

“The Gulf Market and in particular the U.A.E is currently experiencing a huge amount of activity and growth. This is demonstrated by Dubai, as the leading regional trading hub, Dubai offers access to a market of outstanding potential for overseas companies in a wide range of sectors. Among its key characteristics are: A large market - more than \$17 billion in domestic imports annually, a gateway to the surrounding Gulf area equaling a \$150 billion p.a., 1.4 billion population regional import market.”*

Dubai has profited from one of the most successful and fastest growing economies in the world, in which they have diversified from the back of the oil industries success to become a major hub of international business. They have grown so fast that a new government economic target has needed to be implemented as the target of achieving a GDP of \$30 billion by 2010 was surpassed 5 years early. As part of the diversification program “free zones” were introduced by the government to attract businesses, offering huge tax breaks, which coupled with their tax efficient economy on income has resulted in a huge demand for talent resource across all industry sectors. The U.A.E has experienced phenomenal growth in recent

years in both its population and economy. Currently the U.A.E has a population of just over 4 million, of which 80% are expatriates, this percentage has grown at huge rates, which is shown by the number of expatriates working within the U.A.E growing by 17% between 2004-2005, with a projected growth rate of over 5.5%. Ex-pats are drawn to the U.A.E and in particular Dubai, by the incredibly low crime rate, tax efficient economy, booming economy and also offering expats a luxurious lifestyle with Dubai being voted as the second best place to live for expats. However due to the lack of a welfare state expats are responsible for paying for their own basic services, which are quite

expensive including: Accommodation, healthcare and education. Companies do sometimes offer packages which include housing, health and education, however if these are not included in a package, an ex-pat would have to take these aspects into consideration when looking at required salaries.

**Dan Mathias Project-IT Resource*



Problems faced by our clients working within the region have included:-

- Cost of Hiring
- Rising Inflation, housing, education and healthcare costs
- Difficulty with new foreign hires settling into the local environment
- Local law, regulation and legislation concerning new hires.
- Lack of specialist recruitment consultancies, with an international network.
- Demographic shifts and economic factors causing shortages in quality candidates.
- Localization: Restrictions on jobs that expats can be hired for (outside of free zone).
- Salaries for IT professionals are lower than other parts of the world. IT is still not seen as an important function.
- Ex-pats needing to factor basic services into salaries / package
- Exchange rate risk

ABOUT PROJECT-IT RESOURCE

Project IT was set up to address challenging staffing issues just like these. We understand that making good decisions in the field of human capital is one of the most effective ways a company can gain competitive advantage.

We have identified a diverse range of recruitment solutions to offer our clients, each providing solutions to the issues raised. From a standard contingency recruitment service, a detailed retained search for mid to senior level permanent hiring needs and a search and identification of contract or interim staff with specific expertise.

Our innovative, “out of the box thinking” has also led us to offer alternative solutions from a complete service delivery team for you to ‘re-badge’, In-house or remote recruiters to deliver to your specific KPIs and outsourced Recruitment Solutions to suit the size and complexity of your organisation.

OUR APPROACH

By collaborating with our clients we aim to ensure we fully understand our clients needs, recruitment strategies and problems they have faced in recruiting, as well as tailoring a solution to meet the needs of a fast moving, ever changing market.

With an extensive network spanning an international market we are ideally set to offer our clients a specialized consultative approach that allows us to deliver candidates with niche skill sets from all over the globe. We recognize our clients need to stand out

within a competitive market, and look to ensure the differentiation of their recruitment brand to become a preferred employer within the market. As part of our these innovative recruitment initiatives, we also aim to reduce recruitment costs, increase staff retention and importantly reduce time to hire by using our “resource pools” that not only include actively looking candidates but also those who are not “actively on the market”.

Our committed approach means we also help in the integration of candidates within their new environment both at work and socially, which allows them to slip straight into working life. We do

this by helping to arrange flights, travel, accommodation, and any visa / work permit requirements that may be needed, as well as helping them to understand tax, local law and legislation and the cultural differences of previous work assignments.

We are driven by delivery and motivated by success. Above all – we listen. Project IT’s recruitment and service solutions are tailored to suit the situation, organization or person in question.

Listening gives us the edge.

CASE STUDIES

Case study 1

Client: Top Tier Consulting Firm and Technology Services and Solutions Company **Location:** Kingdom of Saudi Arabia

Brief: To identify a Programme Office Director with experience in delivering complex business transformation within the airline industry. The requirement was for someone to head up the proposal team and adding weight to their permanent consulting team and helping them to win the business

Challenges: Due to the very specific sector experience required, the location and the need to re-act quickly, local recruitment partners and the clients own networks were unable to deliver the right Candidate

Key Achievements: Project IT’s history of competence in Consulting and Project management, coupled with their extensive international network enabled them to quickly identify a shortlist of appropriate candidates within the week. Interviews were carried out over the phone and the strongest candidate was then flown over to meet the client the following week. The candidates profile as part of the bid team allowed the Client to win a large and highly profitable piece of work that would otherwise be unobtainable.

Case study 2

Client: Global Capital Investment firm **Location:** Dubai

Brief: A senior technical specialist was required to build the IT environment for the clients new office in Dubai. Moving forward they would also be responsible for the ongoing support and IT service provision of several VIP high net worth individuals as well as an office of traders.

Challenges: It was essential that not only should this person have IT architecture, financial technology knowledge, project and procurement experience but that they should be equipped with a polished and service led approach to delivering exceptional VIP support. As the client had already searched locally it was decided that an expatriate was required and we recommended a headhunt approach.

Key Achievements: Project-IT quickly developed a target list of peer companies from within Investment banking and management who were likely to employ professionals with the appropriate technical and cultural competencies. We built a list of 70 IT professionals though research and recommendation before approaching each candidate individually with the proposition. A shortlist of 5 candidates was delivered and the successful candidate joined within the week.

ENDORSEMENTS

“I used Laurence to find a needle in a haystack and he not only found the needle, but gave me the Ferrari equivalent. He was efficient and quick in his working and I would use him again for my more difficult roles.” Top 5 management consulting firm, Head of People & Change Advisory, (Saudi Arabia)

“I have used Laurence to recruit several technical personnel for positions based in the UK, Monaco and Dubai. Laurence uses a considered approach to present excellent candidates with relevant skills, attitude and cultural fit for the role and location. I continue to work with Laurence on permanent and contract positions for roles throughout Europe and the UAE.” International Investment Group, Head of IT Services, (Dubai)

“Laurence has been able to identify the correct candidates for our operations over the years where others have failed. Laurence has also been able to identify the key traits we look for in candidates which are not necessarily technical skills.” Global Capital Investment Firm, Director of technology, (Dubai)

Middle East Practice Leader

Laurence Cork has over ten years of recruitment experience and has recruited at an executive level in a variety of sectors including IT, Telecoms, Pharmaceuticals, Consumer Goods and Automotive. Currently Managing a team of senior recruitment consultants and resourcers in the IT and Telecoms vertical, Laurence’s background in retained executive search enable him to guide his consultants to deliver against the most challenging assignments.



View my profile on [LinkedIn](#)

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