

We asked the Antal International Network for some examples of great cross border work, great candidate & client service and how they “go the extra mile” ...in the following categories...

Scenario 1: A successful cross border or overseas **candidate attraction strategy** implemented in the last 12 months, an outside-the-box way of attracting candidates, something a different to normal.

Scenario 2: Excellent cross border **client service** in the last year. This could be where we went over and above what the client wanted, exceeded their expectations. Where you faced a challenge and got a solution.

Scenario 3: An example of excellent **candidate service** in the last year. Where we helped a candidate move, did something different, something that made a difference, overcame a challenge or obstacle.

I am truly delighted to share with you a selection of the replies we received in a very short period, some great examples that really showcase our extra special DNA !

Graeme Read, Group Managing Director, Antal International

TURKEY

1. Candidate Attraction: Based on the market news we heard that Abdi Ibrahim Pharmaceutical was looking for a middle level position "Medical Advisor" for their organization in Russia. This company is very well known in the Turkish market and the CIS countries. We had some qualified APC candidates for this position. However, we started with a more senior Russian candidate, who was a good fit for the managerial position. We had been chasing him and firstly it was important to build trust in order to present him as an APC. By giving detailed information about Antal like the methodologies used, its operations throughout the world, emphasizing its worldwide reputation plus its market positioning in Turkey and in addition sharing our recent press releases we managed to get his attention. Later on we explained to him about the opportunity at Abdi Ibrahim; sent him the corporate documents, the web site and mentioned to him their potential managerial position in Russia. As soon as we sent his profile to the company, they came back right away telling us that they found the profile interesting and would like to meet him for their very confidential position namely Country Manager. After having the first interview, he is now on the top of their short list.

2. Client Service: We have been working with URALITA since March 2008. Uralita is a Spanish company operating in the insulation sector. This came as a referral from Antal - Spain. We made 6 placements for their Young Professional Program located in Madrid. We advertised the positions in the popular newspapers, human resources portals, and magazines for about 3 weeks with a joint Antal and client logo. We received more than 500 applications and assigned 4 consultants to screen the applications, hold pre-screening phone interviews and conduct face to face interviews with the possible candidates in order to make the short list. We made offers to the candidates in May. We would like to highlight that we caught up with the deadlines set for the interviews as well as the completion deadline of the project. The company stated that they are very pleased with the quality of our service as well as the quality of the candidates. Therefore, they preferred to work with us for their recently set up organization in Turkey. They bought a local company and entered the Turkish market in September. Started with the Commercial Manager and Plant Manager positions we are now sourcing company's all middle and senior level positions and have already invoiced over 100,000 Euro.

3. Candidate Service: We worked with our client named AKM for a General Manager position last year. We headhunted our candidate who is a well known profile within the sector. Instead of interviewing him on the telephone we arranged a face to face meeting with him so we better understand his expectations. During the interview process with the company we coached Mr. Akan intensively. Our company lawyer assisted him with the possible legal issues to arise from his current employment contract. Our management had lunch with him to set up the targets for this new position and to help him to prepare a presentation which really impressed the client. AKM wrote a contract with strict penalty clauses which would disturb the candidate. We were again at the centre of the negotiations and managed to convince the client to put forth a more favourable contract. We solved all the issues from both the client's as well as the candidate's perspective.

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HUNGARY

AstralPool is a leading company in designing and distributing swimming pools plus accessories. They are partners for FINA so the easiest opportunity to meet their products is at in international swimming and water polo championships.

Gloria Garrido, their HR director and David Egbring (a Dutchman married in Spain), their regional manager has approached us in January 2007 (among other suppliers) to fill a "finance manager" role in Hungary in their local entity. We were listed as a result of an APC attempt before.

It was not very complex task, I win the assignment on 25% contingency and I have manage to present them a shortlist in 4 weeks time. They come over for the interview, 2 candidates went for 2nd round, and finally one of them got an offer. Everything seemed to be okay, but the local GM made the offer and it was not what they have agreed before. No result and in 3 weeks we have lost the back up candidate as well.

I suggested them to restart the process and set all little details in the process in Antal way ("let me tell you once again how we work"), I took control. The determination must have impressed them because the placement went smoothly and successfully and the relationship stayed live.

So in September 2007 I have heard that they have an empty chair they could not fill. It was a Prague based (Czech Rep) Business Development Manager job. We act as "last resort" and with a referral to Antal PL (their CZ manager, Sona Kotova) we filled the position by the end of the year.

In February I have been informed that there is a need in their holding structured organisation for a Sales Manager in France. A referral to France, the deal has been made (retained search and selection). Frédéric Senet has been our partner there.

In April they were active in China, that time it was no question that Antal China has supplied the recruitment service, retained business again, Ryan Owen and Robert Parkinson has done a superb job to make a placement in weeks.

In July I have checked a story of their attempts to find a GM in Russia. That was a project back in 2007 which was very difficult due to a line manager in their local entity (that time we could agreed the TOB). With the efforts of Galina Nemtchenko and her team, we come back

on board shining, won finally and made retained placement again. (Not as easy as it sounds...)

In September Gloria (the HR director) called me to reveal a very difficult situation in Egypt where they were working with local recruiters and they lost faith. I explained her that we do have our flag over there. This was the very first time I met Walid Abdel Wadood, who is running Antal there. He accepted the fact that the project was already started by someone else and time has been an issue. All credits to him as he manage the contingency placement plus secured 3-6 new assignments for the future.

As I have explained to my clients that Antal has set the partnership with SPI, there were not much direct responses. But AstralPool was there again! A Sales Director they needed in Jacksonville, Florida. I have been surprised how easy was to turn them into a company that not even has the "Antal" brand, just upon the trust we built over the months. Tom and the team has won the business and I guess there are no DM in AstralPool who would not have my name and businesscard...

This is the 7th country that AstralPool used Antal (or partner). I guess this is something unique!

Csaba Patkó
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NETHERLANDS

Econcern- a client that I pitched into last September. Great candidate introduced, after reading a news flash on the internet, to the hiring manager (Wind Developer). Meeting arranged.

HR processes very slow- Hiring manager giving no recognition to HR, their involvement non existent. A few interviews arranged, but sadly, no offers made.

December 07. I pitched in an Italian solar developer- A hiring manager interviewed straight away..., process went on for two months- placement in March.

Third meeting arranged.

The company is in 60 countries around the world, covering all aspects of renewable energy, I wanted to continue the courtship process, offering great candidates and saturate the company. I placed in their subsidiary Darwind a Board level member adding to the credibility... then they started taking us seriously..!

New Global head of HR came into the business, my reputation in the company was one of 'persistence, and great candidates', all the HR and hiring managers I had worked with to date thought I / antal could add tremendous value.

I arranged meetings to discuss recruitment needs in Turkey, South Africa, China, I have won retained searches for Poland, Czech Rep, Italy, UK, Holland; they want to develop that further into China, Latin America and North America. All retained searches have delivered, or in the process of closing.

We now have 9 retainers with this client, and they are pushing for more....!!

We are supporting their hiring strategies internally and the two businesses are forming a close alliance. With the advice and support we are giving, we are helping mould how they operate.

Now here's the icing on the cake-

Retained search for the company's UK subsidiary- I made an introduction of a company for strategic alliance (- they are now entering an agreement). It transpires the General Manager of the company's UK contingent is incompetent- the gentleman heading up the company I introduced to my client informed me that he would not work with them due to the poor management, style and knowledge of the General Manager.

After me providing consultation to the Board, they are terminating the incumbents position, and we are in the process of finding a replacement. It was a very delicate matter where I explained their current strategy will yield no results in the UK market, and are currently thwarted by competition, they took stealthy action immediately... Interestingly, the company I referred for strategic partnership is now asking for my services to find people for his biomass operations also- saturation networking, quality, transparent consultation, honesty, diplomacy and lashings of persistence, has created 3 new opportunities, from one- adding also credibility and securing the evolution of a global key account, which has every potential to be one of Antal's key accounts global by the end of next year- It's global top 500 company growth, hundreds of innovation and entrepreneurial awards, global recognition, policy steering!

Definitely a contending experience!

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SCOTLAND

SUCCESSFUL ATTRACTION STRATEGY

Client: Lake Property

Position: Development /Construction Manager

Fee: 25%, 75,000CHF (£37500)

Background: Lake Property a new Swiss Development Company required a Development/ Construction Manager.

Their Owners two Entrepreneur had spotted an opportunity in the Swiss market for up market luxury residential and mixed retail developments following a relaxation of Swiss planning legislation. We were recommended to Lake Property by another Client with whom we were working on similar International assignments.

They required a specialist who could deliver there projects and safeguard their interests on their property portfolio. The Owners however do not come from a Property or Construction background and required specific help and advice in drafting Job Description, adverts and remuneration package to attract suitable candidates.

Using my personal experience in this area I developed a Job Description which was important on two fronts firstly to safeguard my Clients future interest and secondly to be professionally drafted to attract the best candidates.

At this stage we knew this would be a difficult assignment because of the specific requirements of the job, the location and the fact this was a new company.

The candidates had to be minimum BSc qualified either in Civil Engineering, Architecture, and Quantity Surveying with a minimum of 10 years relevant post degree experience and preferably Chartered status. In addition they had to be both fluent in English and French languages, along with being willing to relocate permanently and have both International and Project management experience.

Strategy

Our strategy was to get as wide an audience of candidates as possible but we were working in tight financial guidelines.

We therefore used our four way methodology of Advertising, Searching (networking), using the Antal database and internet candidate searches.

We chose two Executive job boards along with the Antal Web page to advertise the position. It was important that the position attracted the right candidates so was brief but specific in description to raise interest. Our advertising costs were negligible.

50% of candidates found came from the advertising and the other 50% from headhunting. From the candidates that we found or applied we used the Job Description to demonstrate the interest and to sell the job to the candidates.

The best candidates were often located in the Middle East on tax free earning so one of our selling points was quality and challenge of the job.

We persuaded our Client as well to increase his initial remuneration package to compete with Middle East salaries and also to roll accommodation and car allowances into a single salary which we believed would give better attraction to potential candidates whilst of course increasing our fee level.

Outcome

After 4 weeks we had found 10 possible candidates that we screened by telephone with regard to professional and technical ability and language ability to a shortlist of 5.

The candidates came from many nationalities and backgrounds

Normally we would have shortlisted 3 candidates to a Client but we wanted the Client to use this step to further refine their actual requirements.

Two candidates were interviewed in the UK initially to assess in particular their professional and technical abilities using John Hebson (Antal) as a specialist in the field and then in Switzerland by the Client.

A UK/Hong Kong national was appointed by the Client and is working successfully in the post.

John Hebson

Director, Antal International Network. Edinburgh

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INDIA

Major recruitment contract won with PWC, Luxembourg on a Retainer. Deal was a global delivery since they needed Tax Advisors from across the globe in Real Estate, Private Equity. The assignment was being delivered by Luxembourg, Romania, Spain, India.

Romania and India did manage to make final placements with PWC in Luxembourg. India were able to source candidates from across Romania, Portugal, Mauritius, Poland and, three offers went out to candidates from Romania, Mauritius & Portugal. The candidate who was finally placed was sourced from Portugal and placed in Luxembourg by consultants from India working with their counterparts in Luxembourg.

Joseph Devasia
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RUSSIA

I would like to put 2 entries forward with the same client, Fintur Holdings:

I met them in Istanbul, closed down a retainer and sold them an advert in The Moscow Times for a CFO role with one of the mobile operators that they are part owners of in Kazakhstan (K'Cell), and we began the search to place someone in Almaty. They then changed the location and asked for the person to be based in Tashkent (Uzbekistan) U Cell, the 2nd largest Uzbek mobile operator. We found a Canadian guy working in the Philippines who had previously worked in Uzbekistan and placed him in Tashkent. I met him on a recent visit there and he's delighted.

And from the shortlist presented, they also took a shine to another candidate (Russian mother, Ghanaian father, working in London) and initially proposed him to work in Dushanbe (Tajikistan), but then changed their minds and he started with them last month in Kathmandu (Antal's first ever placement in Nepal)!

Artyom Vasiliev deserves more than a share of the credit as he sourced the candidates.

Luc Jones
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GERMANY

Candidate Based in San Francisco (John Han) found by Chris Grock (Amsterdam), referred using our Energy conference call to Paul Johnson (Germany) just placed with Centro Solar's partner Itarion in Portugal!

And the candidate is Australian/Korean!

I don't know how many air miles were used up in this process but that's pretty good!

Mit Freundlichen Grüßen / Kind Regards

Max Price
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CHINA

Antal Alumni Everywhere!

Got a client Danieli & Co referred from Tejvir Chaudhary in the Antal India office in May 2008, closed 3 placements in three months and got more business from them.

In Oct 2008, got a call from Danieli & Co Global HQ, a guy named Andrea Pazzona. He did talk with me all in "Antal" language, he knew 4 way methodology, knew MPM, knew many, many things which confused me a little bit at the beginning of our conversation. Then he told me he was previously from Max's team in Antal Frankfurt, he worked for Antal for about one year.

Andrea did support a lot after he joined Danieli & co as international recruiting manager or specialist (not very sure). Now we are very close to place the 4th candidates into Danieli & Co. not only because Tejvir referred this client to us and the Industrial Teams consulting and great delivery, but also the common point we share that we are all from Antal family.
Best regards,

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ROMANIA

1/ Siveco - top Romanian software developer, contract signed in 2005 and still working with them in present - extended frame contract for next year (the 4th year consecutively)!

2 consultants assigned to this client all the time (Alina Ramba and Laura):

- placements in 2005: 1; no replacement
- placements in 2006: 8; one replacement only
- placements in 2007: 21 (mostly developers positions); one replacement only
- placements in 2008: 12 (mostly managerial positions); NO REPLACEMENTS! (at least so far)

Total business done: 150kEURO with a client that was traditionally NON desirable for any of our competitors or top employees, in Bucharest.

We are proud to say that we did something in this world: We helped Siveco - a local, very bad reputation Employer company, to grow and improve and attract great and stable people from developers (more in 2007) to managers (more in 2008).

This company grew since 2005 from 400 employees to 700 employees in present and we did our part with the most KEY positions in their field! And more to come!!

Other Added value for Siveco and Antal; (except of deals = immediate money paid):

Siveco - It is a company which in 2005 had probably the worst reputation as an employer, however due to the consultants and Antal techniques we've managed to convince them in changing some things in the company (i.e. brokering the offer, "time is money", etc; candidate market driven). Also working proactively with APCs sent to them we've placed also in marketing, HR, etc. And now in the Romanian market Siveco "sounds good" as a next step career move among candidates.

Also, another thing to mention: we've placed a Maltase guy with the help of Antal Malta last year in autumn at Siveco and he is still working there (Antal Romania's client and Antal Malta's candidate) !!! So international share on this client, as well!

We go to have lunches with their HR people, we actually feel like part of their company in a way, they like us to feel like this! Bravo to Alina and Laura especially.

Also, on the international sharing activity as well, one of our IT consultants - Laura - placed a candidate from Nigeria to Malta at Vodafone (client of Antal Malta and candidate of Antal Romania).

2/ Fortis bank last year - share with Antal Luxembourg
Luxembourg sent the client lead to Romania. I've met the European HR mgr and convinced him to work with us, although there was a preferred supplier for every type of consulting work - PriceWaterhouseCoopers, including their division on recruitment advisory.

We have beaten PWC and hired the whole board of mgmt in Romania, in less than 6 months (total contract value 92kEuro)

Kind rgds.

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GERMANY

1) Merck - They have recently opened a new International Shared Service Centre in Darmstadt. We have been working with them on multiple Accounting roles that require specific language skills. Polish, Italian, Spanish, Swedish and French.

We targeted the market using the Antal Network to find a pool of suitable candidates in each of the countries that wished to relocate to Germany to work for one of the Worlds biggest Pharma Companies. We have filled 3 of the 5 roles available with a further final round interview tomorrow! Great Account Management! Well Done Zsofia! What has made all this special?? - 46K in 6 weeks! :-)

2: Aggreko - early this year we were faced with a challenge from Aggreko. They explained that they needed our urgent help in sourcing Accountants for their French and German business. A senior figure from the US was visiting for the following 2 days and they asked if we could somehow travel to Paris to meet with them. We invited our French colleagues to join with the multi-role retainer pitch and to present the Antal Group on a united cross border front. They were very happy to see how flexible and how pro-active we were. We only won a deal for 3 Accountants but we filled the roles within 6 weeks, and now Aggreko is also one of Antal Edinburgh's biggest clients! Great Cross border service!

3: Martin Walker worked on an assignment for Hella earlier in the summer, where halfway through the search the client decided they wanted the candidate to be now based in Mumbai - Can you imagine how well we need to manage a German Controller, who will relocate to India. Well we did, it, the candidate was a single 28 year old, who after visiting the area and the site really became overwhelmed with the opportunity. We contacted the German-Indian Chamber of Industry and Commerce who helped us organise permit applications, travel and relocation advice! Now the candidate is performing fantastically! The fact that we went a step further and helped the profile with his relocation and permit advice made him feel more comfortable with accepting the position and moving to Mumbai.

Mit freundlichen Grüßen / Kind regards

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EGYPT

My example would be for point number 2 (An example of excellent cross border client service in the last year) sorry it's a bit too long, but it's a story I want to tell and this success has motivated me a lot in my work and I am really proud of what I accomplished.

I was approached by Csaba Patko through an email dated the 24th of September 2008, and he was quite frank and quoted the clients words to him as listed below.

"We wanted to start up a new AstralPool company in Cairo and we were looking for the GM in the first place. We started a search with a local company and it was a complete disaster, in fact, we decided to freeze the process for a while. During this year we found a new local company who seemed more serious and who introduced to us one candidate who fits more or less in the profile. We ask them to do a whole search to have more candidates. After some months and many discussions we have 4 candidates to interview but, to tell you the truth I don't feel confident about closing the process with none of them.

I've seen on your website that now you have offices in Cairo, so the proposal is...do you think is it possible to do a one month search to find some candidates?(we intend to go to Cairo the 20th of October). The problem is, I have no budget to hire a new consulting company, the mission must be on success basis and knowing that we have 4 candidates to interview from another company. I know that is not the normal way and that it is a bit risky for your colleagues there, but if there is a possibility I would be grateful. The only thing I can say is that it is not difficult to improve the answer we have had from this company, but of course, the risk is there. "

In the beginning I wasn't quite excited to take it on as my chances were really minimum, they already have 4 shortlisted candidates from Hitrate which is not a bad recruitment company, they had already booked their tickets and coming on the 20th of October and I only had 20 days to work on it and come up with a shortlist !!! So I picked up the phone, not convinced and talked to Csaba and he took me through the success they have had with Astral pool in Hungary, China, Russia and other countries, this really excited me and motivated me, and I said to myself, I am part of Antal, and I chose to be part of Antal, although a small office but I should kill myself and build on the success of the rest of the offices and as a strong recruiter I should be able to perform and meet client demands even in tight situations like this, so I got in contact with Gloria Garrido (HR Director Astral Pool) after receiving her below email.

"Dear Mr Wadood,

I suppose that Csaba Patko has informed you about our company and our professional relationship with Antal during the past two years. We have a difficult situation in Egypt since more than one year ago, but at that time, Antal had no office in Cairo and that is why we had to hire a local company, GSM.

We travel to Cairo in July 2007 to interview 6 candidates from GSM but with no good result and we have never had any news from them since that time, so we understood that they were disengaging from our process and that they could not find the candidate. We stopped the search until the beginning of this year.

In March or April 2008 Hit Rate (also a local company) contacted us and offered us a candidate who seemed interesting enough to us looking at the cv. We asked to start a search to have more candidates. Now, the situation is we have 4 people to interview but I'm not sure that we will close the process with these candidates, because looking at their cv, they don't seem to fit in the profile we have. We will go to Cairo the 20th of October and we will stay there for three days, which is the deadline for the process.

The situation is quite difficult because I have no budget to hire a new company and in one month the International Business Director and myself will go to Cairo to interview this 4 people, knowing that we will probably come back with no candidate. Seeing that Antal has now an office in Cairo and knowing Csaba for some time I have dared to ask him about the possibility of signing a "special" condition on success basis for this search.

You can find a lot of information of our company in our website, but I can also provide you with all the information you may require. Also, I attach the profile we are looking for, a General Manager who wants to commit to a long term project, creating the company there and making it grow. In Egypt we have been selling our products through our exports company in Spain, due to the expansion and opportunities of the market we have decided to start up a new company to better supply the country. The process is highly confidential because currently we have some distributors that may see a threat in their business if Astral Pool establishes in the country, and until we are not sure that we have the person to start and everything is set we don't want them to be aware of this.

About the profile of our GMs, they are normally sales oriented people, with good knowledge of the rest of the areas of the company. They come from companies that sell materials for construction, because there are only few competitors, and these companies work also in professional channel and through prescribers, like us (building fasteners, windows, air conditioning...whatever it is sold to construction sector)

I guess that you can send me a contract or a conditions agreement in order for me to sign. Please don't not hesitate in contacting me to clarify anything about us, about the profile or the business.

Thank you very much and best regards”

So I got on the phone and agreed with Astral Pool on T&C's contingency of course at 28% until I received the T&C's another 5 working days had elapsed and time was running out, I spent nearly 15 to 17 hours a day looking for potential candidates, bearing in mind that I had other clients to take care of as well, but managed to come up with 4 strong candidates, which I shot listed to Astral pool, and they were overjoyed, they arranged to meet the 4 candidates in my office, and before the end of the day, they had agreed verbal terms and conditions with the candidate and sent him an offer and he finally started on the 1st of November formally and my invoice is on the way. Placing the candidate and building a such a relationship with Astral Pool, has landed me 6 more local roles (This time retained) when they open up in Egypt and has build for me strong credibility with Csaba and I would like to believe within the Antal Network as well and received a perfect testimonial from Astral Pool for myself an Antal.

Regards

Walid Abdel-Wadood
Managing Director, Egypt, Antal International Network
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SPAIN

Well I can say is with regard to point 2.

I have worked with Simon Holding - Spanish Company- three positions from Barcelona, two in France and one in Turkey. The two efforts were excellent, because the client was surprised by the speed at which we get the candidates. Turkey is really difficult. Currently, if they have a selection process in other countries, we always give it to Antal.

Best Regards,

Begoña Teixido
Manager Cataluña, Antal International Spain
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UK - WARRINGTON

For example 3:

I placed a production manager into a gold mine in Ireland, his wife was very unsure about the move from the south of England so we arranged to get them over and to have the mayor take them on a tour of the area (Omagh). She also wanted to have work over there so with the help of the mayor and the mine manager we found them a bed and breakfast to buy. They moved into the B&B and have a contract with the mine for guests to stay there when they invite people over. The Mayor is a share holder in the mine I think.

A little different than most placements.

Lee Narraway
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Quite something - Thank you to ALL who submitted or took part in these fantastic examples – keep them coming! This clearly sets us apart from the rest.