

Insights from AmCham Latvia  
**Survey on Labor market  
and talent attraction**

May 2019



# How does the labor shortage affect AmCham member companies in Latvia?

This survey reveals how company executives perceive current employment issues, what they are doing to attract and retain talent and what should be done to promote Latvia as an international career destination.

The survey was conducted online allowing one answer per company, primarily targeting executives and CEOs. From 120 member companies and organizations addressed, 38% or 46 responses were collected in the course of two months, from February 11 to April 10, 2019.

As the result of the survey two priority areas were highlighted:

Latvia as an international  
career destination

The development of skills  
to reduce labor market  
mismatch

- 1 Asked if they agree to the statement that their company has encountered difficulties in filling vacant positions in the past 12 months, the majority answered positively.



**84%** say they have difficulties in filling vacancies

- 2 The majority of the respondents admit there is a clear shortage of high-skilled positions.

## Which positions are becoming challenging to fill in your company?

**53%** high-skilled positions

**42%** both high-skilled and low-skilled

**5%** low-skilled

- 3 Talent pool is getting exhausted. Asked about main reasons why it is difficult to fill vacancies, respondents gave a variety of answers ranging from low response rate to the lack of qualification and specific skills.

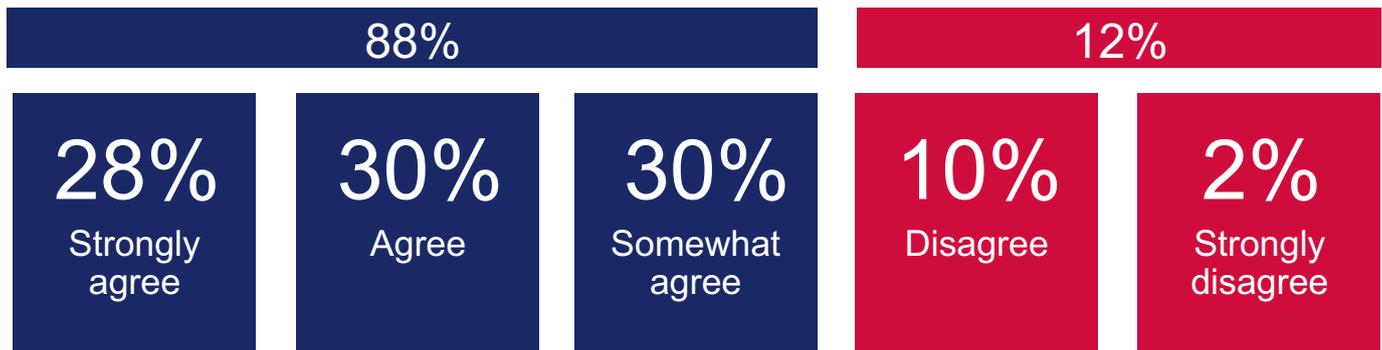
## What is the main cause of the difficulty for filling vacancies?



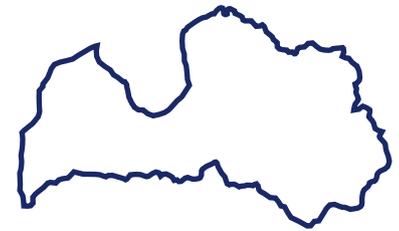


**4** International talent is perceived as a valuable resource by **88%** respondents.

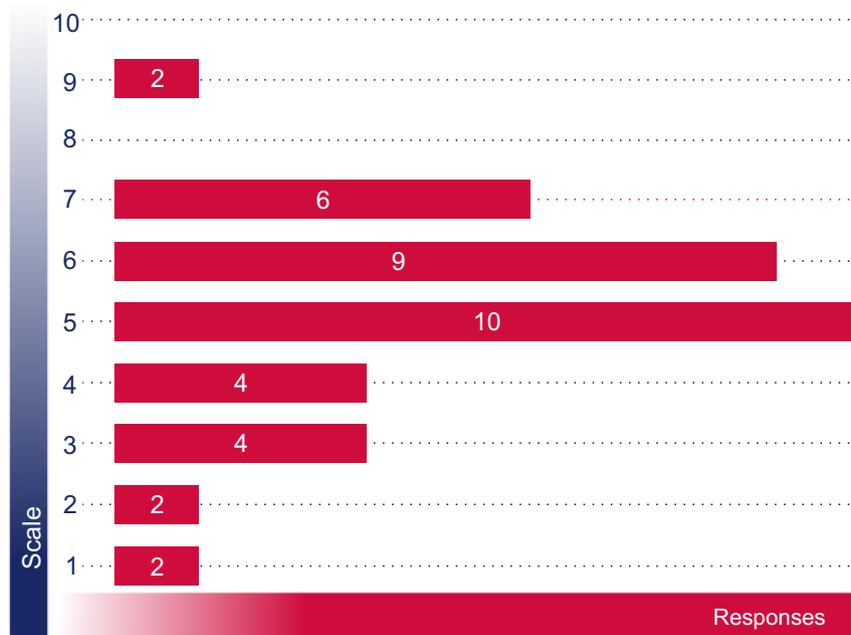
## Do you agree that your business would benefit from hiring international talent in order to grow?



**5** On a scale 1 to 10, respondents rank Latvia's ability to attract & retain high-skilled international talent as mediocre with average score of 5.



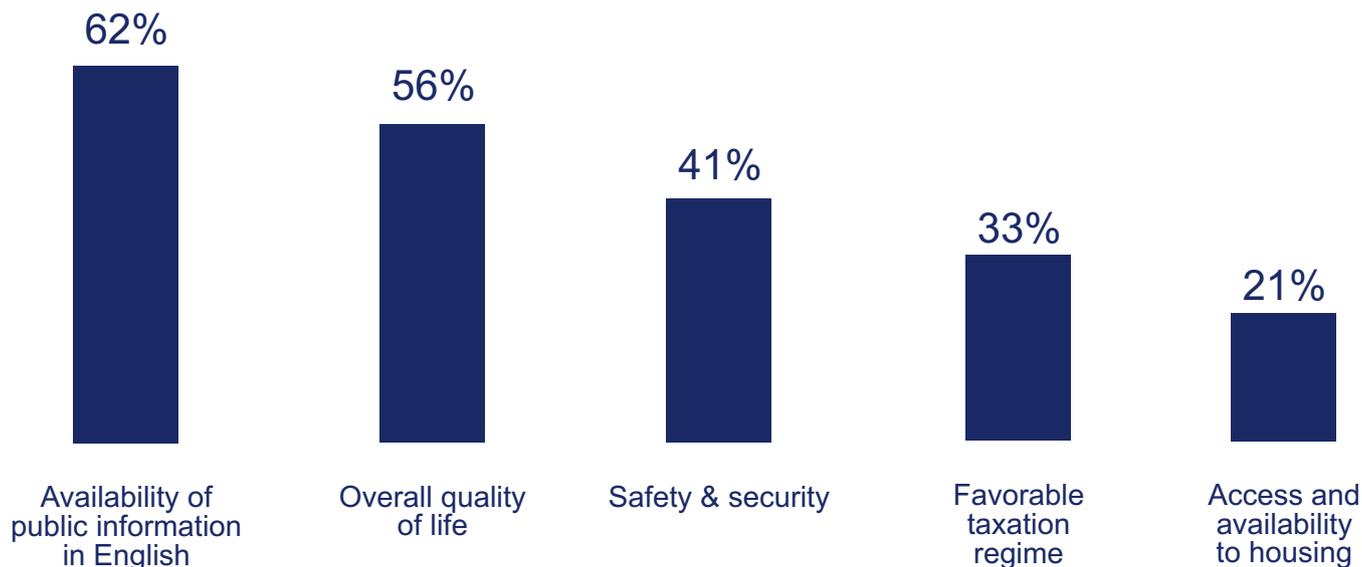
## How would you rank Latvia's ability to attract and retain high-skilled international employees?



- 6 Availability of public information in English, quality of life, and safe and secure environment are considered among key factors that enhance Latvia's ability to attract and retain high-skilled international talent.



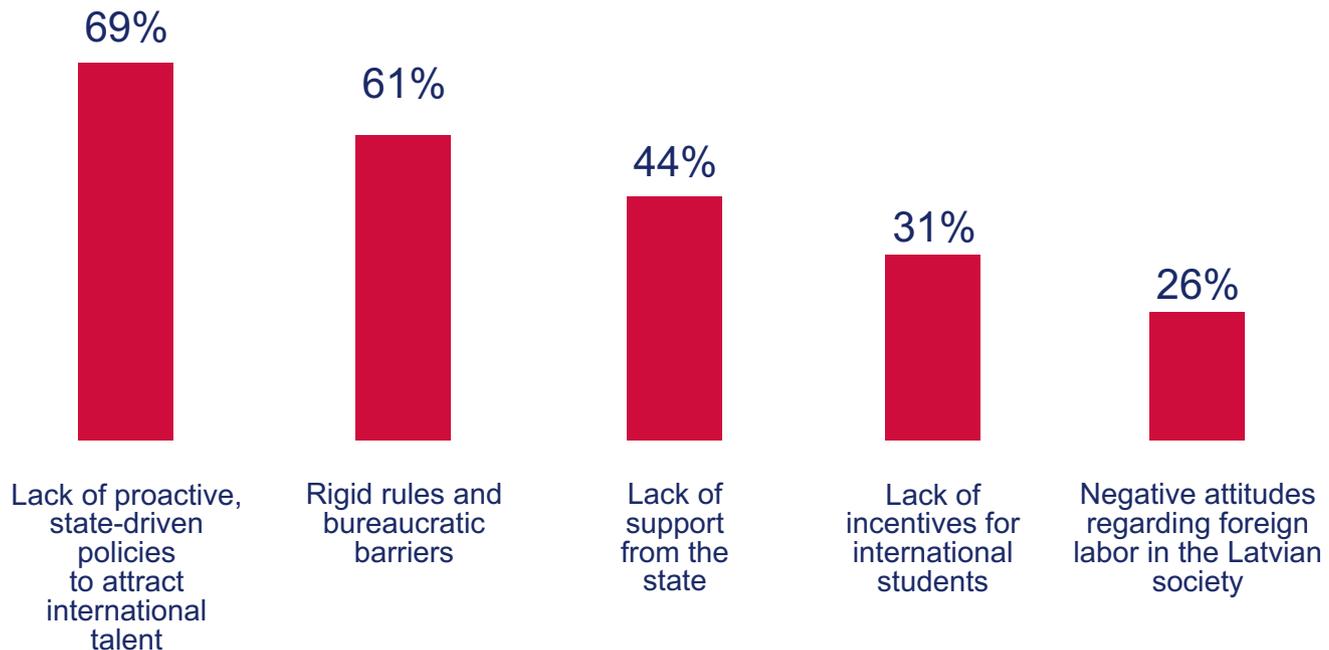
## What are the key factors in enhancing Latvia's ability to attract and retain high-skilled international employees?\*



\*Up to 3 answers possible

- 7 Companies consider the lack of pro-active state-driven policies of attracting talent, red tape, insufficient state support, and lack of incentives for foreign students among the largest obstacles that hinder the attraction of international talent.

## What are the main obstacles for attracting high-skilled international employees?\*



\*Up to 3 answers possible

# Proposed solutions by respondents for filling vacancies in the near-term



- Developing and retraining existing workforce
- Communicating clearly about economic and social gains of working in Latvia
- Attracting Latvian return migrants
- Recruiting international talent
- Minimizing red tape for relocation to Latvia
- Developing automation, AI and digital solutions to reduce the number of open vacancies

Creating an environment that would welcome talents to meet the business needs of today and tomorrow is critical. In order to attract both investment and talent, a strong strategy along with effective communication and a comprehensive web platform would be the next essential step in making Latvia a more favorable place to live, work, study and raise families.

To address a fast-changing work environment on-going learning has become of crucial importance. Investments in innovation and education as well as a more precise forecast of the future skills should be facilitated to ensure a closer fit between supply and demand. We encourage a culture of partnership within business, government and civil society to address these complex issues.

AmCham speaks on behalf of more than 150 leading U.S. and international companies in Latvia. It is committed to fostering trade, investment, partnership and friendship between the U.S and Latvia and serving as a business, knowledge, networking and policy forum for its members and partners. Among key priority areas are the enhancement of transatlantic trade and investment, attracting international talent and promoting Latvia as a career destination and improving the business and investment climate in Latvia.

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