

Founded in 1994 by Maddalena Michieli, managing director, Professional Relo is a service company for multinationals transferring their top managers to Italy, with or without their families. “Our job is to assist these managers both for relocation – looking for a house, school for the children, practical and logistic aspects associated with settling down in a new country – as well as for the ‘immigration’ procedures, meaning all the redtape for non-Eu and and Eu citizens – explains Maddalena Michieli -. Companies are often apt to select a manager mainly on the basis of their professional competence. But – she emphasizes – the so-called cultural intelligence is also essential for an international expatriation operation to be a success, namely flexibility, capacity to adapt, broad-minded and ability to interact appropriately in all the various social and cultural spheres. Cultural intelligence is in fact something which we consider to be very important in a manager: those who are gifted with it and are open-minded and constructive towards anything new may, with the help of Professional Relo, turn their experience abroad into a period of maturity not only professionally but also on a human scale. In fact we are not limited to just dealing with the countless practical aspects linked with relocation, anyhow an arduous job not to be improvised, but offer ourselves as a partner conscious of the ‘cultural shock’ connected with the change, not only felt by the person directly involved but also by their family”. Professional Relo is well introduced into the problems linked with international relocation and has the capacity to anticipate them. In a highly competitive context, this company based in Agrate, near Milano, also stands out for other aspects, for example refusing to cut down on fees. “We are not really expensive for the service we render, but we may appear to be if compared to competitors having adopted the quantity rather than quality policy” states Maddalena Michieli. The company organizes continual



Expatriate in faith and accord

A reliable partner for foreign top managers relocating to Italy

training for its staff, with the object of raising the standing of the relocation industry and likewise addresses local knowledge by holding conferences and refresher courses, especially on immigration rules and regulations. Maddalena Michieli herself was promoted to level 3 with Earp (European Academy of Relocation Professional) in 2012. Professional Relo has furthermore consolidated trusty relations with human resource (Hr) divisions at multinationals, their customers, even becoming a sort of ‘extension’. “It’s important for companies to have faith in us for two rea-

sons: dealing with expatriation is a delicate job and requires sharing private and confidential data; outsourcing this service means that the company’s staff can concentrate on their jobs – points out the manager -. For 2013 we have targeted Egqs (Eura Global Quality Seal), the first certification programme in the world for companies belonging to EuRa (European Relocation Association) where Professional Relo is one of the founder members. The path towards certification – she concludes – will induce us to become even more efficient and competitive”.