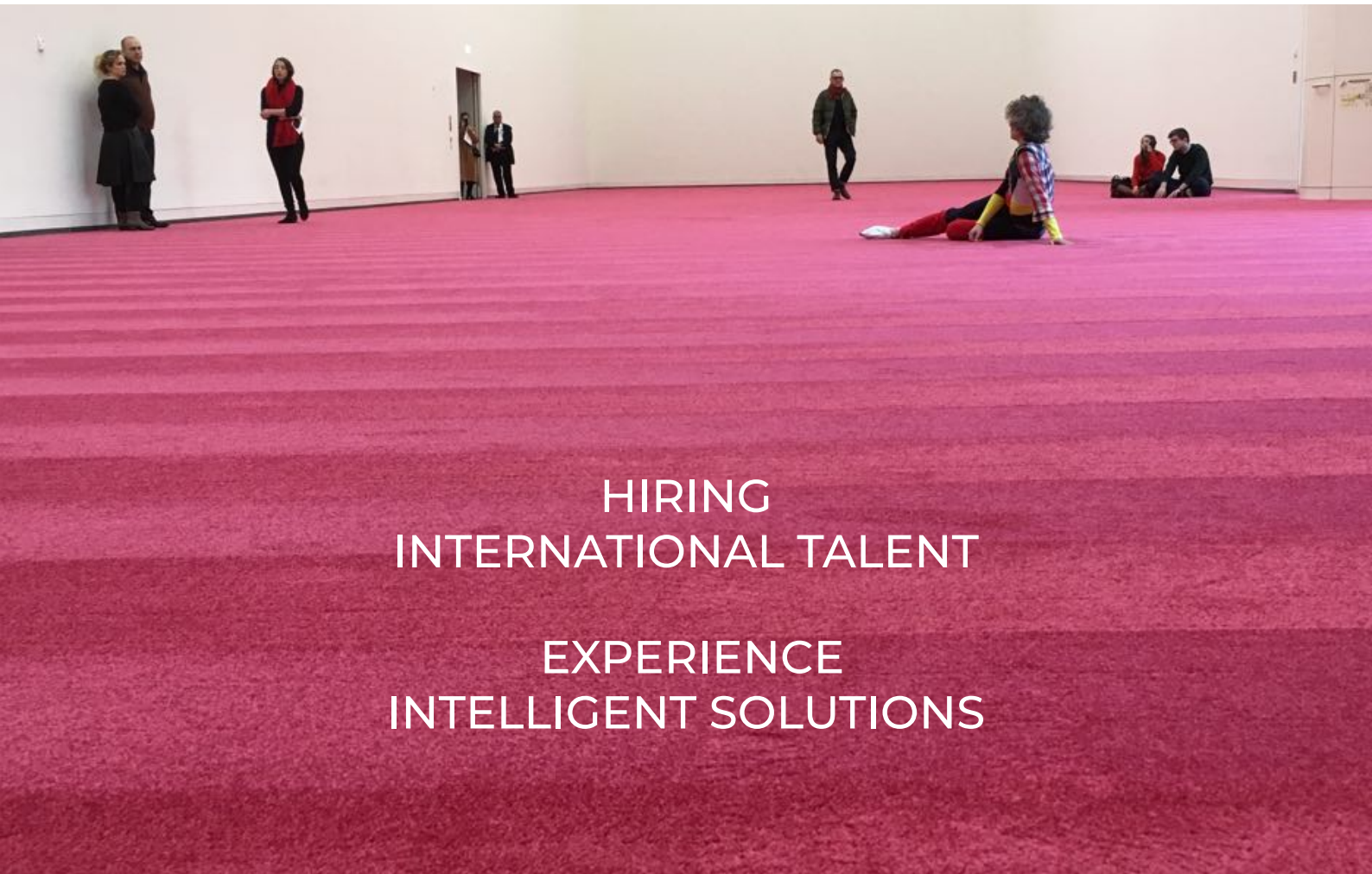




AMAZING CAPITALS



HIRING
INTERNATIONAL TALENT
EXPERIENCE
INTELLIGENT SOLUTIONS

NATIONAL EMPLOYEES ARE IN SHORT SUPPLY
KEY PROFESSIONAL POSITIONS REMAIN VACANT
COMPANIES AND LOCATIONS COMPETE TO HIRE EXPATS

IMAGINE SMOOTHER TRANSITIONS
INSPIRE GLOBAL CITIZENS TO RELOCATE
EMPOWER EXPAT STAFF TO SETTLE AND STAY
ENCOURAGE GROWTH AND CREATE BETTER LIVES

CONCEPT INTRODUCTION



Businesses naturally wish to make more money, reduce costs, increase efficiency and mitigate risk. National or international corporations and champions thrive on predictability and growth.

Cities flourish through their ability to attract investment, commerce, new residents, tourists and taxes. They benefit from successful companies and active inhabitants. All locations express a desire for firms to relocate and all enterprises require personnel.

Skilled talent is a prerequisite to success. Nationally, skills are scarce almost everywhere, so the ability to hire internationally makes a difference. However, since competition for professionals across the globe is high, all facets of any job offer become crucial. Especially that of location.

WILLINGNESS TO RELOCATE

A requirement for any candidate to be willing to move abroad is being convinced of the value of what awaits them upon arrival. Beyond the employment package, how do you present your location? How will they see it affecting their health, wealth and relationships?

HIRING: SEE P 9
RETAINING: SEE P 17
CONCEPT: SEE P 20
PROCESS: SEE P 21

The experience of relocating is a highly individual one. Every story is unique and some succeed exceptionally well. Far too many fail. Governmental and regulatory bodies create challenging hurdles to attracting expats. Since international talent is required almost everywhere, perceived desirability of any location is a game changer.

Retaining expat hires is equally critical. Staying long term requires commitment from all parties. Whether employers, city departments, employees, their partners, families, schools, neighbours and many others. A lack of wellbeing is the number one factor in losing international staff.

Whether hiring or keeping expats, a supportive concept can help your organisation blossom.

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EXECUTIVE SUMMARY



If international candidates are not queuing to be employed by your company, the status quo needs to change. If it's the job offer, business sector, your company image or the salary and benefits, you are in control. If it's your location, you are not.

If expats are unwilling to move, then they are not convinced. Their reluctance to relocate results from a lack of persuasive information. Providing knowledge can change the circumstances.

In an employee-centric environment, most talented or experienced expats can choose from an abundance of offers from excellent companies. These can be located in a variety of countries. Even well known, appealing brands struggle to engage sufficient new employees.

Due to high competition, positions remain open. Furthermore, employee churn amongst expats is extraordinarily high. Thus corporations and local businesses encounter a double shortage in hiring on a global scale. Amazing Capitals was created to alleviate the struggle.

BENEFICIAL DIVERSIFICATION

Due to high numbers of expats leaving, the number of firms that are perpetually hiring is far from insignificant. The corporate consequences beyond losing an employee include loss of skills, experience, productivity, time and expense.

And yet, a position remaining vacant due to lack of national candidates is also disruptive to business. Readdressing the reluctance to hire from abroad can be beneficial. A strategic approach that supports the whole journey from interview through hiring, overcoming challenges to ongoing wellbeing with support for all involved, brings beneficial results.

RESEARCHING
INFORMING
RELOCATING
TRANSITIONING
SETTLING IN
FEELING AT
HOME

UNIQUE JOURNEYS



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NATIONAL LABOUR POOL



Human resources are key to enabling companies to blossom to their full potential. Finding the finest individual with the right skills for the right job at the right time is essential. It is a task that is never ending.

Unfortunately, the availability of experienced professionals in most countries is way below the requirements of national labour markets. It is therefore no surprise that too many vacancies for skilled personnel remain open at length.

Furthermore, local employees who may be open to resigning and changing positions are often reluctant to move to a different region of the country for a new job. The known feels far safer than the unknown.

MITIGATING FACTORS

Another factor plays an important role. Companies based in other countries are also searching for new hires across the globe. Some succeed in enticing the local talent to take a job outside their national borders. They too are no longer available for employment in their native country.

From those who stay, a varying number will search for an improved career opportunity, more pleasant workplace, higher income, more attractive employer and a change of scenery. Some companies gain the upper hand through an increased flexibility and trust of employees to work from home. All according to differing regulations in a variety of countries.

POSITIONS VACANT
PRODUCTIVITY LOSS
RELUCTANCE TO MOVE
EMPLOYEE SCARCITY

Still today, an inability to speak English or another foreign language proficiently also eliminates potential candidates from being hired. The labour pool is thus reduced further.

RECRUITING ABROAD



Talent comes in many forms. The term “international talent“ has become a buzzword coined to represent a generic ideal that is thought to solve employment issues in most countries. It avoids use of the heavily stigmatised label of “expat”.

Coined a long time ago, it conjured up the image of an opulent, colonial lifestyle in India, Africa or elsewhere. Having been asked to relocate from England to Germany, I did so as a British citizen. Only later was I referred to as an expat by others. Your candidate may think similarly.

Skills and experience are at the forefront of recruiting abroad. Not nationality. Barriers still exist, however, for those wishing to hire candidates from certain countries. Regulations on national or higher levels can be an hindrance to taking up employment.

ALTERNATIVE FREEDOMS

The ease of relocating to a new country can vary enormously. Free movement of citizens from the EU ceases beyond three months. Here, residency can be reliant on the ability of a foreigner to learn to speak a new and possibly difficult local language.

To some expats this comes relatively easy, others may find it almost impossible to learn. On a personal note, I quickly became proficient in German and yet speaking Finnish remains elusive. Everyone faces their own challenge.

Beyond formalities, more mundane topics can be crucial too. In the EU, Spaniards, for instance, who relocate farther north can face such unfamiliar climates, that they return or go elsewhere. Opposites are also true. Stifling summer heat in southern Europe or Asian regions can be an impediment to feeling comfortable after a move from cooler climes.

Clarity on every alternative benefit and presenting all positives can tilt the balance favourably.

FOREIGNERS AT HOME



A traditional saying “Home is where the heart is”. apparently stated some two thousand years ago, it is as true today as it ever was. This sentiment can offer a true insight into a reluctance of relocation.

Indeed, bricks and mortar provide an anchor of stability that many identify with. Originating in the early 1600s, the expression “Your home is your castle” offers a further clue. Leaving home signals an uncertainty which needs to be overcome.

RELEARN EVERYTHING
ENSURE SUCCESSFUL TRANSITION
OVERCOME SENSE OF LOSS

Furthermore, the home signals vicinity. When we move within our native country, a trip to revisit our parents, siblings or friends remains feasible. Relocate abroad and it can be prohibitive.

CHANGING LIVES

Curiously, whenever I flew or drove home to be with my parents, my Mother and others would ask me when I was going back home. Fascinating rhetoric! And emotions can run exponentially higher, the greater the distance to an expat’s new place of residence.

Growing up in our own culture defines us from an early age. Urban or rural surroundings, styles of architecture, landscapes, street scenes, schools, stores, work environments, entertainment, sports, politics, laws, advertising, tastes and the food we eat. To name a few.

When relocating abroad, we have to relearn literally everything. Not just the “big ticket” items such as language create confusion amongst international residents. Following arrival, expats immerse themselves in their new job and tend to neglect their personal circumstances.

Learning by doing is exasperating. It leads to embarrassment and frustration. Highly educated, trained and skilled professionals need to learn quickly and wish to live life to the full.

SUCCESSFULLY ENGAGING EXPATS



Corporations have shown varying success at hiring international talent. Expat employees have roamed the globe for many decades. Reluctant to make a complete break, some would commute. When flying in or out of Düsseldorf to London and Helsinki, I would often encounter staff from renowned WestLB or the famous Nokia.

A clean break is often expected today and, in most cases, deemed necessary. As the number of home-grown professionals has declined, demographics have caused scarcity. A requirement for expats has risen as a consequence.

Even the finest or recognisable brands can reveal low percentages of foreign employees. While demand has grown exponentially many factors can stand in the way of favourable outcomes when hiring abroad. Knowledge is the foundation for someone to relocate wisely.

INCREASED EFFECTIVITY

Research shows that even global corporations boasting excellent images, career prospects and remuneration packages struggle to fill vacancies. Tens and, at times, hundreds of positions are advertised on their corporate presentations.

Something is amiss. Their location is either highly unattractive, poorly presented or perceived to be challenging. The fourth element of every job offer is arguably one employers have the least control over. And yet, it is all in the eyes of the beholder.

Controlling the narrative for all aspects of the hiring process can prove to be elusive. If, as is my experience, expats perceive Finland to be dark, cold or full of mosquitos, it can be unappealing. This may be true at times, yet so are temperatures over 30° and the longest days of sunshine.

Or if expats hold beliefs that Germans lack a good sense of humour or are unfriendly and are not convinced to the contrary, they may not consider a move to work in the country.

NEW TO HIRING INTERNATIONALLY



Persuading prospective employees to move to their location is merely one element of national hiring processes. To ask a German to move to Düsseldorf, a Spaniard to Valencia or a Finn to Turku, comes relatively naturally.

For the majority, requesting a candidate to relocate from abroad is less common. It entails more comprehension, inspiration and is accompanied by greater risk and cost.

The task can be highly daunting to many companies. Owners and management are forced to reflect upon corporate cultures and company values. Engaging someone who cannot speak the local language and works according to their own national style could be disruptive.

WELCOME CHANGE
PRESENT FULL IMAGE
EMBRACE THE FOREIGN
REALIGN CULTURE
ATTRACT THE BEST

STRATEGIC LEARNING

With recruiting limited nationally, the company image and career prospects along with higher salaries and benefits may not be enough to persuade locals. To increase chances of attracting international talent, strategically revealing all the elements of your location are key to success.

Furthermore, painting a full picture of the environment, including all the quirks and niceties of the nation, its folk, culture and local society is important. Solid support through knowledge and understanding is the finest way to make an expat feel welcome and create a desire to stay.

ENTICING CITIES & REGIONS



A fact is that no city, region or country is perfect for everyone. Having had the good fortune to travel extensively, I can confirm, for instance, New York, London, Hong Kong, Paris, and Beijing are large, phenomenally vibrant cities. Yet all are extremely different and with an individual appeal. So too Helsinki, Bordeaux, Essen or Milan.

Living with German, Finnish, French and Spanish nationals, I learned much about the diversity of character traits. Extended periods spent with New Zealanders, Chinese and Americans was just as insightful. The places we originate from are as varied as ourselves and can be attractive to anyone and everyone. Open, optimistic and factual enticements are important.

CONTROLLING IMAGES

Waiting to disembark a flight to London's city airport, the passenger behind me stated the rain was typical. A flight crew member corrected him, stating she flew the route three to four times a week and it rained far more in Germany than in the UK. Yet another falsehood debunked.

How well does your city present itself to the world? How does it address any preconceptions? If a prospective employee searches online, how good an impression could they gather? Or how expansive and helpful are the insights available when considering the goal of acquiring correct, inspiring wisdoms prior to relocating?

Whose responsibility is it to create the pull of excellent knowledge in English? Is the city keen to see job offers accepted? To acquire new taxpayers? And perhaps higher corporate taxes?

How can you alter the status quo? A lack of international talent prepared to move is far from satisfactory. Improving the situation will decide between the winners and the losers.

SHARP COMPETITION



Phenomenal career opportunities are on offer with exceptional companies found all across the globe. Your company is far from alone. With weak prospects on the national labour market in most countries, worldwide competition is high.

Fortune 100, Fortune Global 500, Fortune 500 Europe, multinational or transnational companies are attractive to talented international candidates. Renowned national corporations possess a strong pull too. Furthermore, untold numbers of less well known yet outstanding employers in a variety of sectors are also found in every country.

Not only champions need to recruit. All companies compete for the best candidates, regardless of nationality. During hiring process, you portray the trust they can hold in your organisation, the effectiveness of your company leaders, future prospects of reaching their potential and a myriad of other aspects.

ONE OF MANY
GREAT ALTERNATIVES
OPTIMAL REVEAL

CONVINCING PROPOSALS

How well does the professionalism of your presentation and dialogue concerning the company transfer to that of your location? Do HR possess excellent resources at their disposal to present to your candidates? How can you match the pull of your city to that of your company?

Whether first, second or third tier locations, all need to be sold. Comparing, say, Paris, Lyon and Limoges, Helsinki, Turku and Tampere or Berlin, Düsseldorf and Neuss, their international image vary accordingly. As does the quality, flavour and lifestyle of their residents. Your city too.

Effort applied to the framework and complexities of the fourth piece of that important puzzle can be a game changer in convincing expats to relocate to your location.

YOUR ESSENTIAL JOB ELEMENT



Alongside company image, job description or remuneration package, attention to detail on the topic of location is essential. Control of this fourth element of your offer requires full attention.

Highly educated, skilled or experienced expat professionals may not possess sufficient in-depth geographical knowledge to evaluate your location with any certainty. Quite likely, they will be unable to determine the quality of local expat life, let alone any important insights.

An online search in English from afar seldom reveals satisfactory results when evaluating a country with a different mother tongue to one's own. Especially on specific criteria related to a long term move. Joining expat groups has become popular yet questions posted there so often reveal merely personal and conflicting opinions.

COMPANY
POSITION
REMUNERATION
LOCATION

City platforms generally present comprehensive information to native residents in their own language. If in English, then only a few selected topics are offered. While this is understandable, they seldom assist anyone other than tourists or visitors.

FOURTH ASPECT OF YOUR OFFER

Prospective employees require answers to a manifold number of questions concerning your location. According to studies in Finland, most desire this to be on one single resource.

Presenting a full portrayal of what life as an expat in your city and country offers to all of your prospective employee raises the likelihood of a positive outcome. That same knowledge also forms the foundation for a smooth transition following their decision to relocate. The chances of your expat staff remaining in their chosen position are equally raised.

LANGUAGES & CULTURES



Countries reveal a patchwork of cultures. Our historical paths have brought people together in a variety of ways and not necessarily homogenous. North and south, east or west, the regions form an astounding mosaic of human togetherness.

Locals reveal certain unique and diverse traits. The tapestry of civil society creates their sense of belonging. Whether city or rural, our environment defines us from an early age. Maybe we are born in England, hold a British passport and identify with our locality. Perhaps we are from Punjab with Indian nationality and possess an awareness defined by living in, say, Amritsar. And every other mix on this beautiful planet.

Relocating abroad adds a whole new dimension to life. Moving from, say, Munich to Hamburg, Lyon to Paris or Sevilla to Valencia, is a walk in the park by comparison. Language is obviously a factor but so are our norms of the everyday. The stores we visit, the foods we eat, packaging, brand names, public transport systems, street signs, socialising or personal interaction remain the same when moving within our country.

WISE YET IGNORANT

Expat groups on social media reveal much about a universal desire for information and a wide variety of concerns amongst international residents. Vastly differing levels of knowledge and comprehension are also highlighted.

CULTURAL ADAPTION
ALTERNATIVE NORMALITY

As a member of such groups from Düsseldorf to Valencia, Helsinki to Tallinn or Beijing, I note how widespread this phenomena is. Useful opinions on the best place for a certain meal sit side by side with conflicting statements on deeper topics such as national regulations.

Alongside everyday life, researching wisdom can be an arduous and daunting task for many.

CONCERNS & FATES



Imagine leaving everything you know behind you and heading off into the unknown. It is well documented that starting a new job, moving to a new home or separating from a loved one are all highly traumatic. They belong to some of the most difficult of experiences in life.

When relocating abroad, these factors all play a role at once. Beyond personal considerations, culture and language are further elements added to the mix. A lack of insight concerning the new location, desirable neighbourhoods or types of property can also cause concern.

The quirks of the new host nation and its society are also waiting to be discovered. Styles of working, interacting or communicating differ enormously. Expectations need to be addressed in an enlightened and open manner. Even the most discerning expat can thus feel empowered to choose a move wisely.

NEW BEGINNINGS AND A SHARP LEARNING CURVE

Upon being asked to relocate permanently to Germany, I held heart-wrenching conversations with my parents. My mother was all for it, father was more reserved yet positive. All three of us were saddened that it would no longer be possible to spontaneously drive north from the city for a weekend. It would be a ten hour journey away, whether by car or with plane and train.

Meet ups with old buddies or new-found friends would also become less frequent following the move. My girlfriend and I maintained a long distance relationship for a year but then called it a day. Meanwhile, new friendships were created with locals. Initially, their humour, manners or ideas of humour were foreign to me.

I learned German, became acquainted with the national psyche and stayed many happy years amongst a largely underestimated, friendly folk. With two sets of great, great, grandparents originating from the country, was this my fate? Possibly. Did I have concerns? Yes, several.

EXPATS & FAMILIES



Companies blossom to their full potential when human resources are able to attract the most ideal candidates from a global talent pool. Potential hires may be single, be accompanied by a partner or bring along a family with children.

To empower international talent to choose their next move wisely, the good fortune of all family members needs to be considered. Does the partner or spouse wish to work? Will their qualifications be recognised in the new country? How will they adapt to the new environment?

What age are the children? Should they be home schooled, in the public system or be privately educated? How well can all family members accompanying the new hire learn the language, feel at home, make new friends and settle in?

EXPENSIVE NEGLECT

During the early years of publishing expat resources, I engaged with numerous companies to discuss experiences and outcomes of relocating staff. One issue arose from paying expenses for finding a new home directly to the expat. Once it was theirs, a reluctance to spend and an attempt to forgo professional help were widespread. This led to a high level of frustration and disappointment.

HAPPINESS
SUCCESS
ISOLATION
FAILURE

Further friction arose through the refusal of companies to invest in language training for family members of the new international employee. This creates a certain isolation with expats finding themselves more separated from local society than they wish to be. The situation can easily become unsustainable, unhappiness unfolds and the recent hire decides to leave.

A lack of contentment within the family is frequently cited as one of the major factors of failing to retain international talent in their new location.

EXPAT EXPERIENCES



It was many years after I had relocated to Germany and able to speak German fluently. We had friends staying who wished to try a certain bread I had mentioned. So I headed out to a popular local bakery. Having waited patiently for my turn on this busy morning, I asked for a loaf. The woman behind the counter stated they were from the previous day.

Having enquired when the bread from today would be ready, I was told it was Sunday. That I knew but failed to make the connection. To a chorus of impatient huffing and puffing from the other clientele behind me, she stated they only baked bread rolls today. After spending much time in the country, I was astounded that I never knew. I had remained a foreigner after all.

This is a truth that unites us all. A reality of relocating is to realise that we are moulded by growing up in our own specific society. Years later, our core still remains. The extent of our learning, adapting and evolving is a major deciding factor in our level of contentment.

LEARNING BY DOING

Expats can experience rather bizarre situations that locals fail to recognise. We often cannot comprehend the situation in which we find ourselves. Behavioural patterns differ greatly from one country to the next. British queueing, for instance, is somewhat uncommon elsewhere.

Not only do we view life through the filters of our own culture, norms and forms of interaction are equally unique to the country in which we were born. I remember shortly after my move to Germany my boss asking what career I saw for myself. I told him I would like his job.

In the UK I would have been earmarked for promotion, hence my lack of comprehension when he stonewalled me for a couple of weeks. Acknowledging differences in work environments is extremely important. Giving insights to corporate behaviour and communication are a must.

RETAINING EXPAT EMPLOYEES



The level of engagement required in global recruitment normally goes beyond that involved for nationals. High global competition paired with too many vacancies and too few applicants has led to an employee rather than employer marketplace.

Even so, recruiting from abroad may be the easiest element of engaging international talent. Once a package has been negotiated and a candidate arrives, the phase of integration begins. It is in that same moment that the process of retaining expat employees also commences.

Over time, a sense of wellbeing can dwindle while the need for support often remains. Indeed, that requirement can be never-ending. Insecurities and doubts occur not only during the first weeks or months following relocation.

At times, international residents can be at a loss for answers many years later. The true path to empowerment is through knowledge. Who can best provide insights and facts as they become relevant? Corporate HR, social media, acquaintances or other sources?

FINDING ANSWERS

Employees attracted from abroad have little to no knowledge of how society functions. Human resources is one of the busiest areas within companies. Beyond everyday tasks, how well can the department support a small minority of employees needing such assistance.

Retaining your expatriate staff is fundamentally linked to an ability to integrate and lead better lives in your location. They all wish to feel at home in their new home from home. They cannot achieve that without learning, preferably with easy access.

As research from the city of Helsinki has shown, expats prefer to be able to discover everything they require on one easily obtainable source.

IMPLICATIONS OF EXPAT CHURN



Senior managers have informed be about staff conversations at the coffee machine. Expats frequently voiced concerns about their partner's and children's happiness.

Personal discussions reveal a variety of underlying causes. A key factor is loneliness. Years ago, I met an Englishman in Düsseldorf. We have remained friends, yet both are of the opinion that it would not be the case if we were living in our native country.

It is a fact that being foreign limits our options of meeting people that resonate with us. Initially the language is a barrier, later our cultural differences may isolate us from locals or even other nationalities. As the unfulfilled desire for connection and a sense of separation grow, loneliness forces us to leave.

INTEGRATION ISSUES
OVERWHELMING EFFORT
LOW MOTIVATION

TWO YEARS AND BEYOND

Employees from abroad give their all for the first one or two years. Those who have relocated with a partner or family are concerned for their happiness as well as their own. Too many find themselves alone when those who accompanied them have returned to the country of origin.

Eventually they succumb too A significant number of companies are thus perpetually hiring. The ecosystems address the aforementioned lack of options to meet with others.

Corporate consequences go way beyond the loss of an employee. The time they required to become proficient is wasted, while their skills and experience are lost. Due to a quick exit, they may fail to train the new candidate.

Without reducing churn or raising retention rates, a never-ending circle of recruiting begins again, with expensive hiring accompanied by a new learning curve of the employee and further loss of productivity.

STATISTICAL FAILURES



Hiring a new national employee can be considered a relatively normal process. A company in Helsinki, for instance, may attract staff from Turku, Oulu or any other region in Finland. Many corporations based in Düsseldorf normally feel able to persuade personnel to relocate from Munich, Hamburg or elsewhere too.

These applicants have grown up possessing countrywide habits, behaviours and expectations. By comparison, hiring an expat is everything but routine for most companies. Topics arise that make the process more challenging as well as causing a drain on valuable HR resources.

CORPORATE CONCERNS

Since talent attracted from abroad have little to no knowledge of how society functions, many employers of expats experience similar situations. Not only is the productivity of employees affected if life does not run smoothly. High numbers of early departures is both inefficient and economically concerning.

Sketchy research reveals a wide spectrum of truths but the reality is clear. Generally accepted figures state an up to 40% failure rate of corporate relocations globally. The number one issue is quoted to be issues related to cultural adjustment.

Family members' inability to adjust to a foreign assignment has been identified as one of the most critical causes of expatriate failure – Haslberger A., Brewster C. 2008. The expatriate family: an international perspective. J. Manag. Psychol. 23 324–346.

It is well known in expat circles that many assignments fail because spouses or the kids are unhappy. According to AXA's own "World of Work" report 54% of HR directors at multi-national companies say that staff terminating international assignments early did so due to family concerns. – Lucille Abendanon on AXA Global Healthcare.

VIABLE SOLUTIONS



The root cause of the problem lies in education. A sense of awareness makes the difference. Clients work with me to solve the disparity between impressions and reality and to make sure any negatives are outweighed by the positives.

Helping companies be empowered beyond positions and salaries while giving their candidates full clarity is key to successful recruitment abroad.

Due to less coming and going of staff, gains are made. Human resources costs are saved if expats are more inclined to choose the company and less likely to leave too soon. Productivity increases because they are happier. The city also profits long term from the wider effects.

Failing to employ expats is surpassed by the challenge of losing them. Greater inefficiency and expenditure are exponentially higher than investment. Presenting a complete, inspiring picture of the city and full knowledge to the international community can bring direct, tangible results.

HOLISTIC AND TANGIBLE SUPPORT

Amazing Capitals presents trustworthy knowledge, comprehensive information and valuable insights to paint an excellent image of your location. A full picture of the possibilities the city offers to expats is revealed. Specifically designed, bespoke online resources create an effective expat ecosystem to connect the dots and close the gaps to local and useful elements.

The mechanism helps companies and the city throughout the employment process. Resources assist expats to get to know the location and choose wisely. After relocation, they settle in more easily and can discover much about their new home. Longer term, the objective of assisting companies to retain international employees is achieved by helping them to lead better lives.

EFFECTIVE PROCESSES



Going beyond the status quo with a concept for your city is highly beneficial to all involved. In brief, wide-ranging aspects of the global dilemma facing those employing international talent:

TOO FEW RELOCATIONS & TOO MANY LEAVING EARLY

- Expats choose popular megacities like New York, Shanghai, London or Paris
- Your location can lose to cities in a well-known vicinity and having a better image
- Countries offering a perceived better environment or lifestyle prevail
- Companies with higher quality support and information succeed

ROOT CAUSES & HIGH COSTS OF THE RESULTING EFFECTS

- Candidates are unaware of what your city has to offer them on multiple levels
- Potential employees possess negative preconceptions of the nation or its folk
- Presentation of the region is partly lacking, incomplete or not targeted
- Unnecessary expenses incurred from the cycle of hiring, rehiring and retraining
- International talent have trouble adapting to the country and location
- Persistent feeling of being foreign, less happy and not so well engaged
- Expat staff don't produce so well because their lives are challenged

MORE EXPAT ACQUISITION & GREATER RETENTION OF PERSONNEL

- Utilise a focussed image of the true possibilities of a new home and its people
- Increase the chance of engaging prospective candidates
- Benefit from knowledge to inform and empower expat residents
- Improve awareness to make a difference to everyday lives
- Enhance satisfaction with the location they are living in
- Elevate productivity because happier expats are motivated
- Empower international employees to enjoy their time more
- Raise the chance significantly of them choosing to stay long term
- Reduce costs because of less need to hire and train replacement staff

Greater efficiency through a tried and tested concept and mechanism can be instigated.

EXPAT ECOSYSTEMS



International business professionals are on the move in ever greater numbers. Cities change constantly over time as do the general profile and characteristics of expatriates. Demands and requirements of foreigners remain the same. Knowledge, support, respect, acceptance along with wellbeing and a sense of belonging.

Tools available to companies and cities are local eGuides and complimentary eBooks. Freshly designed and easy to read publications are packed with articles that reveal opening insights as well as thoroughly researched knowledge on the variety of aspects concerning expat life. An exemplary eBook for Düsseldorf is available to download or view the full eGuide for the city.

WORKING WITH STAKEHOLDERS

A passionate expat, your publisher is highly experienced in the exciting phenomenon of living in international cultures. These include Germany, Finland, France and Spain as well as extended periods spent further afield.

How do you foresee a comprehensive expat ecosystem supporting your employment of expats in your company and location? Together we can investigate a strategic approach, opportunity, investment and bespoke proposal that addresses your specific situation.

EFFECTIVE KNOWLEDGE
BESPOKE PUBLICATIONS
ONLINE RESOURCES
SUPPORT SYSTEMS

Arrange a **one-on-one** clarity dialogue, call or WhatsApp +44 755 050 7799. Alternatively, mail on joinus@amazingcapitals.com.

LIFTING THE VEILS



Expats need to rethink their way of life and get know literally everything possible about their new home. They learn about the city, region, nationals and country alongside busy schedules. Who provides that knowledge in the quality and dimension international employees require?

LIVING THE EXPAT LIFE

Investigating themes around the home and family, everyday topics and interaction with others. From jaywalking to emergencies, insurance to recycling, relocating to religion, socialising to social media groups. Also included are relocating and international schooling, registration and driver license, health insurance and banks, holidays, recycling and utilities, doctors and dentists, herbalists and wellbeing and, of course, pets.

AN APPEALING LOCATION

Exploring the essence of the city and expectations. Topical articles reveal ways to navigate, to feel at home, local society, humour, habits, and how nationals act or think. The location is explored, the surroundings, countryside, waterways, nature parks, street art, sleeping over, politics and embassies are all included, as are more facts, curiosities and insights.

RECREATIONAL SELECTION

Revealing great places to walk, hike or bike as well as art venues and museums, performances, expat happenings and English language movies. Shopping malls, pharmacies, flea markets, spectator sports are also presented as are recreation and entertainment. Interesting large and small events are reviewed. So too excellent cafes, ice cream, bistros, restaurants, vegetarian, vegan, sushi bars, nightlife and countless amounts of information.

Ask and it's most likely already covered. Or can be. All in one place. Exclusive, specific company content can be published in various ways. How can you make a difference in your location? View the full concept on [AmazingCapitals.com](https://www.amazingcapitals.com).

BENEFICIAL DIALOGUE



A few steps and hows to benefit from [substantial go-to resources](#) to attract and retain expats.

ENTER DIALOGUE & DEFINE THE WAY FORWARD TO EMPOWERMENT

- Schedule a personal discovery call
- Clarify specific recruitment challenges
- Determine main difficulties faced to date
- Consult on goals, budgets and craft a plan
- Identify other possible joint partners
- Agree plan of action and milestones

IMPROVE ENGAGEMENT WITH THE LOCATION & CREATE POSITIVE OUTCOMES

- Research the city, relevant regulations and lifestyle
- Reach out and interview local international residents
- Catalogue themes and locations for articles and photos
- Source exclusive information and important insights
- Address and realign prevailing and specific negative images
- Shine a light on aspects of character, atmosphere and lifestyle
- Support a powerful expat guide for your city within a few short months

Life as an expat in several cultures opened my eyes to the joys and surprises of living in a new country as a foreigner. Most fail to make the choice easy for this highly underestimated group of individuals and families. I empower companies and cities to help international professionals to take the decision and relocate to their location. And to stay.

To quote Peter Fischer, press spokesperson of the charming German city of Neuss, “Particularly medium-sized businesses are assisted in attracting expats to their company and thus counteract a shortage of skilled workers.” View full concept on [AmazingCapitals.com](#).

Let us investigate the opportunities, a strategic approach in your location, levels of investment required and a proposal for your company. Call or WhatsApp in the UK on +44 755 050 7799, mail joinus@amazingcapitals.com to learn more or reserve a online [clarity meeting](#) directly.

AN EXPAT FOR EXPATS



Companies are focussed on growing their business, sustainability, efficiency and profitability. Cities address a wide spectrum of topics that include economic development. Attempts to attract and retain expats to help achieve these goals is the one topic where many struggle.

Stakeholders need to counteract national labour shortages by looking internationally. However, engaging skilled employees from abroad is a challenge when competing with other, more attractive countries, locations and employers.

One main reason this occurs is due to international talent not being aware of what your unique location has to offer on multiple levels. Personal or professional, for them and their family.

WORKING TOGETHER

Parallel to my marketing and advertising profession in Düsseldorf, I instigated a new concept with sponsorship from agency clients and the city. The first Amazing Capitals expat ecosystem was launched in early 2007.

Further projects in new locations have been created. The Ruhr Metropolis as European Capital of Culture and, at the request of the mayor, the city of Valencia. When would you like to join us?

Ever since relocating to a new country as a one year old, I have been on the move. New homes, schools and friends meant that change has defined my life time and again. The greatest leap of faith was moving to Germany. Extended periods spent in France, Spain, Finland and even the USA have taught me much about living in diverse cultures and languages abroad.

JOIN CURRENTLY AVAILABLE CITIES



Over the years, a variety of sponsors and advertisers have partnered with Amazing Capitals. these comprise funding of the whole project or through individual bookings.

City departments include funding through the mayor's office, press, economic development or city marketing, Businesses include corporations international schools, utilities, city subsidiaries, trade fair organisations and retail.

The main beneficiaries are companies who require staff to relocate from abroad. Organisations are also interested in targeting the appealing consumer group of local expat residents.

Several locations are available to start working together immediately. Opportunities to present your company as an expat-friendly employer sit alongside promotional possibilities on relevant areas of local publications.

CLIENTS IN DÜSSELDORF, NEUSS, RUHR AND VALENCIA

Each eGuide reveals everything an expat needs to know. From urban environment to the local countryside, from national culture to exciting events and expat relevant topics, the variety of options is vast. Well over 250 articles and posts paint a magnificent picture of the locality. A useful eBook is also available with which companies can entice their candidates.

PLACE ARTICLES
SPONSOR A TOPIC
EASY AND EFFECTIVE
WITHIN DAYS

Join the movement to utilise the publication to the fullest when attracting and retaining talent from abroad. Improve the lives your international employees and help make a difference to the wider expat community.

Discover why so many partners have remained loyal to the cause year after year.

YOUR NEW EXPAT ECOSYSTEM



The city of Valencia is a fine Spanish location and a perfect example of how to create an expat ecosystem for your own company and location. With several expat blogs available, none were focussed on supporting the corporate world.

The mayor expressed interest in launching an expat ecosystem, so set discussions in motion to achieve that goal. Together with the utility for water supply, the marina and the Oceanographic, Europe's largest aquarium, the city financed creation of Amazing Capitals Valencia.

The project has been running ever since. I have identified many cities where implementation of a local project could be beneficial. Finland has struggled for years and continues to do so. They are not alone. Germany has repeatedly altered legislation in an attempt to attract more expats.

SOLE SPONSORSHIP
JOINT PARTNERSHIPS
QUICK AND SMOOTH
WITHIN 120 DAYS

CREATE IN LOCATIONS ANYWHERE AND EVERYWHERE

Viewed through the eyes and mind of a foreigner, a true story unfolds that is frequently vastly different from the one perceived by locals. Unbiased observations are required to understand a location fully and perceive any possible barriers from the perspective of a candidate.

Local stakeholders may lack optimism, positivity or experience of a disconnected assessment concerning their location's values. An independent critique is valuable to all involved.

When you wish for your company to instigate the creation of an expat ecosystem, then let's talk, discover an optimal approach, gather further support and strategically move towards that goal. A new ecosystem can be created to support your recruitment within three or so months.

FOUNDER & PUBLISHER



Working in the City of London for the IT subsidiary of a large bank, I became a trouble shooter. Asked to solve issues, I joyfully visited several branches in other British cities. One day the CEO requested I bring my skills to a challenging situation in Germany.

I arrived three days prior to the craziest celebration of carnival. Two weeks turned into three months, so I got to know how it felt to live in a different society. Although coming unprepared, I embraced my new environment to the full.

A year later my holiday in France was cancelled and I was back for two weeks. This led to me becoming a permanent resident with corporate career, freelancing, owning a marketing and advertising agency and founding a business club. The latter changed my life yet again.

ADAPTING AND EMBRACING

One fateful day, representatives from the Consulate General in Düsseldorf asked me for help. They were inundated with calls from UK citizens requiring assistance. They requested me to find a solution. Discovery sessions resulted in a strategic concept, sponsoring from my clients and the first Amazing Capitals ecosystem for expats was born. As well as my new passion.

Publishing for expats in various locations, I note that beyond a chance to relocate, international talent are offered a unique opportunity to reflect upon their lives. They move, settle into a new country and culture to bathe in a new language and societal system. This may bring frustration but also untold possibilities. Forced to discover literally everything anew, it provides a moment to reset. Their norm no longer exists, so they discover a new sense of being. And belonging?

It is an honour to provide support to stakeholders in the realm of international recruitment. This includes companies that hire international talent, candidates who desire change, expats requiring knowledge to stay and the cities who are home to it all. These are who I serve best.

MAKE IT SHINE



In most locations, presentations and information are available in the national language on city websites. Quite naturally so, with the expense of a dual language portfolio far from viable.

Companies are tasked with creating their own resources to assist in their endeavours to attract international talent. If at all. Duplicating is inefficient and can be less effective than desired.

Comprehensive insights are required to convince candidates from abroad. Even more so to be able to retain expat employees over the longer term. Imagine the full spectrum of life's topics and then add culture and language to discover how daunting a decision to relocate can be.

Does Finland, for instance, truly create a positive image abroad or do candidates question its geographical location and show scepticism about the seasons? Does Germany portray the warmth and welcoming spirit that can, perhaps surprisingly, be found in most of the country?

SUMMING UP

I'm passionate about empowering companies and cities to improve recruitment abroad and their retention of expats at home. And fine tuning their approach to the support they offer to their international employees.

I have made in my mission to expand to new locations to thus be able to help exponentially more people to relocate, feel at home in their new location and to lead better lives.

How would you like me to help you attract international talent and retain expat employees? It can be easier than perceived. Arrange a [discovery one-on-one](#) for exploratory dialogue, call or WhatsApp directly on +44 755 050 7799 or mail me on joinus@amazingcapitals.com.