SOFT LANDING

FLANDERS

FOR INTERNATIONAL TECH STARTUPS, SCALE-UPS & INTERNATIONALS

Welcome to the webinar

24.09.2020 – 6:00 pm

WELCOME

Program:

- Welcome & intro - Els Uytterhoeven, City of Ghent (SLF-project team)
- Presentation of results research - Daan van Gent, Togaether & Decisio
- Reaction of key stakeholder - Dobrinka Barzachka, Community Gent - Expats
- Q&A via chat
- Next steps - Els Uytterhoeven, City of Ghent (SLF-project team)

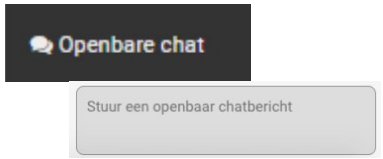
WELCOME

You are:

Questions?

Durings the session:

- Via public chat (no individual chat)



After the session:

- Contact details on the last slide
- Presentations will be send by email with a link

PARTNERS

ERDF & HERMES funded project 'SOFT LANDING FLANDERS' of the 'Acquisition platform East Flanders'

3 partners:

- ✓ Province of East Flanders (lead partner)
- ✓ City of Ghent
- ✓ TechTransfer Ghent University

GOALS

- Targeted acquisition of international start-ups and scale-ups: added value for the regional ecosystem
- To better reach and support this target group
- To convince them to settle and stay here
- To strengthen the international business climate in Flanders
- To (better) use our regional strengths internationally

ACTIVITIES

- Activity 1: Mapping of the ecosystem
- Activity 2: Lead score instrument
- Activity 3: Soft Landing Pack
- **Activity 4: Integrated and supra-local expat center**

ACTIVITY 4:
INTEGRATED AND SUPRA LOCAL EXPAT CENTER

- **Phase 1: overview of the profile of international talents in the Ghent region and their needs & bottlenecks**

-Research with support of the Dutch consortium 'Togaether' → results: webinar today!

- Phase 2: September 2020 – December 2021

-Development of different scenario's for support to internationals, from online platform to one stop shop

-Pilot project and quick wins

PARTNERS & STAKEHOLDERS

PROFILE OF INTERNATIONAL TALENTS IN THE GHENT REGION AND THEIR NEEDS & BOTTLENECKS

- Presentation of results research - Daan van Gent, Decisio & Togaether

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SOFT LANDING FLANDERS
provincie Oost-Vlaanderen
UNIVERSITEIT GENT
gent:
Europese Unie
AGENTSCHAP INNOVEREN & ONDERNEMEN
EFRO EUROPEES FONDS VOOR REGIONALE ONTWIKKELING

Soft landing in East-Flanders

Research about the profile and needs of internationals in East-Flanders

Webinar

September 24, 2020

- **Daan van Gent – Decisio**
- *Ron Stoop - Togaether*
- *Kris de Prins - Togaether*

DECISIO
ECONOMIC RESEARCH

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What | is the content of the presentation

1. Short introduction
2. Research design
3. Results
4. Conclusions and recommendations

Who | we are

Kris de Prins

Strategisch Advies Internationalisering,
Directeur Holland Expat Center South

Website: www.hollandexpatcenter.com

Ron Stoop

Expert Internationalisering, Oprichter van
The Welcommunity

Website: www.thewelcommunity.com

Daan van Gent

Senior adviseur Decisio Economisch
Onderzoek en Advies

Website: www.decisio.nl

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Research design:

- **Interviews** with key players

- **2 online surveys**:
  - Local businesses and organizations
  - Internationals living and working in the region

  Surveys widely distributed through:
  - Social media
  - Mailings
  - Websites
  - Via partners and local businesses

Main research questions:

- Who are the internationals living in the Ghent Region?
- What is their profile?
- What difficulties did internationals experience when they came to settle here?
- What problems/barriers do they still have today?

Response: the number of companies that filled in the survey, was not enough to make representative statements.

172 internationals from 58 different countries filled in the survey. Today we will talk you through the main results.

We investigated the following aspects:

1. The profile of the internationals living and working in the Ghent region / province of East-Flanders.

2. To what extent the internationals are integrated in local society

3. The difficulties internationals face when moving to the region and their current barriers in their living situation

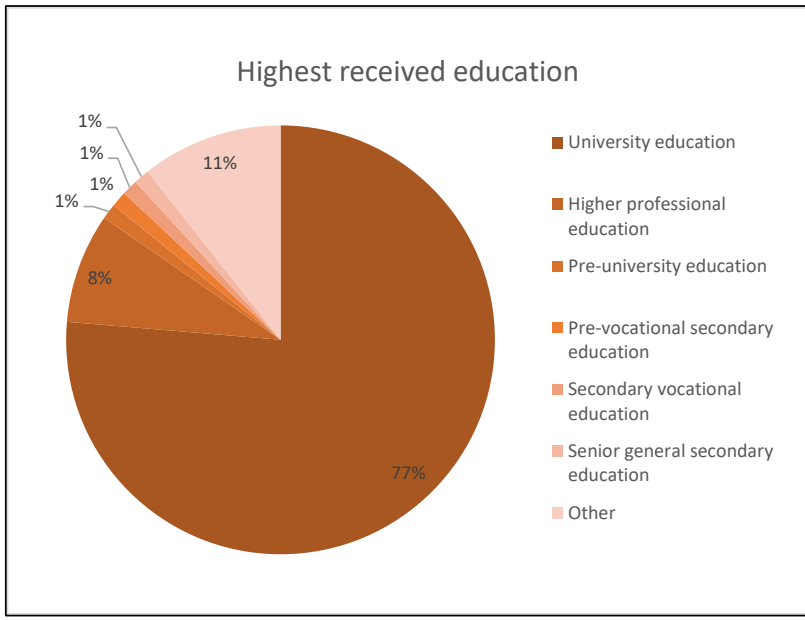
4. The difficulties regarding finding appropriate housing for internationals

Personal characteristics

- Various nationalities (58) and languages

Most internationals:

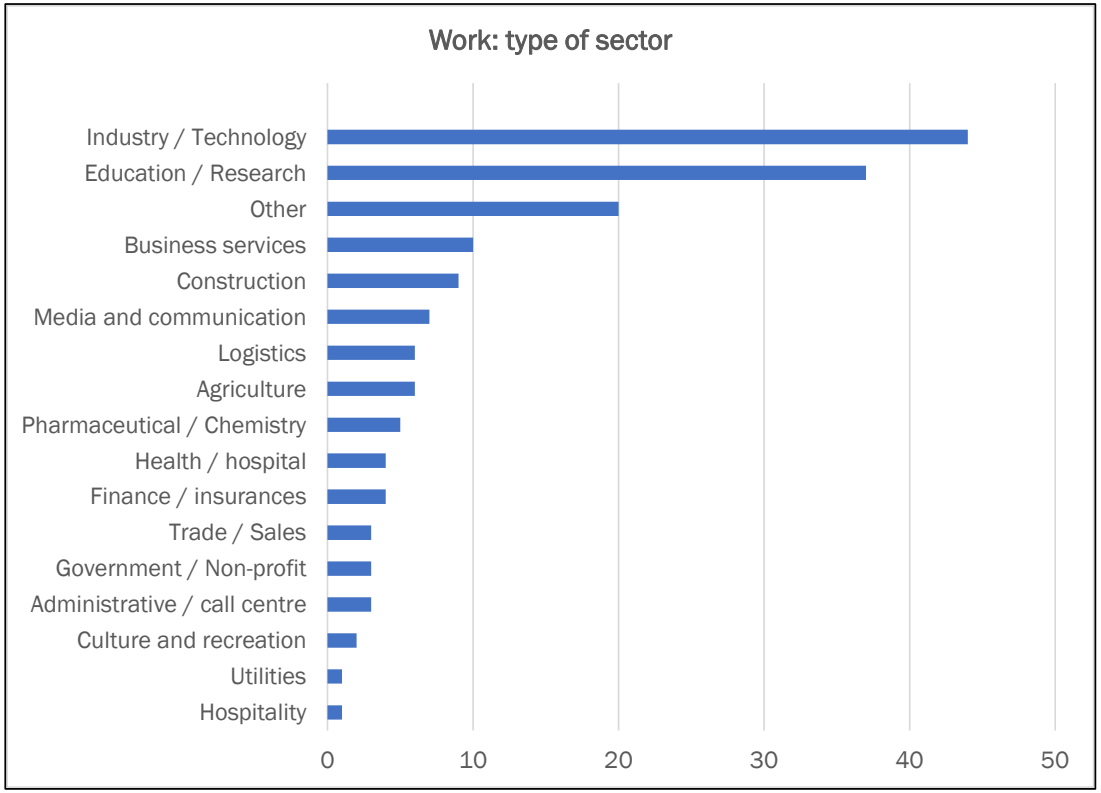
- Have a partner
- Are well educated
- Receive an average income
- But do not have children living with them in the region

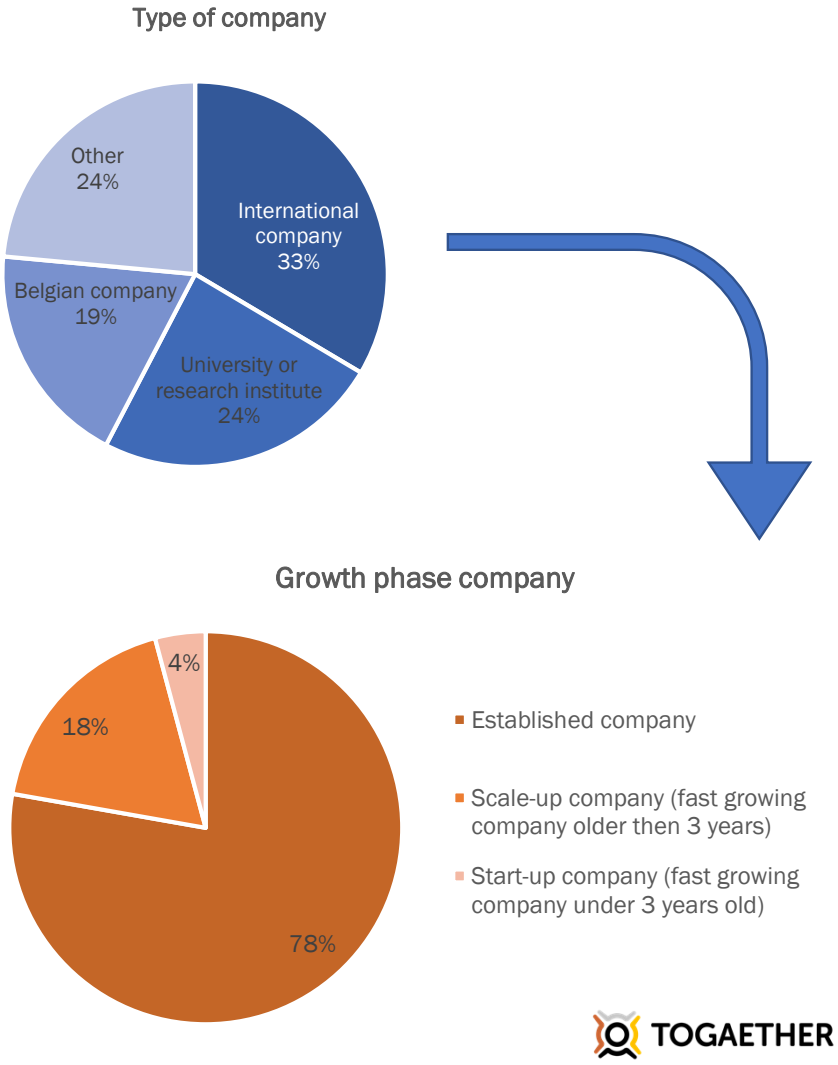


Language		Partner		Children		Age		Country of origin	
English	37%	No	30%	Yes	26%	< 25	6%	Africa	3%
Other	29%	Yes	70%	No	73%	26 - 30	25%	America	4%
Dutch	11%	*Response*	*172*	Unknown	1%	31 - 40	46%	South-America	16%
Spanish	9%	**Partner living in region**		*Response*	*172*	41 - 50	16%	Australia	1%
French	5%	Yes	60%			51 - 60	4%	Eastern Europe	23%
German	4%	No	11%			60 >	3%	North and West Europe	24%
Polish	3%	Only from time to time	2%			*Response*	*169*	Southern Europe	7%
Turkish	2%	Unknown	27%					Unknown	13%
Response	*279*	*Response*	*121*					*Response*	*172*

Working life

- Most internationals work at an international company or at the university
- These are mostly established companies





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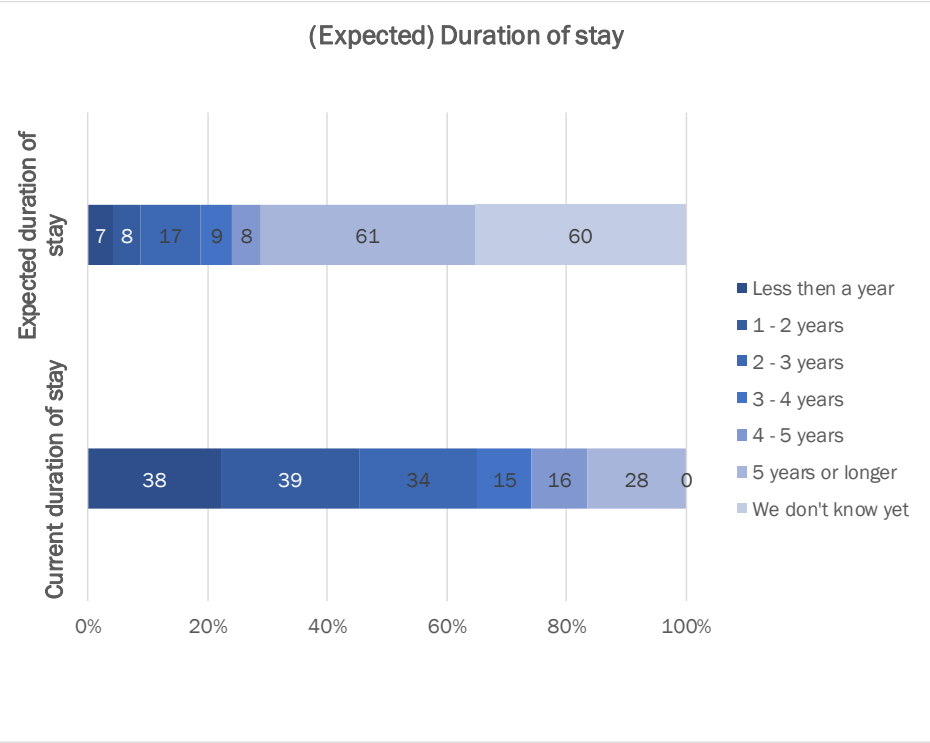
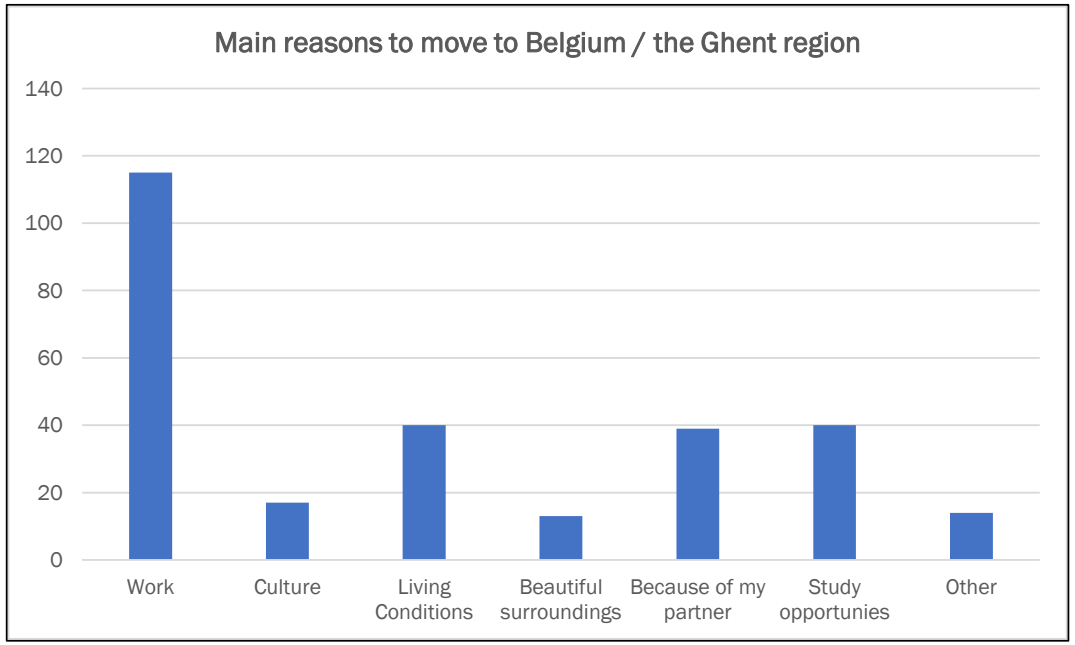
Why | did internationals move to Belgium and for how long?

- Most internationals only live here for a short time, but are planning to stay for a long time
- Work is their main motive for moving to this region





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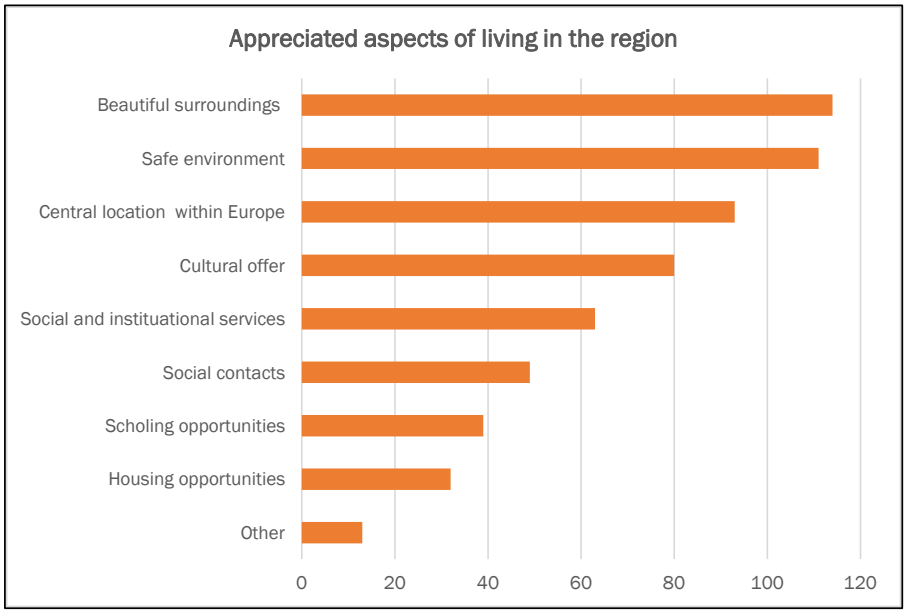
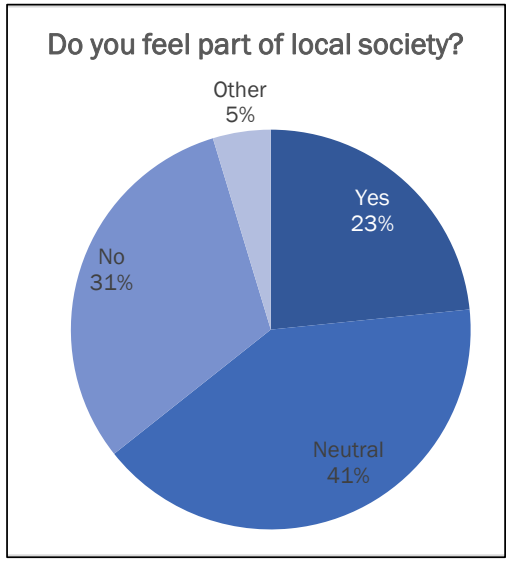
Degree | of integration within the local society

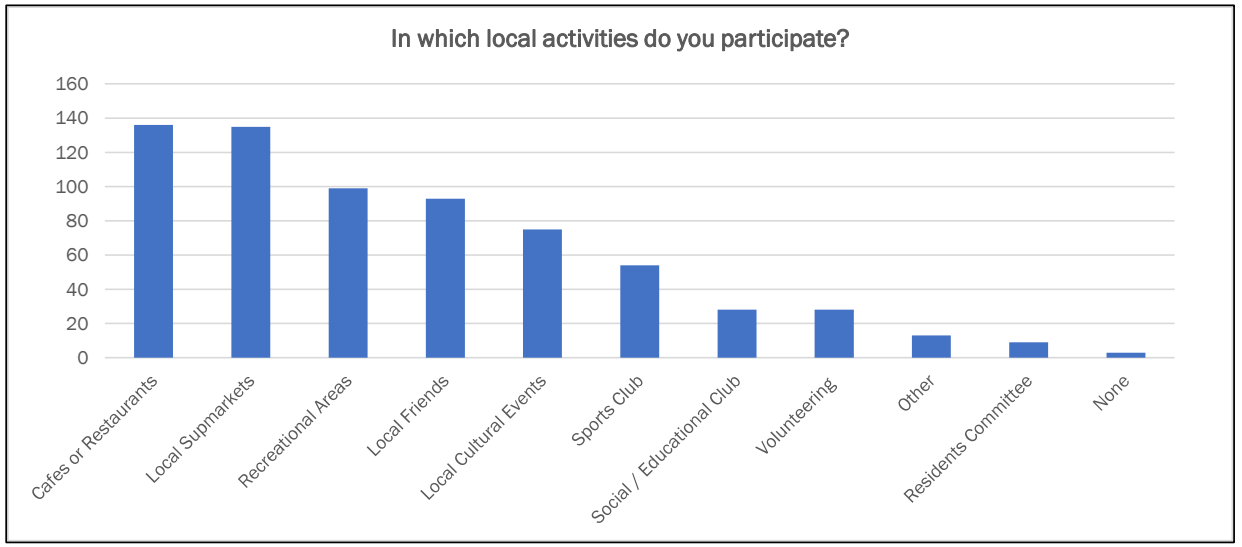
Internationals appreciate their living situation in the region. This relates to the diverse cultural and natural offer and the safe environment in the region.

But most of them do not feel completely part of the local society





Also, a lot of internationals are mingling in society through the diverse activities in which they participate



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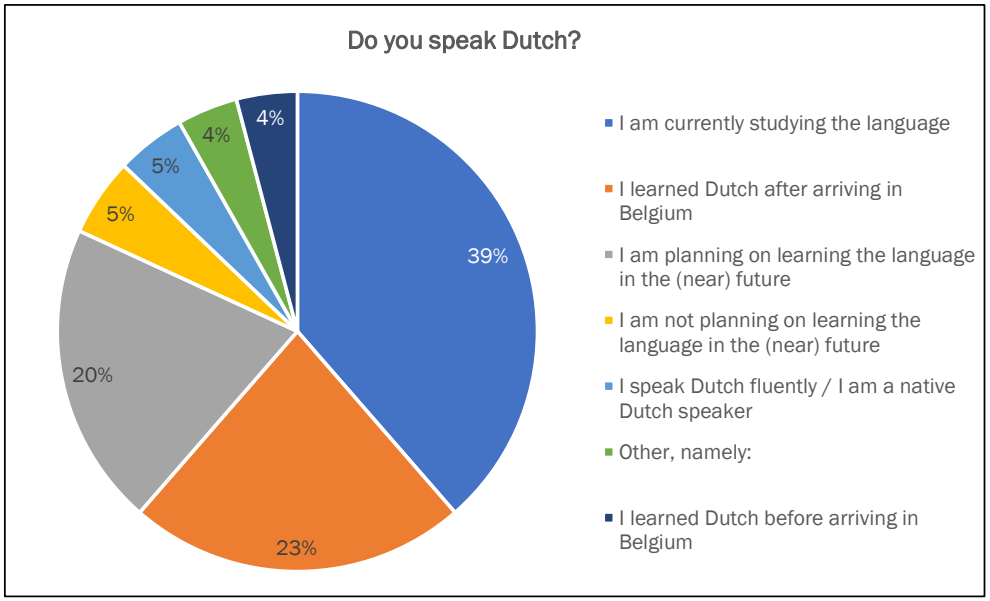
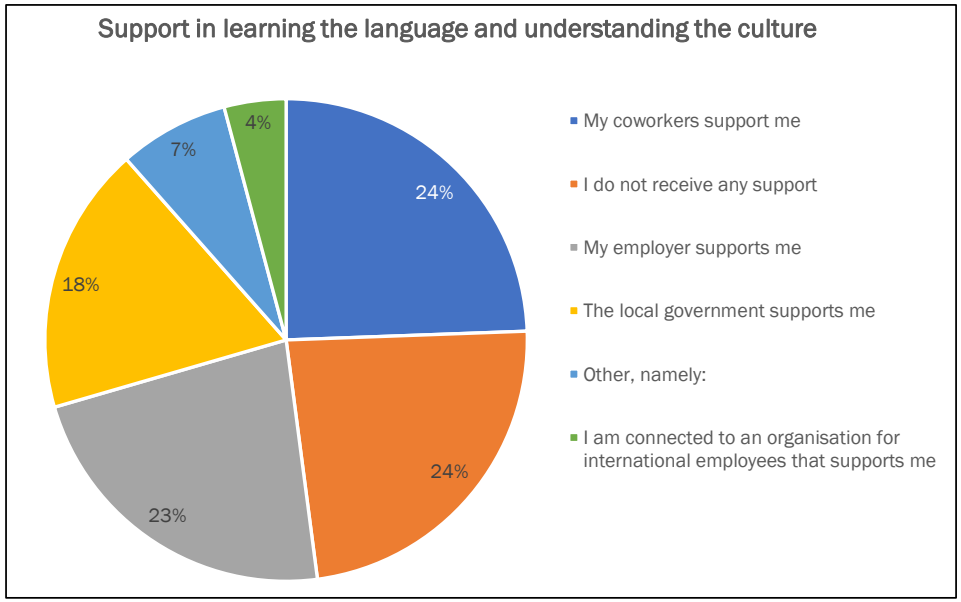
Degree | of integration within the local society

Language is an important aspect of integration within a new society. Most internationals living in the Ghent region speak Dutch or are learning the language.

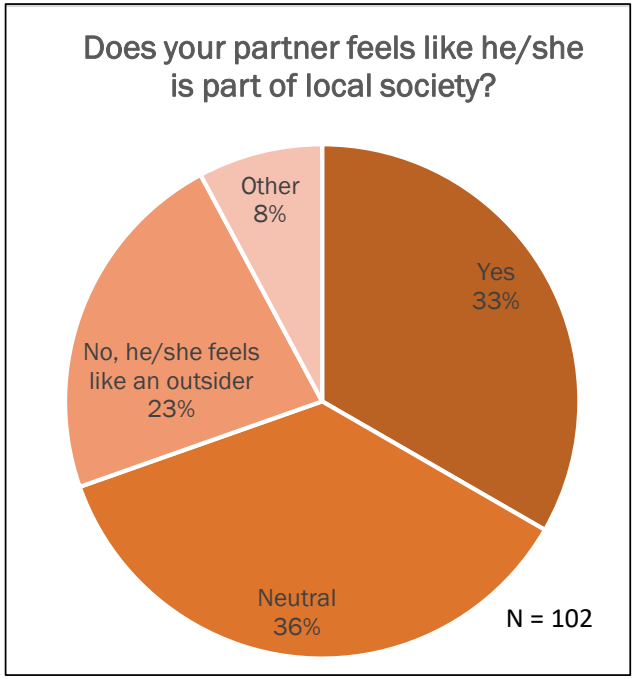


They receive support of their co-workers, employers or the local government when it comes to learning the language and understanding the cultural habits.

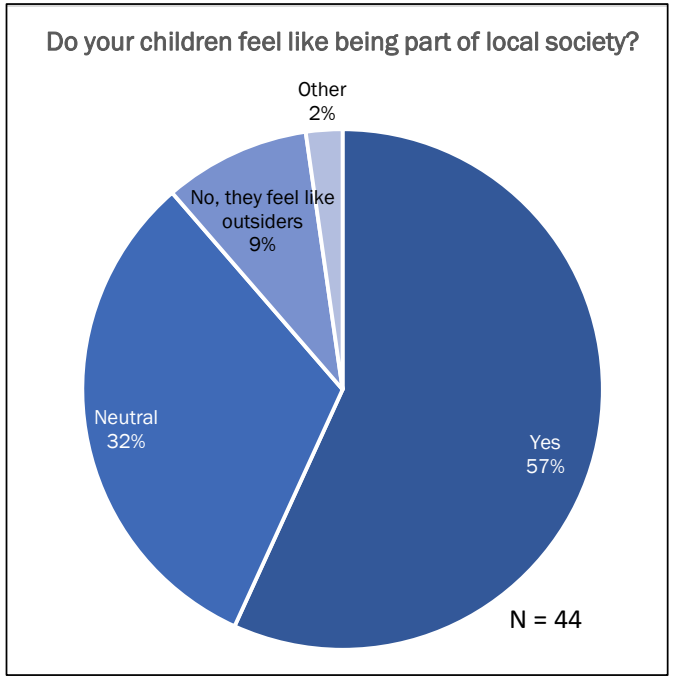


Integration of partner and children

Most partners of internationals feel like they are part of local society (33%), however a lot of them are neutral to this statement (36%) or even negative (23%).



Children of internationals mostly feel like part of the local society



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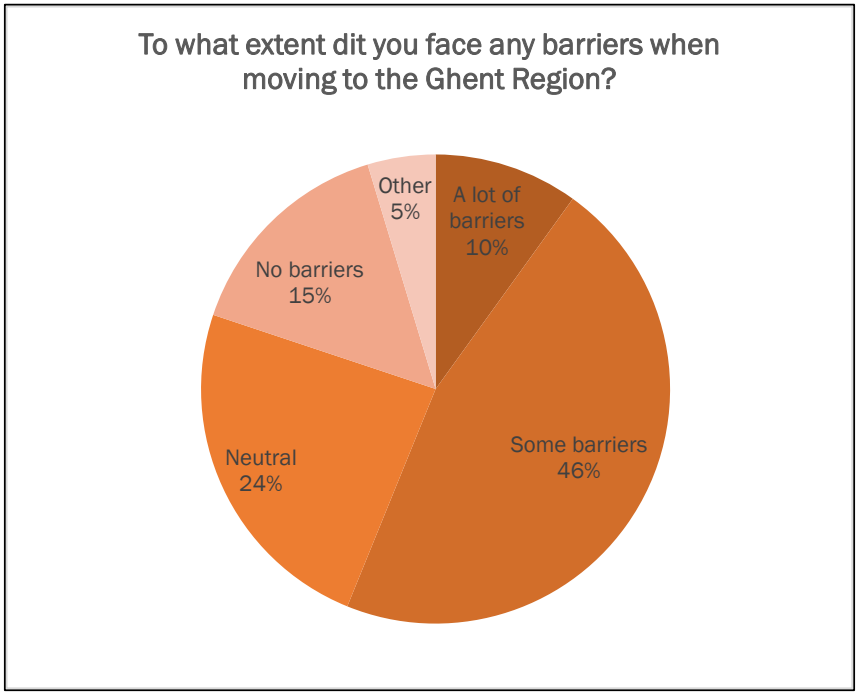
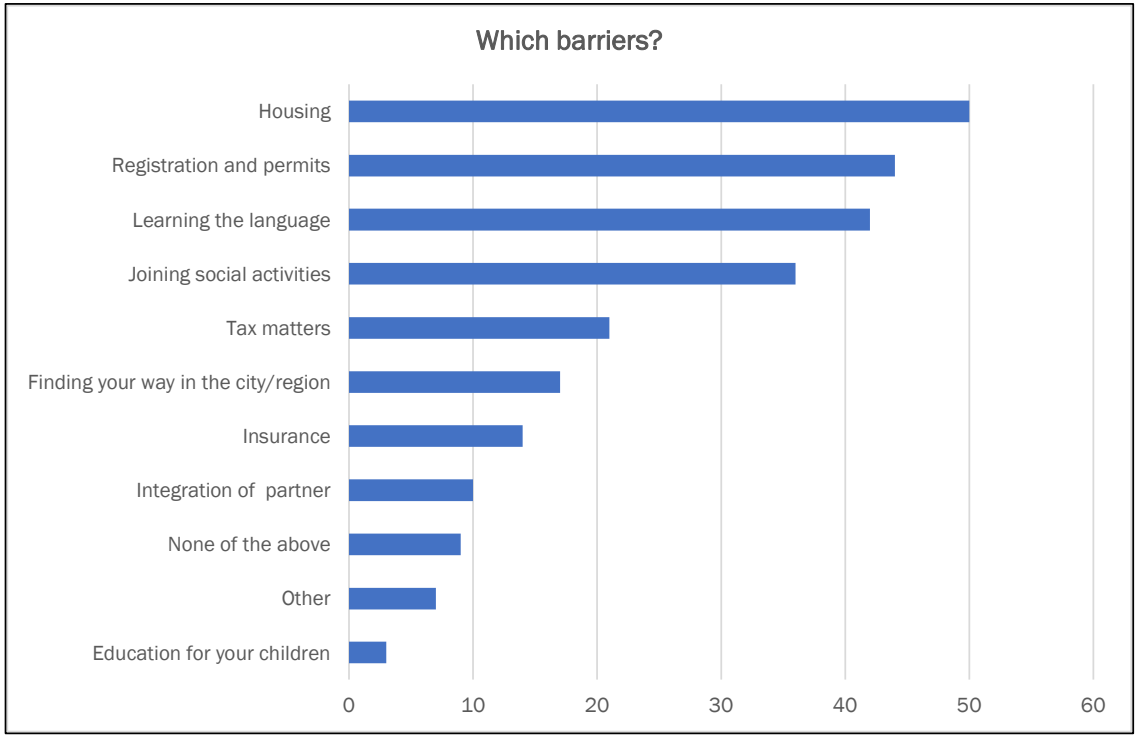
What | difficulties and barriers do internationals face?

- Most internationals face some or a lot barriers when moving to the Ghent Region
- These mainly relate to housing, administration and learning the language





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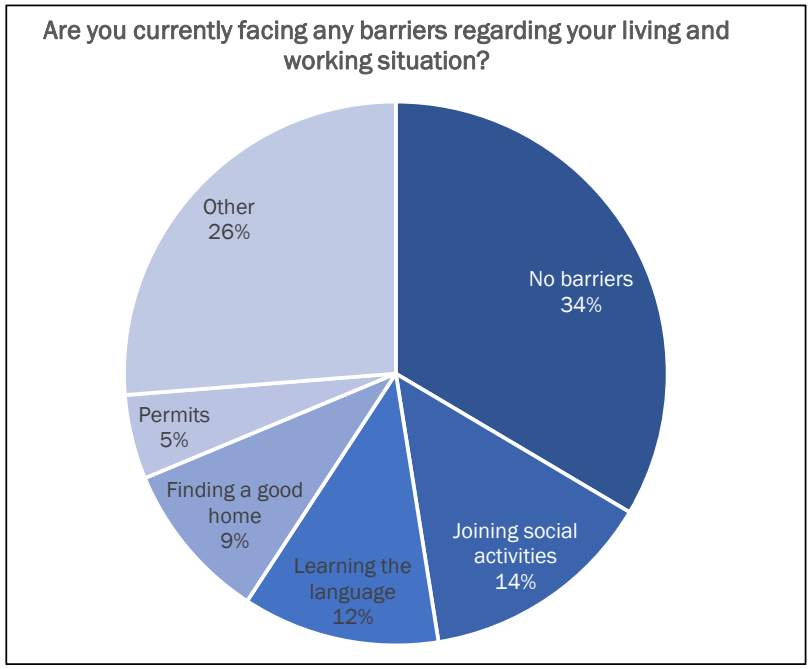
Most internationals are currently facing barriers regarding their living and working situation. It concerns joining social activities and learning the language.



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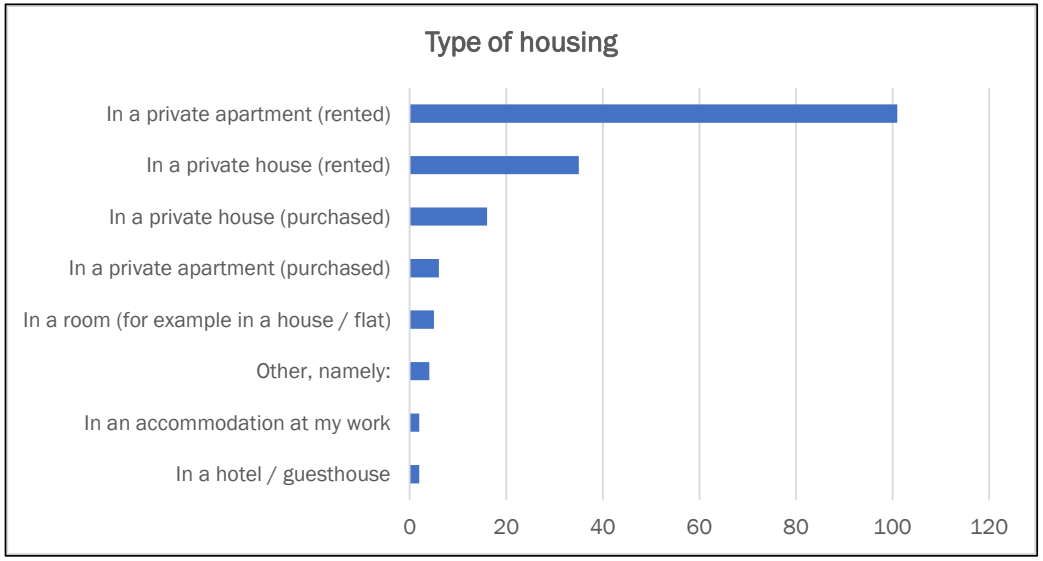
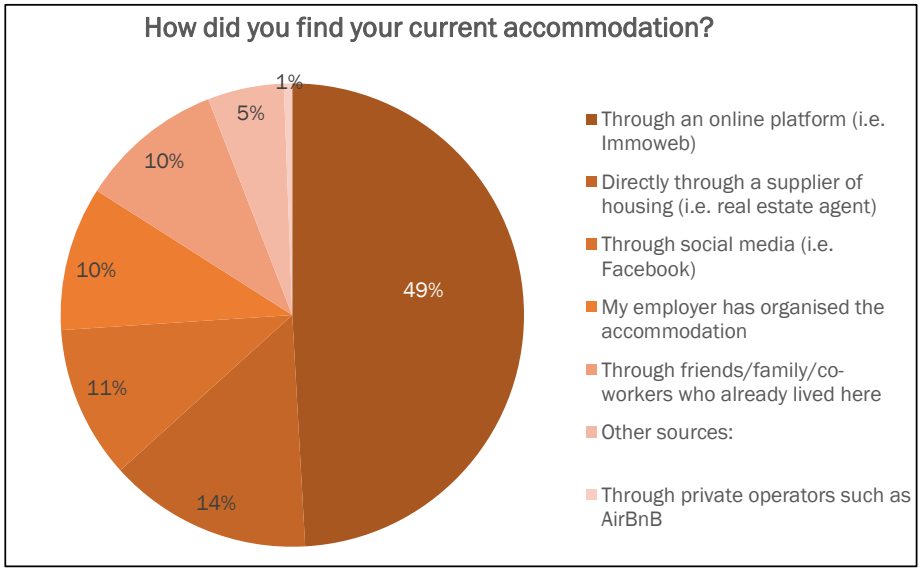
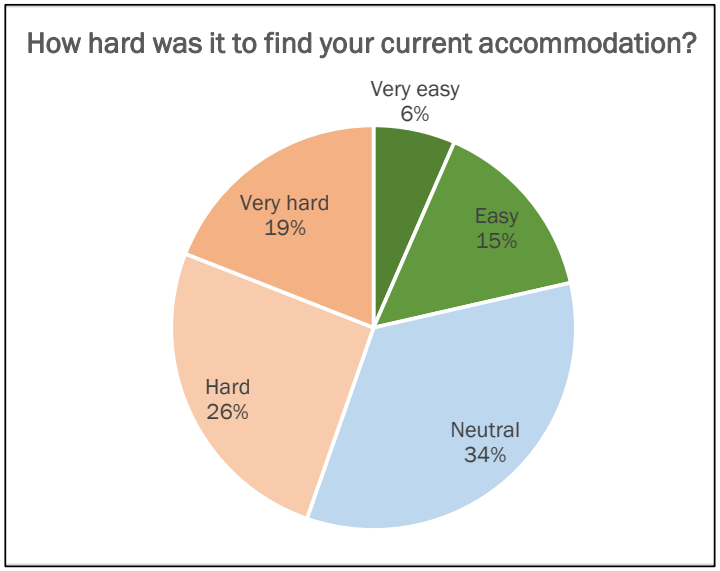
What | difficulties and barriers do internationals face?

Housing is to be considered as one of the main in moving and living in the Ghent region

- Most internationals live in a rented house (apartment or private house)
- They found it via online platforms or directly through a supplier of housing
- The respondents declare that it was difficult to find appropriate accommodation (expensive, to little offer, language barriers, not open to expats, etc.)







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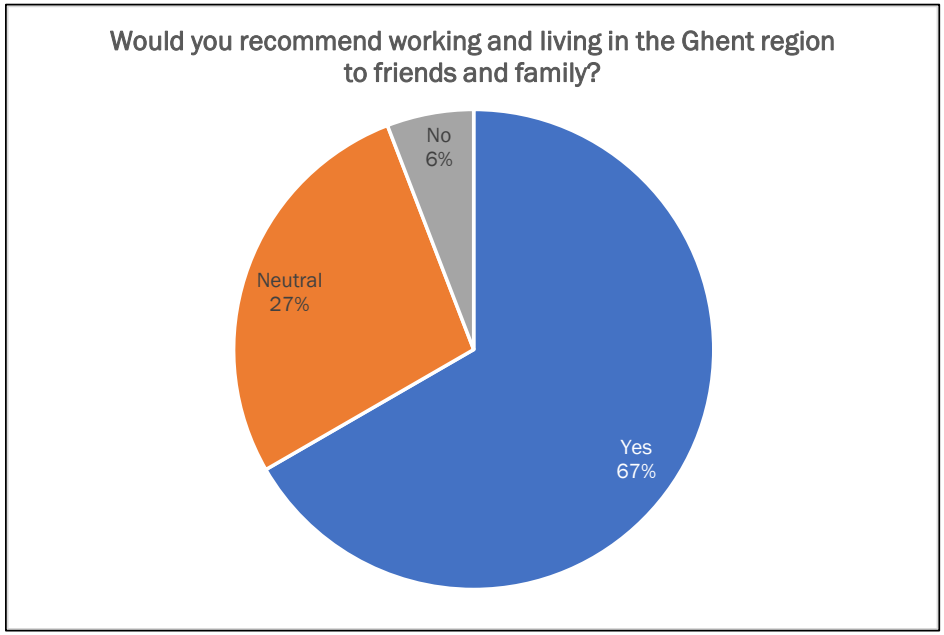
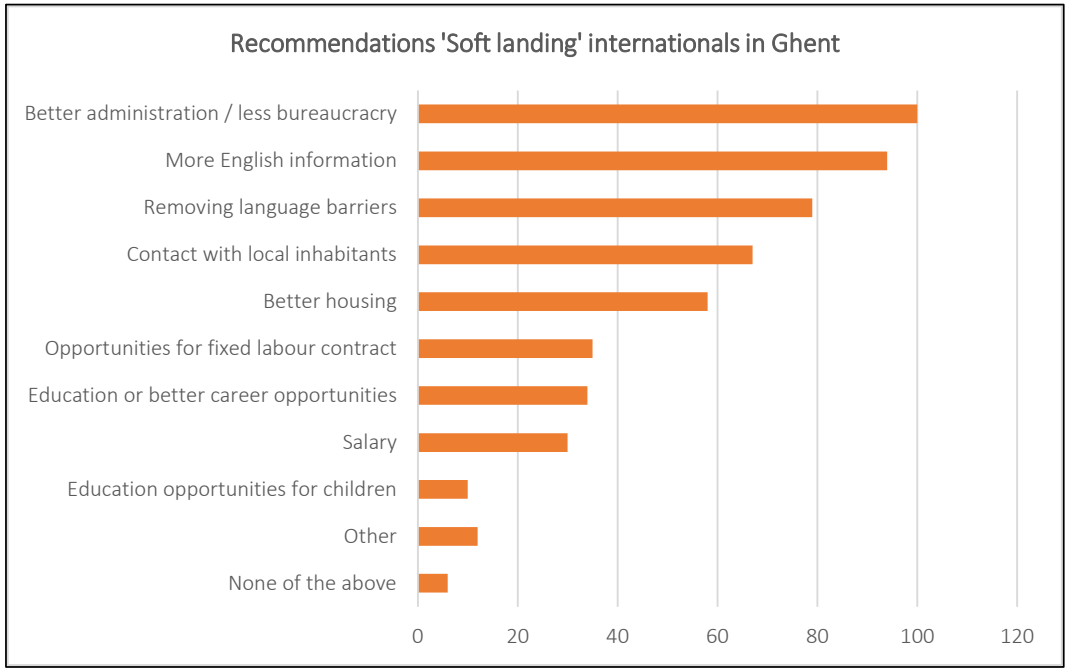
Most internationals would recommend the region to friends and family



Soft landing for internationals can be improved regarding the following aspects:



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- The Ghent region is appreciated by internationals:
    - They value the living conditions, (safe) surroundings and the leisure the region has to offer
    - Most internationals would recommend the region to family and friends
    - The integration of internationals and their family (partners and children) has proven to be less of a problem then in other regions
- Soft landing internationals:
    - Most internationals experience difficulties / barriers when moving to the region
    - It concerns the aspects of housing, administration and the language
- To improve that, they suggest:
    - Better administration and less bureaucracy for internationals
    - To improve and give more English information (Especially in the first phase of moving or even considerations to move to the region)
    - To improve the housing opportunities for internationals
- Together with the results of the interviews with key players we conclude:
    - That there is a need for more and better **information** (English, less fragmented)
    - That the **services** for internationals needs to be improved (lead times procedures, one-stop shop)
    - That the **communication** and **consultation** between quadruple helix can be improved

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PROFILE OF INTERNATIONAL TALENTS IN THE GHENT REGION AND THEIR NEEDS & BOTTLENECKS

- Reaction of key stakeholder - Dobrinka Barzachka, Community Gent – Expats

→ contact: dobrinka.be@gmail.com

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PROFILE OF INTERNATIONAL TALENTS IN THE GHENT REGION AND THEIR NEEDS & BOTTLENECKS

- Q&A via chat

INTERNATIONAL TALENTS IN THE GHENT REGION

- Next steps - Els Uytterhoeven, City of Ghent (SLF-project team)

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FOR INTERNATIONAL TECH STARTUPS, SCALE-UPS & INTERNATIONALS

Thank you for joining!

Contact the SLF-project team for more information:

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