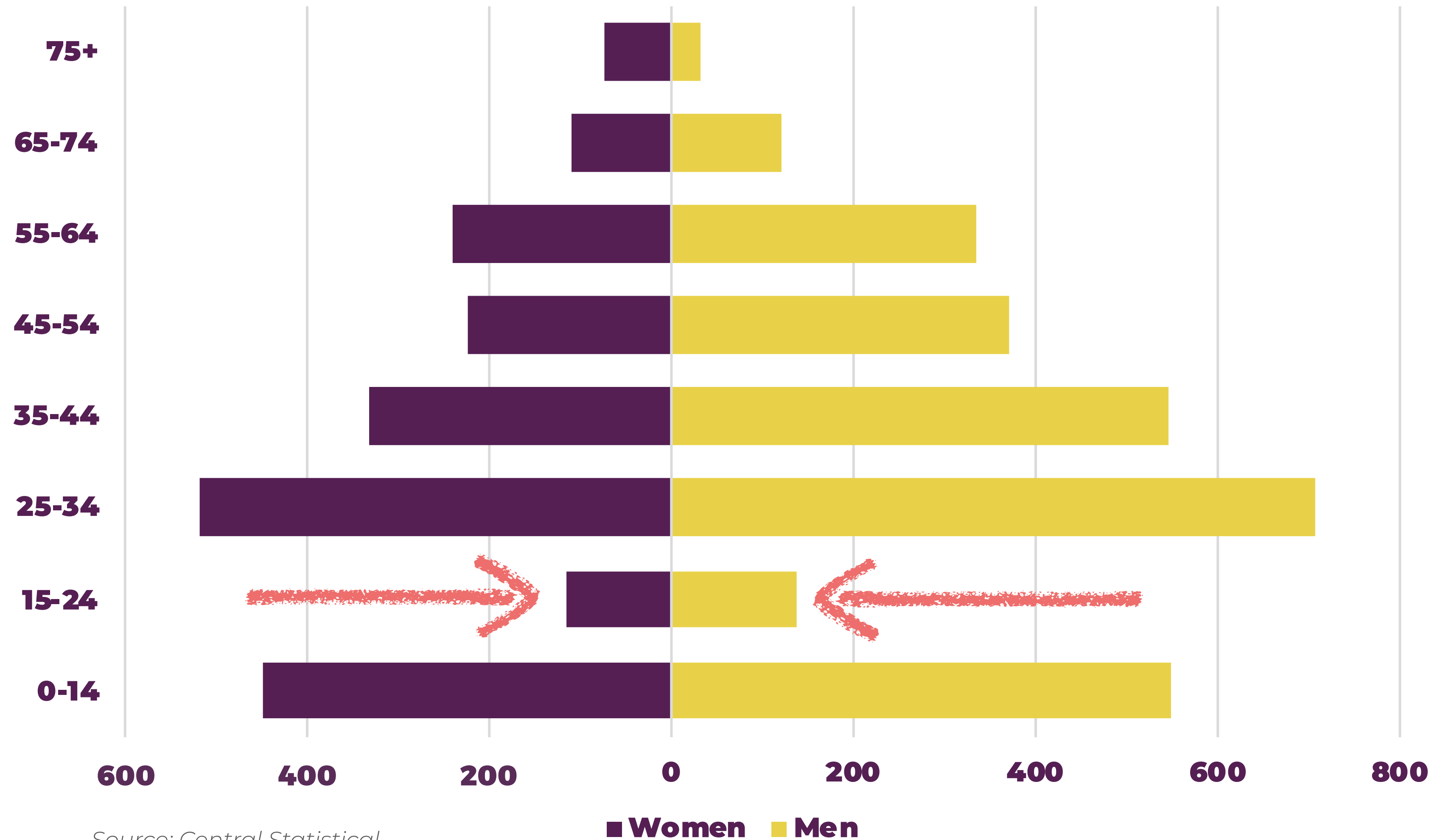
Source: Central Statistical Bureau of Latvia



Think of the children

Observation 5: What can Latvia offer to students?

Number of remigrants by age and gender in 2018



Source: Central Statistical Bureau of Latvia



Misperception #2:

They're all manual laborers



Misperception #2:

They're all manual laborers



20% are college graduates or hold an advanced degree



More than 20% of emigrants have white-collar jobs



5000 students from Latvia are studying in universities worldwide



Emigrants have advanced language skills

Sources: UNESCO; Hazans "Smadzeņu aizplūde no Latvijas 21. gadsimtā"; Hazans et al. "Latvijas emigrantu kopienas: cerību diaspora"; Central Bureau of Statistics: "Emigranta portrets 2014 - 2016. gadā"

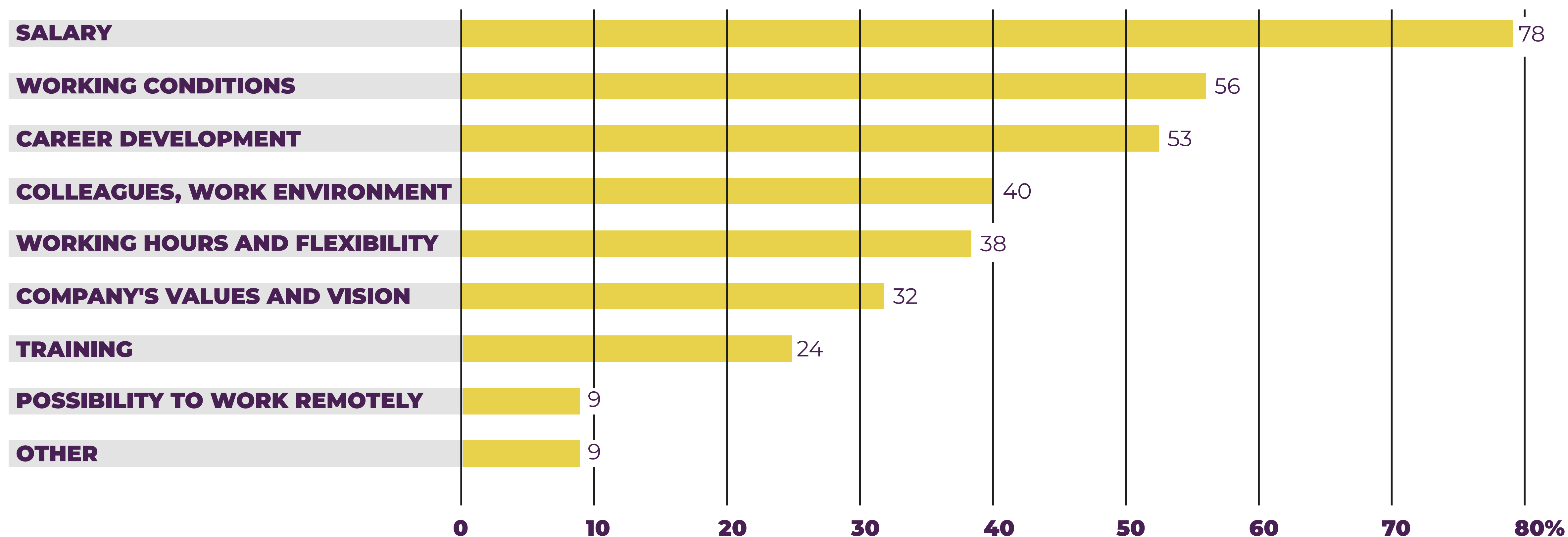


Misperception #3:

They want lots of money.



What do remigrants value in their workplace?



Source: Inta Mieriņa, Laura Bužinska, Rasa Jansone. "Latvijas darba tirgus informācijas nodrošinājums diasporai." 387 respondents in Latvia. 2017.



What salaries do remigrants expect?



<€500 net: No interest

€700 net: 20% would be interested in returning

€1000 net: 54% would seriously consider moving

€1500 net: 75% would consider returning



Misperception #4:

They're hard to find and recruit.



Method A:

Get help from your team!



Method B:

Use social media and diaspora channels



Facebook groups
(Latvians in Germany etc.)



Targeted ads on Facebook
("expats of Latvia")



LinkedIn ads and
headhunting



Diaspora organizations
and media



Method C:

Let us help you! :)



Facebook groups
(Latvians in Germany etc.)



Targeted ads on Facebook
("expats of Latvia")



LinkedIn ads and
headhunting



Diaspora organizations
and media



Buuuuttt - keep in mind a few things that help



Video interviews and understanding of the distance



Advance opportunities for hiring



Including your contact information in the job ad for questions



Quick and courteous replies even to declined candidates



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Video interviews and understanding of the distance



Advance opportunities for hiring



Including your contact information in the job ad for questions



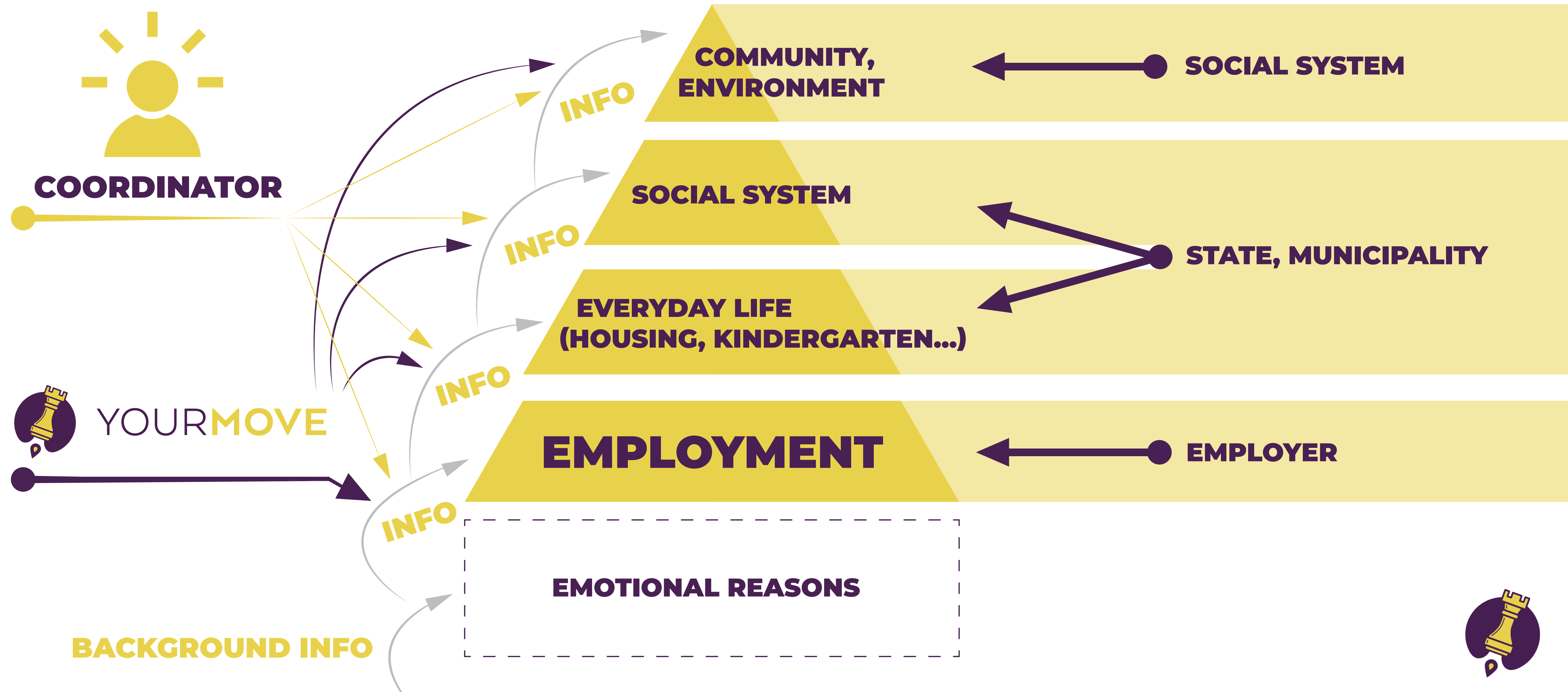
Quick and courteous replies even to declined candidates

OK, fine. They're somewhat harder to find and recruit.



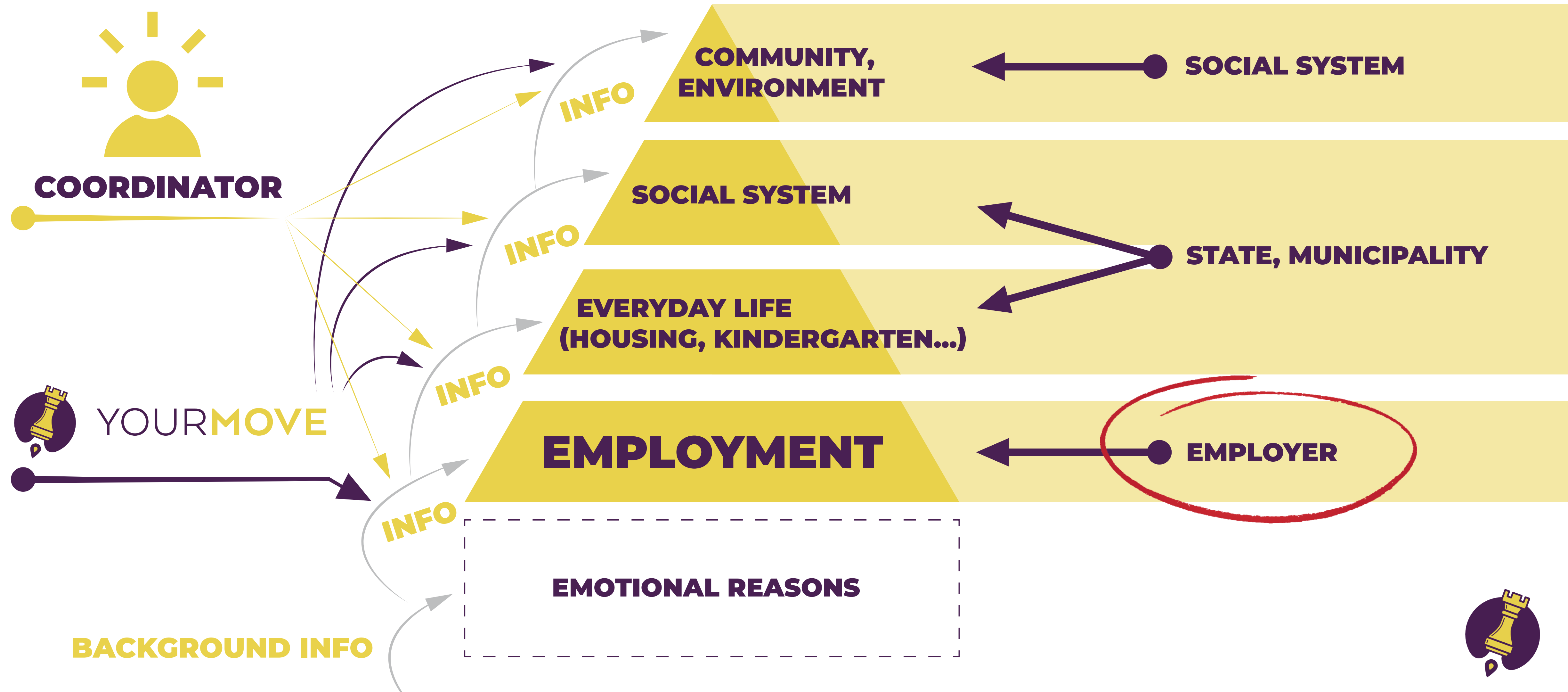
Good job is a foundation for remigration

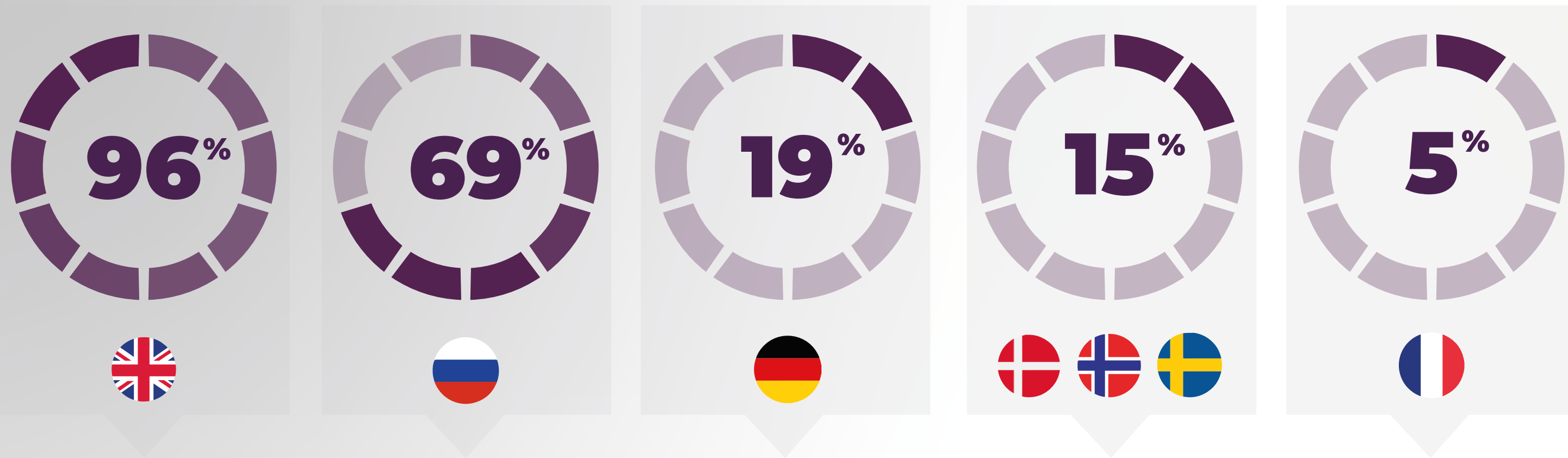
People want return to Latvia for emotional reasons. Good jobs enable them to fulfil that desire.



Good job is a foundation for remigration

People want return to Latvia for emotional reasons. Good jobs enable them to fulfil that desire.

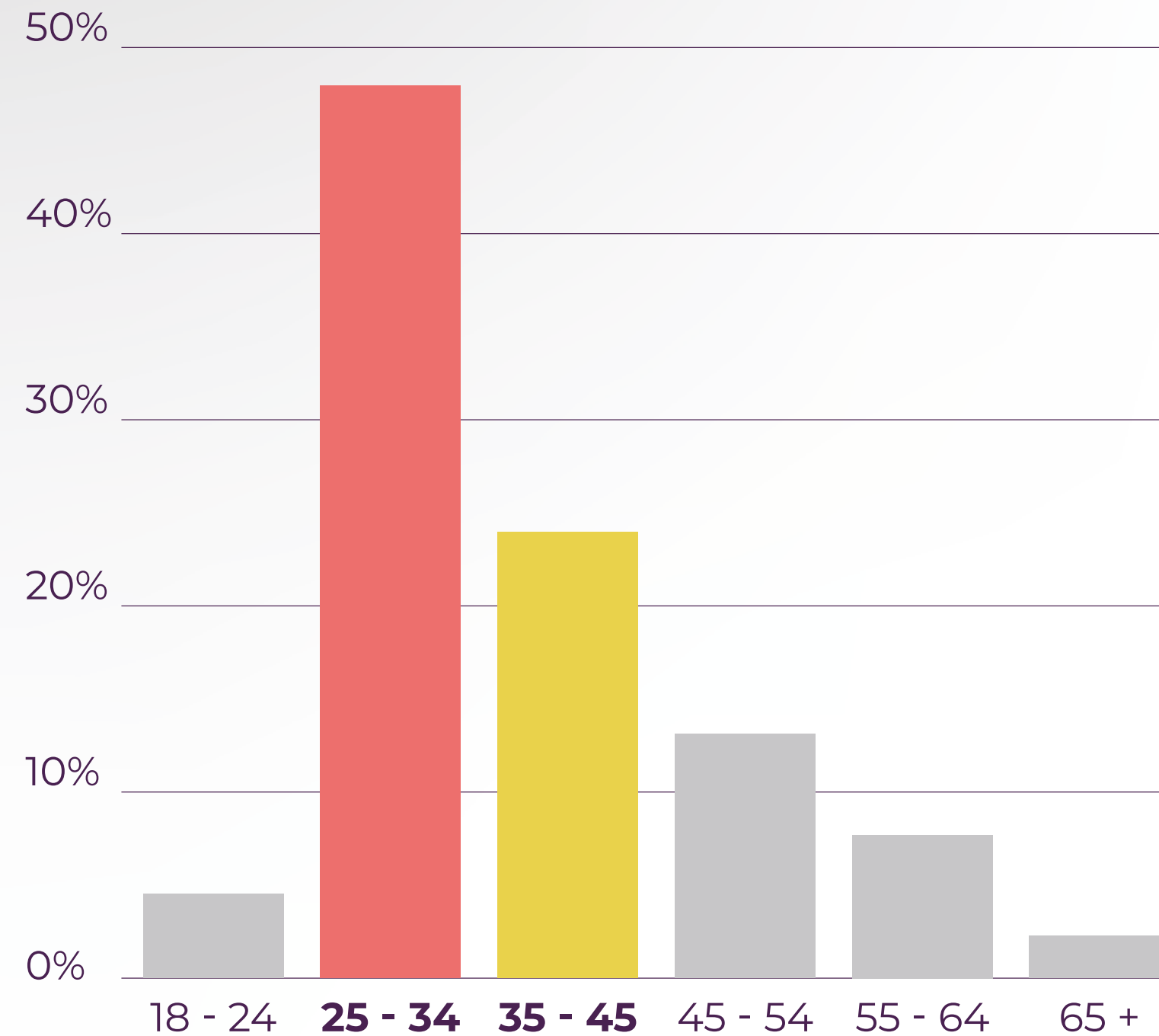




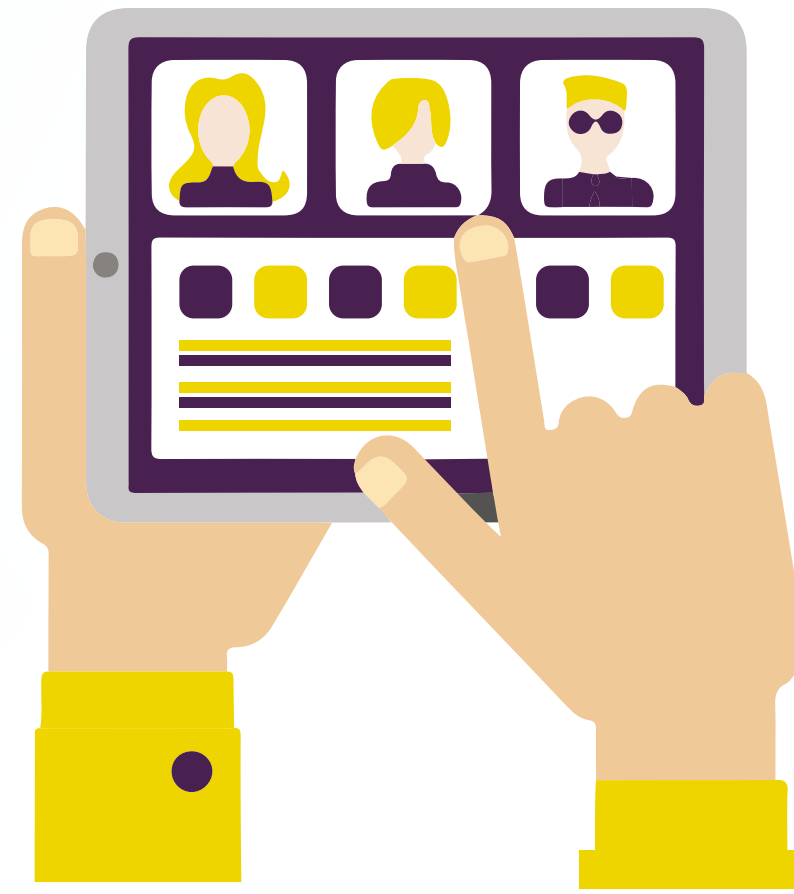
46% INTERNATIONAL AUDIENCE

* GOOGLE ANALYTICS DATI 01.10.2018 - 01.06.2019

YOUNG PROFESSIONALS OR MANAGERS >>>

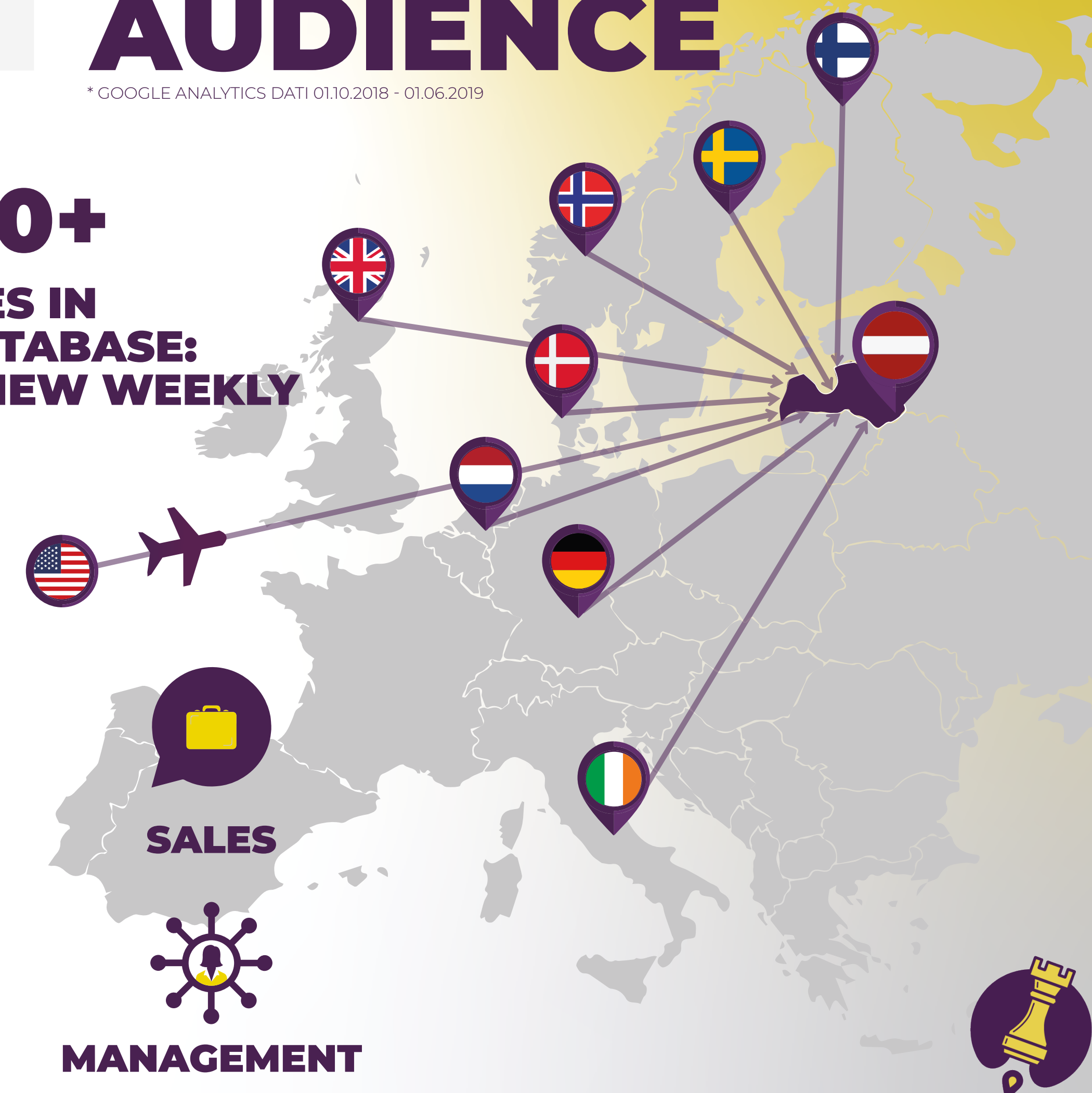


* FACEBOOK ADS MANAGER DATI 23.01.2018 - 01.09.2019



* FACEBOOK ADS MANAGER DATI 23.01.2018 - 01.09.2019

1,500+ RESUMES IN OUR DATABASE: 10 - 20 NEW WEEKLY



IT



ADMINISTRATION



SALES



FINANCE



MARKETING

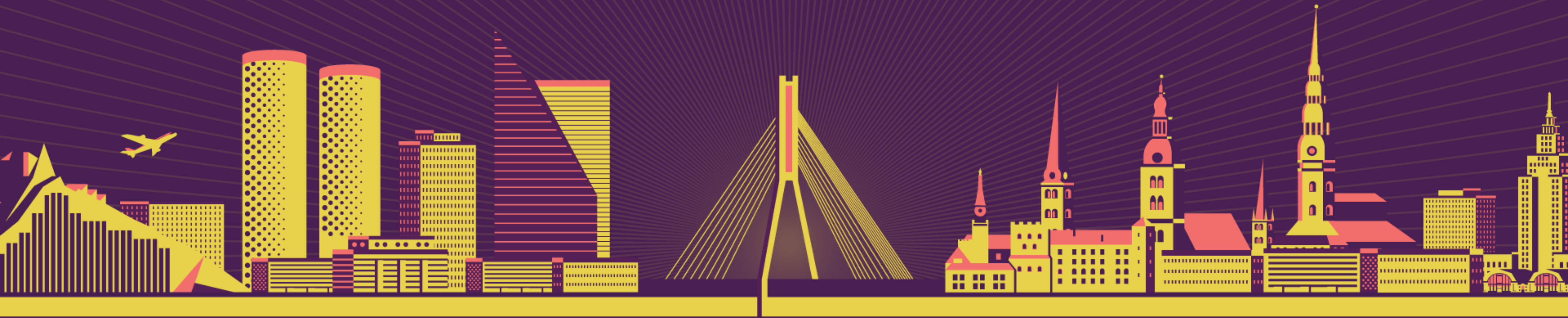


MANAGEMENT





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Questions? Let us help you!

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