

DEFINITION AND DESIGN OF ARABA'S TALENT STRATEGY

Posted on 08/07/2025 by Naider

The [Provincial Council of Araba](#) has entrusted [Euskampus Fundazioa](#) with the **definition and design of the Araba Talent Strategy**, with the aim of strengthening the industrial ecosystem of the Historical Territory and establishing it as a benchmark for attracting, developing and retaining talent. Euskampus Fundazioa is assisted by Naider in this endeavour.

The strategy aims to **enhance talent management in Araba** by ensuring that, on the one hand, companies, research centres and economic agents have the necessary profiles to face future challenges and, on the other hand, the territory is positioned as a benchmark for attracting and retaining talent.

To this end, at Naider, we are conducting an **assessment of the current talent situation in Araba**. We are also **analysing initiatives and best practices** at national and international levels and **designing the Talent Strategy and its action plan**. This plan will establish objectives, lines of work, and priority projects for the coming years.

The strategy will essentially seek to **align people's skills and aspirations with the demands of the local economy**, creating an attractive environment for local and international talent alike, and contributing to the economic and social development of Araba.

