AMAZING CAPITALS
RUHR METROPOLIS



HIRING & RETAINING INTERNATIONAL TALENT

EMPOWERING EXPATS TO THRIVE A CONCEPT INTRODUCTION

THE COMPANY MATTERS
THE ROLE MATTERS
SO DOES THE PLACE

INDEPENDENT LOCATION INFORMATION
FOR COMPANIES AND DESTINATIONS

HELPING INTERNATIONAL PEOPLE
PICTURE DAILY LIFE IN A NEW PLACE

LOCATION & INTERNATIONAL TALENT



THE PLACE IS PART OF EVERY JOB OFFER

International recruitment is shaped by more than the employer, the role and the remuneration. A person considering a job abroad also has to try to imagine a life in a city they may not yet know.

Impressions of a company's location, gathered online from afar, are largely outside the company's control. They may strengthen the employment offer or leave important questions unanswered. Either way, they can influence whether a candidate accepts, how they experience settling in and, over time, whether they make a deliberate choice to stay.

THE INTERNATIONAL EMPLOYMENT OFFER

Traditionally, many companies see relocation as beginning on an employee's first day of work. Candidates begin their journey much earlier with an initial thought, desire or trigger. Research can set a life-changing chain of events in motion: outreach, consideration, evaluation and choice.

THE CANDIDATE JOURNEY

EXPAT ECOSYSTEMS

Comprehensive online resources help people see the place behind the position. Amazing Capitals helps cities and companies succeed by helping internationals thrive well beyond their arrival.

HOW WE SEE THE WORK



A PLACE TO BE LIVED, NOT JUST VISITED

People arriving from abroad need more than a list of attractions. They are trying to picture everyday life where they could reside. Beyond finding somewhere to live and getting around, discovering how the place feels, understanding the ins and outs of local systems, building routines and forming new relationships bring contentment. The ordinary details are key to helping a new place begin to feel like home.

THE UNSPOKEN CONVENTIONS OF EVERYDAY LIFE

These are very often difficult to discover from a distance, yet they can shape how confident someone feels about moving, settling and staying.

Amazing Capitals investigates places through the eyes, thoughts and experiences of someone who comes from elsewhere. Hence an international perspective, not a national one. We look beyond the familiar image of a city to understand how its life may be encountered by international people and their families.

The result is independent, English-language location information to help people build a fuller picture before the move, through the transition and as everyday life takes shape.

LOCATION & INTERNATIONAL TALENT

Eyes wide open to embrace their new life abroad.

A COMPANY PERSPECTIVE



MAKE THE LOCATION MORE VISIBLE IN YOUR EMPLOYMENT OFFER

A strong company and an attractive role matter. So does the life a candidate imagines around the opportunity. Everyone weighing an international move will be asking themselves: Can I imagine making a home in the Ruhr? What will daily life be like for me and my family? What should I understand before I decide?

A PRACTICAL CONTRIBUTION

Amazing Capitals provides employers with an independent local resource they can share with prospective or current international employees. It helps put the location into full view alongside the company's own information about the role and workplace. It can also complement and boost in-house materials to give a clearer picture of life beyond work. That benefits both employers and international employees.

COMPANY
ROLE
REMUNERATION
LOCATION

A conversation can begin with the company's particular experience. How does the location affect recruitment and retention? What may candidates not yet understand? What would help them make a more informed decision?

FOR THE EMPLOYER

A clearer picture of the place candidates are being invited to choose.

A SHARED LOCATION PERSPECTIVE



HELP EMPLOYERS EXPLAIN THE PLACE THEY SHARE

Every company recruits for itself. Yet international candidates encounter a wider location shared by many employers, communities, services and institutions.

Cities, regions, trade development councils and tourism organisations can help make that wider picture easier to understand. They can bring local perspectives together and support independent information that companies can put to practical use.

A SHARED LOCAL RESOURCE CAN

Offer international people a more connected view of life in their destination.
Give employers useful location information to share with international candidates.
Reflect local realities through independent, English-language editorial work.

HOW WE BEGIN

Understand the Ruhr Metropolis, the employers and the people they hope to welcome. Then consider whether participation in the shared resource or a more focused collaboration would make a useful difference. The work is shaped around the local situation; there is no standard package to fit every place.

TOGETHER

Look at the place through the eyes of the people you hope to welcome.

CONTACT OPTIONS



A CONVERSATION ABOUT YOU & YOUR LOCATION

Tell me about your organisation, the people you hope to welcome and the questions you're facing. We can explore whether independent location information could help.

Meet: Book fifteen minutes to talk
Mail: Joinus@amazingcapitals.com

Call DE: +49 151 66 55 22 32
Call UK: +44 755 050 7799
Message: WhatsApp

Garry R Hurskainen-Green
Amazing Capitals

A SOLID FOUNDATION OF LOCAL KNOWLEDGE

Since 2007, Amazing Capitals has developed location resources with companies and civic partners, including Neuss, Düsseldorf and the Ruhr region in Germany, and Spain's Valencia.

AUTHENTIC DISCOVERY

Investigating realities, inviting participation, embracing new locations.