



Code 1306. The Role of Nation Branding and Offshore Information Tools in the Attraction and Retention of Skilled Migrants

Length/Duración: 90 minutes

Due to demographic trends in many industrialised countries, skill gaps are likely to affect the labour market (especially in knowledge-intensive sectors) in decades to come. The “global competition for talent” is expected to increase. Next to legislative and policy changes, also “soft factors” are becoming more prominent: international branding and offshore information campaigns are increasingly seen as key governmental instruments for the attraction (and retention) of skilled migrants. Government funds are put into strategies and initiatives aimed at informing potential skilled migrants and at improving the image they have of the destination country. Questions to be discussed in the workshop are: What type of branding is necessary for a country to become attractive for skilled migration? How can such a brand be established / maintained? What can be learnt from countries with strong “migration brands”, as well as from existing government initiatives?



4:45 - 6:15 p.m.
Room/Salón: C-10

ORGANIZERS:

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PRESENTERS:

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