



## Expat Ecosystems & Corporate Hiring

With insufficient experienced professionals available in the national labour pool, companies are hiring international talent from abroad. Attracting expats is often challenging and too many engagements fail. Frequently due to a lack of vision.

## Attracting Expat Candidates

Company appeal, job description, remuneration and location are the four major elements of your job offer. Three are under your direct control. The fourth isn't.

With the competition for expat employees on the global stage intense, the deciding factor is very often the desirability of your city and region.

This key component plays an important role in attracting international personnel. It's a game-changer when your location is well presented and easy to comprehend by prospective candidates. And it beats the competitors.

## Retaining Expat Employees

Engaging candidates is just the first step. Following relocation, new challenges are perpetually faced by international staff. Creating disruption and costs to employers.

Integration can be difficult for the new employee and for any accompanying partner or children. Less than optimal happiness and loneliness are the phenomena that lead to an enormous percentage of expats returning to their home country. Or searching for a new location with greater appeal.



An uninspiring or misleading image of the location can lead to repeated failures. Thus, the portrayal of where your company is situated is more important than ever before.

## Corporate Expat Ecosystems

Amazing Capitals online resources sharpen the fourth aspect of your recruitment by painting an excellent picture of the location, its citizens and culture. And beyond. As well as attracting, an expat ecosystem supports retaining international employees.

Utilising the local eGuide packed with knowledge offers answers and insights for all stakeholders to raise the ongoing success of relocations. Many options are available to companies in the Ruhr Metropolis that wish to improve their chances of hiring the best in the world.

The status quo of researching your location online in English from abroad is frustrating for all. Results are uncontrolled. The city website lacks the information candidates require. Social media results reveal contradictory opinions rather than facts. In house documentation may lack authority.

## Bespoke Company Solutions

A wise choice is to join Amazing Capitals Ruhr, where hundreds of articles and posts reveal a full story of your region and the complimentary benefits of choosing to work for your company.

The urban flavour of the location, its residents and the surroundings are revealed. Insights to the positive aspects of life in the region as an expat are highlighted in depth. Recreational activities large or small, important and relevant are also presented to complete the picture of a fascinating place to call home.



## Expat Ecosystem Ruhr

Online resources for the Ruhr Metropolis were launched with partners fifteen years ago. Hundreds of relevant articles and posts were created across all the themes of life to assist the corporate world. An effective expat ecosystem was established.

International candidates are helped to choose, transition to, settle in and enjoy this exciting region of NRW. A wide variety of clients can utilise and benefit from a concept that supports their specific company requirements.

## Return on Investment

Place the return on your investment in Amazing Capitals in context with engaging and retaining expat employees. Compare joining us to the true value of HR expenditure in attracting international talent and replacing those you lose.

## Community Support

Reflecting our philosophy of universal access for all, use the eGuide URL to support your international HR activities. Send to your candidates and current employees. Free of charge with no signup required.

Funding our activities delivers far greater benefits. Book the option that best suits achievement of your goals, your budget and greater success in recruitment.



## Full Page Presentation

Raise your company's visibility by booking a full page article on the eGuide or the eBook. Present your company, brand or philosophy to prospective international employees. Emphasise that you are expat-friendly and invite them to work for you.

## Topical Branding

Choose a relevant topic on the Ruhr Metropolis eGuide in alignment with you and your company. Brand articles within any available topic such as Getting Around, Recreation, Museums, Society & Folk, Home & Family, Schooling or Relocating.

## Themed Branding

Pick one of the main themes of the eGuide and brand the articles within the section of your choice. Three options of Expat Life, Things To Do or The Location are available.

## Sponsoring eGuide

Brand the city eGuide and all articles across the themes of Expat Life, Things To Do and The Location. Take non-exclusive control to benefit extensively from all the resources available, including company specific content.

## Exclusive Branding

Brand the city eGuide and all articles and take exclusive control to fully benefit from resources available across the whole of the eGuide, including unique company content.

## Sponsoring eBook

Brand a new Ruhr Metropolis eBook and send to new candidates as a fascinating tool to help you attract them to your location and find a new home in the region. Adapt content to match the specific requirements that support your message.





# AMAZING CAPITALS

## RUHR METROPOLIS



## Contact Options

Join Amazing Capitals Ruhr, experience working together smoothly and achieve results. Supporting companies and cities since 2007.

Meet: Arrange an appointment  
Mail: [joinus@amazingcapitals.com](mailto:joinus@amazingcapitals.com)

Call UK: +44 755 050 7799  
Call DE: +49 151 66 55 22 32

Garry R Hurskainen-Green  
Amazing Capitals Ltd