



MINDSET IS **EVERYTHING**

BEST PRACTICES EXPATCENTRA

ED HEERSCHAP

2023 - 2025
WIN Helmond de Peel

2016 - 2023
LivingIn Programma



NOW | BEST PRACTICES EXPATCENTRA

Utrecht International Center | UIC

FEELING AT HOME

Holland Expat Center South | HECS

SAMEN STERKER IN INTERNATIONALISERING

Expat Spouses Initiative | ESI

**COMMUNITY APPROACHES THAT
WORK**

Wrap up & Learnings

Ed Heerschap



Utrecht International Center

Wat doen we? & Voor wie?

Robert Snoeijenbos directeur UIC

Anna Becker projectmedewerker EU-arbeidsmigranten

18 juni 2025



Utrecht
International
Center



Diensten UIC

- **Formaliteiten**

inschrijving gemeente (Burgerzaken, BRP, RNI)

verblijfsdocument (IND)

- **Informatievoorziening**

informatiedesk in verschillende talen

WorkinNL (Mobiel)informatiepunt EU-arbeidsmigranten

- **Evenementen**

Internationals Networking Events, webinars,

'Feel at home' training en meer

'Feel at home' training

Interculturele communicatie training voor internationale kenniswerkers en EU-arbeidsmigranten

ongeschreven wetten van cultuur
culturele dimensies





'It takes two to tango'

Interculturele communicatietraining voor werkgevers en uitzendbureaus

- integratie vraagt inzet van beide kanten
- begrip voor elkaars cultuur- en werkeethiek
- taalbarrière is een grote uitdaging

We are happy to help!

info@utrechtinternationalcenter.com

www.utrechtinternationalcenter.com

Utrecht International Center | Stadskantoor
Stadsplateau 1 | 3521 AZ | Utrecht
Tweede etage



Scan voor meer informatie over events, nieuws & meer





SAMEN STERKER IN INTERNATIONALISERING IN
DE REGIO!

Wie zijn wij?



Eric Hazelaar
Living In coördinator



Janneke Willems
Accountmanager MKB

Aantallen internationals Provincie Noord-Brabant

SAMENVATTING CIJFERS 2022

DECISIO
ECONOMISCH ONDERZOEK EN ADVIES

165.965
Werkzame internationals in Noord-Brabant¹



41.270 kenniswerkers



124.695 arbeidsmigranten

182.280
Internationals woonachtig in Noord-Brabant



35.755 kenniswerkers



70.155 arbeidsmigranten



15.000 statushouders



11.325 studenten



8.495 inkomensafhankelijke partners



41.550 kinderen

¹Exclusief werkende statushouders,
ontheemde Oekraïners en studenten

Wat doet het Holland Expat Center South?

Formalities	Partnership Program	Lobby & Onderzoek	Living In
• BSN • Verblijfsvergunning • One-stop Shop • Informatie over: rijbewijs, TBC test, etc. • Grensinfopunt	• (niet) commerciële partners: belasting, wonen, taal, cultuur, gezondheidszorg, bankzaken, immigratierecht	• Thema's als 30% regeling, erkend referentschap, internationaal onderwijs, nationale Relocation app, etc.	• Behoud van talent • Commitment werkgevers • Dual career • Management van verwachtingen
• 750+ werkgevers • 135 nationaliteiten • 40-45 verschillende nationaliteiten per maand • 8.500 internationals op afspraak	• 90+ partners • Expertise • Events	• Eigen analyses op datasets • Onderzoek i.s.m. expat centrum, ministeries en Onderzoeksbureau Decisio B.V.	• Talent 100 • Nederlandse taal • Events • Thema's: sport, cultuur, educatie, taal, zorg
			MKB Accountmanagement
			• Relatiebeheer • Onboarding Guide • Webinars • Events

Partnership Program



LIVING IN PROGRAMMA

We focussen in 2025 onder andere op:

- Management van verwachtingen bij internationals
- Realistische en up-to-date informatie, zo vroeg mogelijk ontvangen
- Dual career mogelijkheden
- Nederlandse Taal (pilot Taalaanbod Werkgevers)
- Beter laten landen waaronder: social onboarding 'Homewards'-programma, Living In Guide, Living In Lounges en andere evenementen

-> We vragen werkgevers hun commitment te laten zien in deze programma's, niet alleen voor het initieel aangetrokken talent, maar ook voor de meereizende partner.

LET'S GET TOGETHER 2024
INTERNATIONAL CREATIVE WOMEN • HOLLAND EXPAT CENTER SOUTH

SATURDAY 7TH DECEMBER
FREE ENTRANCE
WORKSHOP
INTERNATIONAL FOOD CULTURAL ORGANIZATIONS
WALK & SHOP - EINDHOVEN

Cultural & Creative Women Market

MEB



HOME WARDS

... for Dutch and international newcomers

A social onboarding program for residents of Eindhoven and Brainport Region.

A clear story together with the industry, government and educational institutes.

To retain talent and become a part of the local culture.



JOB, CAREER & LANGUAGE LOUNGE

FOR INTERNATIONAL TALENT LOOKING FOR A JOB OR WANTING TO TAKE THE NEXT STEP IN THEIR CAREER.

There is no charge to attend. For more information please check the website www.hollandexpatcenter.com/events

de Bibliotheek Eindhoven

EXPAT SPORTS LOUNGE

Get information on how and where to participate in sports around Eindhoven

LIVING IN

When? Thursday 3 June 2021, 19:00-20:30
Where? Online
How to Register? There is no charge to attend, but registration is required via our website www.hollandexpatcenter.com/events

WELCOME EVENING

DURING THIS EVENT, YOU WILL GO ON A GUIDED WALKING TOUR OF EINDHOVEN. PLUS, YOU WILL GET TO MEET OTHER NEWLY ARRIVED INTERNATIONALS!

HAPPINESS LOUNGE

GET INFORMATION ON HOW TO LIVE A MORE MEANINGFUL LIFE AND ON SOCIAL COMMUNITIES.

When? Saturday 26 March 2022, 11:00 - 14:30
Where? Bibliotheek Eindhoven, Witte Dame • Eindhoven 22

There is no charge to attend! For more information please check www.hollandexpatcenter.com/events

de Bibliotheek Eindhoven

LIVING IN LOUNGE

INTERNATIONAL COMMUNITY & LANGUAGE

Saturday 16 September 2023
12:00 - 15:00
de Bibliotheek Eindhoven

LIVING IN LOUNGE

HEALTHCARE & HAPPINESS

When? Saturday 22 June 2024
11:00 - 14:00
Where? Stadhuisk Eindhoven, (Stadhuisklein 1, Eindhoven)

There is no charge to attend. For more information please check www.hollandexpatcenter.com/events

Talent 100

Hire People **DOE** **DOE** **DOE**

Mark your calendar for the TALENT100 Event on 22 September at the High Tech Campus Eindhoven

EXPAT KIDS & PARENTS LOUNGE

Get information about activities for kids in the region

When? Thursday 15 April 2021 at 14:00
Where? Online
How to Register? There is no charge to attend, but registration is required via our website www.hollandexpatcenter.com/events



COMMUNITY APPROACHES THAT WORK >>

KAVITHA VARATHAN
Founder | Director



GAMECHANGERS

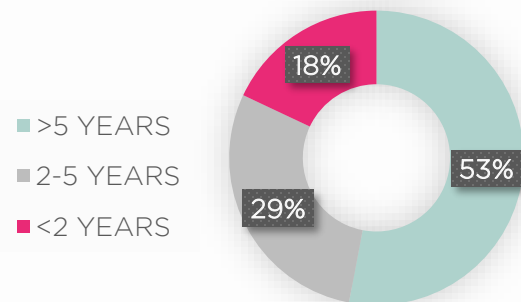


SPOUSE IS
TOP **TALENT**
IS OPPORTUNITY **NOT** A PROBLEM

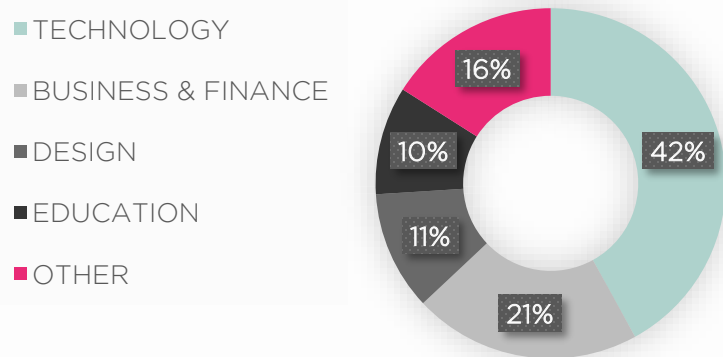


WE ARE A **COMMUNITY** OF
4000+ PROFESSIONAL SPOUSES &
PARTNERS IN THE REGION

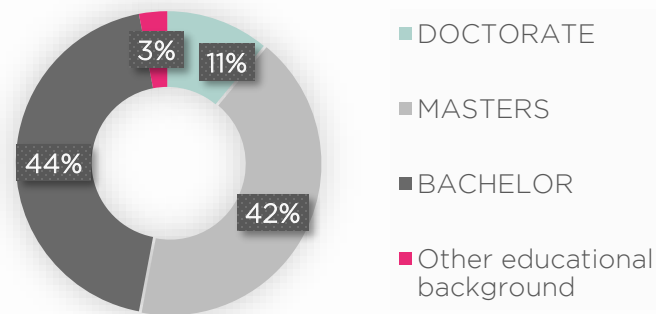
Accompanying partners are
HIGHLY EXPERIENCED



Accompanying partners are
TOP TALENT



Accompanying partners are
HIGHLY EDUCATED



KEY APPROACH #1

IDENTIFY **EARLY** **ADOPTERS**



MAKING A DIFFERENCE

WOMEN
for **WOMEN**

200+
MATCHES

>80%
CONNECTED TO
DUTCH LABOR
MARKET*

16 EDITIONS SINCE
2018



KEY APPROACH #2

WITH
INTERNATIONALS
NOT FOR
INTERNATIONALS





COMMUNITY

Career
Acceleration for
Talents



Awareness &
Employer
engagement



EMPLOYERS/
STAKEHOLDERS

HARNESS COLLECTIVE ENERGY

With communities



DISTANCE FROM THE LABOR MARKET



A Dutch Labor-market friendly profile



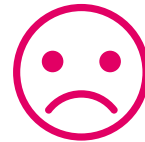
Too niche or specialized, but your coherent experience in a market-relevant field is an asset



Generalists - HR, Marketing/Communication, Business etc



Career profile is not in demand in the Dutch labour market viz. Architects

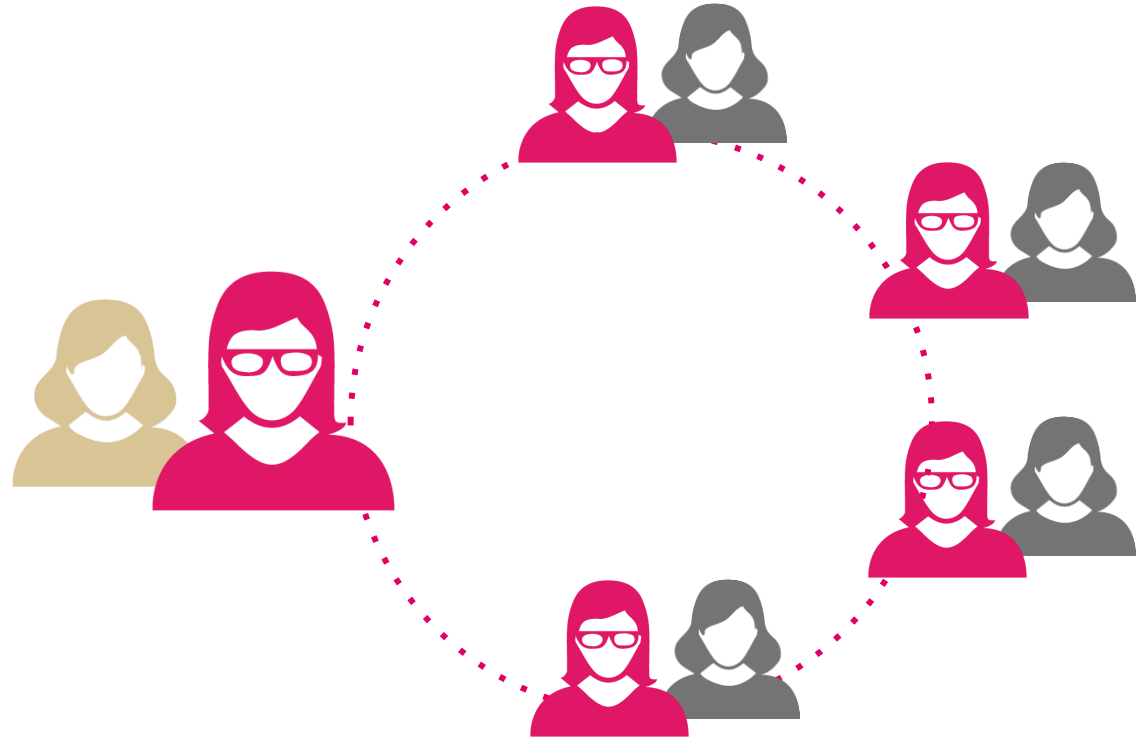


Career profile is not recognized in the labour market viz. Lawyers, doctors, teachers

LABOR MARKET



TRIBES & SUPER TRIBES



Apply approach in your context

IDENTIFY EARLY ADOPTERS

Who are ready for a
different approach

WITH INTERNATIONALS vs FOR INTERNATIONALS

Bottom-up Solutions WITH
the target group

Spouses and Partners can
connect engage labor
migrants with local
ecosystem

HARNESS COLLECTIVE ENERGY

Mobilize communities for
targeted solutions and to
build trust



EXPAT**S**POUSES INITIATIVE

info@expatspousesinitiative.org

WRAP & LEARNINGS

MINDSET IS EVERYTHING

“VERTREK VANUIT DE VRAAG”

“WERK SAMEN MET JE
DOELGROEP AAN
OPLOSSINGEN”

FOCUS OP “EARLY ADOPTERS”
“WE ARE IN THIS TOGETHER”

