

# Talent Coastline. Tools for International Talent Acquisition.

#talentcoastline

Talent Coastline Manager

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## Talent Coastline

- Talent Boost – International talents boosting growth is a joint cross-sectoral programme for the Government.
- Until now, Finland has lacked a national programme or strategy for attracting and retaining international talents.
- Talent Coastline is part of the national programme in the Ostrobothnia and Central Ostrobothnian regions.
- Centre for Economic Development, Transport and the Environment coordinates Talent Coastline pilot.



## **Actions**

- Strategic development and coordination of the functions to attract talent
- Cooperation with the stakeholders
- Creation of new networks
- Service packages for the whole family
- Trainings and events supporting the actions

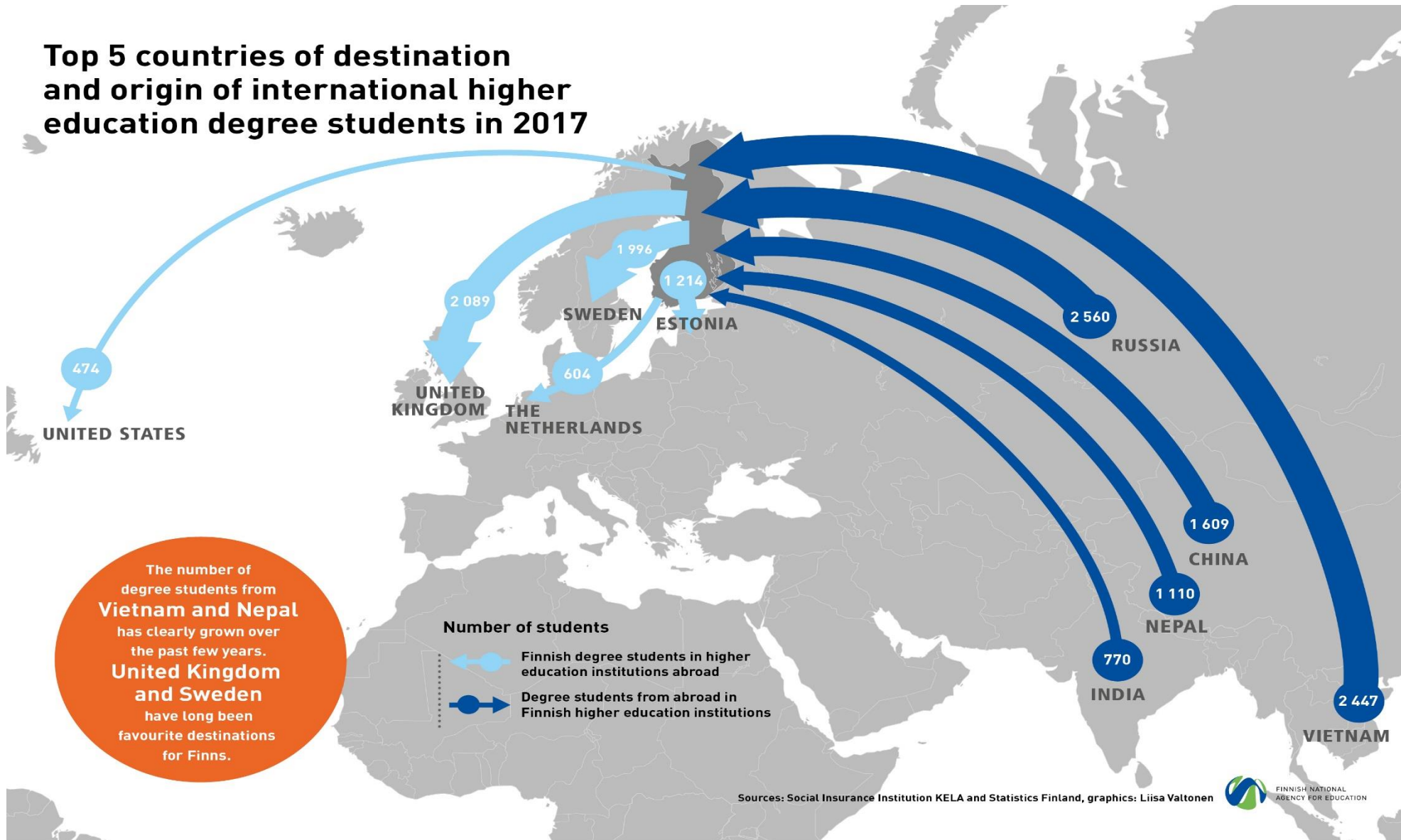


## Internationals in Ostrobothnia

- Mother tongue other than Finnish or Swedish 11 736 ie. 6,5 % (takes into account those who already gained citizenship).
- Largest language groups represented : Arabian, Bosnian, English, Estonian, Persian, Russian, Somalian, Vietnamese, other (less than 40 people speaking the language or non-official languages).
- Unemployed foreign citizens in Finland 18,8 %. Ostrobothnia 15,7 %.
- International degree students in Finnish HE 20 249 in 2017. In Ostrobothnia around 800. 50 % would want to find employment in Finland.



## Top 5 countries of destination and origin of international higher education degree students in 2017



The number of degree students from Vietnam and Nepal has clearly grown over the past few years. United Kingdom and Sweden have long been favourite destinations for Finns.



## Target Groups for Company Needs in TC

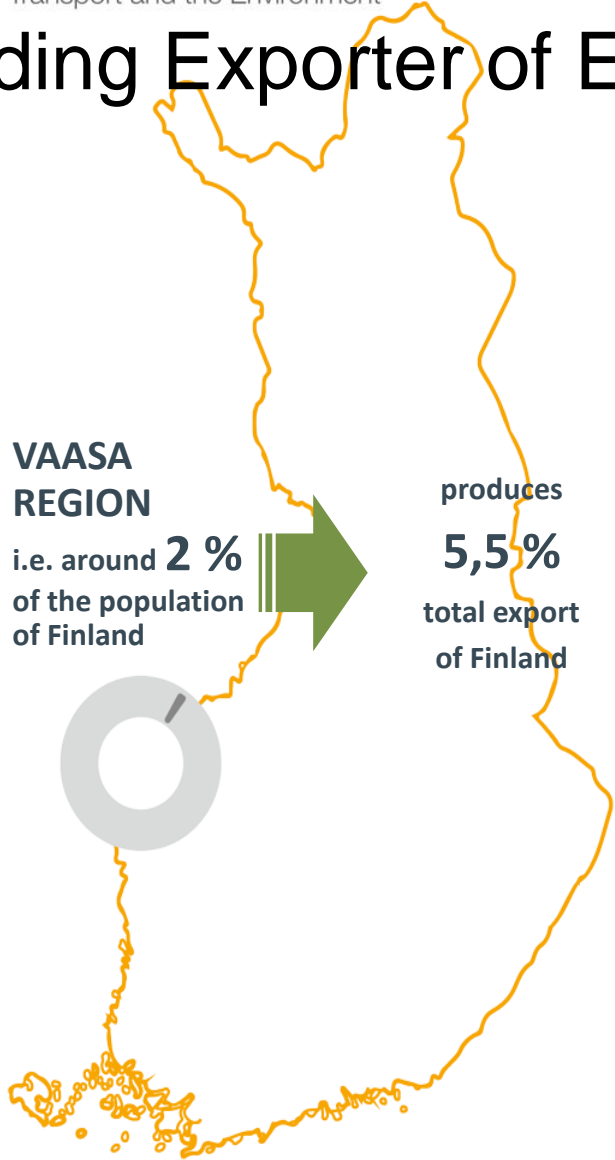
Highly skilled experts:

1. International students, researchers in higher education sector as well as international students in vocational education.
2. Immigrants already living in the area
3. Returnees or expats
4. Targeted talent attraction & recruitment pilots





# Vaasa - the Leading Exporter of Energy Technology (source University of Vaasa)

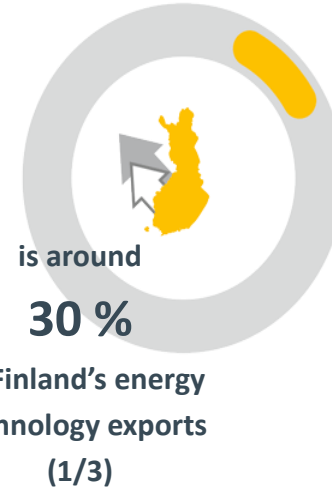
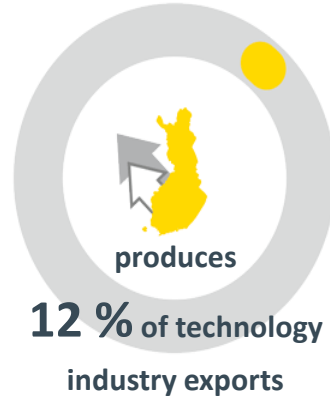


VAASA'S energy technology hub employs **11 000** engineers, Masters of Science and other experts

VAASA REGION  
 i.e. around **2 %** of the population of Finland

produces **5,5 %** total export of Finland

ARE **1/4** OF FINLAND'S EMPLOYEES IN THE ENERGY SECTOR







# The Soft Skills Companies Need Most in 2019

(source: LinkedIn)

## 1. Creativity

**Why it matters, in one sentence:** While robots are great at optimizing old ideas, organisations most need creative employees who can conceive the solutions of tomorrow.

## 2. Persuasion

**Why it matters, in one sentence:** Having a great product, a great platform or a great concept is one thing, but the key is persuading people to buy into it.

## 3. Collaboration

**Why it matters, in one sentence:** As projects grow increasingly more complex and global in the age of AI, effective collaboration only grows more important.

## 4. Adaptability

**Why it matters, in one sentence:** An adaptable mind is an essential tool for navigating today's ever-changing world, as yesterday's solutions won't solve tomorrow's problems.

## 5. Time Management

**Why it matters, in one sentence:** A timeless skill, mastering time management today will serve you the rest of your career.



# The Hard Skills Companies Need Most in 2019

(source: LinkedIn)

1. Cloud Computing
2. Artificial Intelligence
3. Analytical Reasoning
4. People Management
5. UX Design
6. Mobile Application Development
7. Video Production
8. Sales Leadership
9. Translation
10. Audio Production
11. Natural Language Processing
12. Scientific Computing
13. Game Development
14. Social Media Marketing
15. Animation
16. Business Analysis
17. Journalism
18. Digital Marketing
19. Industrial Design
20. Competitive Strategies
21. Customer Service Systems
22. Software Testing
23. Data Science
24. Computer Graphics
25. Corporate Communications



## Next Steps

- Advisory Board for Talent Coastline, Steering group already exists
- Action plan for the programme based on the feedback.
- Data collection of the needs in the specific areas in cooperation with the companies, cities, HE-sector, vocational sector, regional development companies, business federations, Chamber of Commerce, Business Finland, Viexpo, Eures-network
- Coordination and dialogue between stakeholders

**#talentboost THANK YOU! #talentcoastline**

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