

HOW CAN DENMARK BECOME AN EVEN MORE ATTRACTIVE CAREER DESTINATION FOR INTERNATIONAL TALENTS?

It's a matter of better visibility
&
an even better coherent offer for talent





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WHAT IS THE DANISH TALENT PARADOX?

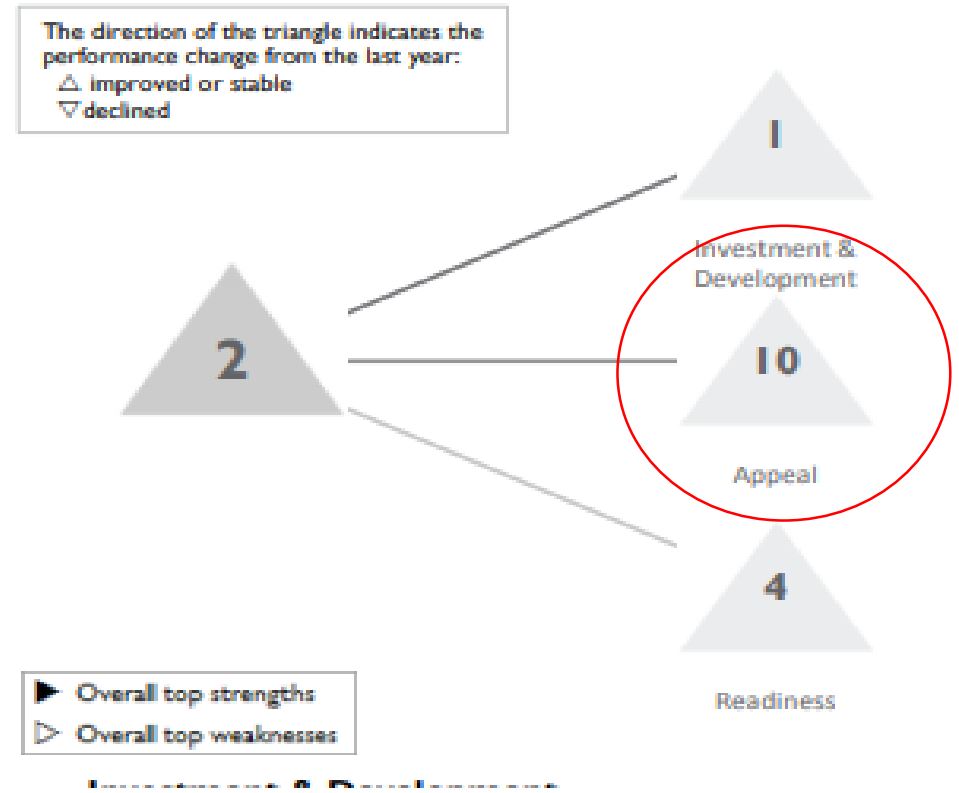
In 2030, Denmark will be in lack of 30,000 talent, according to Danish Industry (DI)

Research shows that Denmark is a solid platform for talent and we therefore fulfill many criterias for being a hubspot. However, we are behind in attracting and retaining the talent:

- Attraction: not enough international talent know that Denmark is a possibility (we rank low in *external openness*)
- Retention: taxation, cost of living and constant changes in immigration rules

DENMARK

OVERALL PERFORMANCE (63 countries)



WHY ARE WE DOING CAMPAIGNS?

1

STRONG AND UNIQUE PRODUCTS

To develop and secure strong position with unique offerings that create value for the customer, whether it is a company or a talent considering establishing in our region

We can only sell our region if we have something unique to offer, and we can only sell the good unique products if the customer knows about them

2

MARKETING

To ensure global awareness. Tell the international audience what it is that Greater Copenhagen can offer to specific audiences.

2 types of attraction campaigns: business (business) and talent

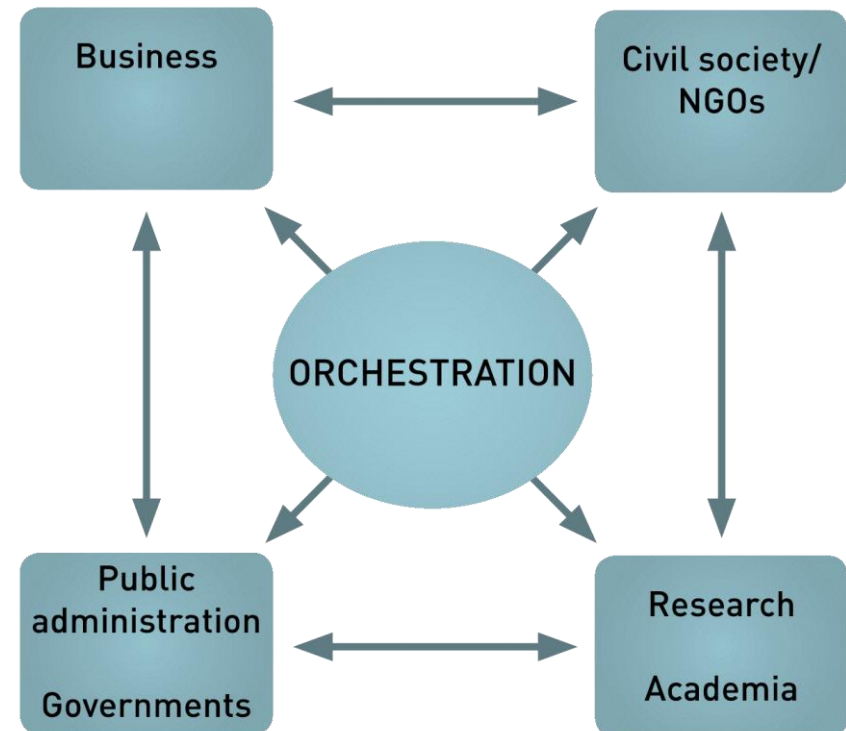


A SUCCESSFUL TALENT ATTRACTION & RETENTION ECOSYSTEM

... is a joint effort!

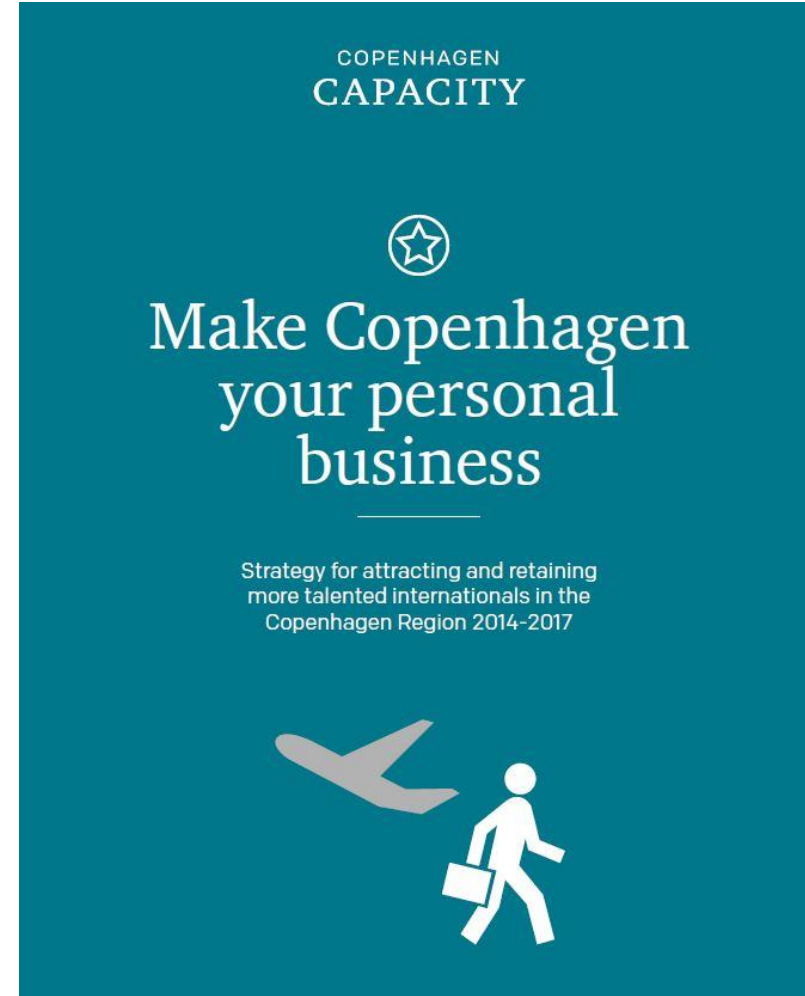
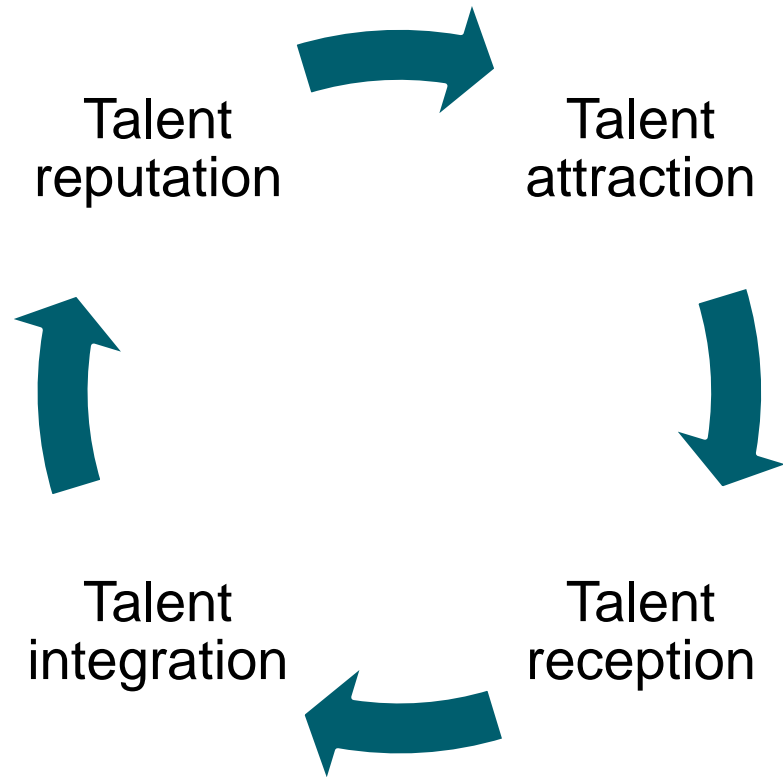
Successful talent attraction and retention requires systemic management of an ecosystem of different public and private, and often also academic and societal stakeholders.

Figure 2.1:
Orchestration of
quad-helix stakeholders



Source: Nordic Place Academy, 2016

TALENT ATTRACTION MANAGEMENT



GREATER CoPENHAGEN

Thank you!



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