

Fabric INSIGHT

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Talent attracted to the GCC

As the world enters another consecutive year of flatline growth and as Europe continues to depress money markets and employment prospects, we are seeing unprecedented numbers of ambitious practitioners seeking opportunities in the world's few remaining growth markets.

Fabric began recruiting marketing communications specialists into the GCC region in 2006 when the global economy was still on the crest of a wave. In 2006 it was difficult to persuade the world's very best to leave the dominant, mature western markets to move to places such as Abu Dhabi, Kuwait, Qatar or even Dubai. It is now a very different story.

The vast majority of professionals across the UK and Europe have seen and will continue to see their standards of living remain static or drop. Very few are lucky enough to see their prospects improve in the prevailing climate. Even the very best people know that pay rises or bonuses are unlikely to stay in line with inflation. House prices remain at 2008 levels even in vast swathes of London, yet by almost every measure, the cost of living is rising considerably faster than official inflation. Energy and transport costs are two examples of crucial outgoings that have risen by more than five per cent in the past year.

The hard reality facing everybody in Europe and the UK is this: there are significantly fewer career prospects and an almost guaranteed reduction in living standards.



HAS THERE EVER
BEEN A BETTER
TIME FOR THE
MIDDLE EAST TO
HIRE EUROPEAN
TALENT?

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Quality and depth of choice

We experienced a six-fold increase in demand from Europe and UK based marketing communications practitioners in 2012. The evidence from the first weeks of 2013 suggest these numbers will continue.

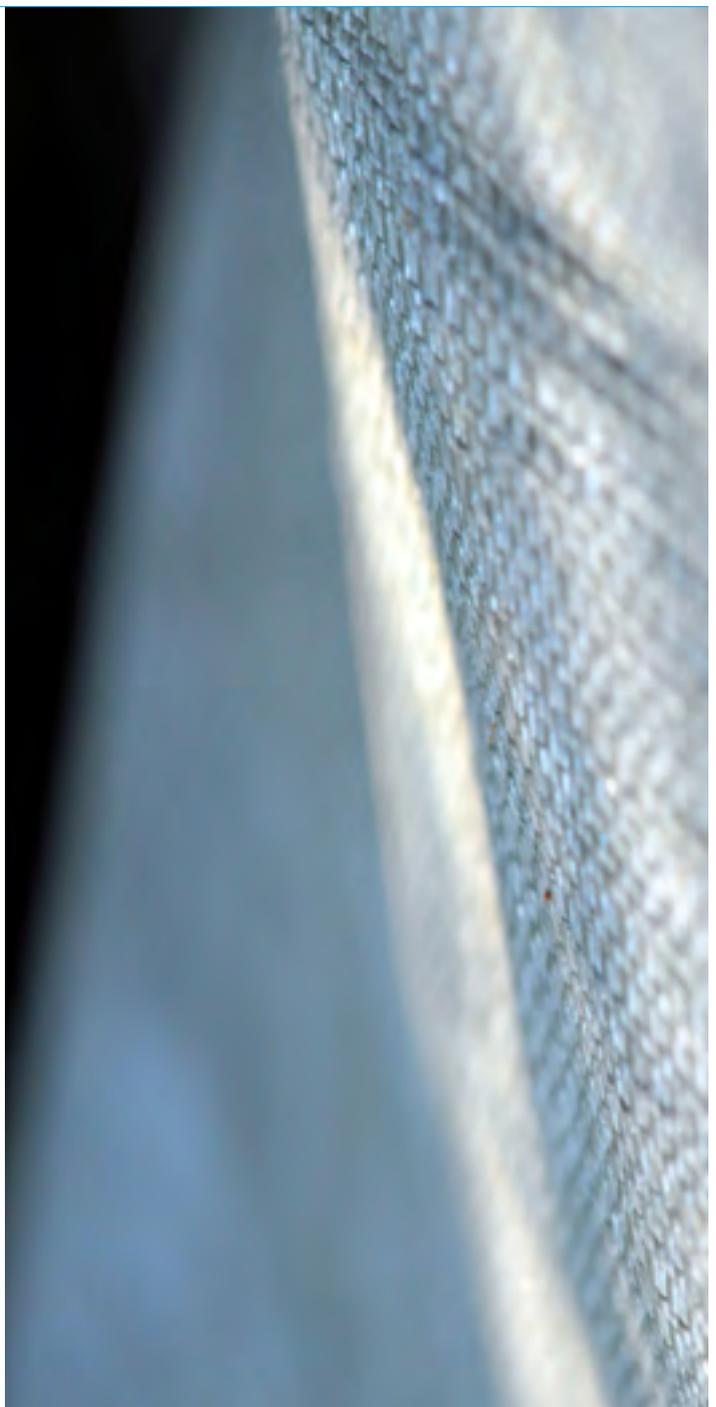
Our pool of talent is deep and wide – we represent individuals at every level of seniority across the communications industry. We are experiencing a surge in applications from digital communications experts in their twenties, right through to board-level marketing and public relations practitioners from major FTSE-500 companies and leading global agencies.

If your business could benefit from access to Europe's brightest people; individuals with world-class business development experience and cutting edge creativity; now is the time to cherry pick.

The attraction of the Middle East

We are entering our eighth year in this region and we remain the only truly dedicated, specialist PR, digital and marketing communications recruitment consultancy. We have weathered the storm and understand what makes this region tick. This is why Fabric is the UK's frontrunner in relocation placements to the Middle East.

In previous years many European-based communicators cited weather and lifestyle as drivers for making such a move. This is no longer the case. Our stable of talent understands that the economies of the GCC have emerged from the world's financial troubles incredibly well. The diversification of economies in the UAE, Qatar, Saudi Arabia and Kuwait are highly attractive, particularly to senior corporate practitioners. The blunt truth is that the scale of Europe's problems and the flat outlook of the British economy has focused the minds of many people who wish to build global careers. We know that the GCC – the UAE in particular – is maturing rapidly, particularly with regards to corporate governance,



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transparency and the need to communicate openly. Dubai's ability to pick itself up and rebuild its reputation is a wonderful example of resilience and creativity.

Talent needs to see where it's going and the Middle East offers that clarity. It is now strong enough to attract the best international talent.

Affordable talent

Taking your pick is now also more affordable. Global salaries are depressed and the tax free element of the Middle East means wages can be kept at competitive levels. We know that those individuals searching for serious career development are ready to move to this region on packages that are much more in line with global salaries than in previous years. It is true that as this region has matured, so have its real estate markets, inflation levels and costs of living. We proactively counsel our talent accordingly, setting realistic expectations.

Fabric is an international recruitment consultancy specialising in PR, marketing and digital communications.

Its services include:

- Recruitment – contingency & search
- Training – interview techniques & employer brand development
- Consultancy – best practice recruitment, retention strategies, HR outsource

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