



European
Commission



RECRUITING IN EUROPE

A GUIDE FOR EMPLOYERS



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In a rapidly changing world, your business may need to look further afield to attract the best employees. Finding the right people can be a challenge. One solution, embraced by a growing number of companies, is to recruit from throughout Europe. Around 3% of Europeans live and work in a Member State different than their country of origin. They bring different skills and a fresh perspective to the workplace – and they provide employers with the opportunity to find the most suitable employees from a wider pool of candidates.

‘We are a small company, but working together with EURES, which is recognised in Europe, means that people who have not heard of us feel confident that we are a good, serious employer. I’m delighted with the professional level of cooperation that EURES has provided. It’s thanks to EURES’ services that we have been able to break into the European labour market.’

B:TECH, Czech Republic

This guide will introduce you to recruiting from abroad and take you through the necessary steps.

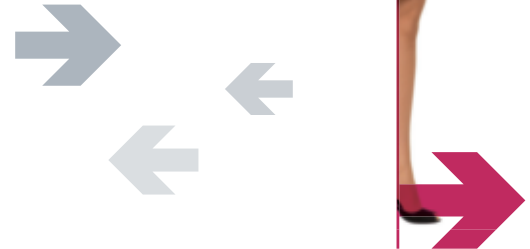
Recruiting from abroad has several important advantages.

- ➔ **A broader pool for you to find the right person for the job and to fill those ‘bottleneck’ posts.** The European workforce contains hundreds of thousands of skilled workers. Workers who are willing to be mobile are motivated and eager to gain new experiences. Broaden your horizons and increase your chances of finding the ideal candidate.
- ➔ **An opportunity to introduce new experiences and perspectives to your team.** Workers throughout Europe bring with them new skills and qualifications. A diverse workforce can offer your company new languages, facilitate improved communication and offer an increased understanding of working environments in other countries.

Do you want to introduce new skills and experience into your workplace? This guide will introduce you to recruiting in Europe.

‘Men for Trees is an international team working with people from different countries, including Germany, Cyprus, Hungary, Austria and Romania. We look for motivated people who are ready to work hard and learn new skills.’

Men for Trees, Austria



→ THE BENEFITS OF AN OPEN EUROPEAN LABOUR MARKET

The European Union's principle of free movement of workers allows you to recruit staff from all EU Member States, as well as from Iceland, Liechtenstein, Norway and Switzerland.

Bringing in workers from throughout Europe can help to solve short-term skills shortages, whilst introducing new perspectives to your workplace. The establishment of an open European labour market means that workers can move freely between Member States, without restrictions.

However, some European citizens may still have restricted access to the European labour market for a certain period, depending on when a country joined the EU. Overall, however, recruiting from Europe has now become as easy as recruiting domestically.

‘Thanks to our network, we can easily help companies reach out to other countries in Europe and recruit the best candidates for the job. The service is completely free and, as we’re not “selling” anything, we can be more objective in serving the needs of employers and jobseekers.’

Lena Westling, EURES Adviser, Sweden

EMPLOYERS' FAQs

→ I've never considered recruiting in Europe.

What are the benefits to my business? Now more than ever, it is important that employers maintain an efficient and productive workforce. Sometimes the necessary skills to do this are not readily available in your home country. An international and multicultural team can help to increase efficiency, by introducing new levels of skills and experience. Research has also shown that there is a direct link between the mobility of employees and company innovation.

→ What do I need to know about recruiting in Europe? How do I start?

It really is as easy as recruiting domestically. The first thing to do is figure out what skills are missing in your workplace, and where you might be able to find them. Then talk to an expert.

→ Who can I talk to about recruiting in Europe?

There are a number of private and public services available to guide you through the process. EURES, the European jobs network, has over 900 advisers who can provide information and guidance on every aspect of recruiting from abroad. Read on to find out exactly what is involved recruiting in Europe and how EURES can help.

‘Thanks to its collaboration with the national public employment services and its vast network of professionals across Europe, EURES enhances our visibility as well as our attractiveness as an employer throughout the whole European labour market. Since the start of our collaboration, more than 300 qualified professionals have applied to join the company.’

CERN (the European Organisation for Nuclear Research), Switzerland



Below is an overview of a few things to consider when you recruit from abroad.

→ **What are you looking for?** Prepare a detailed candidate profile. What specific skills, competencies and qualifications are you searching for? If there are certain skills you are looking to introduce to your workforce, this may affect which countries you focus your search on.

‘Concentrix has worked with EURES for a number of years, and partnering with it is key to our recruitment success. We advertise throughout the EURES network, have worked to build and sustain relationships with individual advisers around Europe, and regularly attend EURES Job Fairs in various countries. Owing to our high recruitment needs and varied language requirements, using the EURES portal and network of advisers for in-country advertising is crucial. The level of service is invaluable – as is the local knowledge and advice.’

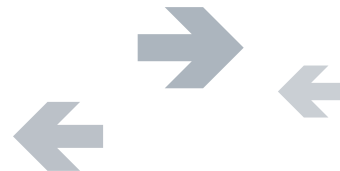
Concentrix, Northern Ireland

→ **Is their experience what you expect?** Qualifications that appear to be the same could have different meanings in different countries, so be sure to do some background research on cited qualifications.

→ **The practical and legal aspects.** If you ask a worker to move to your country, you have some responsibility towards them. Is it important that the employee speaks the language of your country? Doing so will help them to better integrate in their new environment. Also consider practicalities, such as whether or not their social security and health insurance will transfer between countries, and whether they will need a work permit.

‘It’s important to make sure that the working environment and the job on offer is really suitable for a jobseeker from another country. We want a win-win situation for the candidates and for the company.’

*Peter van der Grinten,
EURES Adviser, the Netherlands*



➔ WHO CAN HELP YOU TO RECRUIT FROM ABROAD?

You have decided to recruit in Europe and now need more information. For help and advice, you can call on the following resource.

EURES, the European Jobs Network, operates in all EU Member States, as well as Iceland, Liechtenstein, Norway and Switzerland. It is made up of national public employment services, and is now being extended to include further partners, such as private recruitment agencies, in your home country. This network can provide you with an efficient and professional service for recruiting abroad.

The EURES network offers a range of services tailored to your needs:

➔ **The EURES Job Mobility Portal** provides candidate information across 32 countries, allows you to create an account and search for job-seekers, and gives details of conditions for recruiting across Europe. The portal is featured on leading social media sites and has its own smartphone app. Portal users with questions

can easily get in touch with the EURES helpdesk via live chat, e-mail, telephone or Skype. Visit eures.europa.eu for contact details.

➔ **A network of EURES Advisers.** EURES has over 900 advisers in 32 countries working with national public employment services to provide mobility information to employers. They can help match your needs with potential candidates and guide you through the recruitment process, as well as provide you with comprehensive information on mobility. You can contact them by telephone or e-mail, or meet them face-to-face at European Job Days events (see next page for details). The EURES network contact details can be found on the EURES Job Mobility Portal – visit eures.europa.eu to get in touch with a EURES Adviser near you.

➔ **EURES in cross-border regions.** Employees living and working in two countries is the most common form of labour mobility. EURES also operates in cross-border regions all over Europe. Information is available on the EURES portal, from EURES Advisers and on page 11 of this brochure.

You can also take advantage of the following:

➔ **Private recruitment agencies.** Private employment agencies can provide a wide range of information and an efficient job-matching service for employers. Before registering, check whether they charge.

➔ **Online job search engines.** Some job search engines allow you to create a company profile, post vacancies and receive applications from candidates. Often, there is a facility for job-seekers to post CVs, so you can view them freely. Before registering, check whether there is a charge.

➔ **Social media.** Around half of EU Internet users have a social media presence. If your company regularly uses platforms such as Facebook, Twitter or LinkedIn, you can use them to promote your job vacancies to the world – and to research potential candidates.



EURES' services are available to all European employers – before, during and after the recruitment process. They address every aspect of recruiting from abroad, including registration and dissemination of job vacancies, providing information on equivalence of educations and diplomas, matching CVs to vacancies and facilitating video-conferencing for interviews, as well as providing European labour market information and legal advice, organising job fairs, advising on training opportunities and ensuring follow-up of new employees – to name just a few!

Broadly the services comprise the following:

The EURES Job Mobility Portal hosts more than one million job vacancies from all over Europe, almost as many CVs, and thousands of registered employers. You can quickly and easily:

- ➔ create an account, so you can search for and store profiles of relevant candidates;
- ➔ advertise a vacancy via your national public employment service or local EURES Adviser that will be visible to jobseekers in 32 countries;
- ➔ receive alerts when profiles that match a vacancy are posted;

- ➔ search for information on recruiting from countries throughout Europe;
- ➔ search for European Job Days and other recruitment events in your region; and
- ➔ connect with other employers and exchange information on searching for candidates.

EURES Advisers and other recruitment professionals – particularly in the EURES network – can be contacted for information and advice at any stage of the recruitment process. With specialised expertise in the practical, legal and administrative aspects of European labour mobility, they can:

- ➔ visit your offices to get a better idea of the candidates you are searching for;
- ➔ put you in touch with other EURES Advisers all over Europe;
- ➔ recommend candidates based on your job vacancy and company profile;
- ➔ assist you with advertising a vacancy – and tell interesting candidates about your vacancy;
- ➔ give you information on what is expected from you as an employer of a European worker; and
- ➔ inform you about job fairs and other recruitment events of interest.

Please note that the services available may differ from one country or EURES partner organisation to another.

You can find more information and contact details of your local EURES Adviser and other recruitment professionals on the EURES Job Mobility Portal.

EURES Job Days and other events

Each year, thousands of EURES events are held throughout Europe – all easy to access and free of charge. The best known are European Job Days – an ideal environment for employers to meet potential new employees, either on-site or 'virtually' (online). EURES also hosts conferences, seminars and general mobility information days where EURES Advisers are on hand to provide expert advice on recruiting from throughout Europe. Check the Events calendar on the EURES portal for more information on events in your area.



KEY SECTIONS

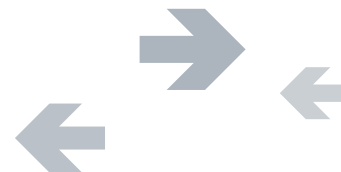
EURES' services are available free of charge to all European employers – before, during and after the recruitment process.

- **1. What can EURES do for you?** Here you can find all the services offered by EURES members and partners.
- **2. Find candidates** allows you to create your personal EURES account and search through the database of CVs. You can also receive newly matching CVs via e-mail, save and organise them, and send enquiries to potential candidates.
- **3. Advertise a Job** tells you how to make a job vacancy visible on the portal.
- **4. Contact a EURES Adviser** allows you to find contact details of a EURES Adviser close to you who can help with matching prospective candidates to vacancies you may be finding hard to fill at local, regional or national levels.
- **5. Living & working** contains practical, legal and administrative information on mobility. Look up current trends on the European labour market by country, region and sector of activity.

- **6. Skills & careers** allows workers to acquire new skills by finding education and training opportunities throughout Europe.
- **7. The Events calendar** shows you upcoming events of interest in your region. Keep track of European Job Days and other recruitment events or general mobility information sessions with EURES Advisers.
- **8. News** is packed with the latest articles and videos on European jobs and mobility. Watch inspiring success stories from other employers who benefited from EURES' services.
- **9. EURES & You newsletters** are issued every month and feature information on job mobility, current trends, upcoming EURES events, etc. You can read the newsletters online or receive them by e-mail.
- **10. In Help & Support**, you will find answers to most of your questions. The EURES helpdesk is also available to answer your queries via telephone, e-mail, live chat and Skype.
- **11. Links** direct you to other websites dealing with European labour mobility, including national public employment services, as well as a range

of publications that will guide you through your search.

- **12. Mobile Apps.** Download a free app offering easy access to many features of the EURES Job Mobility Portal. Find your nearest EURES Adviser or look up future EURES events.



FUTURE DEVELOPMENT AND OTHER SERVICES

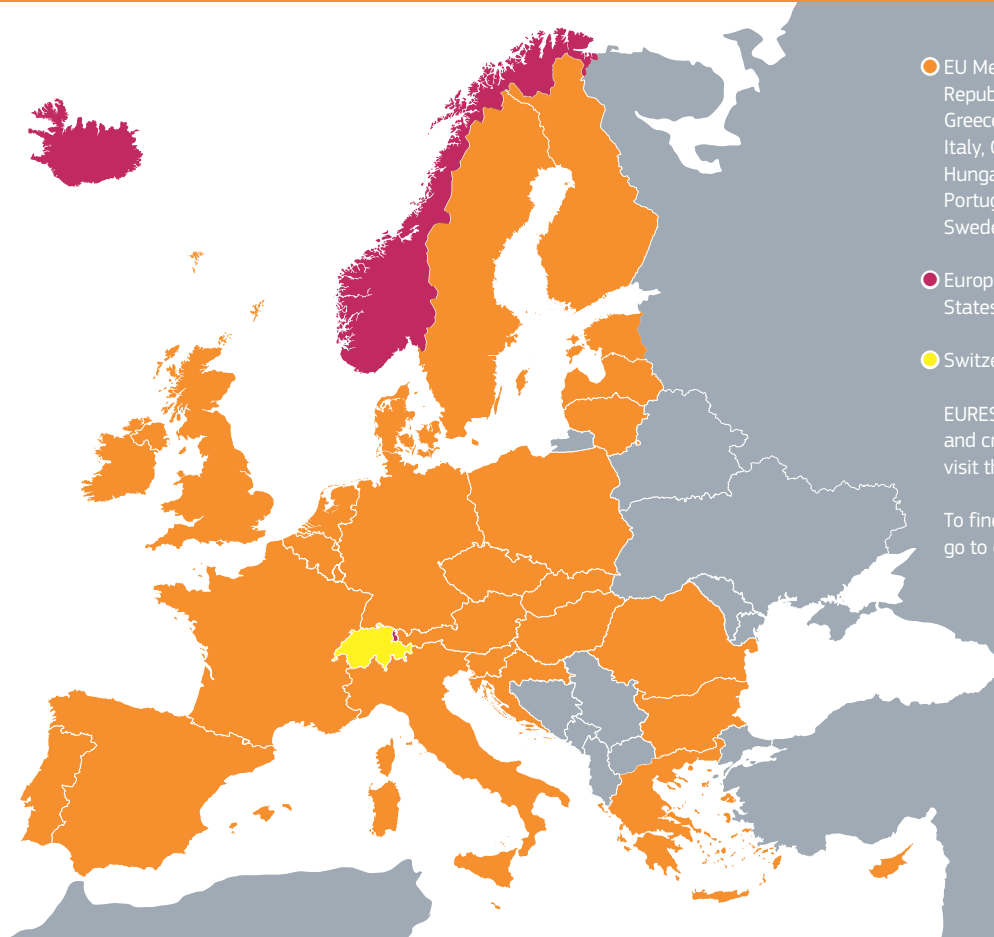
European Online Job Days enable jobseekers and employers to gather 'virtually' and free of charge, saving them the time and money involved in travelling to an on-site event. Participants can view your presentations, submit vacancy applications and meet directly with recruiters and EURES Advisers. See europeanjobdays.eu for details of previous and upcoming Job Days online.

Match and Map is a tool that automatically matches the information provided in the online CV of jobseekers with the available job vacancies. The results of the search will be a map of Europe, showing jobseekers exactly where to find the opportunities they are looking for.

Sectoral Skills Passports have been developed by the European social partners, these passports will allow workers with experience in a specific sector to highlight their skills in a way that can be understood across Europe, irrespective of country or language. The hospitality sector will be launched first and other sectors will follow.



➔ WHERE CAN YOU FIND EURES ACROSS EUROPE?



● EU Member States: Belgium, Bulgaria, Czech Republic, Denmark, Germany, Estonia, Ireland, Greece, Spain, France, Croatia (from July 2013), Italy, Cyprus, Latvia, Lithuania, Luxembourg, Hungary, Malta, Netherlands, Austria, Poland, Portugal, Romania, Slovenia, Slovakia, Finland, Sweden, United Kingdom.

● European Economic Area (EEA) = EU Member States + Iceland, Liechtenstein and Norway.

● Switzerland.

EURES is represented in different regions and cross-border regions. For further details, visit the EURES portal.

To find your nearest EURES Adviser, go to eures.europa.eu

Below are a few points to remember, before and after you recruit workers from throughout Europe.

STEPS TO TAKE BEFORE RECRUITING

- **Advice and planning.** Contact your local EURES Adviser or public employment service to discuss your recruitment needs and get advice. Find out what is involved when recruiting a European worker and calculate all the benefits, risks and costs.
- **Practical arrangements.** Make sure you do not forget to consider the practicalities. Are you going to help your new employee find accommodation, or provide advice on health insurance and social security? Also remember that national employment laws can vary between countries. Check whether your new employee needs a work permit and maybe some help getting one.
- **Recognition of qualifications.** If you need to have your employee's qualifications officially recognised, a EURES Adviser can talk you through the legalities and practicalities. Visit

www.enic-naric.net for more details on the international recognition of academic and professional qualifications.

REMEMBER: recruitment practices vary from one country to another, as do formalities between employers and applicants. Be aware of the possibility of cultural differences when you meet potential employees. Stay focused on their skills and experience.

STEPS TO TAKE AFTER RECRUITING

- **Integration of workers.** Workers may feel overwhelmed and anxious when they arrive in a new country. A welcome pack can help to ease their transition. Consider putting together some information on your local area – such as a map of transport options, directions to the workplace and details of nearby facilities such as restaurants, public libraries and medical centres.
- **Legal and administrative issues.** Employees who need to register with local authorities may initially require time off work. Make allowances

for the time it will take them to apply for a social security number, obtain an identity card or get national health insurance.

- **Family and accommodation.** Make allowances for the employee and his or her family to get settled in your country, such as time looking for schools and housing.
- **Involve your resident workers.** You want your current employees to get to know new workers, so it is a good idea to give them updates on the recruitment process. Also consider organising a social event for all your employees.

‘Following our first contact with EURES in the Netherlands, a great portal to the European labour market was opened up for FridayEuroTech. EURES is, in effect, our business partner, and we are now using its services in the Czech Republic, Hungary and Poland.’

FridayEuroTech, the Netherlands



A 'posted worker' is someone who spends a limited time working outside of the Member State that they normally work in, typically at the request of their employer. Posted workers are usually found in the construction, transport, telecommunications, entertainment and maintenance sectors.

If your organisation needs to post workers to another Member State, you will need to familiarise yourself with the rules and procedures involved.

The rights and working conditions of posted workers must be protected throughout Europe and therefore a set of core rules has been established by the European Union.

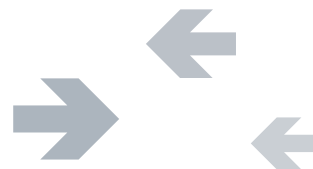
The Directive concerning the posting of workers in the framework of the provision of services* is intended to guarantee posted workers the same terms and conditions of employment as other workers in the EU-28 (from July 2013), Iceland, Liechtenstein, Norway and Switzerland where the work is carried out. The rules cover a range of

issues, from maximum work periods to minimum paid annual leave, as well as health and safety. You can read more about the directive on the posting of workers on the website of the Directorate-General for Employment, Social Affairs and Inclusion.

IT IS ALSO IMPORTANT TO REMEMBER THAT:

- where a Member State has certain minimum terms and conditions of employment, such as salary and benefits, these must also apply to any posted workers in the country; and
- you must remain in contact with your worker throughout his or her posting.

More information on the working conditions applicable to posted workers can be found by visiting the website of Eurofound, the European Foundation for the Improvement of Living and Working Conditions, at www.eurofound.europa.eu. You can also speak to your local EURES Adviser.



GOING ON SECONDMENT

Posting is a small but growing trend in Europe's labour mobility, especially in some sectors and countries. In 2007, around 1.3 million Europeans were recorded as posted workers across the EU-27, Iceland, Liechtenstein, Norway and Switzerland. The main sending countries were France, Germany and Poland, while the first two were the main receiving countries.

* Directive 96/71/EC of the European Parliament and of the Council of 16 December 1996 OJ L 18, 21.1.1997, p. 1.



A cross-border labour market is an area where workers living in one country often commute daily or weekly to work in a neighbouring country. This arrangement is popular throughout Europe: more than 600 000 people live in one European country and work in another.

THERE ARE SEVERAL ADVANTAGES TO BEING AN EMPLOYER IN A CROSS-BORDER REGION:

- ➔ your pool of potential candidates is further enlarged;
- ➔ you do not need to look so far afield to find candidates for 'hard to fill' vacancies in your region; and
- ➔ you have access to candidates who can simply commute across the border, rather than move country, which may further ease their integration.

Of course, cross-border commuting comes with some administrative procedures. However, there is a range of services to help employers with issues such as tax, social security, health insurance and family benefits.

EURES operates in over 20 cross-border partnerships across more than 13 countries. To meet the need for information and coordination between countries, EURES cross-border partnerships bring together public employment and vocational training services, trade unions, local authorities and other institutions dealing with employment and training.

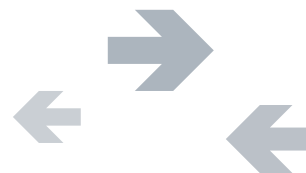
IN CROSS-BORDER REGIONS, EURES IS AVAILABLE TO:

- ➔ match employers and jobseekers;
- ➔ provide information on the legal and administrative practicalities of recruiting workers resident in EURES member countries; and
- ➔ monitor the labour markets in both countries, therefore providing up-to-date employee information to employers.

For more information, visit About Us at: eures.europa.eu

‘We support hundreds of cross-border workers on a daily basis with questions like “Where do I pay my taxes?”, “Where can I claim child benefit?” and “Can I use the Health Service?” This helps make the transition easier for mobile workers moving to another country.’


EURES Adviser, Cross Border Partnership Ireland/Northern Ireland





A PERSONAL, PROFESSIONAL, ALL-ROUND SERVICE

EURES is a service offering professional recruiting advice to European employers. There are more than 900 EURES Advisers across 32 countries, with specialist knowledge of the practical, legal and administrative aspects of recruiting from abroad. They can also provide a personal service based on your company's profile and candidate requirements. Visit the EURES portal for the contact details of your local EURES Adviser.



'We have enjoyed a successful 4-year collaboration with EURES, during which the dedication and professionalism of their advisers have helped us to place many young professionals in jobs abroad. The EURES Adviser with whom we work in the UK has saved the day many times with his sense of humour and relaxed manner. Here's to another successful year!'

fitarbeiten Personaldienstleistungen, Germany


EUROPEAN JOB DAYS

These events take place across Europe several times a year, from Norway to Cyprus and from Portugal to Romania. They offer the ideal opportunity for potential employers to meet with jobseekers and with EURES Advisers, either on-site or online. Participants can discuss their plans and address their questions to a range of experts in European job mobility through in-person or virtual seminars, debates, workshops and one-on-one meetings.

There is certainly something in these events for every employer interested in hiring from abroad. Check the Events calendar on the EURES portal for details of upcoming events near you.

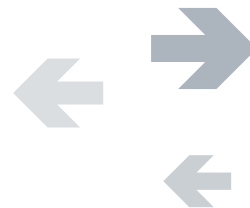
SPECIAL EURES INITIATIVES

There are a number of targeted job mobility schemes that support employers in finding employees in other European countries by opening up their business to a workforce they may be unable to find at local, national or regional level. This can be especially helpful for 'hard to fill' vacancies. Employers can also apply for financial assistance under these schemes to put in place a 'worker's integration programme'. Find out more at ec.europa.eu



'EURES distributes information on our job offers through its website and through the Spanish public employment service. The collaboration has become a very positive and efficient way for us to recruit new staff. The EURES name also gives us extra legitimacy with jobseekers and employers.'

Baker Street International, Spain



European Commission

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- You can subscribe to the EURES newsletter at: eures.europa.eu

THE KEY EU WEBSITES AND PROGRAMMES FEATURED IN THIS BROCHURE ARE LISTED BELOW:

- EURES Job Mobility Portal: eures.europa.eu
- Enterprise Europe Network: portal.enterprise-europe-network.ec.europa.eu
- EU entrepreneurs: ec.europa.eu/enterprise/initiatives/sme-week
- European Job Days: europeanjobdays.eu
- Questions about EU: europa.eu/europedirect
- European Progress Microfinance Facility. Download a leaflet at: ec.europa.eu/social
- European Qualifications Framework (EQF): ec.europa.eu/eqf
- Support programmes in education: ec.europa.eu/education

- Mutual Information System on Social Protection: ec.europa.eu/misoc
- Posted workers: ec.europa.eu/social
- Social security rights: ec.europa.eu/social-security-coordination
- Your Europe. Help and advice for EU nationals and their families: europa.eu/youreurope/citizens
- Your first EURES job: ec.europa.eu/social

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