



# Expat Centre Leiden Vision 2024 Summary

May 2019

# 1. Development of the Expat Centre Leiden in summary

## 2016-2019 Expat Centre Leiden

In line with the 2016 Business Plan, The Expat Centre Leiden (ECL) has mainly focused on internationals who live and work in the Leiden region. It now has a good selection of services on offer for internationals, for which there is sufficient budget available.

## 2019-2020 Expansion to include organisations

The focus will now extend to include organisations. By helping organisations directly, the climate for settling can be improved quicker than by solely targeting the internationals<sup>1</sup>. Organisations are companies, knowledge institutions and agencies (such as ESA ESTEC). Services for organisations can be set up, such as events and introduction days. For this, additional budget is required.

## 2020-2024 Internationalisation in the broadest sense of the word



Within the target groups 'Organisations' and 'Internationals', the ECL will develop along four axes: Talent, Community, Hospitality and Strategy. Each of these axes is important and their sum will create a flourishing talent region where companies are eager to settle. This will strengthen the business climate and create the preconditions to make the Leiden Bio Science Park and other organisations thrive.

The first axis is **Talent (Attract and Retain)**. The region (Bio Science Park, University, LUMC, Innovation Quarter) has strongly indicated that it is incredibly difficult to attract the necessary talent. Attracting and retaining internationals can be part of the solution to this problem. It requires far more than what the ECL is doing now. Together with partners from the city, awareness about the Leiden Talent Region<sup>2</sup> has to be raised and promoted. This will attract internationals; the talent will attract companies, which will in turn attract more internationals etc. Activities to be developed concern such things as regional branding, a vacancy website, dual career services (for employees' partners), workshops etc. See also [www.leiden.nl/talentregion](http://www.leiden.nl/talentregion).

Also the axis **Community (Build and Connect)** is important. Events contribute to the wellbeing of internationals and their partners and – with that – add to the duration of their stay. There is

<sup>1</sup> The term Internationals contains far more than the term Expats.

<sup>2</sup> Examples of successful regions are Eindhoven (<https://brainporteindhoven.com/work/>) and Utrecht (<https://talent.utrechtregion.com/en/about-us/partners>).

already a series of events for this, with both an informative (housing, education, tax) and a social function. Also for CEOs and HR staff events will be organised, to exchange knowledge, to connect and to strengthen the region. Talent fairs or job markets, which are yet to be developed, are where the needs of organisations and internationals overlap.

The third axis is **Hospitality (Facilitate and Implement)**. The red carpet is already rolled out for internationals, with services such as registration/BSN, a welcome pack, and a welcome meeting in the one-stop-shop. Creating a one-stop-shop in cooperation with the Immigration and Naturalisation Services (IND) would make the range of available services complete.

It is very desirable to add services for companies: corporate programmes for example, such as introduction days and services for start-ups. Start-ups are indispensable for a good business settlement climate. The cooperation with partners from the region can be extended further, which will benefit organisations and internationals.

The fourth axis is **Strategy (Signal and Influence)**. The ECL acquires knowledge about internationalisation by qualitative and quantitative research. Furthermore, signals from the region are received and passed on. For instance, the ECL has clearly indicated that the Leiden region needs an extra international school in order to keep attracting the necessary talent. As a result this project is now in an advanced stage with two councils and school boards from Leiden and Oegstgeest. Also the current signal about the need for talent is a good example. Authorities (local, provincial but also national) can be advised on which policy changes to make.

## 2. Consequences

As the focus is widened to include organisations, the name *Expat Centre Leiden* might no longer cover the needs of the region and will have to be adjusted in future. Leiden Region International Centre or a similar name better captures the internationalisation of the region *in the broadest possible sense*.



	Institutions	Institutions & Internationals	Internationals		Phase/timing	Budget
<b>Talent - Attract &amp; Retain</b>						
Region branding of Leiden Talent Region	x			Vision Development, Website, Marketing of Leiden Talent Region	2020	Additional needed
Database		x		Job portal, ...	2020	Additional needed
Career			x	Dual Career, Workshops, Seminars, ...	2021	Additional needed
...	x	x	x			
<b>Community - Build &amp; Connect</b>						
Corporate Networks	x			CEO Network Leiden International, HR networks, ...	2019	Sufficient for basics
Talent Events		x		Job fair, Workshops, ...	2021	Additional needed
Expat Networks			x	Information & Networking events, Online Community, ...	Developed	Sufficient
...	x	x	x			
<b>Hospitality - Facilitate &amp; Implement</b>						
Corporate Programmes	x			Introduction Days, Specialised Introduction Packs, ...	2020	Additional needed
Startup Services		x		How to Start Your Business: Workshops, Advise, ...	2022	Additional needed
Partner Services		x		Partnerships with Service Providers	Developed	Sufficient
One-Stop-Shop			x	Government services (Municipalities), Bank account, Information services (ACCESS, Expat Essentials, Welcome Packs, ...), Events, Language lessons, Visa help, Partner Referrals, ...	Largely	Sufficient
One-Stop-Shop - Immigration Services			x	Government services (IND)	Start Phase	Additional needed
...	x	x	x			
<b>Strategy - Signal &amp; Influence</b>						
Advising Authorities/Organisations	x			Give Advice about Trends, Housing, (International) Education, Health, ...	2020	Additional needed
Startup services	x			Workshops with Chamber of Commerce (KvK)	2021	Additional needed
Research		x		Quantitative and Qualitative Data Gathering	Start Phase	Additional needed
Information Services			x	Expat Essentials, Website, ACCESS, Brochures, Social Media, ...	Developed	Sufficient
...	x	x	x			