

# Employers View on Proactive State Policy of Immigration

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# FINESTA briefly

- Estonian market leader in providing personnel services
- Turnover c. 12Meur
- Persons in payroll 1000-1300
- Weekly recruitments avg. 40 and capacity up to 120 persons per week.
- Finesta specializes in strategic consultancy for outsourcing and optimizing efficiency from the manufacturing industry all the way to service industries
- Long history in providing reliable services
- Our rule is to meet Customers expectations and the target is to exceed those.



# Changes in business environment

- Human resources will become more important success factor than economical resources
- Companies ability to find, maintain and develop talents has become a competitive advantage, which will drive the success

# Challenges in HR management

- How can we secure that we will have enough right persons, right competences and those talents are motivated today and tomorrow
- Right talents, whose competencies and experiences fit 100%, are not possible to find. Always at least 30% criteriums should be trained at workplace
- It is more than important to know that what kind working environment and company culture and values the talents want to have today and especially tomorrow?

# Estonian labour market situation

- Unemployment rate very low => limited amount of skilled workforce available.
  - Huge pressure for uncontrolled „salary rally“.
  - Coming years more persons will be lost from labour market than new ones will take their place.
- **At the moment the most crucial issue to keep existing industry or get more investments in Estonia is to guarantee availability and flexibility of skilled workforce.**

# Solution

- Encourage and support regional movements
  - Taxation is not supporting companies to bring temporary workforce from long distance (accommodation and transport are fringe benefits)
  - Governmental guarantees for homeloans
- Fast and flexible work permit process for non-EU workforce from neighborhood:
  - Language skills (Russian)
  - Acceptable salary level
  - Reasonable distance from home country
- Target should be more skilled labour force than top managers and highlevel specialists:
  - „Talentid koju“ is not a solution, borders should be open in both sides.
  - A real talents will come in any case if enough interesting challenges are available.

*We believe in people!*

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