

International Welcome Centre



Utrecht Region

2022 in numbers

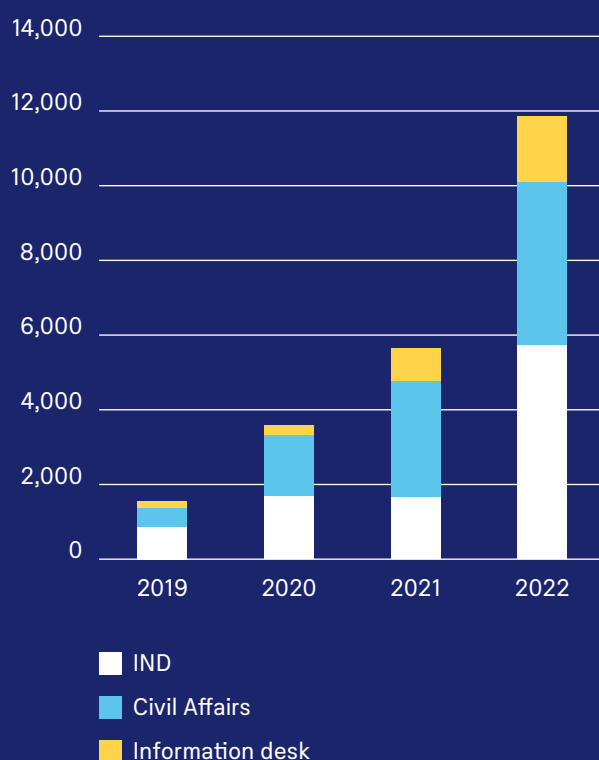
The year of 2022 was another successful year for the International Welcome Centre Utrecht Region with record visitor numbers and high customer satisfaction ratings.

We invite you to have a look at our key figures and developments highlighted in this 2022 annual report.



11,849

desk visits



The International Welcome Centre's Immigration and Naturalisation Service (IND), Civil Affairs and information desk assisted a record number of internationals in 2022. We helped the newcomers arrange their residence permit and municipal registration, and provided them with practical information about living in Utrecht Region. The desk visits have more than doubled compared to 2021 and if it was not for the capacity problems, we would have been able to support even more internationals.

8.8



Average customer satisfaction score of the services offered at the desks

Top 3

Topics of the most frequently asked questions

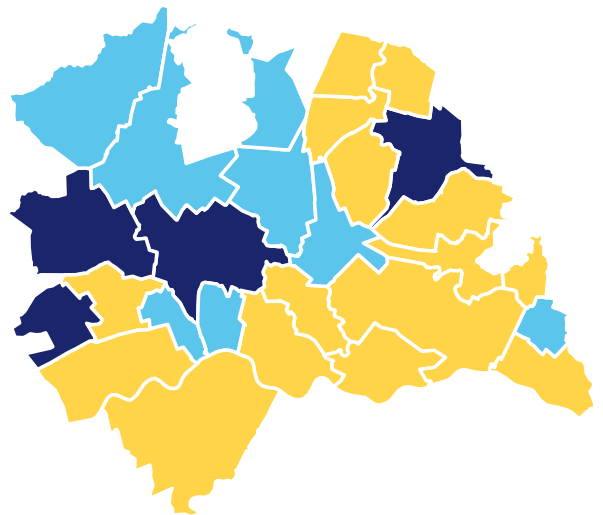
1. Housing
2. Education
3. Administrative matters

Our information desk received many settling-in questions in 2022. The most popular question was about renting accommodation in the Netherlands, closely followed by inquiries about Dutch language courses and primary education. Finding work, arranging health insurance, and other general requirements for relocating to the Netherlands, completed the list of most sought-after information.



Our partner network

The International Welcome Centre's partner network consisted of 77 businesses, foundations and non-profit organisations in 2022. Our service provider partners offer services to internationals whereas our corporate partners join us to support their international employees. Our partners can be divided into the following branches:



A regional effort

It is our mission to make the International Welcome Centre the go-to place for internationals in Utrecht Region: the one location in the whole region where the newcomers can go to for all their relocation matters. To achieve this ambition, we need to work together with municipalities in Utrecht Region. We partnered up with Amersfoort, Woerden and Oudewater in 2021. In 2022, we contacted and discussed partnerships with several other municipalities. This unfortunately didn't result in new collaborations due to the work load of the municipalities combined with the municipal elections that took place. Extending our municipality network remains one of our ambitions and will be one of our key activities in 2023.

- Partnered up with the International Welcome Centre
- In close contact
- Yet to contact

Partnerships

We are constantly broadening and deepening our network, not only in Utrecht Region but also in the Netherlands and Europe. We are making new connections and plan to further expand our network in 2023.



Newsletters

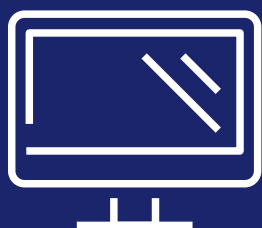


5 sent to internationals

An average open rate of 52% and click rate of 20%

3 newsletters sent to partners

An average open rate of 56% and click rate of 18%



60,569 website visitors

This is an increase of 64% compared to 2021 when 36,865 people visited the International Welcome Centre's website: welcome.utrechtregion.com. One of the main reasons for the increase in exposure is our search engine advertisement campaign in 2022.

The most website traffic came from:

1. The Netherlands
2. United States
3. Germany
4. United Kingdom
5. India

Social media followers



Facebook

36%

2,301 followers

Instagram

82%

701 followers

LinkedIn

73%

1,043 followers

Events

We organised a lot of events in 2022 such as networking events, webinars, and get-togethers aimed at providing internationals with settling-in information and opportunities to build a social network. International employees of our corporate partners got familiar with Dutch culture during our Feel at Home Trainings and partners established valuable connections during our partner events. We organised 20 successful events for 873 internationals and partners in total.



New initiatives

Education programme

Education is essential for everyone. Access to education is therefore an important pull or push factor for international talent and businesses in their decision to relocate to Utrecht Region or not. The International Welcome Centre appointed a coordinator, funded by the Province of Utrecht, to map the local educational facilities and determine whether these facilities are keeping up with the demand. This resulted in a focus group established by the coordinator. Important stakeholders such as local governments and educational institutions have been brought together to identify areas of improvement and develop new initiatives.

Relocation app

The Welcome to NL Relocation app launched in 2022, promoting the Netherlands and Utrecht Region. This app was commissioned by the Dutch Ministry of Economic Affairs and Climate and executed by the Netherlands Enterprise Agency (RVO) and the 12 Dutch welcome centres. This app provides international newcomers with lots of information, making their move to the Netherlands more convenient. It offers insight into all the topics international newcomers will come across during the different phases of the relocation process. A special section about Utrecht Region provides them with regional information and resources.

Spouse programme

We have started a spouse programme aimed at supporting the partners of talent working in Utrecht Region. Migration is often a family decision and internationals regularly accompany their partner when relocating to the Netherlands. These partners are often also talented and open to work: a great opportunity to fill open vacancies. The goal of the spouse programme is to assist these partners in finding employment in Utrecht Region. In 2022, we started the exploratory phase of the project in which we talked to stakeholders and fellow welcome centres to learn about initiatives and best practices.

Job portal

We started working on an online platform for international job seekers in 2022. This job portal provides them with an overview of suitable positions in Utrecht Region and the Netherlands. Businesses are offered a great opportunity to share their vacancies. This project is a collaboration between the RVO and the Dutch welcome centres, and the International Welcome Centre Utrecht Region is the front runner hosting the portal. The portal will launch on the Welcome to NL and International Welcome Centre's website in the first quarter of 2023.

Follow us

Visit our website for more information and follow the International Welcome Centre Utrecht Region on social media to stay up-to-date on the latest developments.

Do you want to partner up with the International Welcome Centre? Contact us at iwc@utrechtregion.com to discuss the possibilities.



Founding partners

