

International Welcome Centre



Utrecht Region

2023 in numbers

2023 was an outstanding year for the International Welcome Centre Utrecht Region. We connected with numerous internationals, extended our partner network, and kicked-off some new exciting projects, making a valuable contribution to the local labour market. You can find the key figures and developments highlighted in this annual report.



12,427

desk visits

We helped a record number of internationals at our centre's Immigration and Naturalisation Service (IND), Civil Affairs, and information desk. Highly skilled migrants, labour migrants, and international students visited these desks to collect a residence permit, arrange their municipal registration, and receive practical information about working and living in the Utrecht region.

About our visitors

Check out the statistics on the visitors of our centre's IND and Civil Affairs desk.

Country of origin

Top 10

- | | |
|------------------|-----------------|
| 1. India | 6. South Africa |
| 2. China | 7. Spain |
| 3. Turkey | 8. Russia |
| 4. United States | 9. Italy |
| 5. Iran | 10. Brazil |



Who visited us

Individuals

72%

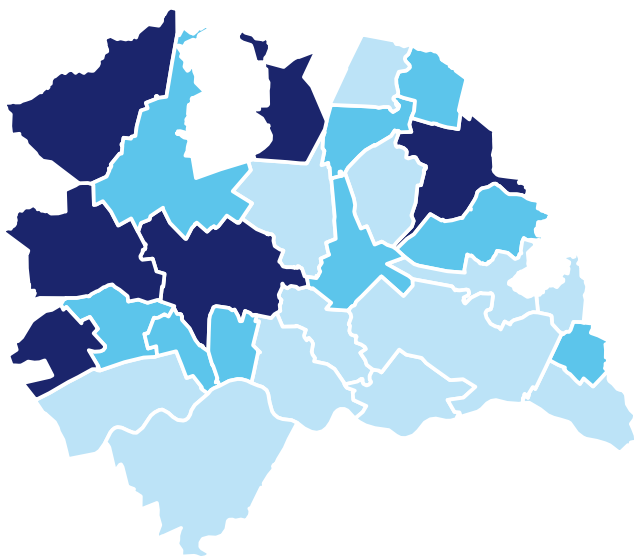
Families Couples

16% 12%



Our regional collaborations

The International Welcome Centre is the primary hub for internationals in the Utrecht region. It is important to collaborate with the region's municipalities to be able to help all the international residents with their municipal registration and settling-in questions. We partnered up with Utrecht, Amersfoort, Woerden, and Oudewater in previous years and expanded our network with Hilversum and De Ronde Venen in 2023. It is our goal to join forces with two more municipalities in 2024.



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

The most frequently asked questions

Top 3 topics

1. Education
2. Housing
3. Administrative matters

2,563 internationals contacted our information desk for help with their settling-in questions. Many internationals requested information about local primary education and Dutch language courses. We have also received numerous questions about renting an accommodation and finding work in the Utrecht region.



Our partner network

We extended our valuable partner network to 90 partner businesses, foundations and non-profit organisations in 2023. Especially our corporate network has grown with several new business partners looking for support for their international employees. Our partners, both corporate partners and service providers, can be divided into the following branches:

- Housing
- Healthcare
- Coaching and support
- Finance
- Culture and leisure
- Regional collaborations
- Employment
- Corporate Education
- General info
- Law
- Relocation

Newsletters

The International Welcome Centre's newsletters are well-read by internationals and businesses. The open rates for both the international newsletter and business newsletter list respectively 58% and 51%, well above the national average of 44%. Also the click rate remains very high with an average 21% for the internationals newsletter and 26% for the business newsletter: great numbers when you compare it to the national average of 16%.*



* Nederlandse E-mail Marketing Benchmark 2023 | Spotler

78,480 website visitors

Many internationals visited our website in 2023. They made appointments with our desks and found practical information in English about living in the Utrecht region. Most of the website visitors came from:

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

Events

2023 was another eventful year. We organised 18 events for internationals and our partners. The international community got the opportunity to build a social network at our International Get-Togethers and Newcomer Networking Events. Additionally, they received settling-in information during our webinars; got familiar with Dutch film culture at our successful movie night in collaboration with the Nederlands Film Festival; and explored the city of Utrecht at our Newcomer City Tours. Our partners and their employees visited our 'Feel at home Trainings' and business networking events.

8.8



Average customer satisfaction score of the services offered at the desks

Partnerships

We are consistently expanding and strengthening our network: within the Utrecht region but also throughout the Netherlands and Europe. In 2023, we established new European connections with fellow international centres at the Cities for Talent meeting in Barcelona, where we exchanged knowledge and best practices. We will further grow this network in 2024 when we are hosting the next edition of this multi-day event.



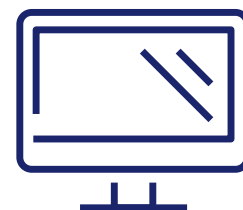
Spouse programme

We officially kicked off the pilot programme to support international spouses in their search for a job in the tight labour market in the Utrecht region. A great deal of accompanying partners of highly skilled migrants are eager to work, and with the current shortages on the labour market, it is a great talent pool that we can tap into. We selected the spouses and contacted the first employers in the last quarter of 2023. The programme will continue in 2024 with a kick-off meeting for the spouses, workshops, and a meet & greet with the employers.



Job portal

We successfully launched the national job portal in 2023. The job portal is an online platform for internationals looking for a job in the Utrecht region and the Netherlands. It provides them with an overview of suitable STEM positions (jobs in the fields of science, technology, engineering or math), and it offers businesses an opportunity to share vacancies. The portal is the result of a collaboration with the Rijksdienst voor Ondernemend Nederland and the Dutch international centres, in which the International Welcome Centre Utrecht Region is the leading party and host of the tool. The job portal received a total of 637,000 clicks on vacancies in 2023, and over 1,300 businesses successfully shared their vacancies.



Looking ahead

We have a lot of exciting things planned for 2024. The support for internationals has been present in Utrecht for many years, and was upgraded in 2019 to a regional centre: the International Welcome Centre Utrecht Region. In 2024, we will celebrate the regional centre's 5th anniversary and reflect on all the things we achieved. It is also the year in which we will review and further develop our branding, which includes a name change to 'Utrecht International Center' and a brand-new logo. We will also organise and host this year's Cities for Talent meeting. International centres throughout Europe will visit this two-day event to network, and share and gain knowledge. And last but not least: we will continue our efforts to further expand our partner network.



Follow us

Want to stay up to date on the International Welcome Centre's developments? Subscribe to our business newsletter and follow us on LinkedIn to stay informed. Please visit our website or send an email to iwc@utrechtregion.com for more information about our services and partnerships.

Founding partners of the International Welcome Centre Utrecht Region

