

Talent Boost – International talents boosting growth

Talent Coastline

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#TalentBoost



Työ- ja elinkeinoministeriö
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International talents are vital for the growth of the Finnish economy



- Globalisation has fostered a global competition for talent, as knowledge economies increasingly rely on highly-skilled workers.
- To become leaders in their fields, Finnish companies, universities and innovation actors must be able to attract the best talents.
 - The lack of talent is preventing the internationalisation and growth of companies.
 - The potential of international talents already in Finland is still partly untapped.
 - The success of our innovation ecosystem depends on the global networks.
 - Investment promotion and talent attraction go hand in hand.

Who is an international talent?



- A highly skilled immigrant or Finnish returnee with international experience, expertise and networks that can generate added value for Finnish industries.
- For example, a foreign student, researcher, expatriate, returnee or spouse.
- Also a migrant with humanitarian background can be an international talent.

International mobility brings competences that companies need more and more

Ability to create networks

Ability to work in multicultural teams

Curiosity

Ability to adapt in new situations and environment

Ability to think outside one's sphere of experience

Interest of following global media

Language skills

Tolerance

Cultural knowledge

Current challenges

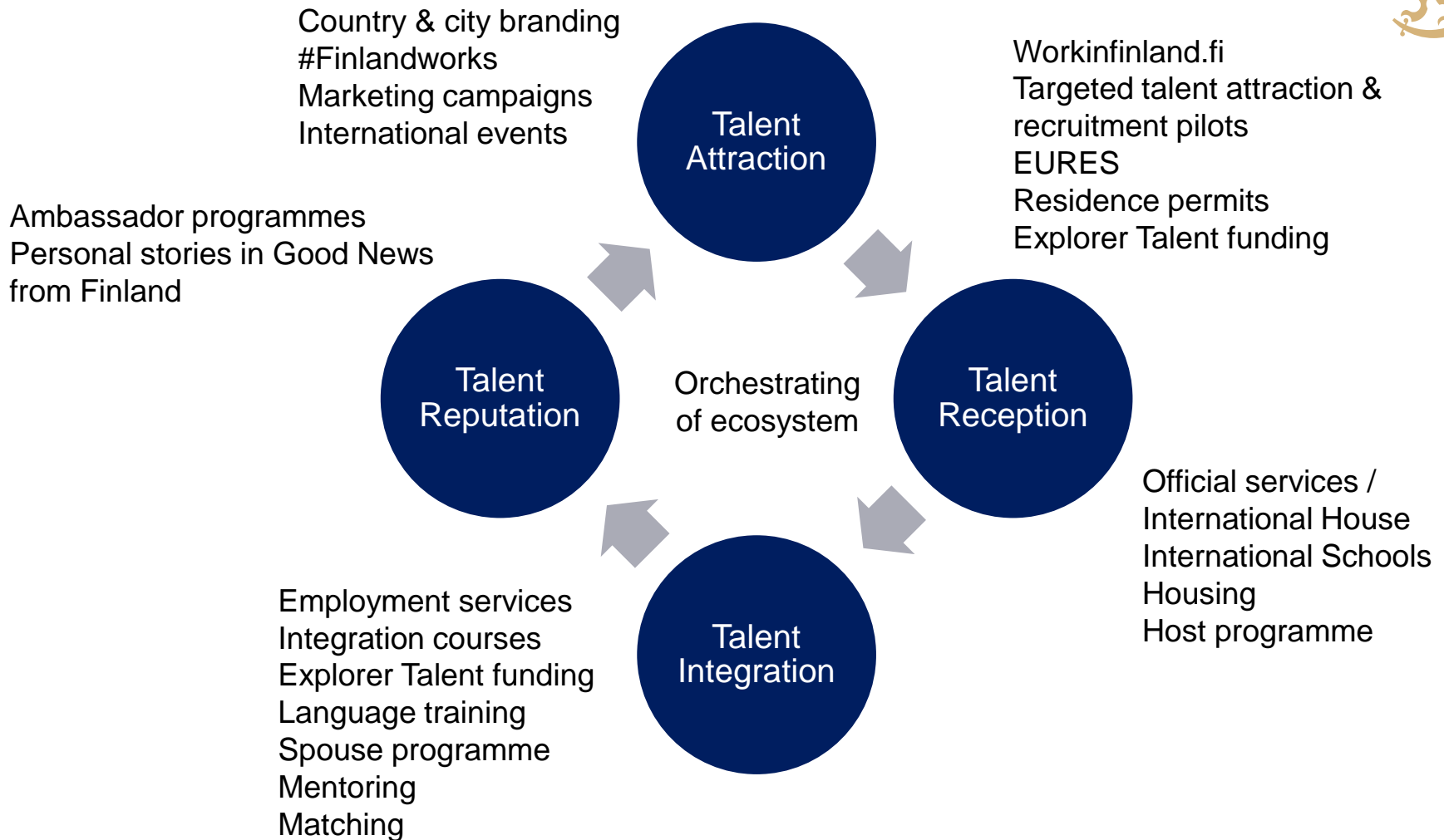


- Lack of workforce in all fields, all around Finland
 - In addition to workforce in general, Finland needs tens of thousands ICT and tech experts, but also other "niche" specialists.
- Finland should attract more international students and researchers.
- Finland and its opportunities are not known well enough.
- SMEs are not always ready to hire non-Finnish speakers.
- The potential of int'l talents already living in Finland is not fully utilised. Companies don't know how to find international talents.
- The Finnish working life is too inward looking to be attractive for internationals.



What Finland is doing about it?

Talent Attraction Management Circle



Talent Boost programme



- In its 2017 mid-term policy review, the Government decided to launch ‘Talent Boost – International talents boosting growth’, a joint cross-sectoral programme for the Government.
- Until now, Finland has lacked a national programme or strategy for attracting and retaining international talents.
- Fosters cross-sectoral cooperation between the State, cities and business sector in talent attraction and retention.

Talent Boost targets



TARGETS:

1. International talents consider Finland attractive.
2. The expertise of international talents accelerates growth and internationalisation of companies in Finland.
3. Finnish working life is inclusive for international talents.

Measures under way 1/2



- Talent attraction as a theme of country branding, global marketing and Team Finland export promotion
- Talent operations as a part of Business Finland internationalisation and innovation services
 - Coordinates concrete international talent attraction and retention work on a national level
 - New workinfinland.fi website
 - #Finlandworks marketing materials
 - International events with the talent attraction focus: Junction Hackathons, Emigration Expo, Slush
 - International talent stories in [Good News from Finland](#)
 - Startup Permit and Startup Kit launched 2018
 - In the pipeline: Explorer Talent funding and Diversity Index Tool to encourage SMEs to recruit international talents
- Pilots for attracting etc. software developers, tech experts & maritime specialists

#FinlandWorks – Now let it work for you



Measures under way 2/2



- Development of Talent Hubs for the biggest university cities / regions to connect companies, int'l talents, universities & innovation platforms
 - Coordinate the int'l talent attraction and retention ecosystem locally
 - Organise mentoring, spouse programmes, matching of int'l talents and companies, talent attraction campaigns etc.
 - Talent Coastline is the Talent Hub in your region!
- [International House Helsinki](#) brings all the relevant official public services for international talents moving to Helsinki under the same roof.
 - Tampere and Turku planning their own International House services.
- Development of residence permit processes
- Further Educated with Companies (F.E.C.) training for highly educated spouses and recently graduated int'l students.
- Service design for Friends of Finland ambassador programme
- Successful Multicultural Company Campaign with Chamber of Commerce



Also coming up

- Talent Boost Summit – The annual national forum for talent attraction and retention
 - Talent Boost Summit 2019 in Turku on 12th of November
- Talent Boost Cookbook – the Handbook for all talent attraction and retention management specialists in Finland to be published in April
- Funding for Talent Hub development (ESDF, Government's AIKO funding)

Thank you!

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Ministry of Economic Affairs and Employment

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