



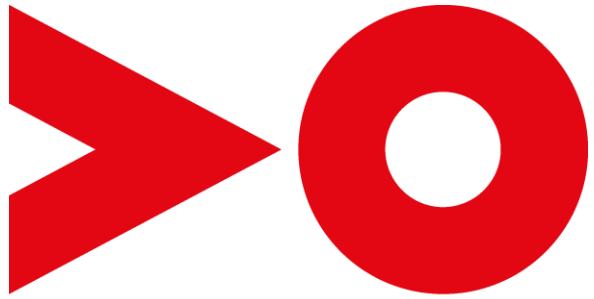
BRAINPORT EINDHOVEN

home of pioneers



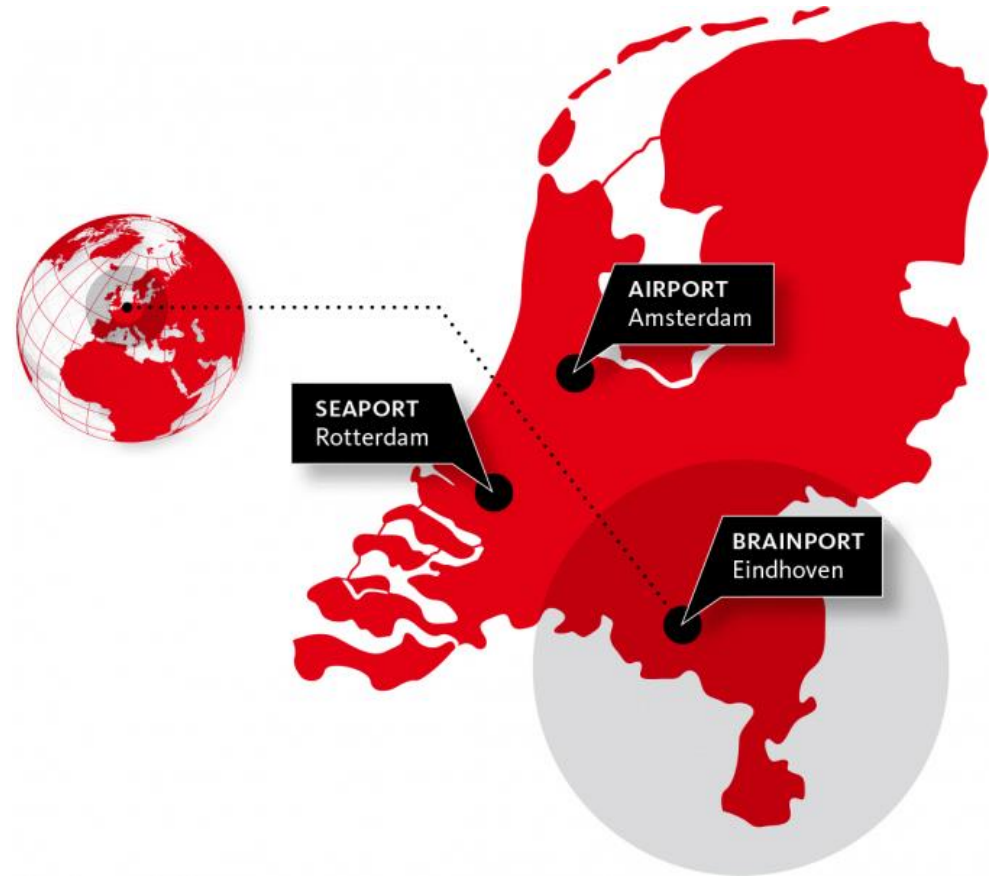
Nicole Zwetsloot

Program Manager International Talent @ Brainport Development



BRAINPORT EINDHOVEN

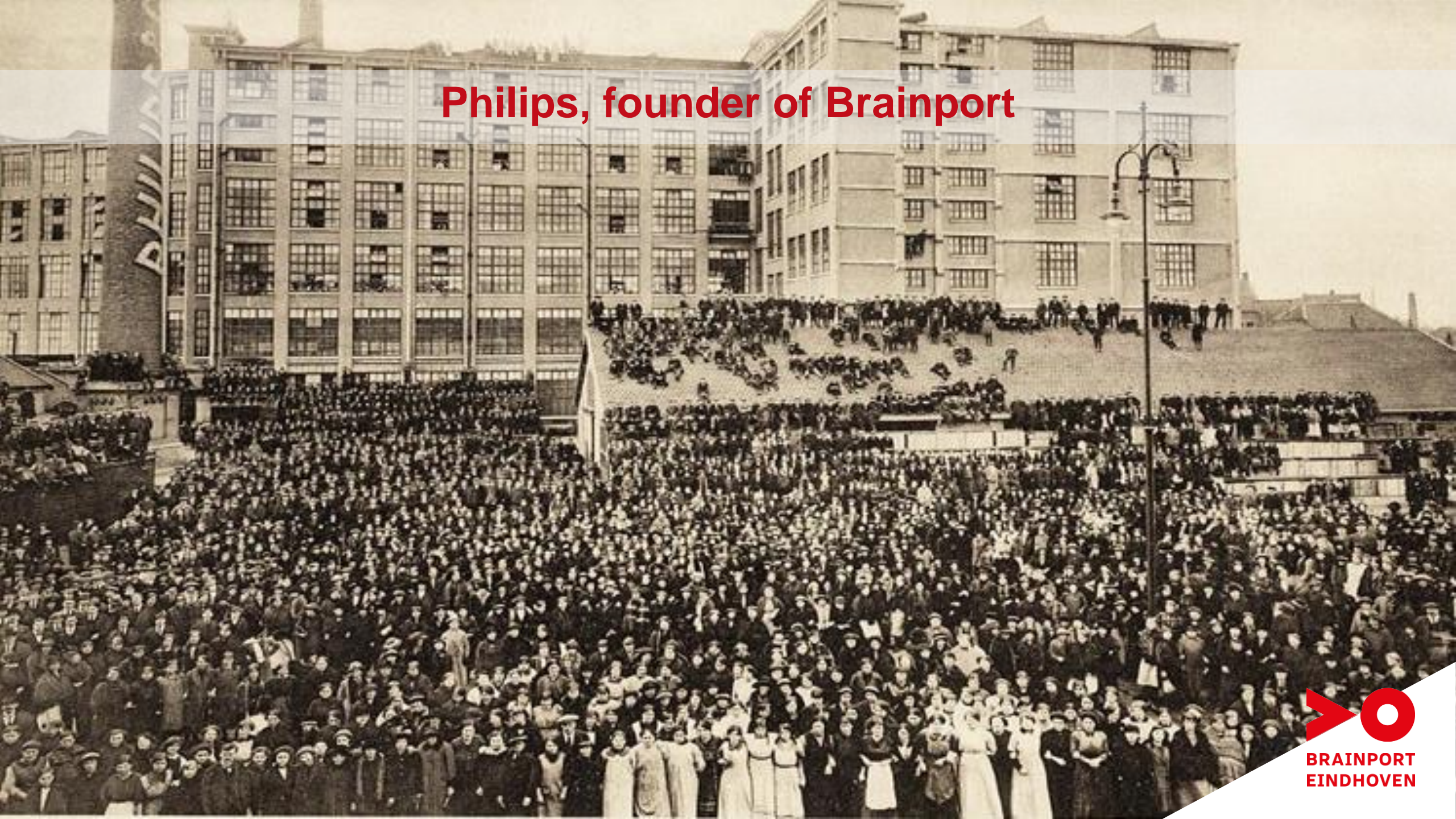
home of pioneers





Brainport: over 100 years of talent attraction

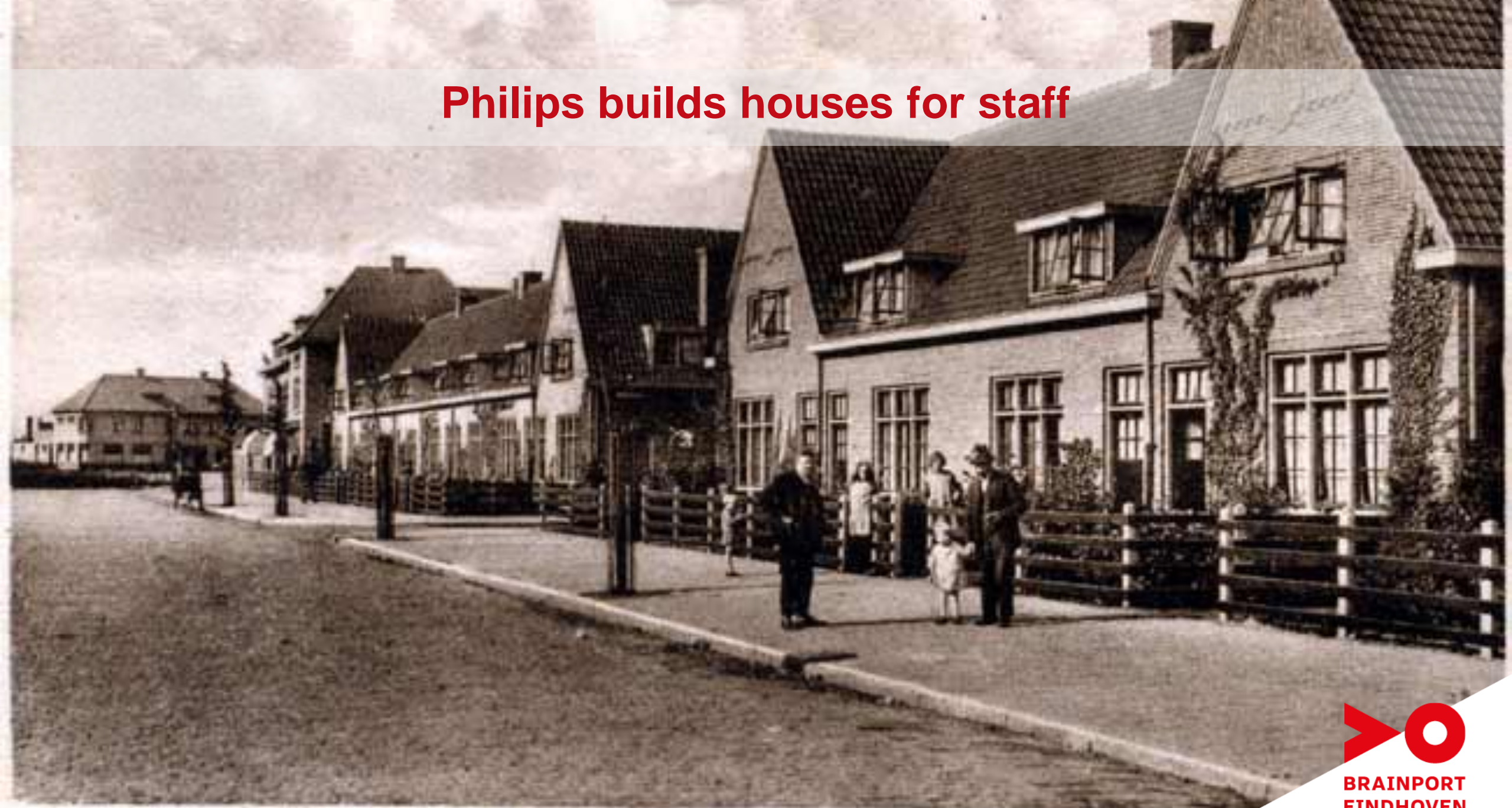
Philips, founder of Brainport



PSV: entertainment, vitality & connection



Philips builds houses for staff



EINDHOVEN. BEUKLAAN DRENTSCH DORP.

Since 2005

TALENT ATTRACTION & RETENTION IN BRAINPORT EINDHOVEN

> Coming to

Talent Attraction Program Brainport

- Attracting & retaining students & knowledge workers
- Live & online marketing
- Building worldwide networks & communities

www.brainporteindhoven.com

> Settling in

Holland Expat Center South

- Formalities & services
- Giving a warm welcome
- Organizing life

www.hollandexpatcenter.com

> Living in

Holland Expat Center South

- Providing a high quality standard of living
- Feeling at home
- International education & spouse programme

> Strategy

Talent Attraction Program Brainport

- Advice & Lobby on international labour
- Conducting and linking researches & projects
- Close relations with governments, knowledge institutes and employers

STATE

TALENT



Steps

1

What is the DNA of your regional labor market?

Who is your target audience?

International talent



Steps

1

What is the DNA of your regional labor market?

Who is your target audience?

International talent

2

Where is your target audience located?

Data

Benchmark

Focus Countries



Steps

1

What is the DNA of your regional labor market?

Who is your target audience?

International talent

2

Where is your target audience located?

Data

Benchmark

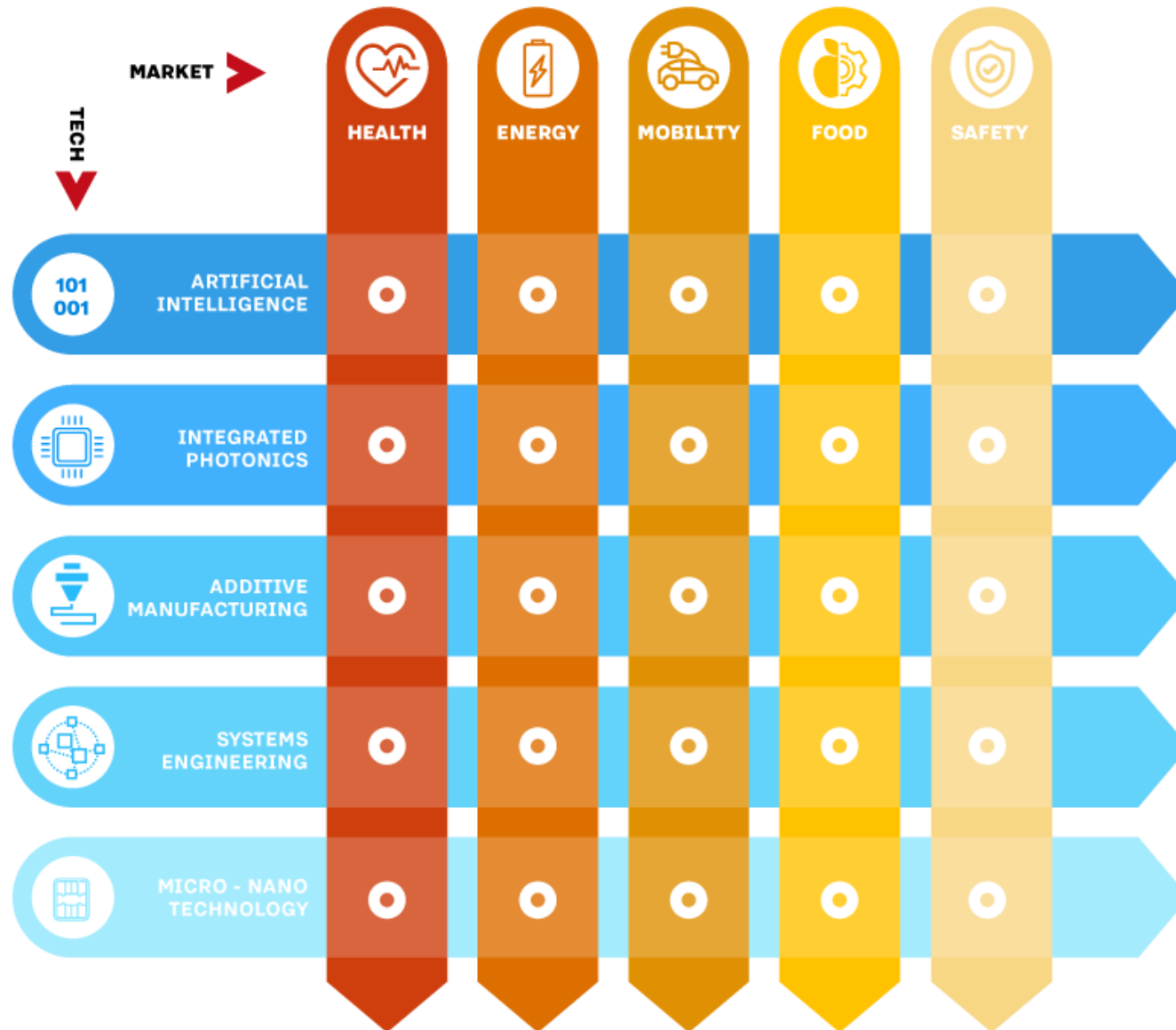
Focus Countries

3

What message will you use to reach them?

What are your brand values?

Focus



Customer Journey

Brainport for Internationals

Journey of a Newcomer





NOORD-AMERIKA

EUROPA

AZIË

AFRIKA

ZUID-AMERIKA

AUSTRALIË

Grote Oceaan

Atlantische Oceaan

Indische Oceaan

ANTARCTICA

Noordelijke
Ijszee



**BRAINPORT
EINDHOVEN**



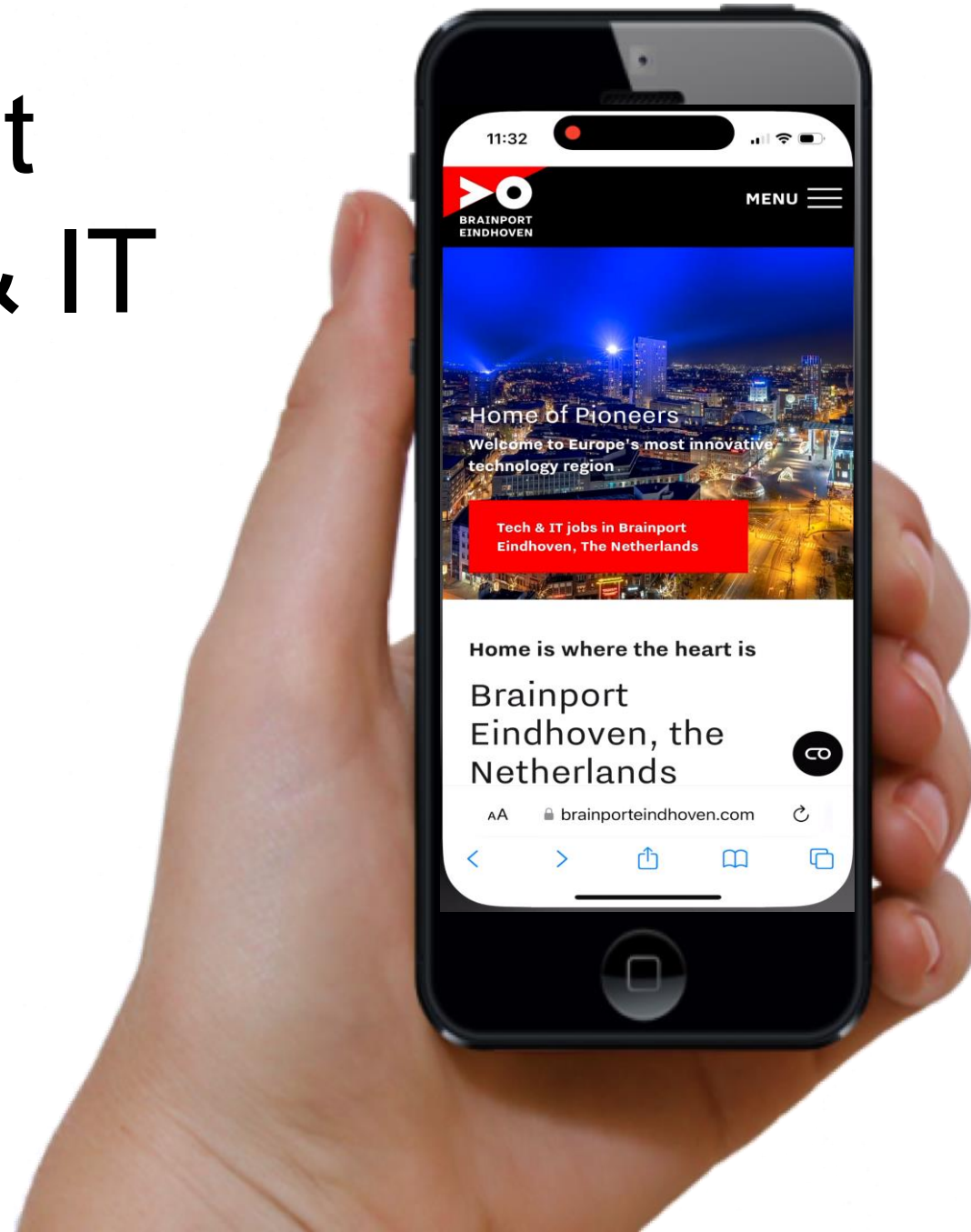
**BRAINPORT
EINDHOVEN**

home of pioneers

Place where you feel at home,
human,

Place where you challenge yourself and others
(innovation)

Platform met
3000 Tech & IT
vacatures.

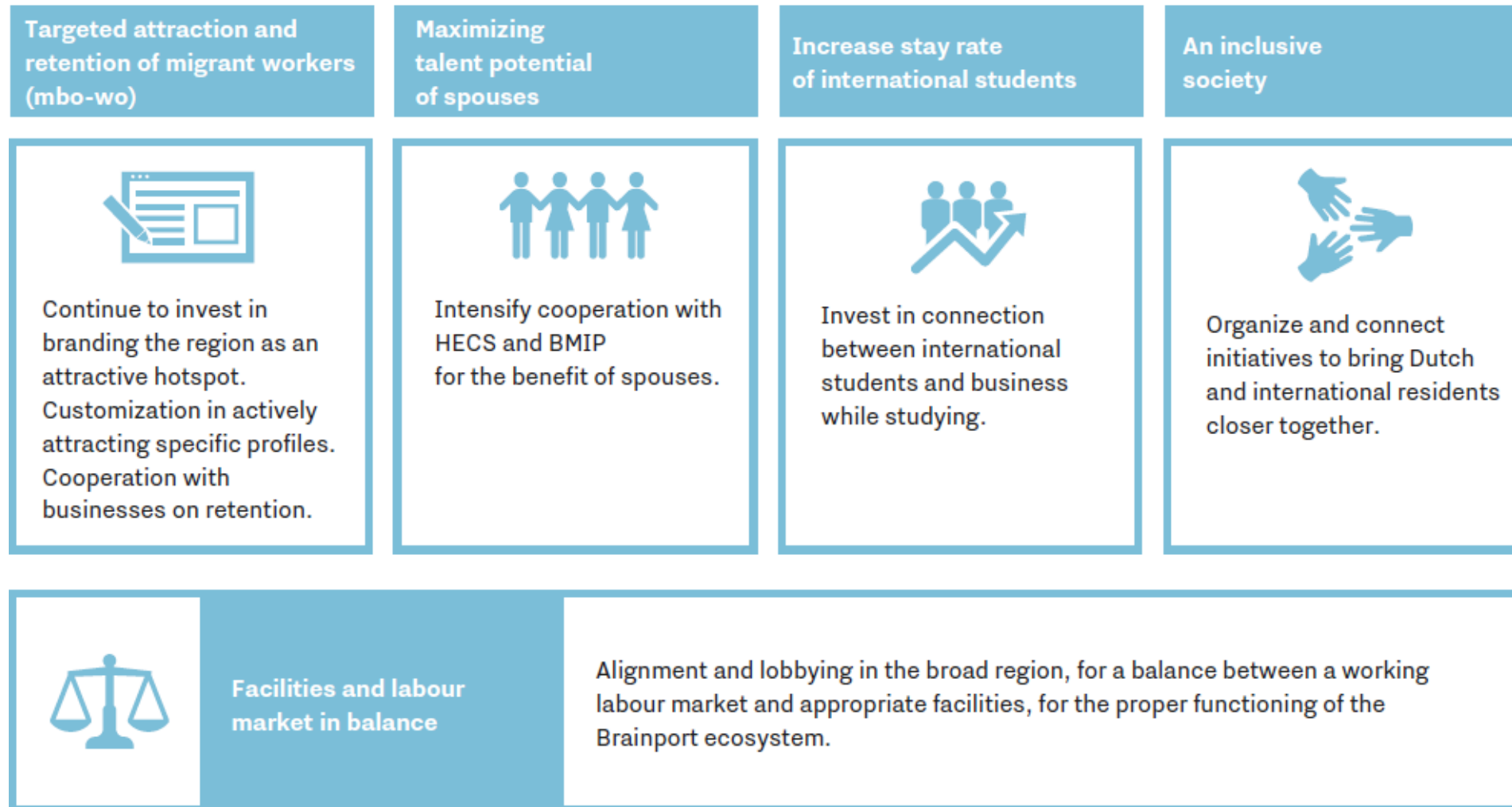


Campaign: Home is Brainport

From differences to connection



Brainport for Internationals: regional vision





ATTENTION ALL

First edition...



NEWCOMERS

... starts on October 4, 2024

HOME WARDS

Just arrived in the Eindhoven region?

Don't miss the Homewards Social Onboarding Program, a joint initiative designed to help you settle in. This program is tailored for both Dutch and international newcomers who want to explore Eindhoven and kickstart their social life in the region. The first edition starts on October 4, 2024.





**BRAINPORT
EINDHOVEN**

home of pioneers

Thank you.

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Site: www.brainporteindhoven.com