



# **Attracting Foreign Professionals**

## **The Industry's Perspective**

**Dr. Bernhard Rohleder, CEO BITKOM**

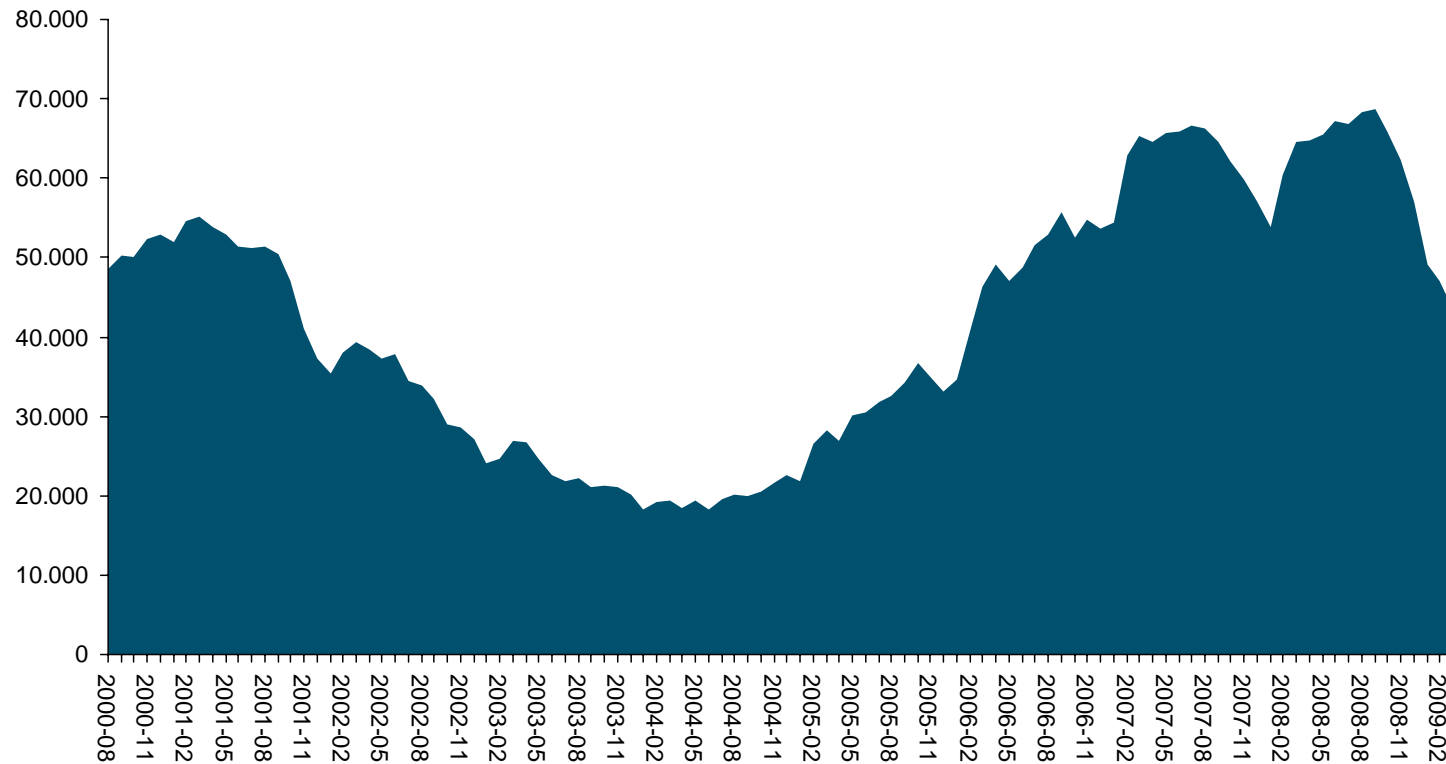
Bundesverband Informationswirtschaft,  
Telekommunikation und neue Medien e. V.

Berlin, 19. Februar 2010

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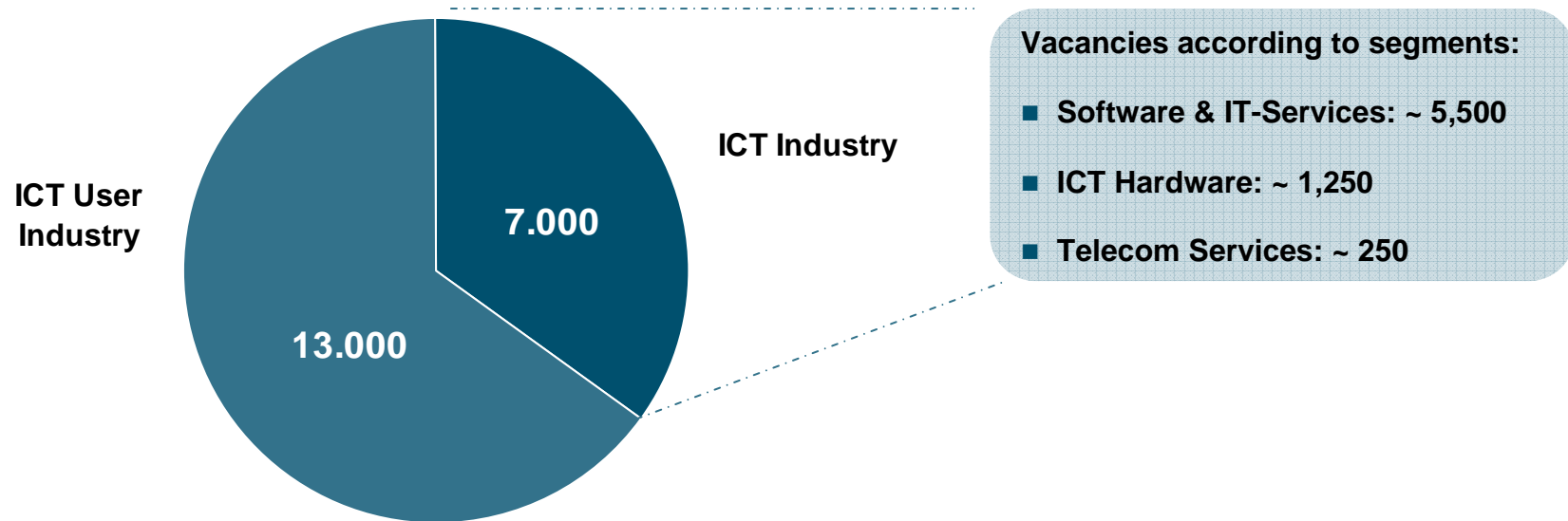
# Cyclical Demand for Engineers

Aggregate of unemployed and vacant jobs



Source: Institut der Deutschen Wirtschaft Köln

# Economic Crisis? 20,000 vacancies for ICT Professionals in 2009!

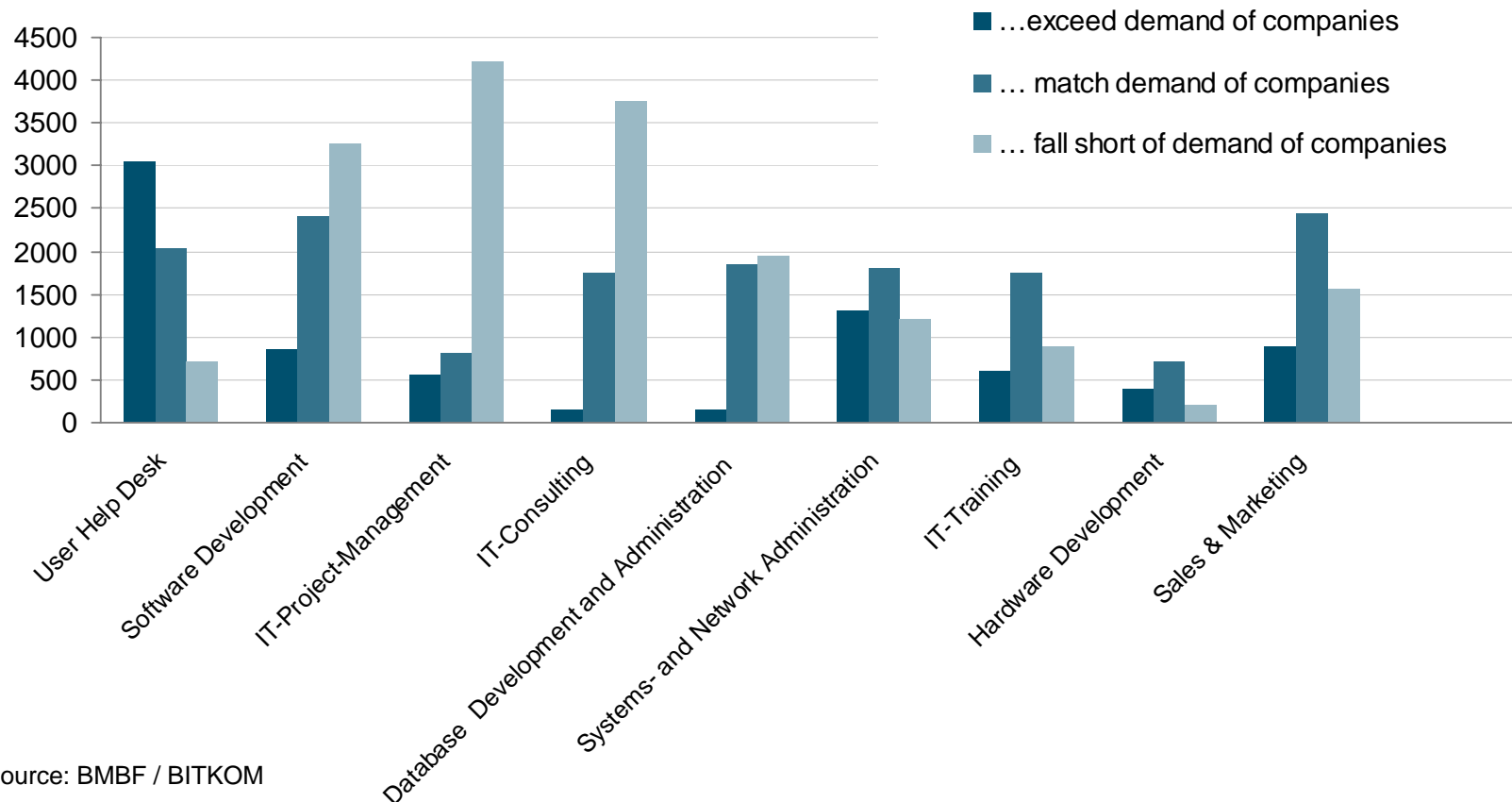


Source: BITKOM

# Excellent Chances for Project Managers and Consultants



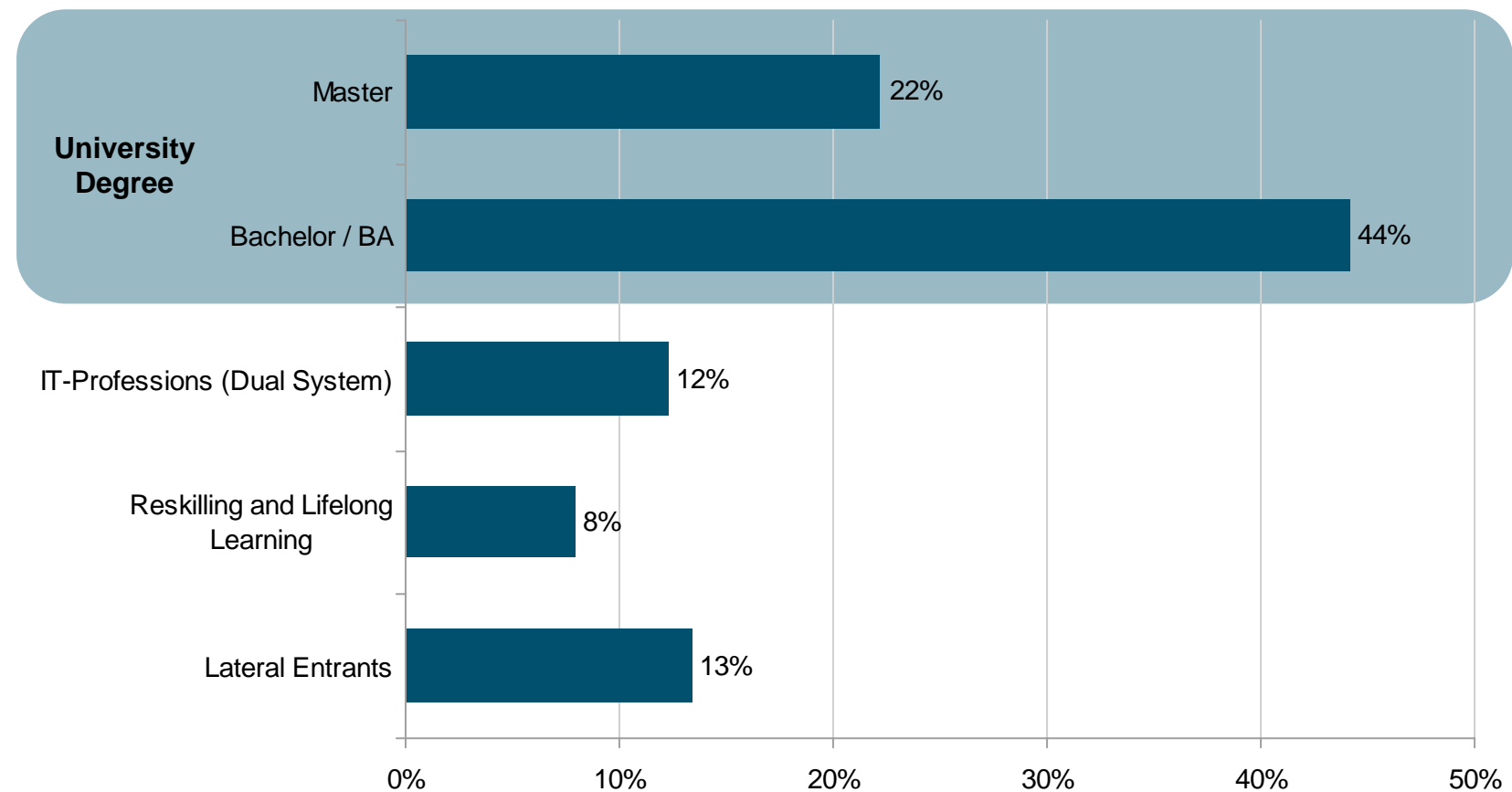
## Supply of ICT Professionals will



Source: BMBF / BITKOM

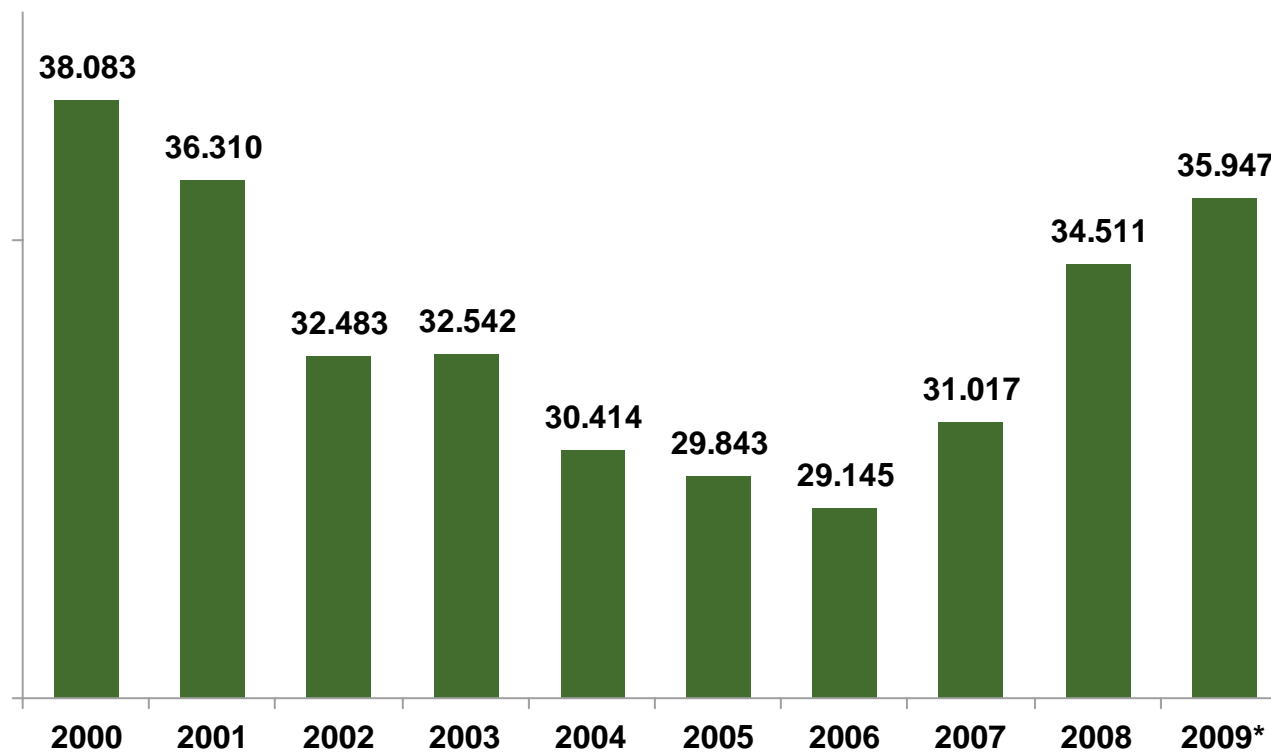
# University graduates required

Which qualification level should future employees have?



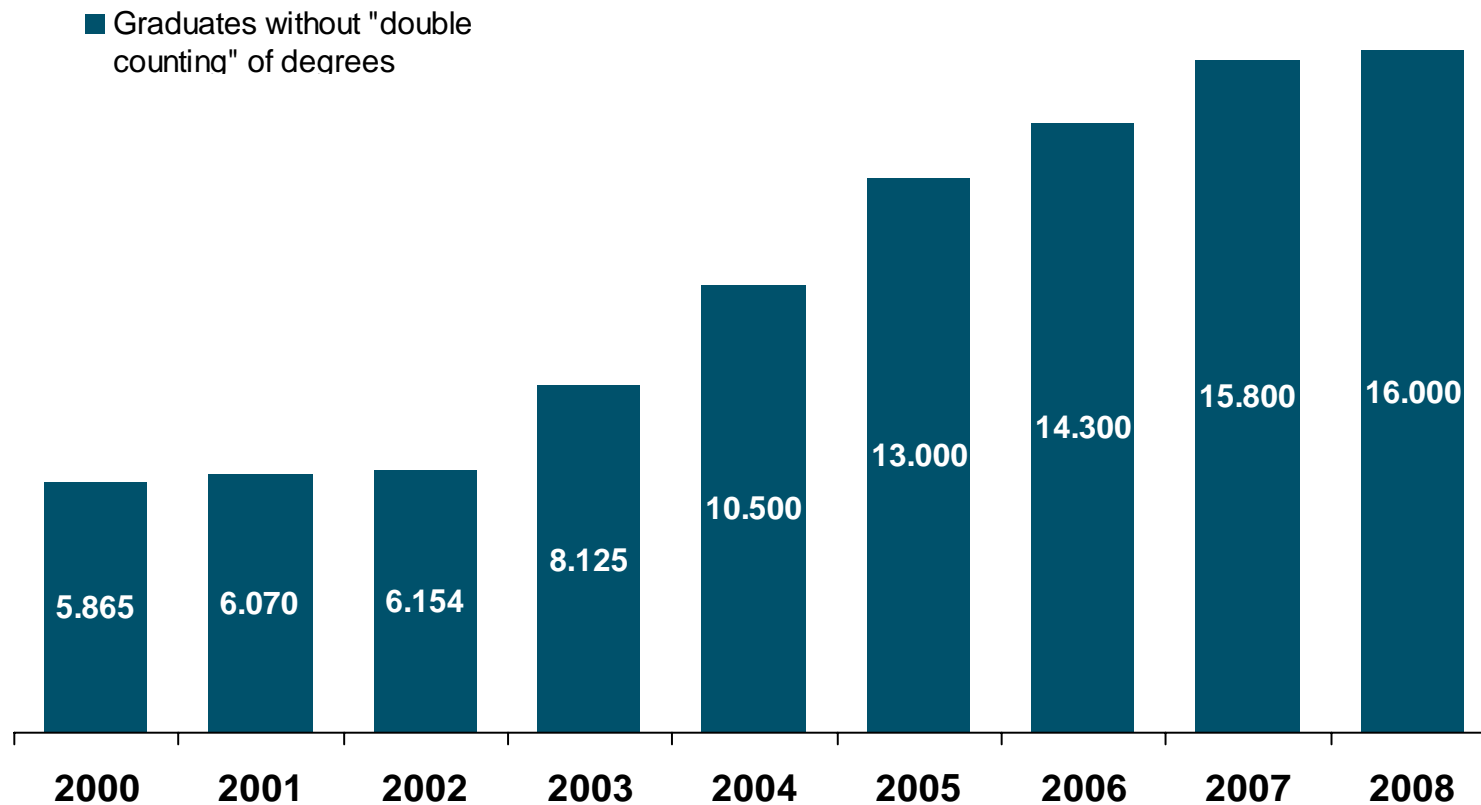
Source: BITKOM

# 1<sup>st</sup> year Students in Computer Science 2000 – 2009



Source: Destatis  
\* preliminary data

# High Potentials: University Graduates, 2000 - 2008



Source: Statistisches Bundesamt; Werte abzüglich konsekutiver (Erst-)Abschlüsse.

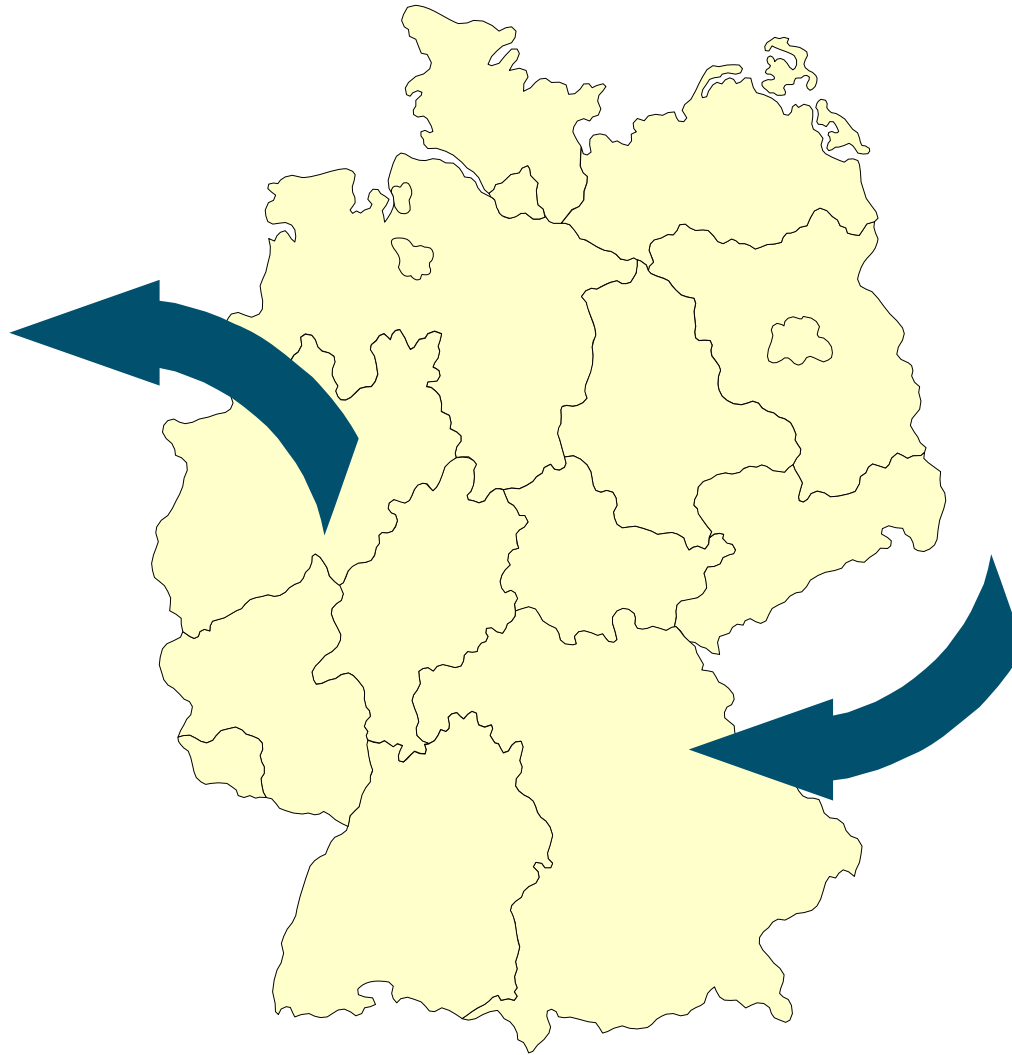
- Strengthening of STEM-courses at schools
  - Raising tertiary education participation
  - Reduce drop-out rates at universities
  - Expand practical / dual study programmes
  - Intensify Lifelong Learning
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# Migration balance turning negative Germany, 2008



**Emigrants:  
738.000**



**Immigrants:  
682.000**

## Raising Attractiveness: What can Industry do?

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- Establish better recruitment services
    - partnerships with foreign universities
    - cooperation with business partners
  - Meet immigration candidate needs
    - information on HR websites
    - establish mentoring programmes
  - foster internationalization of project teams
    - enhance intercultural competence
    - define processes and make expectations explicit
-

- Look back: The Green Card Programme, 2000 - 2004
  - Step back: The new "Immigration Law"
  - Gradual improvement: Meeseberg and beyond
  - Impuls from Brussels: The Blue Card
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# How to become an attractive Immigration Country

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- improve immigration regulation
  - let people know about it
  - show how it works
-

- Steering immigration: point system
    - qualification in a domain recognized as being subject to skills shortage
    - work experience
    - age
    - language skills
    - salary gained in home market (relative to local average)
    - other competencies
-

- Establish a "Joint Labour Market Committee" for defining labour market needs
    - set up on an equal basis by representatives of
      - a) political and administrative bodies, i.e. Federal Government, labour market administration, Länder
      - b) industry organisations, i.e. top level organisations and most important branches
    - define actual and mid-term demand for foreign professionals
  
  - First step but not sufficient: "Allianz zur Deckung des Arbeitskräftebedarfs" (BMAS)
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## Reduce Barriers

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- lower income barriers down to regular salaries for domestic graduates  
(i.e. ICT: € 35.000 to 40.000 per annum)
  - abandon "EU-first-regulation" (Vorrangprüfung) for all professionals of domains identified by Joint Labour Market Committee
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- Web portal "Work and live in Germany.info"
    - concentrate all information available
    - support by bodies like embassies and consulates, AHK's etc.
  
  - Marketing activities in specific countries
    - surplus skilled labour in specific domains
    - excellent educational system
  
  - Establish close contacts with foreign universities
  
  - Exploit customer relations with Non-EU-countries
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