

RELOCATING EXPERTISE

● Despite the on-going challenges associated with the fragility of the global economy, there continues to be an increased appetite for cross-border deals as businesses seek growth outside their home markets. This growth pushes individuals and teams around the world as corporations move their most talented employees both domestically and to foreign locales in order to ensure the success of a recent merger or acquisition.

Moving people requires more than just booking a flight; it involves the upheaval of families and possessions and the navigation of complex fiscal, legal and visa restraints. It can be quite a daunting process for the individual involved, so much so that a whole industry is based around helping professionals and their families to relocate.

Acquisition International spoke to a panel of relocation experts to analyse current trends and discuss projections for 2013.

Maddalena Michieli is the Founder and Managing Director of Professional Relo SRL in Italy.

2012 was a very successful year for Professional Relo with continued growth in business turnover. Ms Michieli stated that implementing the relocation tracking system adopted in 2010 enabled the firm to improve an "end-to-end" management for each relocation, from order to invoicing, thus strengthening the firm's position in the B2B market.

"Immigration represents a significant part of our business and working in this domain is always challenging and exciting," she commented. "In 2012 Italy finally approved the EU rule allowing non-EU nationals to be directly hired when possessing a university degree; we therefore expect a growing immigration trend for talented people intending to perform highly qualified work in Italy."

In terms of immigration, Ms Michieli believes that the main challenges are represented by the long processing time required, together with the number of documents and information to be submitted to Authorities by the Employee, the Home Employer and the Host Employer.

"Entrusting reliable and knowledgeable experts to manage the immigration matter is the winning tool used by Corporations

to plan the arrival of the Employees and Co-workers in a reasonable and foreseeable time scale," she observed.

Professional Relo has managed many hundreds of files throughout Italy since 1994. Ms Michieli highlighted the firm's "deep acquired expertise, daily presence at appointed Authorities, constant training and updating of personnel uniquely and exclusively dedicated to immigration, and relocation tracking software technology in use" as the main factors which enable it to "concretely and essentially support its corporate clients moving non-EU talented Human Resources to Italy".

In terms of relocation, Ms Michieli stated that the most common challenge is all about Assignees' capability for adjustment and settling-in, adding that moving abroad for business reasons is not just a matter of holding the required expertise.

"It also, or mainly, is a matter of Cultural Intelligence, which is the 'ability to combine several types of intelligence in order to behave more appropriately and interact more effectively in any social and cultural setting'," she explained.

"Nowadays the benefits deriving from entrusting relocation professionals at the country of destination to support managers and high-qualified workers moving internationally are well

known and appreciated by both corporate HR and Assignees. What is determining, though, together with the choice of the right destination service provider, is the choice of the right manager, especially if accompanied by family members.

"At Professional Relo we do understand Relocates' difficulties related to business and family concerns: working with us indeed allows them to settle smoothly while being back to productivity in no time," she concluded.



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Bard Vos is a Marketing Executive at The Apartment Service.

With more than 31 years' experience in providing temporary Serviced Accommodation for any type and length of stay, The Apartment Service is a valuable asset to its clients when it comes to assisting them with the complex issues surrounding the sourcing of short term serviced accommodation for its relocation assignees.

Through an initial consultation with the client we ascertain the exact requirements for the relocation, based on location, budget, length of stay and number of assignees relocating. At all times using an empathetic approach, because we appreciate that the move to another country or city is a stressful and daunting experience for anyone. Our main objective is always to ensure that we work in partnership with the client and the assignee for the transition to be seamless and stress free.

Through our many years of operating as provider and booking agent for serviced accommodation

we have built up an extensive portfolio of our own corporate housing apartments in London, the South East of England, Madrid and Lisbon. Plus we have access to thousands of properties worldwide from an established network of providers. This enables us to offer the whole spectrum of solutions which best match the requirements of the client and the assignee.

The Apartment Service continues to support the assignee once settled in through its attentive after care service which involves regular and clear communication with the assignee from the day of arrival right through to the day of departure. The Apartment Services commitment to its own staffs training and development is reflected in the high level of service that is received by its clients. It realises the value of its staff and is therefore able to appreciate the value of its client's assignees.

Our extensive knowledge and experience in the industry enables us also to provide accommodation in areas where there are no ready-made solutions available for our clients. If a client has a requirement

in a previously un-sourced location, we will go the extra mile to source and find this accommodation.

Why not give us a ring for an initial consultation, to introduce the serviced apartment concept to you and to show you where you can save money. You will receive a 5% discount on your first booking with us. Please quote AI-2013.



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