

**SKILLED TALENT ACQUISITION  
SUPPORT  
SPECIALISTS FOR GERMANY**



## WHO WE ARE

PRODENSA is a family of companies with a global presence in 140 countries, counting over 38 years of extensive experience created to make the international operations of our CLIENTS simple, smooth and secure.

### ***Our Mission***

Your **SINGLE** partner for  
successful  
&  
sustainable  
international expansion  
& operations

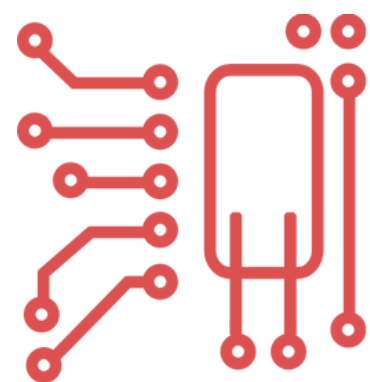
### ***Our experience***

- 1000+ consultants in international team
- 1200+ successfully delivered start-up operations projects
- 300k+ hired candidates
- 20bn+ USD worth of operations and services managed annually

### ***Our Goals***

- Providing the best local know-how, globally
- Delivering the best possible Client experience, everywhere

## OUR EXPERTISE



**IT**



**FINANCE**



**REAL ESTATE**



**HEALTH**



**HOSPITALITY**



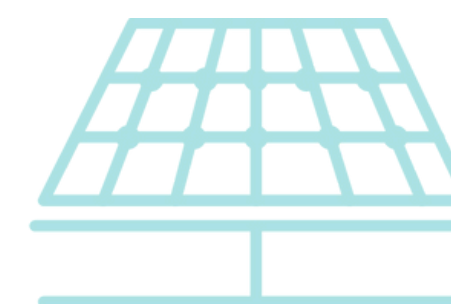
**LOGISTICS**



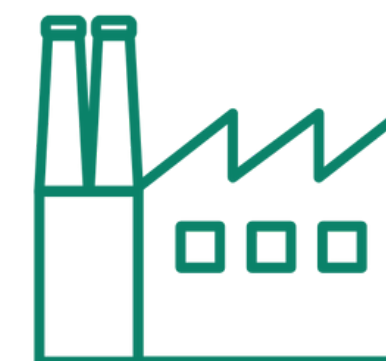
**AEROSPACE**



**AUTOMOTIVE**



**POWER & ENERGY**



**MANUFACTURING**

**BOOST YOUR  
COMPANY'S  
LOCAL GROWTH  
& EXPAND  
EFFICIENTLY  
CROSS- BORDER!**

*With*

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 [www.prodensa.eu](http://www.prodensa.eu)

 **Prodensa Europe**

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## TOP-NOTCH CONSULTING

**from best area experts in alliance  
with vetted local partners**

- ✓ International Operations Expansion
- ✓ HR, Recruitment & Retention
- ✓ Tax & Legal Advisory
- ✓ Nearshoring & Supply Chain
- ✓ Sustainability

## INSIGHTFUL MARKET RESEARCH

**for well-informed  
decisions to grow  
your business**

- ✓ New Site Selection
- ✓ Product Verification
- ✓ Labor Investigation
- ✓ Competition Analysis
- ✓ Customer Satisfaction

## FLEXIBLE OPERATIONS

**for maximum efficiency at a reasonable cost**

- ✓ HR Function Set-Up
- ✓ Talent Acquisition Support & Outsourcing
- ✓ Tax & Payroll
- ✓ Employer Branding & Digital Marketing
- ✓ Contract Manufacturing
- ✓ Contract Supply Chain

*Upon  
your need*



# MARKET INTELLIGENCE

#GrowYourBusiness

with  
**PRODENSA**

## » Service Description:

- Trusted data & information sources on local markets & cross-border, analyzed by specialized consultants, gathering information online & onsite
- New product / service investigation & validation, potential clients & competition analysis, labour market research, new site selection & other types of MI

## » Value Proposition:

- Allowing informed decision making process, anywhere
- Providing streamlined, data-driven insights & guidance on key aspects of launching, managing & expanding business across Europe, North & South America, and Asia including labor market analysis, as well as tax & legal considerations

## » Outcomes:

- Access to valid data & up-to-date information which may be hard to obtain
- Competitive advantage with local insights for strategic decisions
- Avoiding costly business mistakes



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to business success  
all over the globe





# TALENT ACQUISITION

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## Service Description:

- International recruitment team of specific industries' experts with local labour market knowledge
- Transborder search & selection
- Supporting from outset with Labour Market Research, Employer Branding, Recruitment Marketing & Retention implementation principles know-how



## Value Proposition:

- Enabling informed TA strategy & hiring decisions
- Expanding talent pool to the whole European continent & beyond
- Giving faster access to niche talent & experience
- Reducing the number of hard-to-fill complex openings
- Strengthening employer brand by providing unique Candidate Experience
- Supporting Employer Branding & Recruitment Marketing Efforts



## Outcomes:

- 'War for Talent' won
- Top specialists & niche candidates onboarded
- Brand awareness increased
- Costs reduced & optimized



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# OUTSOURCED DELIVERY

## » Service Description:

- Outsourcing top experts in any specialist area you need
- Full support from discovery session where the requirements & workload are assessed
- Through search, selection & hiring process
- To sharing designated teams from 10 hours per week to full-time

## » Value Proposition:

- Giving access to top local market specialists & expert teams
- Tailoring to budget & real need: no permanent hires or long-term obligations
- Giving the advantage of using full potential of international market & diversity
- Granting the Clients flexibility in traditionally fixed areas

## » Outcomes:

- Tight budget vs. demand for high expertise level solved
- Unpredictability of scaling up process overcome
- Time gap between the new demand & onboarding reduced



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# HR & RETENTION

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## »» Service Description:

- Setting up, running & if needed, outsourcing effective HR processes to enable organizational flexibility
- Tailoring the solution to the Client needs & pains
- Filling the skill and knowledge gap with expert HR teams & professionals
- Providing all required accompanying solutions like recruitment, retention, payroll or 'hire anywhere' opportunities with Employer of Record service, assessment centres, offboarding, etc.

## »» Value Proposition:

- Addressing the challenges of modern HR, in a tailored way
- From labor market insights to flexible employment solutions
- PRODENSA is making HR function adaptable & accessible to any organization

## »» Outcomes:

- Employment flexibility & cost reduction
- International mobility of employees & accessibility of talent
- New market HR function launch
- Current HR function improvement & optimization



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# EMPLOYER BRANDING & SOCIAL MEDIA MANAGEMENT

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with  
**PRODENSA**

## » Service Description:

- Employer Branding Strategies: We define and refine employer brands to attract top talent.
- Social Media Management: We develop tailored strategies and engaging content to amplify brand presence.
- Content Creation: Our team crafts captivating content to showcase culture, values, and career opportunities.
- Data-Driven Optimization: We monitor and analyze campaigns to maximize reach and engagement.

## » Value Proposition:

- Targeted Audience Engagement: We precisely target audiences to ensure messaging resonates effectively.
- Brand Consistency Across Platforms: We maintain consistent branding across all social media platforms.
- Community Building and Interaction: We foster community through prompt and meaningful interactions.
- Continuous Performance Optimization: We monitor and adjust campaigns in real-time for optimal engagement.

## » Outcomes:

- Increased brand awareness and visibility across social media channels
- Higher levels of candidate engagement and interaction
- Increased talent acquisition efficiency



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# **NEW SKILLED IMMIGRATION ACT**

## **OPENING NEW DOORS FOR SPECIALISTS IN GERMANY**



# NEW SKILLED IMMIGRATION ACT (FEG) **NOV, 2023**

## ✓ Obtaining an EU Blue Card applicable to a wider group of people (new entrants)

- Foreign **university graduates** who **completed the degree within the last three years**: both **bottleneck professions & regular occupations**.
- **IT specialists: without a university degree** with at least three years of comparable professional experience.
- **Extension of the list of bottleneck professions** from currently available mathematics, IT, science, engineering, and human medicine **to manufacturing, mining, construction, or distribution managers; information & communications technology service managers; professional services managers**.



# NEW SKILLED IMMIGRATION ACT (FEG) **NOV, 2023**

## ✓ Lower salary thresholds for the EU Blue Card

- *In **bottleneck professions & for new entrants** to the labor market: to **45.3%** of the annual contribution assessment ceiling for pension insurance (in 2023: €39,682.80)*
- *In other occupations: to **50%** (in 2023: around €43,800)*

## ✓ Short-term and long-term mobility

- *Blue Card holders from other EU countries will be **able come to Germany and stay for the purpose of a business activity directly related to their employment** - for a maximum stay of **90** days. Neither a visa nor a work permit from the Federal Employment Agency (BA) is required for such short stays.*
- ***After a minimum stay of 12 months** with an EU Blue Card in another EU country, **long-term residence** in Germany is possible without a visa. After entering Germany, the professional must apply to the foreigners' authority for a German EU Blue Card.*

# NEW SKILLED IMMIGRATION ACT (FEG) **NOV, 2023**

- ✓ **Entitlement to residence permit for skilled workers**
- ✓ **Abandonment of the link between qualification & employment**
  - *If applicants have a **vocational qualification or a university degree**, they are **not restricted to jobs related to that qualification when looking for employment** with the exception for regulated professions.*
- ✓ **Facilitated family reunification for EU Blue Card holders**
  - *EU Blue Card holders who have already lived in another EU Member State with their family will be entitled to **privileged family reunification**.*
- ✓ **Simplifying employing professional drivers from third countries**
  - *It will **no longer be checked** whether the applicant has **the required EU or EEA driving license & the initial qualification**. The priority check will be abolished & **language skills will no longer be a requirement**.*

# NEW SKILLED IMMIGRATION ACT (FEG)

***SPRING AND  
SUMMER 2024***

## ✓ **Prolonged residence permit for the recognition of a foreign professional qualification for participating in qualification measures in Germany**

- **From 18 to 24 months when issued for the first time & possible to extend** the permit for another 12 months, up to a maximum period of three years.

## ✓ **The possibility of secondary employment during the qualification measure**

- To be **increased from 10 to 20 hours** per week.

# NEW SKILLED IMMIGRATION ACT (FEG)

**SPRING AND  
SUMMER 2024**

## ✓ Entry & employment under a recognition partnership

- Applicants will obtain **a residence title for qualified employment** to complete the necessary recognition procedure after entering the country.
- **Requirements: an employment contract, professional qualification** requiring **at least two years of training or a university degree** – both recognized by the country of training – and **German language skills at level A2** according to the Common European Framework of Reference for Languages [CEFR].
- **No need to initiate a recognition procedure** or to have a notice of partial recognition **prior to entry**. The granting of a visa will be linked to the obligation of the prospective skilled worker and the employer to apply for recognition after entry and to actively pursue the procedure.

# NEW SKILLED IMMIGRATION ACT (FEG)

**SPRING AND  
SUMMER 2024**

- ✓ **Expansion of the employment of people with highly developed practical professional knowledge in all non-regulated professions in all sectors & employment under a recognition partnership**
  - The requirement is a **professional qualification, or a university degree recognized by the country of training (of at least two years)**. In addition, applicants must have a minimum of **two years' work experience** in the occupation they wish to enter. **Formal recognition of the qualification in Germany is not required.**
  - **Reducing the required professional experience to two years** (from three) **for IT specialists. A professional qualification or university degree is still not required. Language skills are no longer required for visa purposes.**

# NEW SKILLED IMMIGRATION ACT (FEG)

***SPRING AND  
SUMMER 2024***

- ✓ **Faster settlement permit for skilled workers from abroad**
- ✓ **Facilitated family reunification for skilled workers**
- ✓ **Expanded employment opportunities for international students**
  - **With longer annual working time, longer weekly hours**, the amount of the salary & the **type of employment being irrelevant** among others.



# NEW SKILLED IMMIGRATION ACT (FEG)

**SPRING AND  
SUMMER 2024**

- ✓ **Short-term quota employment of third-country nationals, regardless of their qualifications**
- ✓ **Introduction of a job search opportunity card**
  - **To stay in Germany and look for employment for specialists with full recognition of their foreign qualifications** & therefore considered “skilled workers” under Section 18 para. 3 of the Residence Act.
- ✓ **Expanded employment opportunities for international students**
  - Giving access for the nationals of **Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia, & Serbia** access to the German labor market for **any type of employment in non-regulated occupations**. From the summer of 2024, the quota will be 50,000 approvals per year issued by the Federal Employment Agency.



# NEW SKILLED IMMIGRATION ACT (FEG)

## SUMMARY

- ✓ New regulations make it **easier for skilled workers with vocational training & individuals with practical knowledge** to immigrate to Germany.
- ✓ Foreign specialists in **a bigger number of professions become accessible**.
- ✓ Employers have a greater flexibility **to retain engaged foreign specialist talent** as many of the previous bureaucracy hurdles are removed. **No risk of losing the worker after a while** due to the fact that they cannot stay or bring their families in a timely manner.
- ✓ Foreign talent immigration **still requires a lot of caution and expertise to follow rules & procedures** which are a must to facilitate painless employment process & attract qualified candidates.

# WHY PRODENSA: INDUSTRY SECTOR EXPERTISE & LEADERSHIP

- Covering a Broad Spectrum of Roles including hard-to-fill ones
- PRODENSA GROUP Global & Local Market Expertise with International Distributed Team
- Cutting-Edge Talent Sourcing Technologies
- Quick Turnaround in Candidate Placement
- The Use of Innovative Recruitment Tools & Sources
- Multilingual Capabilities & Cultural Awareness
- Customized HR & Recruitment Processes & Solutions to Suit Your Unique Needs
- Provision of Both Permanent & Temporary Staff, Individuals or Whole Teams
- Commitment to Sustained High-Quality Partnership

**PRODENSA is Your Reliable Partner for Supplying Diverse Specialists and Top-Tier Talent.**

# MAIN AREAS WE RECRUIT

## ✓ Design & Engineering, R&D

- Electrical, Mechanical, Mechatronics Engineering
- Product Development
- Research & Development, Prototyping
- Testing & Validation
- Materials Science

## ✓ Manufacturing & Production

- Manufacturing Engineering
- Production Supervision & Management
- Assembly Line Works
- Quality Control Inspection
- Industrial Maintenance, Facilities Management
- Lean Manufacturing

## ✓ IT, E-Mobility, etc.

- SW & HW Development, Robotics
- IT Support
- Data Science / Analysis
- Cybersecurity
- Natural Language Processing,
- Cloud Architecture

## ✓ Other

- Logistics & Supply Chain
- Sales & Marketing
- Customer Service & Support
- HR, Recruitment, Finance
- EHS
- Training & Consulting

# SELECTED PROJECTS

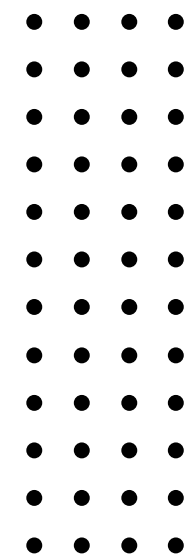
ADVANCE METAL STAMPING	BASAL	CEF	DOALL
AFFINIA/WIX	BAUMANN SPRINGS	CES GROUP	DONALDSON
AKEBONO BRAKE	BEND ALL AUTOMOTIVE	CHRYSLER	EAGLE OTTAWA
ALFA	BILL FORGE	CIH HOLDING	EBEX LOGISTIC
ALP LIGHTING	BITRON	CLEAR EDGE	EDSCHA
ALUPRINT	BMTS TECHNOLOGY	COLLIS	EDW. C. LEVY
ANDERSON COOK	BODYCOTE	CONFORM	EFD INDUCTION
ARAUCO	BOGE	CONTEYOR	ELASTOMIX
ARCELOR MITTAL	BOMBARDIER	COOKSON ELECTRIC	ELECTROMOTIVE DIESELS
ASCENT AEROSPACE	BOSH	DAIHEN	ELKEM
AST	BRAKING SYSTEMS	DAETWYLER	ELRAD ELECTRONICS
ATI	CALLAWAY GOLF	DBG	EMBRACO
BIA	CANADA POWER PRODUCTS	DELPHI	ENDRIES
BAE INDUSTRIES	CAPARO	DEMATIC	ENERGY ALLOYS
BALL	CAT	DHL	EPC
BANABOX	CCN GROUP	DMT	ERNEST INDUSTRIES

# SELECTED PROJECTS

ESTAFETA	GD COOPER	IMPRO INDUSTRIES	LA-Z-BOY
ETO MAGNETIC	GENERAL PRODUCTS	INGERSOLL RAND	LAIRD TECHNOLOGY
F-TECH	GEXPRO	INOAC	LATECOERE
FAURECIA	HAEMOTRONIC	INVISTA	LATELEC
FEMSA LOGISTICA	HEINEKEN	ITW DELTAR	LAUAK AEROSPACE
FERRO	HES LOGISTIC	JABIL	LEGO
FILPE	HEXACOMB	JOHNSON CONTROLS	LENNOX INTERNATIONAL
FILTRAN	HITACHI	JULIAN ELECTRIC	LEVY
FISHER & PAYKEL	HOME INTERIORS	KC JONES	LIGHTING SCIENCE LQK
FLEXITECH	HON	KEYSTONE	MACRO PLASTICS
FORD MOTOR COMPANY	HS ELECTRONICS	KIA	MAFLOW
FRANKISCHE	HUNTING	KAMAX	MAGNA, MAGNA POWERTRAIN
FREIGHTLINER	HUSSEY COPPER	KSR	MANCONIX
GACHES CHIMIE	HYUNDAI DYMOS	KWANG JIN	MANITOWOC
G INDUSTRIAL	IBLS	KYOTO	MANN+HUMMEL
GD AFFILIATES	IDL	KYUNGSHIN-LEAR	MARTECH MEDICAL

# SELECTED PROJECTS

MENLO	NIPPON EXPRESS	PREMIERE PACKAGING	SKS HIGH PERFORMANCE
METOKOTE	NORDYNE	Q-SEALS	SOUTHWEST METAL
MEXIN	NORTECH	RADAR INDUSTRIES	SPRINGS WINDOW
MFTZ	OECHSLER	ROGER FOAM	STANDARD REGISTER
MILWAUKEE TOOL	OLSON	ROYAL DIE STAMPING	STERIS
MINDA	OMRON	RYDER	STEEL MILL SERVICES
MINILEIT INC	OPTIMUM TURBINE	SAFE CRONITE	SUMMO
MOLTEN	PAIGE	SAGE AUTOMOTIVE	SUNNEN
MONOPY CERAMICS	PLASTIC OMNIUM	SAMKWANG	SUPERIOR TRIM
MORRISON	PENSTONE	SAMOT	TAIGENE
MSM	PEPSI	SEALED AIR	TAXAN
MUEBLES LIZ	PERENNIALS TEXTILES	SEAO	TE CONNECTIVITY
MYTEX	PLASTIVALOIRE	SEKAI	TEAM INDUSTRIES
NBHX	POLARIS	SHIMTECH	TECHNIP
NEW PROCESS STEEL	PRATT	SHINSHO	TECNOLOGIA DG
NEXTEL	PRECISION STRIP	SIIX	THE LOGISTICS GROUP



# THANK YOU

*Let's accomplish your goals  
together!*

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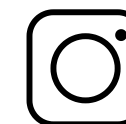
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