

# EXPAT

CENTER ZEELAND



## An Expat Center for Zeeland 2022 Facts & Figures & 2023 Transition



## Our Compass



## Our Key Points – Positioning & Ambition

- Public Information Point (legal formalities), information and advice to international employees (*highly skilled & labour migrants*) related to working and living in Zeeland. International students, foreign start-up entrepreneurs and new settlers are also part of our target audience.
- Practical (commercial) service, information and advice to the target audience in cooperation with affiliated partners (*such as housing, insurances, education, language training, financial issues, tax matters, leasing & culture*).
- A smooth integration, the *warm welcome and promoting* networking by means of organizing programs & events for the International Community Zeeland, linked to *information, education and culture*.
- Inform and coach labour migrants from the MOE countries. The importance of registration at the Zeeland municipalities related to working and living in Zeeland.  
Providing information in local languages and in cooperation with a specialized consultancy organization for these countries.
- In the process of investigating an 'one-stop-shop' procedure for non-EU internationals to combine in one visit the services of the IND (*Immigration & Naturalization*), Civil Affairs of municipalities and information from the *Expat Center Zeeland*.
- Become the onboarding & starting point for employers and their international employees in Zeeland.

## 2022 Facts

2022 was *the* year to develop and settle the role to become an expat center for the whole of Zeeland. In December 2022 green light has been given from the municipalities of Borsele, Hulst, Middelburg, Schouwen-Duiveland, Sluis, Terneuzen, Vlissingen, together with the Province Zeeland and the Labour Market Region Zeeland.

### Top 5 - 2022 addressed questions

1. Residence permits & BRP registrations
2. Schools & Child Day Care
3. Housing
4. Dutch language training & Spousal support program
5. Car import, NL registration plate & exchange driver's license

**Followed by:** Diploma verification; Health insurance; Cross-Border NL/BE & Tax issues

- We have provided in 2022 more information related to residence permits and we have answered questions from companies to become a recognized sponsor related to non-EU personnel.
- The Spousal Support Program has been regularly requested for family partners.
- Apply for housing and connecting with our affiliated partners has increased.
- An increase in applications to place children into local schools (especially primary education).
- Larger demand for Dutch language training.

*\*As of 2024 we will conduct customer satisfaction surveys.*

# Affiliated Partners Network

The *Expat Center Zeeland* has cooperation agreements with 24 service providers in the sectors:

<b>Accountancy &amp; Administration</b> <i>ABAB; Moore DRV; Schipper Accountants</i>	<b>Banks</b> <i>ABN Amro RABO Bank</i>	<b>Cars &amp; Leasing</b> <i>Moret B.V.</i>
<b>Child Day Care</b> <i>Kinderopvang ZeeuwsVlaanderen</i>	<b>Culture</b> <i>Toonbeeld</i>	<b>Finance</b> <i>Van Bruggen Adviesgroep</i>
<b>Housing</b> <i>Reham Verhuur; Rotsvast; Kennedy West Vastgoed; Van der Poel; Woonstichting Hulst; Woongoed ZeeuwsVlaanderen</i>	<b>Insurances</b> <i>Witte-Boussen Assurantiën</i>	<b>Language training</b> <i>Scalda; Taalkracht; Taalschool Zeeland; Taalmondo</i>
<b>Relocation</b> <i>HR Expat Services; RSH Relocation Holland</i>	<b>Sport</b> <i>Bodyline Healthcenter</i>	<b>Spousal Support Program</b> <i>Manpower</i>

## Zeeland - a regional cooperation

Further development has taken place to become an Expat Center for Zeeland. The municipalities and the province have been approached earlier in 2022 to participate in the *Expat Center Zeeland*.

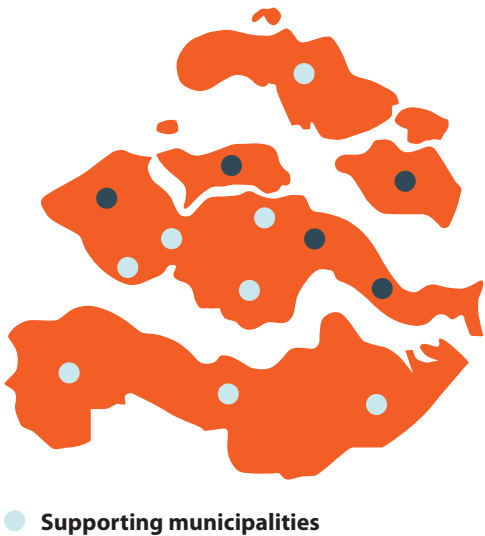
The collaboration is formed by the municipalities: Borsele, Goes, Hulst, Middelburg, Schouwen-Duiveland, Sluis, Terneuzen, Vlissingen and by the Province Zeeland and the Labour Market Region Zeeland. In the meantime, we further investigate to let all municipalities connect.

### Broad Target Group

The *Expat Center Zeeland* focuses on international employers, highly skilled migrants, labour migrants, international students who choose Zeeland, orientation year highly educated persons, start-up entrepreneurs and non-EU apprentices. Cross-Border Information Scheldemond is integrated at the location at Terneuzen and is related to cross-border working.

### Onboarding in Zeeland

The *Expat Center Zeeland* works together with companies based in Zeeland on an onboarding introduction. The introduction in the correspondence to international employees is important for this. Becoming the starting point for international companies and/or companies employing international employees, does give employers and international employees an added value in terms of information and assistance, a smooth integration and does relieve many questions.



The services in the region would benefit from the presence of an IND (*Immigration- and Naturalization*) location. The international center is working towards a 'one-stop-shop' approach whereby internationals can be helped efficiently when they arrive in Zeeland. This will also make it possible for companies to contribute financially to the services provided by the *Expat Center Zeeland* within the onboarding process.

## Newsletters



### 4 per year to companies network

An average open rate of 52%  
and a click rate of 18%

### 4 per year to internationals

An average open rate of 53%  
and a click rate of 36%

## Website Visitors

24.743 people have visited the website in 2022

The most website traffic came from:

1. The Netherlands
2. United States
3. India
4. Belgium
5. United Kingdom



## Social media followers

**LinkedIn -> 434 volgers**

**Facebook -> 319 volgers**

(For building the International Community, part of the International Center)

## Events

As of 2022 the *Expat Center Zeeland* has started to organize events linked to Information, Education and Culture. A first Webinar about tax filing, a Meet & Greet get-together and a first annual event around the Warm Welcome, have provided opportunities to build a social network.

The year event with 500+ registrations was big; 41 stands were realized together with the affiliated partners, with education organizations, city marketing & tourist organizations, various municipalities from Zeeland and a group enthusiastic entrepreneurs with a fantastic passion for food, drinks, experience and enjoyment. Especially the education and housing market areas attracted many interested parties.

The information and possibilities received a top ranking.

The 1st Webinar related to the yearly tax filing was a success and a 1st Meet & Greet event has actively promoted networking among international employees.

## New initiatives

### Spousal Support Program

The *Expat Center Zeeland* collaborates with affiliated partner Manpower. This has resulted into the Spousal Support Program.

Manpower helps partners of expats/internationals and family members to find a suitable job. This is done through this program.

The Expat Center connects the international with Manpower for an introductory meeting.

This take-in is about who you are, what you have done, what you would like to do and what the possibilities are from Manpower. There is a lot of personal contact during the procedure to help partners of internationals to find a new job and to determine what the best option is.

Individual wishes, possibilities and the personal situation are taken into account. This means that the Spousal Support Program has been successful for several years now.

## The Buddy Table

The program 'The Buddy Table' translates and explains official letters from the Dutch authorities. This program functions with an e-mail address. Internationals scan the official Dutch letter to this address. The English translation will be sent back including an explanation what steps the international needs to take towards the Dutch authorities. The program helps to gain a better insight into what is being communicated by the government and lowers the threshold to contact the Dutch authorities.

## Relocation App

In collaboration with the Dutch Expat Centers, the RVO has presented the Welcome to NL Relocation App. This new relocation app helps international talent with all practicalities that they need to take care of on their journey to the Netherlands. The *Expat Center Zeeland* has realized the information for Zeeland.

It is packed with information about residence permits, registration, healthcare and housing. The app can be tailored to various personal circumstances, such as: which region in the Netherlands someone is moving to, the family situation, country of origin, in which sector they will work in the Netherlands and much more.

## Job Portal

Attracting international talent has recently been promoted in the Netherlands via the RVO platform <https://www.welcome-to-nl.nl/about-nl>. From this platform, references are also made to the *Expat Center Zeeland*.

The Netherlands Port of Entry team has taken the next step and the platform is further expanded with the integration of a JobPortal. The *Expat Center Zeeland* has been asked to participate in this and has established the contacts with companies in Zeeland. Companies can provide a separate English-language vacancy page. The vacancies are tailored to *STEM* talent. *STEM* stands for Science, Technology, Engineering & Mathematics.

## 2023 Transition Zeeland Wide

As of January 1, 2023 the *Expat Center Zeeland* functions under the Labour Market Region Zeeland. In order to make the services more accessible, the expat center has opened, in addition to the Terneuzen location, a second counter location at the municipality office of Goes. With two counter locations, internationals can receive information, guidance and advice.

The Cross-Border Information Scheldemond has been integrated at the counter in Terneuzen.

More than 7% of the working population in Zeeland consists of international employees. That percentage grows annually and this makes the share of international knowledge workers and labor migrants substantial.

The *Expat Center Zeeland* is the 'Linking Pin' towards the province and municipalities, towards employers and our international target group.

## Welcome in the Expat Center Zeeland!

Governance until end 2022:



Governance as of 2023:



[www.expatscenterzeeland.com](http://www.expatscenterzeeland.com)

# EXPAT CENTER ZEELAND