

# **BUSINESS TALENT COUNTRY: MOBILITY AND ATTRACTION OF TALENT**

*Posted on 17/07/2015 by Naider*

Naider has actively participated in the mobilization initiatives and attraction to the Basque country of talented professionals. a The first action in this sense was the strategic accompaniment to the Provincial Council of Bizkaia in the process of launching the Bizkaia agency: Xede of talent attraction.

Bizkaia: Xede was a public-private initiative led by the Provincial Council of Bizkaia and in which universities, centers technology and major companies in the territory and that had as its object the attraction of talented people to Bizkaia.

Later, naider has participated in other initiatives related to mobility and talent for institutions Basque as ikerbasque or innobasque. Probably the most significant has been Naider's participation in all the process of defining a recruitment program and talent retention in Euskadi led by the Government Basque with the aim of:

- 1. Attract the best international students in the Basque universities to take postgraduate courses.**
- 2. Promote the incorporation of these talents in the Basque companies activating close collaboration between universities and the local economic fabric.**
- 3. Contribute to spreading business culture abroad Basque once these professionals have finished their training and professional experience in Euskadi.**

Naider's work was carried out in different phases. An analysis of the needs of Basque companies in terms of to human resources and the local supply of training courses graduate; an international benchmarking of initiatives similar in, the definition of the priority lines of performance of the future attraction and retention program of talent; and a contrast process with a number selected from companies and with Basque Universities.

**[Business Talent Country \(video\)](#)**

**Organizer NAIDER**

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