WorkMotion

The Ultimate Global Hiring Playbook for HR Managers 2025

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01.

Analysing Europe’s talent scarcity and its impact on businesses

Why is Europe short on talent?

Let's talk about a big issue facing Europe right now: talent shortages. It's not just a buzzword; it's a real and growing pain point for businesses across the continent. We're seeing it play out in different ways, with some countries feeling the squeeze more than others. But the bottom line? It's a challenge we need to address head-on.

Talent acquisition is a global struggle, but Europe faces a particularly acute challenge. Surveys reveal a striking disparity: EU-based companies are reporting labor shortages as a challenge at a rate almost 30% higher than their counterparts in North America and Asia. Furthermore, around 33% of survey respondents view the EU unfavorably when it comes to talent availability.

What's driving this? Well, it's a combination of factors. We've got aging populations, declining birth rates, and a tech landscape that's evolving at breakneck speed. Eurostat data clearly shows the impact, with consistently high job vacancy rates, particularly in sectors like manufacturing, construction, and those all-important ICT roles.

Take Germany, for example. Projections are pretty stark – they're looking at a potential shortage of millions of skilled workers. Germany's economic future is facing a looming crisis: a staggering shortage of **7 million** skilled workers by **2035**. As Economy Minister Robert Habeck pointed out last year, this workforce deficit will severely constrain growth in Europe's largest economy. The evidence is stark: **700,000** skilled positions remain **unfilled**, the baby boomer generation is rapidly approaching retirement, and the projected economic growth for 2025 is at a mere 0.3%. Adding to the challenge, **2.6 million** young adults lack the professional qualifications needed to fill these crucial roles. This **skills gap** presents a significant threat to Germany's economic stability and competitiveness.

So, what does this mean for businesses? It means we need to rethink talent acquisition. We need to be proactive, strategic, and yes, a little bit creative. It's about more than just filling positions; it's about building a sustainable and thriving workforce for the future.

63%

of small and medium-sized businesses (SMEs) in the EU say they cannot find the talent they need

European Commission

53%

SMEs in the EU find it difficult to retain skilled workers

Europa.eu

The high cost of empty seats: Why you need a global hiring strategy

The effect of the intensifying labour shortage can easily be seen by the average vacancy times, meaning the time a position is opened until the contractual start date of the new employee. This **average vacancy time in Germany has almost doubled in the last ten years.**

There is a simple connection here, everyone easily understands: If you take double the time to fill your open positions, your costs for those open positions are also double the amount.

So how much are the costs of an open position?

Let's say a company has on their job board 25 open positions. Out of those, 10 can be done remotely.

Let's look at a company from the German tech sector and the average salary for those positions is around 60,000 euros per year. With an average vacancy time of for example 100 days, the customer has total vacancy costs of:

100 days x 10 jobs x 60,000/365 salary per day x 2 productivity factor = 328,767 euros

How much quicker do you think the customer will be able to fill those positions, if they look outside their country borders and apply a global hiring strategy?

If they reduce the time to fill those positions by **30%**, they save **98,630 euros**

If they reduce the time to fill those positions by **40%**, they save **131,507 euros**

If they reduce the time to fill those positions by **50%**, they save **164,384 euros**

There is no reliable data on how much quicker you can hire talent if you hire abroad, but just think about how much you can even save with the conservative 30% assumption.

Each day the customer accepts the status quo as it is, they lose an additional 3,288 euros for their 10 open positions. There are plenty of reasons to change this as soon as possible.

To be the best, you need the best

But limiting your talent search to your backyard makes finding top performers difficult. Take blockchain developers, for instance. How much time and effort would it take to find someone exceptional locally?

Now imagine this: you can find that same talent, **regardless of location**. Your team instantly benefits from a wider range of expertise and perspectives.

So why hire globally?

> Hiring internationally allows businesses to tap into a global network of skilled professionals, overcoming local labour shortages and finding the perfect fit for any role. This diverse team brings a wealth of unique perspectives and experiences, fostering innovation and a deeper understanding of international markets. While cost savings can be a factor, the true value lies in the competitive edge gained from a global workforce that can propel your business to new heights.

The first question you need to ask is: **why should I hire employees globally?** Let's explore a few reasons why you might want to consider it:

To beat labour shortage

There's an undeniable skills shortage in Europe. In Germany alone, 50% of companies are struggling to fill vacancies. By looking beyond local borders, companies can find highly skilled individuals to fill critical roles.

To expand your business

Hiring a geographically diverse team allows you to better understand and cater to international markets. This can open doors to new customers and revenue streams. For example, hiring regional sales and customer success professionals.

To hire people with specific skill sets

People from different countries bring unique experiences and skill sets to the table. This diversity of thought can lead to innovation. Eg. Ireland has the highest ratio of artificial intelligence (AI) talent in the European Union, according to a new study from LinkedIn.

To save on employment costs

When we think about hiring abroad, we of course look at bridging the gap between finding skilled talent and supplying remote employment to skilled workers. But we also need to acknowledge the clear cost advantage it provides to businesses because of low regional salaries.

What are the challenges of hiring abroad?

Compliance

Each location has its own set of employment laws and regulations governing contracts, benefits, termination procedures, national holidays, and other aspects of employment.
From correctly handling payroll taxes to ensuring the benefits that meet local standards and regulations, compliance understanding is crucial to avoid legal risks and penalties.

Did you know?

> **The Spanish** calendar has a total of 14 public holidays throughout the year. But it's not just as simple: 8 of them are for the entire country, 2 more are regional holidays (that some regions might share or not), then each town and city can choose two more holidays of their choice.

Establishing a local entity

In some countries, establishing a local entity, such as a subsidiary or branch office, may be necessary to comply with local labour, tax, and employment laws. This may include requirements for registering the company, obtaining employer identification numbers, and complying with payroll tax and social security contributions.

However, regardless of whether a local entity is established, it's also essential to have legally compliant employment contracts and agreements that outline the terms and conditions of employment, including compensation, benefits, termination procedures, and compliance with local laws and regulations.

Employment status

In some cases, companies may be able to hire remote workers abroad without establishing a local entity, especially if the arrangement is temporary. While hiring temporary remote contractors may work for some companies, in many jurisdictions, there are legal definitions and criteria that distinguish between independent contractors and employees in order to avoid misclassification.

Misclassification refers to the incorrect classification of workers as independent contractors (sometimes referred to as consultants or freelancers) rather than as employees, or vice versa. This misclassification can have significant legal, financial, and operational implications for both employers and workers.

Did you know?

> **In Germany,** if a false self-employment (Scheinselbstständigkeit) is identified, the consequences might include:
>
> - retroactive social security contributions
> - tax adjustments
> - potential legal action to reclassify the relationship as an employment contract
> - criminal liability of the responsible managing directors

Taxation

Companies hiring remotely abroad must navigate complex tax systems in each location. This includes understanding income tax, social security contributions, and any other applicable taxes. It's essential to determine whether the company or the employee is responsible for paying certain taxes and to withhold taxes correctly.

Companies may also encounter cross-border tax implications. This includes potential double taxation issues and requirements for tax treaties or agreements between countries. Seeking guidance from tax experts or legal advisors can help ensure compliance with international tax laws, however, this comes with additional financial and time investment.

Scaling

Whether you are looking to expand your operations or facing the consequences of labour shortage, your company might seek to hire more than one employee abroad. Hiring from just two other countries can make your HR department face different:

- labour laws
- employment contract regulations
- HR processes
- payroll difficulties
- compliance issues

Growing a global team while handling these challenges can quickly get out of hand making your company vulnerable to compliance risks and penalties.

02.

What are your options to beat talent scarcity & hire top talent?

Here are your options:

Option 1: Establish a local entity

Establishing a local entity, such as a subsidiary or branch office, can provide a robust solution for hiring remote employees abroad. This way, your company can ensure compliance with local laws and regulations, including labour laws, tax requirements, and employment regulations.

However, establishing a local entity involves significant time, resources, and administrative burdens, including legal and regulatory compliance, ongoing maintenance costs, and complexities associated with managing operations in a foreign jurisdiction. Furthermore, it may not be feasible or cost-effective for companies with limited resources or those looking for a more flexible and agile approach to international expansion.

Cost of setting up an entity

"Deciding on which external vendor you should work with is crucial. Based on our learnings, the experience varies a lot from country to country.

If you go for a big vendor, you pay a hefty price. Or you can go for a local vendor but you need to evaluate them correctly.

Looking at the costs and risks involved in entity setup and management, you end up spending upwards of €60,000 per year. "

Jan Boeckstiegel, CFO and Managing Director

Entity management in the long run is also quite difficult because you need dedicated HR, finance and legal teams. So the question to ask here is: is it really worth it?

Let's take a look at a step-by-step breakdown of the costs involved in setting up your own entity.

Service	Cost	Timeline
Initial setup		
Sourcing a law firm & initial legal consultation to set up a subsidiary in a foreign country	One-time fee ranging from **€2,500** (e.g. North Macedonia) to **€5,000** (e.g. Mexico)	**1-2 months**
Incorporation of a foreign subsidiary	One-time fee ranging from **€1,200** (e.g. Finland) to **€3,000** (e.g. Lithuania)	**2-6 months**
Notarization of documents	One-time fee ranging from **€400** to **€2,000**	**1-2 months**
Sourcing of tax/physical address & office costs	Office rent ranging from **€50** to **€1,300** per month	**1-4 months**
Local directorship services	A monthly fee ranging from **€250** (e.g. Ukraine) to **€700** (e.g. Mexico)	**1-2 months**
Bank account opening	A one-time fee ranging from **€300** (e.g. Mexico) to **€1,000** (e.g. Ukraine)	**3-10 months, depending on the KYC process**

Service	Cost	Timeline
Recurring fees		
Payroll setup fees	One-time fee ranging from **€450** (e.g. Finland) to **€1,000** (e.g. Spain)	**2-4 months**
Recurring payroll services	Variable monthly fee eg. from **€200** for 1 hires in Slovakia to **€4,000** for 113 hires in Italy	
Recurring accounting fees	Monthly fee ranging from **€250** (e.g. Ukraine) to **€1000** (e.g. Italy)	
HR vendors (Health and Safety + Medical exams	Yearly fee from **€700** (e.g. Greece) to **€9,000** (e.g. Spain).	
Employment agreements drafting	One time fee ranging from **€2,000** (e.g. Ukraine) to **€4,000** (e.g. Mexico)	**1-4 months**
Ah hoc legal, payroll and accounting support	Ranges from **€2,000** to **€20,000** per year	
Dedicated in-house project management	Ranges from **€3,000** to **€10,000** per month	

Total estimated cost

At best

€13,900

At worst

€62,000

"Something that's underestimated is the effort it takes to run these entities. What happens if there are situations when things go wrong and you're not familiar with the processes? How much will you have to pay if something is not part of a standard process?

Sometimes you can have crazy cost spikes because you might run into unexpected situations."

Jan Boeckstiegel, CFO at WorkMotion

What are the risks of establishing your own entity?

There are some typical risks that companies don't think about when setting up an entity in another country.

Compliance deadlines

Meeting strict deadlines for various filings and regulations can be challenging and costly if missed.

Outlier processes

Navigating unfamiliar processes that vary significantly from country to country can be time-consuming and inefficient.

Strict government authorities

Underestimating the complexity of government rules and the limited room for negotiation leading to delays and costs.

Every country has its tax deadlines, social contribution deadlines and they vary drastically throughout the month. You need to make sure your processes are speedy enough to deliver payments on time. Something else that's overlooked is that as your company and headcount grows, different rules will start to apply and this will vary from country to country. You might have requirements to do training or security representations for employees. So you need to be aware of these thresholds and these dates.

"Something people tend to underestimate is how strict government authorities are in other countries with the enforcement of rules. This is where it becomes tricky because you have to deal with local authorities.

Eg. in Spain, you not only deal with the national authority, but also with local authorities such as the Labour Inspector in Barcelona. That's why your team and processes need to be super-efficient to deliver on time."

Jan Boeckstiegel
CFO and Managing Director

At WorkMotion, we have built an in-house tool to deal with this complexity. This tool helps us manage everything automatically. Because nobody can manually keep track of all these dates and deadlines especially with all the different countries we manage.

Option 2: Hire with an Employer of Record (EOR)

Now that you know the cost and effort involved in setting up your own legal entity, you might want to consider alternatives. The most obvious answer is to outsource all legal and admin matters to a third party company that can help you hire abroad in a compliant way. It's also called an Employer of Record (EOR).

Employer of Record (EOR) services offer a third-party solution for hiring remote employees abroad without the need to establish a local entity. EOR providers act as the legal employer of the remote workers, handling payroll administration, tax compliance, benefits administration, and other HR functions on behalf of the client company.

This allows companies to quickly and efficiently onboard remote workers in foreign jurisdictions while ensuring compliance with local employment laws and regulations. EOR services can also offer scalability and flexibility, allowing companies to adjust their workforce size and geographic footprint as needed. However, using EOR services may come with additional costs, including service fees and markups on payroll expenses.

03.

Understanding the anatomy of an Employer of Record (EOR)

Is an EOR right for you?

While it can be an exciting prospect for businesses looking to expand their reach or tap into a global pool of skilled individuals, you need to make sure you understand how it really works. Navigating the **legalities and complexities of foreign employment** can be daunting, and can lead to misconceptions and fears about using an Employer of Record.

Here are honest answers to the **12 most burning questions employers have about EORs**, empowering you to make informed decisions about expanding your global workforce.

1. How does an EOR work exactly?

In simple terms, the EOR becomes the **legal employer of your international staff on paper, handling payroll, taxes, and other HR tasks.** You maintain control over the hiring process, work assignments, and performance management, while the EOR ensures everything is compliant with local regulations.

Imagine you want to hire someone in Spain but don't have a company there.

An Employer of Record (EOR) already has an entity in Spain that allows them to become the official employer of your new Spanish employee on paper. They handle all the **paperwork, taxes, and legal matters, while you focus on the work.**

You're the boss, giving tasks and feedback. The EOR is the one dealing with payroll, benefits, and making sure everything is legal. It's like having a **local HR expert** without the hassle of setting up a whole company in another country.

2. What are Employer of Record risks?

While EORs can significantly reduce your risk of non-compliance, it's crucial to choose a **reputable and experienced provider.** Sharing sensitive employee data with a third party carries inherent risks. Ensure the EOR has robust data protection measures. Also, if the EOR doesn't stay up-to-date with local labour laws, your company could face penalties. When choosing an EOR, it’s important to conduct thorough research, ask the right questions, and understand their service offerings and limitations.

3. Is an EOR worth the investment?

Absolutely. Navigating foreign labour laws can be complex and costly. An EOR handles it all. By outsourcing the administrative burdens of international employment to an EOR, you can free up valuable time and resources to focus on your core business activities. At this exact moment, you may be losing tons of money because of your current open positions.

By choosing an EOR, you can **find talent abroad and speed up your hiring process**, thus saving time and money. By outsourcing HR and compliance, you also reduce the risk of legal issues.

4. What are the alternatives to using an EOR?

While EORs can be a convenient solution, they might not always be the best fit for every business. You can also consider a **Professional Employer Organisation (PEO)** where a PEO becomes a co-employer with your company, sharing responsibilities like payroll, benefits, and HR. It's often a good fit for larger companies with established HR functions.

Another solution here would be setting up your **own legal entity abroad,** but it's often time-consuming, expensive, and requires ongoing compliance management. Our solution **WorkDirect allows you to employ talent directly under your brand** and administer specific employee benefits. It's ideal in situations where your intention is to test a market or use your brand to attract talent in markets where you do not have a registered office.

However, for companies looking for a hands-off approach to global hiring, an EOR offers complete control over the employee relationship while handling all the complexities of employment. In essence, an **EOR provides a more comprehensive solution,** especially for businesses new to global hiring.

5. Is it safe to use an EOR?

EORs are definitely safe. They act as your remote employee's legal employer, assuming responsibility for **payroll, taxes, and other HR functions, ensuring compliance and mitigating risk** for your business. However, due diligence is required when choosing an EOR provider. Ensure they are well-versed in local labour laws, have measures in place that safeguard your employee data, and check reviews and references.

6. Are there any hidden costs?

Transparency is crucial. While EOR services come with a fee, reputable providers offer clear pricing structures with no hidden costs. However, there still may be potential hidden costs that are not disclosed from the get-go such as setup fees, termination fees, security deposits or additional service fees. To avoid surprises, carefully review the EOR's contract and fee structure.

7. Isn’t hiring with an EOR more expensive?

Hiring with an EOR can be more expensive upfront compared to traditional hiring methods. This is due to the EOR's fees for handling payroll, benefits, taxes, and compliance.

However, the long-term costs of hiring and managing employees in a foreign country, including **legal, tax, and HR overhead, definitely outweighs the EOR fees.**

It's essential to conduct a thorough cost-benefit analysis to determine if an EOR is the right fit for your business.

8. Will I lose control over my employees?

Not at all. You retain full control over the hiring process, performance management, and day-to-day work of your international employees. The EOR simply handles the legal and administrative aspects of employment.

While the EOR handles HR, payroll, and compliance, **you retain ownership of the employee-employer relationship.** You set expectations, provide work assignments, and manage performance.

Think of the EOR as **an extension of your HR department,** handling the administrative tasks so you can focus on core business operations.

9. How quickly can I start hiring?

The speed of hiring with an EOR can vary depending on several factors such as country-specific regulations and labour laws, roles requiring specific qualifications or security clearances, and the EOR’s own internal processes.

In general, **EORs can significantly expedite the hiring process compared to setting up your own legal entity abroad.** Their expertise in navigating local regulations allows for a faster onboarding process, getting your new talent working quickly. Most EORs can onboard employees within a few weeks, even days.

10. What happens if I want to terminate an employee?

Terminating an employee through an EOR is typically a straightforward process. The **EOR handles the legal and administrative complexities involved in termination, ensuring compliance with local labour laws.** EORs follow local legal requirements for termination, ensuring a smooth process for both you and the employee.

11. What are the benefits of using an EOR?

Using an EOR offers numerous benefits, including:

- **Reduced costs and time:** Save on legal fees, administrative burdens, and the time required to set up your own subsidiary.
- **Compliance expertise:** Mitigate the risk of non-compliance with local laws and regulations.
- **Faster hiring:** Get your international talent on board quickly and efficiently.
- **Scalability:** Easily expand your global workforce without the complexities of managing local entities.
- **Focus on your core business:** Free up time and resources to focus on your core business activities.

By understanding the realities and addressing common concerns, you can confidently leverage the expertise of an EOR to unlock the potential of a global workforce and achieve your business goals.

12. How do I choose the right EOR partner?

Look for an EOR with a proven track record, expertise in your target markets, and a transparent pricing structure. Consider factors like industry specialisation, customer support, and the technology platform they use to ensure a seamless experience. Here are some important questions to ask before choosing an EOR partner.

Option 3: Hire independent contractors

Hiring remote workers abroad as independent contractors or through business-to-business (B2B) arrangements can offer flexibility and agility for companies seeking to expand their workforce internationally without establishing a local entity. By engaging workers as contractors, companies can avoid the administrative complexities and save costs - contractors are typically responsible for their own taxes, benefits, and insurance.

However, relying on contractors can present challenges in terms of maintaining control over the work and ensuring compliance with local laws and regulations. Misclassification risks may arise if contractors are treated like employees but classified as independent contractors, leading to potential legal and financial consequences.

04.

Hiring remotely across Europe and beyond

Looking for global talent

There's no doubt that remote work has come to stay, despite the push by company leaders for employees to return to the office. Many employees prefer to work remotely because it provides a **better work-life balance.**

Remote work helps companies too. A recent survey showed that it can improve a company's profits. In the survey, **64%** of respondents report being more productive when working remotely.

There's also a growing workforce that is more than willing to work remotely.

According to Eurofound's Quality of Life in the EU 2024 factsheet, the desire to work from home has grown. It increased from **13%** in **2020** to **24%** in **2024**. The factsheet noted that around **50%** of respondents want to work from home several times a week. This is true even with fewer remote job listings.

Why should you hire remotely in Europe?

Companies looking to hire workers remotely should consider Europe, because of several important factors. These include:

→ Highly skilled workforce

The Eurostat labour force survey shows that about 80 million skilled workers were employed in the EU in 2022. This makes up 44.2% of all employed people aged 25 to 64. Companies seeking talent in Europe can easily find highly skilled individuals for remote positions.

→ English proficiency

According to a Eurobarometer survey, almost half of the European population (47%) can converse in English. This number goes up to 70% among young people ages 14-25. The ease of communication helps to align business practices between the US and Europe.

→ Cost efficiency

US employers are likely to find that hiring in Europe is more cost-effective than hiring in major U.S. cities such as New York and San Francisco. The high salary demands of these cities are usually due to the high costs of living. The total cost of employment, which includes salaries and benefits such as healthcare costs, is lower in European countries, especially those with strong healthcare systems.

→ Access to specialised talent

The growth of tech education in European Universities and vocational schools and thriving tech hubs in cities such as London, Berlin and Amsterdam have increased expertise in software development, AI, fintech and cybersecurity. Companies can therefore access specialized talent, especially in tech.

→ Infrastructure and stable business environment

Most European countries provide businesses with a stable environment to grow and thrive. There's also a robust infrastructure that supports and facilitates economic growth. Infrastructure and factors that create a conducive environment for remote work to thrive include coworking spaces, affordable housing and e-residency programs.

Five European countries to consider for hiring remote workers

Spain

Like most European countries, Spain has a highly skilled workforce, with many willing to work remotely. These skills come from a qualitative education system including universities and colleges where science, technology and engineering skills are developed. The Government invests in digital skills and about 66.2% of the Spanish population has digital skills.

This is significantly more than the European average of 55.6%.

Apart from skills developed locally, Spain has been able to attract talent from other parts of the world with favourable digital nomad work visas, affordable housing and favorable weather.

Spain also has clearly stated laws regarding remote employment which help to protect both the employer and employee. All these advantages create a pool of tech talent from which employers can source suitable candidates in Spain.

English proficiency	**22%**
Average Salaries for Tech Roles	
Software engineer	**$5,376**
Front-end developer	**$3,905**
C Programmer	**$4,892**
Remote work infrastructure	
Internet penetration	**90%**

Germany

Germany is one of the most industrialised countries in Europe. It boasts of a top-notch higher education system which attracts thousands of students from around the world, because of free and affordable tuition. There is therefore a highly-skilled talent pool available in Germany from which companies can access potential workers.

There are also thriving tech hubs in Germany in cities like Berlin, Munich and Hamburg, all of which support many start-ups, tech companies and research institutions. These tech hubs serve as great incubators from where tech talent can be hired.

Germany has excellent infrastructure that supports internet connectivity and a well-developed digital landscape required for remote work. Germans are also known for their great work ethic, which translates to high productivity and dedication.

English proficiency	**56%**
Average Salaries for Tech Roles	
Data Analyst	**$4,608**
Data Scientist	**$9,649**
IT Security Specialist	**$8,196**
Remote work infrastructure	
Internet penetration	**92.5%**

The United Kingdom

The United Kingdom shares a lot of history with the US which has created similarities in language, business practices, legal principles and banking systems. These similarities make it easy to hire talent in the United Kingdom.

Hiring in the UK is also cost-effective when compared to hiring employees in the US, because the cost of living and average salaries are usually lower in the UK, which means less operational costs. Furthermore, the UK's highly skilled workforce is "remote work ready" and used to working in distributed teams, which helps new employees ease into their roles.

English proficiency	**91.1%**
Average Salaries for Tech Roles	
Cloud Engineer	**$6,303**
FirstLine Cloud Support	**$2,801**
Security Network Engineer	**$5,645**
Remote work infrastructure	
Internet penetration	**97.8%**

The Netherlands

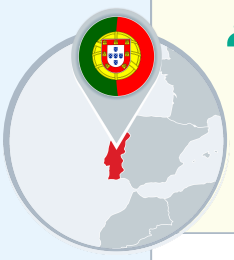
The Netherlands has a culture of remote work. Statistics from 2023 show that the country has more than 5 million workers who work remotely fully and some of the time. The country also boasts of high digital skills; a recent survey showed that about 82.7% of Dutch people possess at least basic digital skills, exceeding the EU average. These skills include cloud computing, data science and cybersecurity skills, especially in major tech hubs like Amsterdam and Rotterdam.

There's also a high level of English proficiency, a skilled talent pool and a developed infrastructure that supports remote work, such as co-working spaces and stable internet connectivity. The Netherlands also has a multicultural population where diverse talent can be sourced.

English proficiency	**90%**
Average Salaries for Tech Roles	
Principal DevOps Engineer	**$13,773**
Principal Software Engineer	**$9,269**
Software Architect	**$6,064**
Remote work infrastructure	
Internet penetration	**99%**

Portugal

When considering where to hire remote workers in Europe, Portugal offers many benefits. Hiring in Portugal is highly cost-effective due to the lower cost of living when compared to other European countries, which allows employers to offer competitive salaries. Portugal also has a dedicated visa program for remote workers which opens the door for skilled talent from other countries to legally live and work in Portugal. Furthermore, the time difference can be an advantage for collaboration.



English proficiency	**56%**
Average Salaries for Tech Roles	
Data Analyst	**$2,858**
Software Developer	**$3,655**
Full stack developer	**$4,200**
Remote work infrastructure	
Internet penetration	**85.8%**

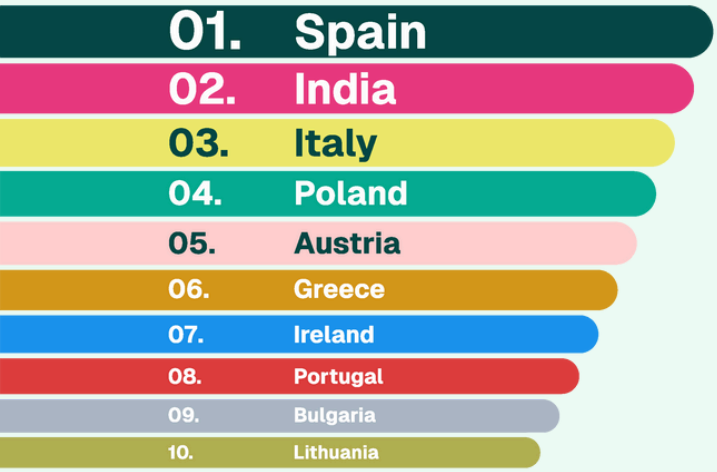
Where are our customers hiring the best IT talent

According to LinkedIn's Global State of Remote and Hybrid Work report (late 2023-2024), smaller businesses are embracing remote work. Companies with less than 250 employees in Germany, the UK, and the US are generating the most new remote hires. The report also highlights the dominance of IT and media, where the UK and Germany account for significant portions of remote opportunities (35% and 26%, respectively).

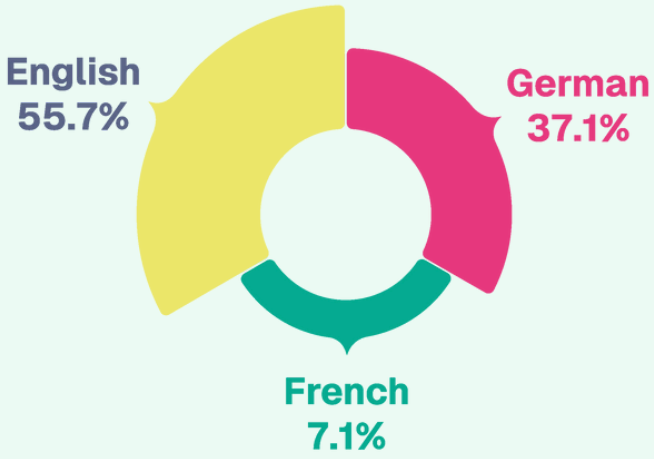
Let’s take a look at the top 10 countries WorkMotion customers are hiring IT talent from:

- Algeria
- Australia
- Austria
- Belgium
- Brazil
- Bulgaria
- Canada
- Chile
- China
- France
- Germany
- Greece
- India
- Ireland
- Italy
- Jordan
- Latvia
- Lithuania
- Mexico
- Morocco
- Netherlands
- Nigeria
- Pakistan
- Philippines
- Poland
- Portugal
- Romania
- Serbia
- South Africa
- Spain
- Swaziland
- Sweden
- Turkey
- United Arab Emirates
- United Kingdom
- United States
- Vietnam

Top 10 countries our customers hire IT talent from



Distribution by preferred business language of hiring companies



Top 10 remote IT roles hired by our customers

- 01. IT Consultant
- 02. Network Security Solution Architect
- 03. Senior Cloud Engineer
- 04. IT Administrator
- 05. IT Security Engineer
- 05. Senior Enterprise Architect
- 06. Team Leader Network Technologies
- 07. Senior Software Architect
- 08. IT Support Engineer
- 09. Senior Cloud Platform Engineer

05.

How we enabled 1NCE to hire 35+ employees in over 25 countries

CUSTOMER SUCCESS STORY

WorkMotion

HOW 1NCE HIRED STELLAR GLOBAL TECH TALENT WITH AN EOR

AT A GLANCE

Who: 1NCE
Where: Germany
Company Size: 450+
Industry: IoT Connectivity & Software
Globally Hired: Software Engineers, Sales Managers, Senior IoT Solution Experts, Product Owners & more
From: Algeria, Vietnam, & 18 other countries

DID YOU KNOW?

Germany faces a serious tech talent shortage

- By **2035**, projections indicate a **deficit** of **7 million skilled workers**
- At present, there are **700,000** skilled positions that remain **vacant**
- **2.6 million** young adults do not possess the **necessary professional qualifications** to fill these roles

How did a German IoT connectivity provider rapidly scale its global team, overcoming local talent shortages? Read on to find out.

THE NEED TO GO GLOBAL

“We had to fill 150 open roles in one year”

1NCE experienced exponential growth, scaling from 120 to **450+** employees. This rapid expansion highlighted the severe shortage of tech talent in Germany, making it difficult to find qualified candidates locally. To maintain their growth trajectory, they needed to access a global talent pool, especially for niche and tech-related roles.

GOING BEYOND BORDERS WITH AN EMPLOYER OF RECORD

From Algeria to Japan: How 1NCE built a global team with an EOR

- The tech talent shortage hinders business growth.
- Businesses struggle to fill critical tech positions.
- Companies limit their growth potential by focusing solely on local markets.
- Global hiring becomes essential for scaling tech teams.

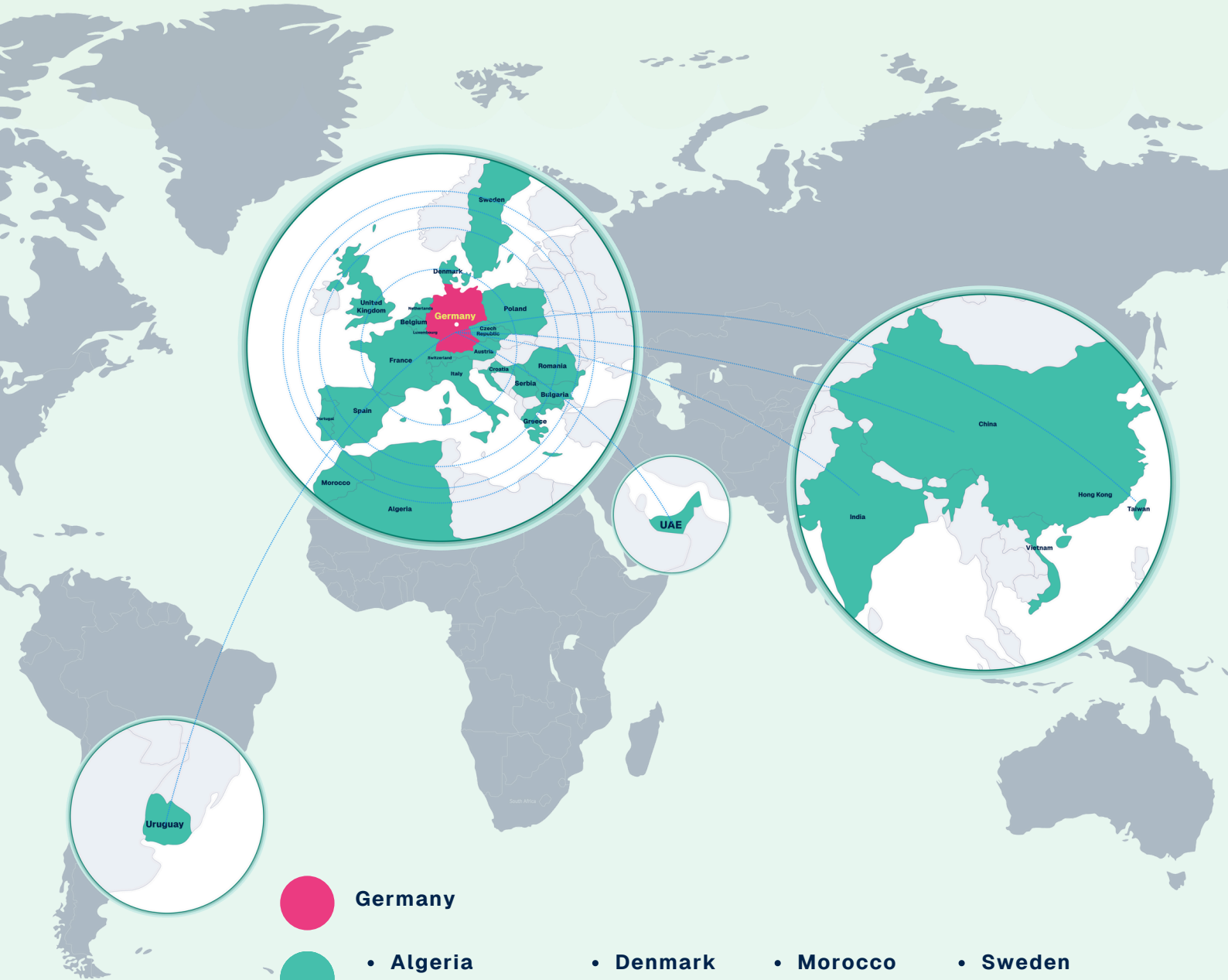
1NCE partnered with WorkMotion's Employer of Record (EOR) solution to overcome these challenges. They have now remotely hired over **35 employees across 20 countries,** from Algeria and Vietnam to China and Serbia. Handing over admin tasks to an EOR that managed compliance, paperwork, and payroll, enabled 1NCE to focus on their core business.

THE IMPACT ON THE BUSINESS

“EOR was a huge cost-saver for us”

Now, 1NCE efficiently hires top global talent, accelerating their expansion and saving **thousands of euros** in setup and running costs. WorkMotion's platform provides real-time updates and seamless onboarding, ensuring transparency and efficiency. 1NCE has significantly sped up their hiring process and unlocked access to a diverse range of skills and perspectives, enabling them to fill vacancies faster and reduce hiring costs.

Countries they hired in to overcome the local talent shortage



Germany

- Algeria
- Austria
- Belgium
- Bulgaria
- China
- Croatia
- Czech Republic
- Denmark
- France
- Greece
- Hong Kong
- India
- Italy
- Luxembourg
- Morocco
- Netherlands
- Poland
- Portugal
- Romania
- Serbia
- Spain
- Sweden
- Switzerland
- Taiwan
- UAE
- United Kingdom
- Uruguay
- Vietnam

Job positions they filled thanks to global hiring

- Software Engineer
- Security Specialist
- Scrum Master
- DevOps Engineer
- Product Owner
- Senior Test Automation Engineer
- Senior Cloud Engineer
- Business Analyst IT
- Lead Customer Interface & Design
- Solution Designer
- Account Manager
- Senior IoT Solution Expert
- UX Lead
- Sales Manager
- Sales Director
- Head of Sales

"When we were dealing with complex employment laws in Japan, **WorkMotion's** EOR handled contract drafting and ongoing employee relations. **This saved us time, reduced costs, and ensured compliance.**"

Janika Rüger
Global HR Business Partner at 1NCE

Would you also like to expand your remote team and **build a global team?**
We're always happy to talk.

Is it time to level up your hiring game?

Europe has great potential to provide remote employees for US-based companies looking to hire. Many highly skilled and highly educated talents are available to fill remote roles for tech companies and other companies.

There's also the required infrastructure and favourable policies that ease hiring. However, challenges such as labor and tax laws which vary among the countries can make hiring and managing employees cumbersome and time-consuming.

By working with an Employer of Record such as WorkMotion, companies can hire seamlessly in 160+ countries. This will help to ensure compliance with employment laws and eliminate bias in hiring while the business focuses on growth.

"I've worked with other EOR providers & never had a good customer support experience. With WorkMotion I have a dedicated account manager and I'm able to reach out to them anytime."

Frances Völkel
Sr. People Manager at We Love X

If you'd like to learn more about how we have **helped over 1000+ businesses to expand** their business and handpick the best global talent, head over to:

https://workmotion.com/

Capterra SHORTLIST 2024

GERMAN CUSTOMER AWARDS WINNER 2024 Germany's best companies in service.

IEC GOLD CERTIFICATE EOR COMPLIANCE

SPRING 2025 EUROPE Regional Leader

SPRING 2025 High Performer

"Finding the right EoR partner is not easy and without asking the right questions, you might end up with the wrong one. But if you get it right, your HR strategy can be taken to the next level."

Jan Boeckstiegel
CFO and Managing Director

Curious to know more about how an Employer of Record model works?
Talk to one of your international hiring experts today.