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Consulting Services to Support the Welcome Portal “Make it in Germany”

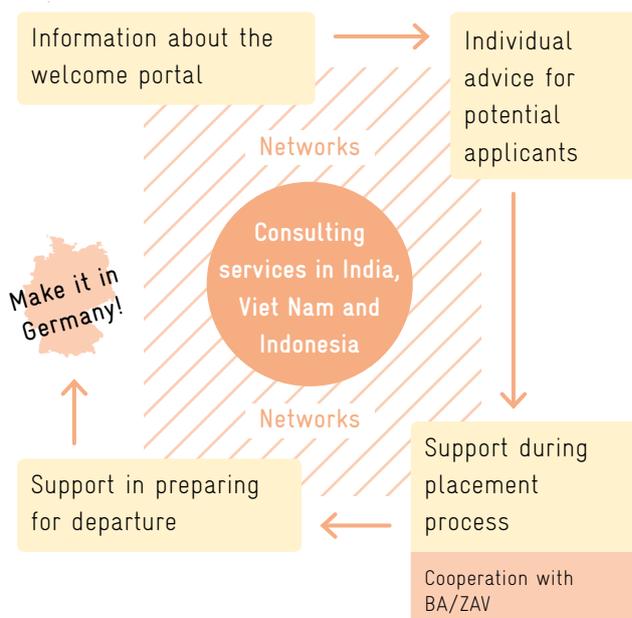
Context

Germany needs skilled migrants in addition to its own nationals if it is to sustain long-term growth and prosperity. Companies in many sectors are already experiencing a shortage of skilled staff, with a particularly acute problem in the health sector and in sectors requiring STEM qualifications (science, technology, engineering and mathematics). Current demographic changes will inevitably widen this skills gap. To address this problem, the country’s Federal Ministry of Economics and Technology has joined forces with the Federal Ministry of Labour and Social Affairs and the Federal Employment Agency in launching a skills offensive to guarantee Germany’s future supply of skilled labour. As well as ensuring the country’s own internal potential is used to the full, the campaign also promotes the targeted immigration of skilled labour. A key element in this campaign is the welcome portal www.make-it-in-germany.com, which seeks to attract international experts. The aim is to position Germany as an attractive destination in the growing global competition for the best minds. The website provides comprehensive information on living and working in Germany and promotes a contemporary image of Germany as a country with a new culture of hospitality that is open, welcoming and diverse.

Objective and description of the project

Pilot projects have been launched in India, Indonesia and Viet Nam, all of which countries have high numbers of graduates in STEM occupations and whose governments are pursuing an active migration policy. These projects are now providing initial support for the website www.make-it-in-germany.com in the shape of targeted local information and advice. Two local advisors in each

country will actively promote the placement process with activities that range from information events and early advice for skilled persons who are thinking of emigrating, to support with their preparations for the move. The advisors will make meaningful use of the established networks and experiences built up locally by German institutions, including the foreign missions, international chambers of commerce, the Goethe-Institut, and the political foundations. In addition to Germany’s labour market interests, particular attention is devoted to the interests of the country of origin (avoiding brain-drain, promoting know-how transfer, giving advice on making money transfers to the country of origin); that is to say, attracting skilled foreign labour in a development-sensitive manner.



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Project partners

The project is being implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Federal Ministry of Economics and Technology. The project partner is the Zentrale Auslands- und Fachvermittlung (ZAV; the International Placement Service) of the German Bundesagentur für Arbeit (BA; Federal Employment Agency).

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Editorial

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