

Dutch presence at the MIT European Career Fair for talent!

Boston turns out to be for global talent search what the Hannover Messe is for trade and innovation.

Brainport Development and High Tech NL have joined forces over the last couple of months to organize the Dutch participation in the Boston MIT European Career Fair. Being there, presenting the Netherlands to promising master students, PhDs and alumni was simply an amazing opportunity. Over 3,000 people sign up for this career fair every year. And each year for the last three years at least 10 of them found a Dutch employer and started a career in the Netherlands. They reinforce the R&D departments of Dutch companies and research institutes such as ASML, FEI Company, AKZO NOBEL and the Holst Centre. Boston MIT offers the opportunity to meet some of the world's most talented job-seekers.

By Jos van Erp



Looking for talent

Dutch high-tech companies and research institutes in the field of embedded systems, energy, health, logistics and chemistry are constantly looking for talented technicians. Mechanical engineers, software engineers and physicians are only a few of the types of professionals that are not sufficiently available in Dutch labor market. This is why the search for talent has an international scope. However, Holland is not the only knowledge region in Europe looking for talent. There is a strong demand in high-tech regions and places such as London, Stockholm, Switzerland, Bavaria and Grenoble. Therefore, presenting and promoting the Netherlands as an attractive region in which to study, live and work is considered to be a priority in the Human Capital agenda of various top-sectors and clusters of companies. They are represented by Brainport Development and High Tech NL. Over the last ten years, Holland has been present at the MIT European Career Fair in Boston, Massachusetts. As in previous years, the 2016 edition of this event has been highly successful.

Unique selling points and discoveries

Just being there is not enough. Possibilities are offered to organize presentations and job

interviews. The Dutch consulate, which has an office in Boston, offers on-site support. Mr. Walter de Wit is involved with the preparation of the Dutch participation: "I know the messages Dutch representatives of companies and research institutes want to communicate. I know the people who are organizing the MIT European Career Fair. That is why I can match the opportunities 'Boston' offers with the wishes of my Dutch colleagues."



Over 200 masters and PhDs attended

Mr. Walter de Wit made sure that a separate presentation could be held by Mr. Jos van Erp (High Tech NL) and Mr. Siebren Schaafsma, R&D Manager at the Holst Centre in Eindhoven, at the Destination Europe event, which was organized a day before the career fair itself. Over 200 masters and PhDs attended, which offered them the opportunity to compare the propositions of the various

countries presenting their research programs and unique selling points. A lot of people asked in-depth questions at the reception, which took place after this very interesting day full of discoveries.

The Talentbox: offering concrete job opportunities

The career fair took place, as always, in MIT's modern sports facilities. On Saturday February 6th by 9am the delegations had organized their booths and were ready to receive their first visitors. The Netherlands was represented by ASML, the Holst Centre, TNO, TomTom and of course Brainport Development and High Tech NL. These organizations together represent at least 250 Dutch companies and knowledge institutes. Special attention is paid to the Brainport region Eindhoven. Moreover, the Talentbox offers the opportunity to review all actual vacancies of the companies that are using this tool. Mrs. Lianne van den Wittenboer, who represents Brainport Development, explained that: "The Talentbox offers talented people who are interested in working in the Dutch high-tech industry immediate insight in the profiles of companies and vacancies. They can subscribe at our booth or later at home. This offers companies the possibility to contact them".



Mrs. Lianne van den Wittenboer: "Over 80 registrations via the Talentbox"

Jos van Erp, who is responsible for the Human Capital programs of High Tech NL, confirmed the value of this tool. "I can inform young

people about Dutch companies and their need for masters and PhDs in the field of technology and the high-tech industry in the Netherlands. The Talentbox, however, opens the door to opportunities and allows users to make their first concrete step towards a professional future in one of these companies." At the end of the day, Mrs. Van den Wittenboer counted over 80 direct registrations and from experience she knows that a lot of interested professionals will register at home and share this opportunity with their friends.



..... where everybody knows your name

Meeting 'old' and 'new' friends

The individual members of the Dutch delegation did not even find the time to walk around the sports facilities and meet the people representing other countries and companies. The interest in the Netherlands was overwhelming and discussions with visitors started immediately at 9am. A lot of interested masters and PhDs were very serious about learning more about the Netherlands. For example, Jason Chenye Yang, a Chinese PhD Candidate in Mechanical Engineering, MicroPower and Nano Engineering. "Tomorrow I will have an interview with an ASML recruitment officer. I am really looking forward to it but I am afraid there will not be enough time to ask all my questions. There is so much I want to know!" We took the time to inform Jason. But we didn't only meet new faces. Mr. William (Bill) Kuttner, who used to work at DSM back in the

seventies and had stopped by last year to have a chat, was there again. "I often reminisce about the positive experiences I had at DSM, both professionally and socially. I just drop by to say hello!"



Giulio Alighieri (President of the MIT European Club) and Walter de Wit look back on successful cooperation

Added value

Finally, it is all about business objectives and results. ASML can look back on some successful editions of the Boston MIT Career Fair. This powerful company, which is known worldwide, recruits at least 3 or 4 new colleagues at this fair every year. Mr. Siebren Schaafsma of the Holst Centre added: "We are a relatively small organization. We only recruit a limited number of new colleagues every year in very specialized fields of technology. Last year's event resulted in finding one new researcher. We probably wouldn't have gotten in contact if we had not been at the MIT European Career Fair. That is the added value". The Dutch academic world has already started a campaign to join next year with no fewer than eight universities. Mr. Walter de Wit received the invitation to report about this successful meet, greet-and-

match for the famous Dutch business broadcasting company BNR on Tuesday February 9th at 16.00pm.



Interested PhDs directly register at the booth

We will meet again. Definitely. Next year at the 21st edition of the Boston MIT Career Fair.



Jos van Erp, February 2016

