

# New Competence for SMEs

Project by the Finnish National Agency for Education EDUFI (former CIMO) and Owl group, 2016

[www.cimo.fi/newcompetence](http://www.cimo.fi/newcompetence)

## WHY?

- Most jobs are created at SMEs
- International students need job and traineeship opportunities
- International talents can help SMEs go international and grow

## WHAT?

**SURVEY** on how the Finnish SMEs utilize the competence of international students, its benefits and challenges. 386 responses.  
**PROMOTION** for SMEs to host international students: videos with SME interviews  
**RECOMMENDATIONS** for higher education institutions

## COMPANIES HAVE DIFFERENT MOTIVES FOR HOSTING INTERNATIONAL TALENTS

(Categories may overlap)



- **AIMING ABROAD:** want to draw on the students' skills to support the company's internationalisation.
- **TALENT HUNTERS:** often international companies looking for competence and potential. Talent's background makes no difference.
- **INTERNATIONALISATION AT HOME:** international talent as an extra pair of hands, or strengthened competence in serving foreign customers.
- **CORPORATE SOCIAL RESPONSIBILITY:** host international talents when requested by educational institutions. Additional resource or improved linguistic and cultural skills to employees.

## SUPPORT NEEDED FROM EDUCATIONAL INSTITUTIONS

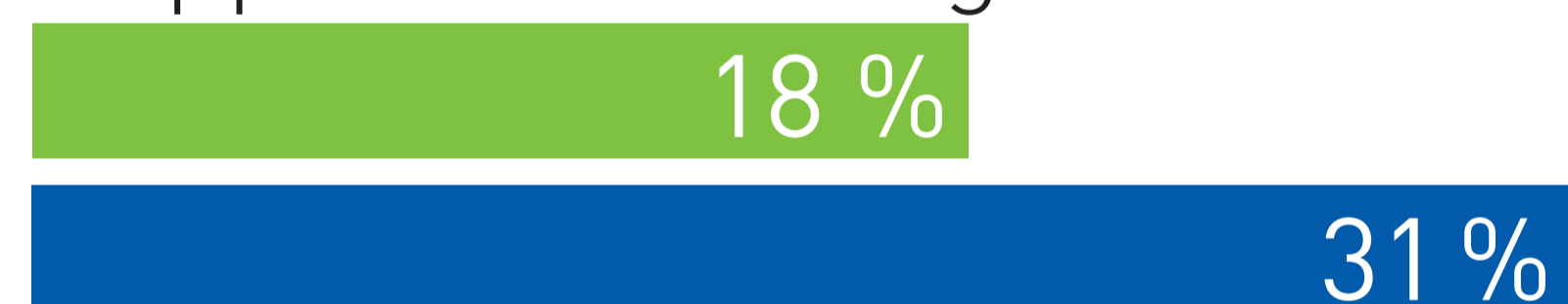
More information about the possibilities of hosting students:



Support for language problems:



Support in charting suitable tasks:



Support in guiding the students:



- Company has hosted intl. talents
- Company has not hosted intl. talents

## KEY MESSAGES TO EDUCATIONAL INSTITUTIONS

- i INFORMATION ABOUT POSSIBILITIES**
  - Communicate about how international talents' competence can be utilised.
  - Market the benefits and make them visible.
- 🎯 BETTER MATCHES IN RECRUITMENT**
  - Matching international talents with companies is based on knowing the persons.
- 🤝 BUSINESS COOPERATION**
  - Operate as bridge-builders, listening to companies: company visits, invitations, fairs. Take into account that companies are different.
- 🏆 DEVELOPING GUIDANCE AND INSTRUCTION**
  - Career guidance to help students be better equipped to make their competence visible.