

Multilingual Talent in the Randstad area

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1. Why the Randstad region?

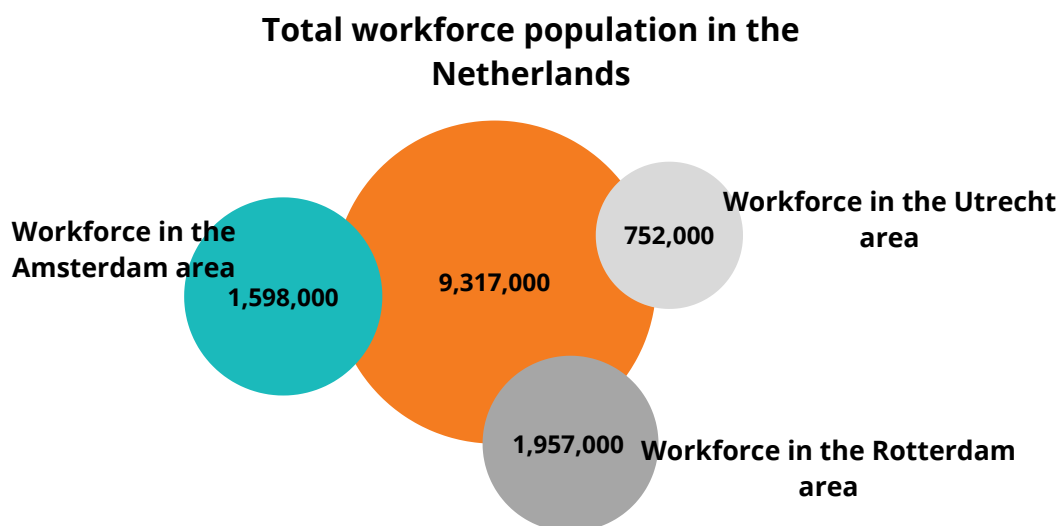
The Randstad area covers the most populous Dutch cities: Amsterdam, Rotterdam, The Hague and Utrecht. The cities are all in close proximity to each other, with **Amsterdam-Rotterdam** the furthest apart, with some **78km** between them. This is not only the most developed region in the Netherlands, but also the most cosmopolitan in terms of both the number of international companies and of expats from all over the world.



The labour market

When looking for an ideal place to open a new office or move headquarters, one of the first things any CEO asks herself is: "What does the local labour market look like? Will we be able to find the employees we need for our growing business?"

In 2020 the Netherlands had **9,317,000** workers in total. Some **46%** percent are employed specifically in the Randstad region, above all in the Rotterdam area.

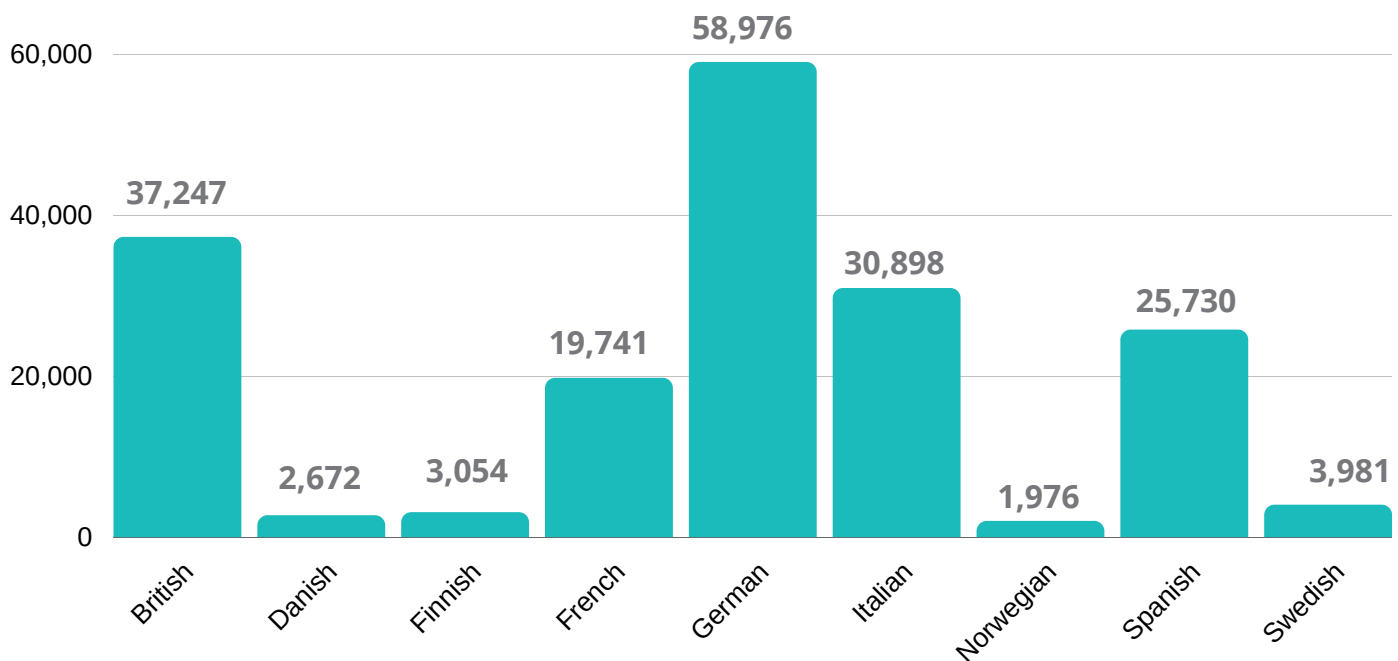


Languages

International companies operate in multiple languages, which is why having multilingual employees is a must. Most international companies in the Randstad area have English as their official language but, depending on the market in which they operate, other languages can also be necessary.

Following the growth of multinational companies, the need for fluent English speakers has also risen. That is why **90% of the Dutch population speaks English** at intermediate to fluent level. The Netherlands currently holds the best rating in the world at the EF EPI, the test that measures proficiency level of English as a second language.

Moreover, the Netherlands, and especially the Randstad area, is home to many internationals with native skills in their mother tongue. A significant portion of them are also fluent in English. The graph below shows the number of internationals of working age (20 to 64) registered in the Netherlands in 2019.

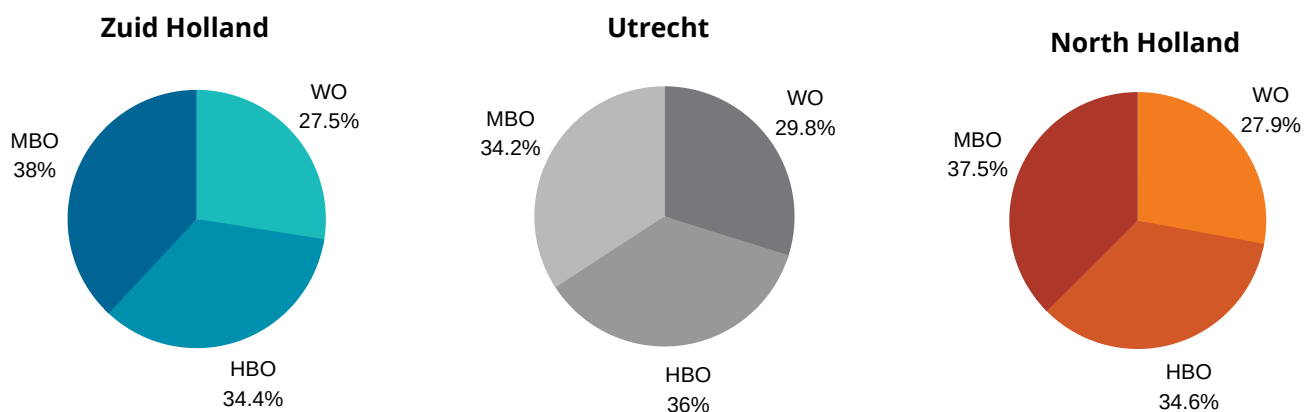


Source: <https://opendata.cbs.nl/statline/#/CBS/en/dataset/03743eng/table?ts=1594380145076>
<https://ceoworld.biz/2020/05/10/ranked-worlds-best-countries-for-education-system-2020/>
<https://zuid-hollandinzicht.nl/content/states/index/8644?region=10&filtersInline=f6564%3D6564~Totaal%E2%80%BA%26f6561%3D6560~Provincie%E2%80%BA6561~Zuid-Holland%E2%80%BA%26f6559%3D6559~2019%2F2020%E2%80%BA>

Education

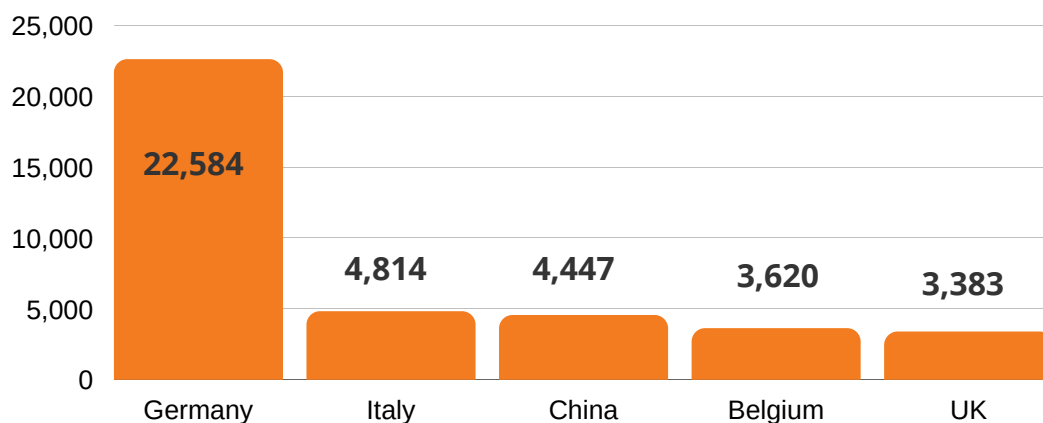
The Dutch higher education system was ranked **4th best in the world** in 2020. After compulsory secondary education, Dutch pupils are presented with three different education paths, based on their skills, interests and general success in their previous education. MBO prepares students for practical, more craft-related work such as carpentry or hairdressing. HBO refers to a bachelor level qualification at a university of applied science. Students who graduate from WO are more research-oriented and may hold a BA or BSc.

The percentage of students in higher education, 2019/2020



The Netherlands is also one of the top ranking countries for foreign students. More than **85,000 international students** from both EU and Non-EU countries were enrolled in Dutch universities in 2018/2019. High university ranking, numerous courses offered in English and lower costs of education compared to US and UK make the Netherlands very attractive for international talent. Approximately **1/3 of all international students stay in the Netherlands** after graduation, in the hope of landing a job.

Top 5 countries of origin of international students, 2018/2019



1.2 International companies

The Netherlands has long been an attractive base for international companies. In 2016, there were 13 400 foreign companies, accounting for 18% of total added value, in the Netherlands. Many of them specifically choose the Randstad region to open their branch office, not only because of the close proximity to ports and two international airports, but also because of the high quality multilingual workforce .

Top 5 countries of origins for those companies which contributed the most to revenue in the Netherlands in 2018

EU countries	Non-EU countries
1. Germany	1. USA
2. UK *	2. Japan
3. France	3. China
4. Sweden	4. India
5. Belgium	5. Hong Kong

In 2019, almost **400** international companies chose the Netherlands as the base for their headquarters, many of them in the Randstad area. In so doing, they joined well- established giants such as **Nike, Tesla, Maersk** and **Unilever**.

In the same year, Rotterdam alone welcomed 40 new foreign companies from across the globe. They are expected to create more than 14 000 new jobs and invest 4.3 billion euros in new projects.

Most of these companies are in the Tech sector (**28%**), while the rest are in Manufacturing (**13%**), Logistics (**10%**) and Engineering and Construction (**10%**). Some examples include:

In 2018 UK was still counted as a EU member country.

Sources: <https://en.rotterdampartners.nl/app/uploads/2019/10/20191007-New-Arrivals-with-text-for-RCD-Final.pdf>

<https://www.ictmagazine.nl/recordaantal-buitenlandse-bedrijven-kiest-voor-nederland/>



Crunch Analytics is a service company based in Ghent and Rotterdam that helps companies to prepare for a new era of decision-making, driven by advanced analytics and artificial intelligence.



Soom is a technology company that is harnessing the power of big data to save lives and improve patient outcomes.



Creating Technology for a Better World, PLUSS's vision is to Create Impactful Innovations in the area of energy storage and temperature control for critical applications



Gabanna is a food company developing product and ingredient solutions from matooke, a Highland green cooking banana.



The Malaysian Timber Council was established in 1992 to promote the development and growth of the Malaysian timber industry overseas.



Launched in 1999, Innocent Drinks is Europe's favourite healthy drinks brand.



Verton is revolutionising crane and lifting operations through the introduction of its ground-breaking equipment that includes unparalleled data and benchmarking previously not available in jobs of this type.

2.1 How multilingual employees add value to your company

As growing numbers of companies seek to expand globally, having multilingual employees on board has become a major competitive advantage.

More efficient work

According to recent research, the ability to speak multiple languages is positively linked to processing information at a faster speed, multitasking and problem-solving. In the process of learning and speaking additional languages, our brains form new neural pathways, allowing us to sift through irrelevant information more quickly. Multilingual employees can multitask effectively and work faster, leading to improved levels of productivity.

Cultural awareness

Part of successful communication is the ability to empathise with other people and understand their point of view - a skill that comes naturally to multilingual employees. People who speak more than one language are more likely to have grown up or lived in multiple countries, exposing them to all types of people, values and cultures. This cultural awareness is not a skill that can easily be taught: rather, it's a soft skill that people pick up from their surroundings. If your company works with international customers, suppliers or partners, multilingual employees will help keep communication problems at bay.

Supporting your international growth

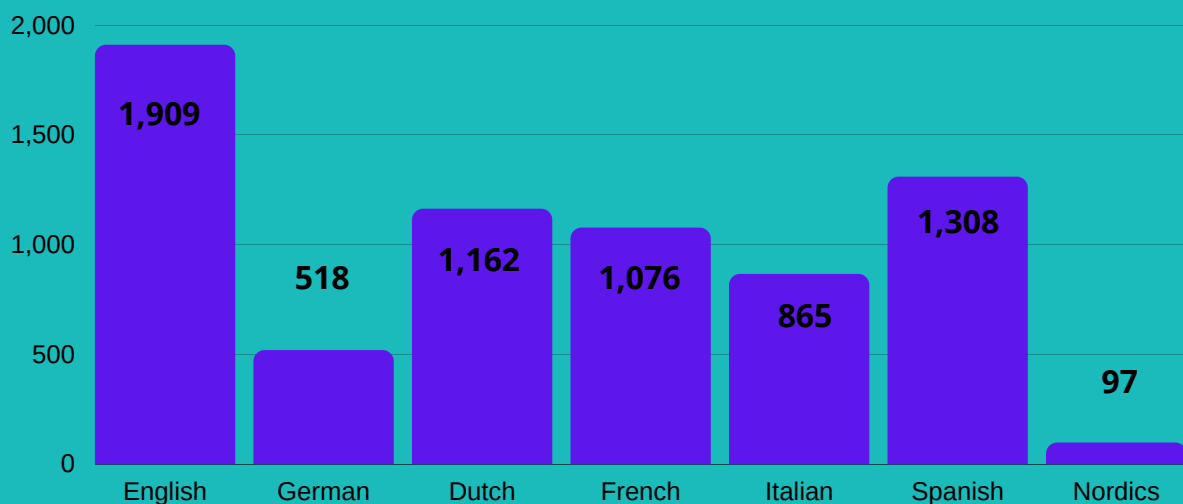
Multilingual employees can communicate with potential new business partners abroad in their native language, facilitating more successful discussions. They are also likely to have extensive networks abroad that could help with business development.

2.2 Overview of multilingual candidates

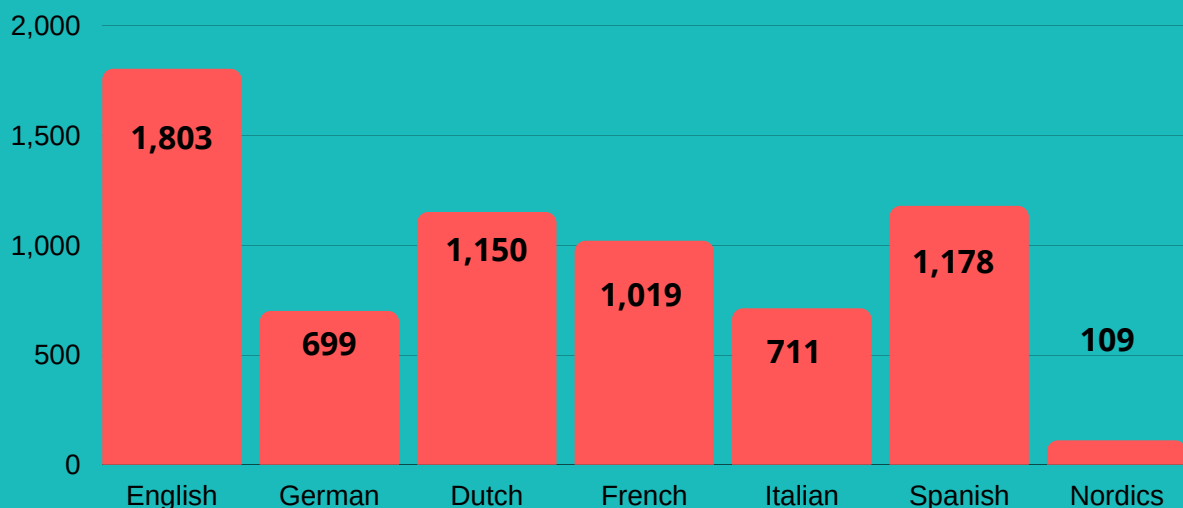
Every year, hundreds of multilingual international people come to the Netherlands. Some of them want to start a job search immediately. Adams Multilingual Recruitment is there to help. We match multilingual job seekers with jobs in international companies.

Below is an overview of the annual numbers for newly registered native and fluent speakers of the most sought languages in the Netherlands.

Newly registered job seekers 2019



Newly registered job seekers 2020



*Data for 2020 excludes December

** Nordics include: Swedish, Norwegian, Danish and Finnish languages.

2.3 Skills and Experience

Each job is unique, calling for a specific set of skills, experience and personality traits. But there are still some must-haves and nice-to-haves when it comes to each field of expertise. This infographic summarises the skills job seekers in the Randstad area (including our candidates) possess, divided by profession. Some positions require more soft skills and rely heavily on personality type, while for others, an official qualification is necessary.

* Note that the job titles used below reflect the common job titles used in the Netherlands.

Sales



Education: MBO with commercial focus/ HBO / Bachelor

Skills:

- People skills
- Patience
- Analytical
- Good negotiation skills
- Driven
- Relationship builder
- Comfortable with cold calling
- Fluent English + other languages

Experience:

- Entry level: 0-2 years in a similar industry
- Mid/Senior level: several years of experience and a strong network

Logistics & Supply Chain



Education:

MBO / HBO / Bachelor

Skills:

- SAP
- Lean Certifications
- Navision
- Detail-oriented
- Fluent English + other languages

Experience:

- Entry level: 0-2 years of experience
- Mid/Senior level: 5+ years of experience

Marketing



Education:

HBO / Bachelor /Master

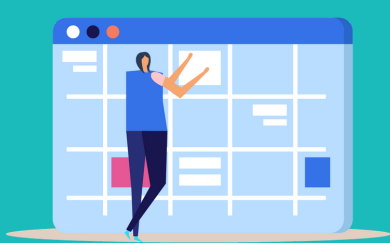
Skills:

- SEO & SEA
- Google Marketing Platform
- Copywriting
- Adobe Suite
- Social Media management
- Analytical
- Communication skills
- Fluent English + other languages

Experience:

- Entry level: 0-2 years i
- Mid/Senior: 5+ years of experience in a specialized role, industry knowledge

IT - network & system administration



Education:

HBO/ Bachelor / Master

Skills:

- MSCA for system administrator
- Azure
- Cisco - CCNA 1/2 network
- Juniper
- Fluent English + other languages

Experience:

- Entry level: necessary education
- Mid/Senior level: several years experience

Finance



Education:

Bachelor / Master degree

Skills:

- ACCA / CPA qualifications
- CIMA qualification for management accountant
- SAP
- Navision
- Oracle
- Analytical
- Attention to detail
- Fluent English + other languages

Experience:

- Entry level: Education & preparing ACCA exam
- Senior level: fully qualified with 5+ years experience

Customer Service



Education:

MBO / HBO for B2B environment

Skills:

- Knowledge of ERP systems
- Friendly
- Communicative
- Helpful
- Customer-oriented
- Multi-tasker
- Fluent English + other languages

Experience:

- Entry level: no experience needed
- Mid/Senior level: several years of experience especially for a B2B environment

HR



Education:

HBO / Bachelor / Master degree

Skills:

- HR SAP
- WorkDay HR
- MS Office
- Communicative
- Proactive
- Organised & Structured
- Knowledge of Dutch labour law
- Fluent English + other languages

Experience:

- Entry level: HBO, 1 years of experience
- Mid/Senior level: University degree, 3+ years experience

PA & Administration



Education:

HBO / Schoevers qualification

Skills:

- Organised
- Multi-tasking
- Calm under pressure
- Project management
- Fluent English + other languages

Experience:

- Entry level: 0-2 years of experience
- Mid/Senior level: several years of experience for top management

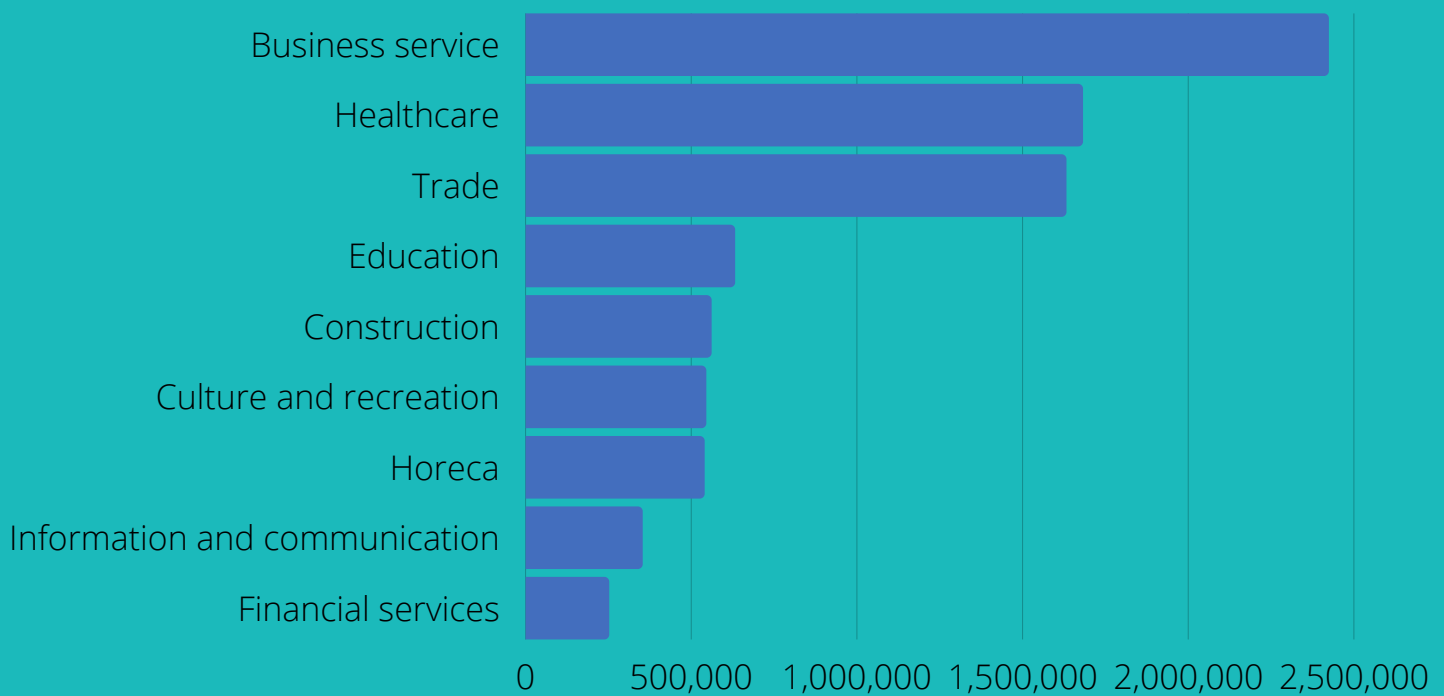
IMD Global Ranking

In 2020, The Netherlands was ranked 10th best place in the world for talented highly skilled workers. The Index measures three criteria:

- Investment and development - nurture of domestic talent
- Appeal - attracting international talent and retaining domestic talent
- Readiness - quality of skills and competencies

Employment structure

The graph below shows the employment structure in 2019, demonstrating in which sectors in the Netherlands the majority of workers are employed. This in turn suggests which skills and expertise these workers bring to the table.



Seasonality in recruitment

Recruitment is highly dependent on the seasons. Even if your job requirements are flexible, you may sometimes experience a shortfall in qualified candidates applying.

- 1st Quarter

With the beginning of a new year, many people find themselves reflecting on their job satisfaction - and more open to starting something fresh. If you're after a new member of the team, this is a perfect time to start the search. Bear in mind, however, that many companies are also thinking the same thing, so competition for the best talent will intensify.

- 2nd Quarter

In this period, candidates' job-search activity tends to be lower, as the excitement over a "new year, new me" is over. But this is also a period when young graduates are finishing their thesis and start looking for internships or entry level jobs.

- 3rd Quarter

Summer is usually a calm period in recruitment terms. Both candidates and hiring managers are on vacation and hiring processes tend to be longer and may involve fewer decision makers.

- 4th Quarter

The final quarter of the year is usually the busiest for recruitment; there's still some budget to be spent, retailers are preparing for the holiday season and companies are drawing up their overall plans for the following year. On top of this, many employees may also experience a post-vacation dip, finding it difficult to get used to being back at work again, leading to greater openness to new job opportunities.

* Source: <https://www.cnbc.com/2020/11/12/imd-global-ranking-switzerland-dubbed-best-place-for-talented-workers.html>.

3.1 Average salary range in the Netherlands

Knowing how much you need to pay talent in the local marketplace is essential for any international company. The Netherlands has a legal minimum salary, adjusted twice per year to reflect inflation. The minimal gross salary for 2020 is **1,635.60 euros**. To attract the best talent, you should know how much above the minimal salary you need to offer.

There are many factors in the mix when deciding the salary level you should offer, including the employee's education, relevant experience, specific skills, and the exact position and responsibilities involved. We have compiled the following overview of average gross salary ranges in the Netherlands for various professions, based on the number of years of experience the employee has.

Years of experience					
0-1	1-3	3-5	5-10	10+	
€1800	€2100	€2400	€2800	€3300+	Administration
€2000	€2300	€2700	€3100		
€2100	€2500	€2900	€4000	€5000+	Personal Assistant
€2500	€2900	€3500	€4700		
€2300	€2500	€3500	€5000	€5500	Marketing Professional
€2500	€2800	€4000	€5500		
€2300	€2500	€2600	€2800	€3300	Customer Service Representative
€2500	€2600	€2800	€3200	€3700	
€2200	€2500	€3700	€5000	€6000+	Sales Representative
€2500	€3000	€4000	€6000		

€2200	€2500	€2800	€3200	€3800
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€4500	€5000	€5500	€6000	€7000
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HR Professional

€2300	€2500	€3000	€3700
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€4600+

Accountant

€2500	€3000	€3700	€4600
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€2800	€3000	€3500	€4500
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€5500+

Financial
Controller

€3000	€3500	€4500	€5500
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€2600	€3000	€3700	€4700
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€6000+

Software
Developer

€2900	€3500	€4500	€5200
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€2200	€3000	€3800	€4500
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€5000+

Data Analyst

€2700	€3700	€4200	€4800
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€2100	€2500	€3200	€4000
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€5500+

Logistics & Supply
Chain
Professional

€2700	€3200	€4000	€5000
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3.2 Common benefits

The question of much you should pay your new employees is just one of a number of things to weigh up when you are searching for talent in the Netherlands. Here are some other common benefits you can offer:

30% tax rule

The 30% ruling is a Dutch tax advantage for employees who are hired from abroad to work in the Netherlands because of their in-demand skills and expertise. If new arrivals meet various pre-set conditions, you can pay them 30% of their salary as a tax-free allowance, seen as compensation for the additional expenses that the employee incurs from working outside his or her home country - known as extraterritorial costs.

Holiday days

The minimum number of holiday days in the Netherlands is 20 days for a full-time job. However, 25 vacation days per year is the average and plenty of companies offer even more additional days off. Moreover, public holidays are non-working days for most of the general population, although there is no legal requirement for an employer to give a day off on a public holiday.

Holiday allowance

A holiday allowance is a payment an employer pays on top of the employee's annual salary. The minimum is 8%, which an employer is obliged to provide. It is usually paid at once in May or June (before the holiday season), although some people prefer to receive an additional payment on top of their monthly salary, instead of receiving the whole payment at once.

Travel reimbursement

Most employers in the Netherlands pay €0,19 per kilometre, if an employee lives more than 10km away from the workplace. This covers either public transportation or expenses for the employee's own vehicle.

Additional benefits

Many companies provide extra benefits to attract the best employees. That usually includes free coffee, tea and fruit in the office, but can also extend to additional payment for health insurance, gym subscription, monthly and yearly bonuses, unlimited vacation days or 13th salary.

Working from home

In 2019, **97%** of people in the Netherlands had access to the internet and a significant number of companies were already experimenting with working from home practices. The COVID-19 pandemic of 2020 accelerated this digital transformation as many employees were forced to work from home. With remote working here to stay, companies keen to attract the best talent are now offering additional help with setting up a home office: including, for example, an ergonomic chair, an additional screen, a working desk or a voucher for a certain amount to be spent on essential equipment.

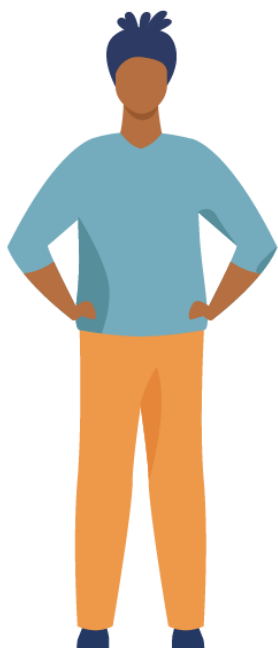
3.2 Job seekers' profiles

Although each person and job is unique, job seekers can have common motives and characteristics in terms of what they're looking for in their next job. This helps us to group people who are searching for jobs into a couple of distinctive clusters. These clusters are not just for the purposes of advertising a job, but can also help you shape vacancy requirements, benefits and ultimately a career path for your employees.

Simon the Student

Simon is a foreign student finishing his BA/MA studies. He is not yet sure what he wants to do with his life. Maybe he wants to travel the world and is looking for a job that will help him save money for his trip. Maybe he would like to teach yoga, but needs an additional income until he becomes a full-time teacher. He's also not sure if he'll stay permanently in the Netherlands or just for the next couple of years. Simon has experience as a bartender and delivery guy where he developed great communication and time management skills. He's looking for a job that is:

- Temporary
- Multilingual
- Flexible
- 12-40h per week



Greta the Graduate

Greta is very ambitious. She's finishing her MA/MSc in Business Administration, Economics or Finances. She likes the Netherlands and the opportunities that it offers, so she has decided to stay and find a job. During her studies, she participated in many extracurricular activities where she developed great organisational and leadership skills. Greta also did an internship in an international company and would like to find an entry level job in a fast growing start-up. She has started learning Dutch, but at the moment she is not yet a fluent speaker. Her dream job is:

- Permanent position
- Multilingual
- International environment
- 40h per week
- Great growth and learning opportunities



Penny the Parent

Penny has recently moved to the Netherlands because her husband received a great job opportunity. She is fluent in English and in another European language, but her Dutch is at beginners level. She might invest some time in learning it, but that depends on how long she and her family will stay in the Netherlands. She has couple of years of experience in HR or Administration. She's looking for a flexible part-time job because she wants to spend more time with her children. In her previous positions, she developed fantastic communication and administrative skills. Penny is looking for:

- Temporary job
- Flexible
- International company
- Open and warm company culture
- 12-32h per week



Mike the Manager

Mike has a good 10+ years of experience under his belt in areas such as Logistics, Finance or Sales. He has been living for some time in the Netherlands and is familiar with the market here. He would prefer a stable, long term position that offers him sufficient financial stability and growth opportunities. Mike is only passively looking to change his job, as he is satisfied in his current position. He's particularly interested in established international companies that are well known in their industry. Over the years, he has developed impressive leadership skills and is well known for his strategic thinking.

- Permanent position
- Stability
- Established international company
- 40h per week



Adams Multilingual Recruitment specialises in matching multilingual and near-native English speakers with job opportunities in the Netherlands. We are passionate about recruiting and dedicated to placing the right candidates with the right clients.

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Innovation Quarter

*Invest & Innovate in
Greater Rotterdam-
The Hague*

InnovationQuarter is the regional economic development agency for the Province of Zuid-Holland, also known as the greater Rotterdam – The Hague area. Our mission is to strengthen the regional economic structure by stimulating the innovation potential of this unique delta region.

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ROTTERDAM PARTNERS

Rotterdam Partners strives to further the success of Rotterdam while building on the sustainable growth of the city. We focus on Rotterdam's image and promote the Rotterdam region nationally and internationally.

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