

Emerging Market Talent as a Solution for Finland's Capacity Shortages

On November 15, 2023, as a part of the International Week hosted by the Finnish Chamber of Commerce, we will be organising a **mini-workshop exploring the potential of emerging market talent in helping Finnish companies secure a competent workforce to support their growth aspirations.**

In 2021 Teknologiateollisuus estimated Finnish technology industries requiring 130.000 new professionals with competencies in areas such as information technology, sustainability, data sciences, manufacturing operations and engineering by 2030. Similarly, according to the Ministry of Economic Affairs, the health sector needs 200.000 new professionals by the end of the decade. Overall, 81% of Finnish companies reported difficulties in filling open roles in a study published by Manpower in March 2023. This level of labor shortage can only be solved by looking beyond the traditional talent markets in Europe.

The event is organised in partnership with Fuzu Ltd and the Finnish Chamber of Commerce and will approach the topic from following angles:

- **Remote or migration based talent** - what are the challenges and benefits with both models?
 - Leveraging both approaches can bring distinct advantages. According to the International Labor Organization (ILO), remote working models can reduce operational costs by up to 20%. However, on-site talent brings sector-specific knowledge that can be invaluable, especially for industries with a steep learning curve.
- **Cultural alignment between talent and the hiring organisation** - how to ensure smooth onboarding and engagement with your existing team?
 - Ensuring cultural synergy is crucial. Research from Harvard Business Review highlights that companies with effective onboarding processes can improve employee retention by up to 82% and productivity by over 70%.
- **Partner selection** - how to ensure your talent partner can deliver value as promised?

- Finding the right talent partner is imperative. A study by the ManpowerGroup found that 77% of employers globally struggle to fill roles due to talent shortages, making partner reliability crucial.

The event will consist of **two panel discussions**:

1. **The first panel explores the best ways to work with international talent**, whether remotely, on-site, or a mix of both. We'll discuss the benefits of different work models and compare offshoring to nearshoring. Learn how to choose and succeed with each approach.
2. The second will concentrate on **best practices for successfully onboarding international talent**, highlighting expert opinions from service providers that connect emerging market talent with Finnish employers.

By attending the webinar, participants will gain:

1. Clear understanding of the challenges and opportunities in engaging with international talent
2. Tools and mindsets required to effectively tap into the global talent market

Agenda for the event

Time	Agenda	Speakers
14:30-15:00	Registration and coffee	
15:00-15:15	Opening remarks: <ul style="list-style-type: none"> - Welcome message - Current state of the global talent ecosystems - Summary of the human capital shortages in Finland - What role emerging market talent can have in responding to these shortages? 	Chamber of Commerce Jussi Hinkkanen - CEO of Fuzu Ltd
15:15-16:00	Panel discussion - perspectives on remote and migration based work: What model to choose for engaging with international	Elina Koskela - Vice President, Global Manpower Solution, Barona

	<p>talent? How can one succeed in full-remote mode? How to build a successful hybrid strategy? Or is onsite talent the only way to go? In which competence areas does remote workforce provide value? How does offshoring differ from nearshoring?</p>	<p>Jente Rosseel - CEO of iTalanta</p>
<p>16:00-16:05</p>	<p>5 minute break Quick survey</p>	
<p>16:05-16:50</p>	<p>Panel discussion - how to successfully onboard international talent? How to design the onboarding process for international talent? What mistakes to avoid? How to prepare your existing organization for receiving and supporting new team members? What are the typical problems with remote talent operators or hiring partners? Where to find suitable partners for helping with operationalization?</p>	<p>Elisa Vepsäläinen - Business Director, Silkkitie/Attendo</p> <p>Daniel Eisenberg - Daniel Eisenberg - Head of Expansion, Deel</p> <p>Annukka Mickelsson - CEO, The Shortcut</p>
<p>16:50-17:00</p>	<p>Closing Closing survey</p>	

Participant bios:

Jussi Hinkkanen - CEO, Fuzu

Jussi Hinkkanen is the CEO and co-founder of Fuzu Ltd and in charge of driving www.fuzu.com to become the leading career development and employment platform in Africa. In addition to matching talent to employers, Fuzu operates a remote workforce service line where pre-tested and validated talent is connected to global employers through remote or migration based employment from Fuzu's talent pool of more than 2.5 million people.. With more than 15 million life time users and 2.000+ business clients across East and West Africa, Fuzu has been recognized as one of the most innovative companies across Africa by Tällt Ventures, Holoniq, Africa Business Review, Disrupt Africa and several others.

Elisa Vepsäläinen - Business Director, Silkkitie/Attendo

Elisa Vepsäläinen, an advocate for diversity & inclusion, works as a business director at Silkroad, an international recruitment agency under Attendo Finland, addressing Finland's labour shortage and facilitating immigrant integration. Previously at Startup Refugees, she championed refugee employment and entrepreneurship, evolving it into a major social innovation in Finland. With a deep commitment to international recruitment and integration, Elisa has facilitated significant job placements, supported startups, and established meaningful corporate partnerships, all while emphasising true social impact.

Elina Koskela - Vice President, Global Manpower Solution, Barona

Elina has over 20 years of experience in the recruitment and staffing industry, both in management positions and as an entrepreneur. From 2018 on she has been responsible for services aimed at global talents in Barona.

Jente Rosseel - CEO, iTalanta

Jente Rosseel stands at the intersection of education and technology with iTalanta, a forward-thinking venture in tech education and training. As both a training institute and a software agency, iTalanta propels highly-skilled individuals into the tech landscape with a hands-on apprenticeship model.

Apprentices, under the mentorship of senior engineers, cater to a global clientele, including startups, SMEs, and corporates in the EU, US, and SSA regions. Beyond this, iTalanta has established its own training hubs, the iTalanta Academies, dedicated to equipping the youth for future apprenticeships.

Daniel Eisenberg - Head of Expansion, Deel

Daniel Eisenberg is a seasoned tech executive with over 20 years of EMEA sales experience, specialising in SaaS, PaaS, and AWS delivery models. Championing methods like playbook selling and MEDDIC, he's adept at building businesses from scratch. As a passionate technology advocate, Daniel's leadership and strategic skills are grounded in a process-oriented approach. Daniel currently works as a Head of Expansion at Deel which is one of the fastest growing Employer of Record services globally.

Annukka Mickelsson - CEO, The Shortcut

Annukka Mickelsson is an expert in responsible business, finance, and markets with a keen focus on long-term organisational growth. Her diverse experience spans international settings, listed companies, the private sector, and politics. Specialising in ESG, government affairs, and risk management, Annukka brings a wealth of knowledge on hiring global talent from startups to governmental levels.