

Case study: Recruitment Campaign Traders CEE (Energy)

A European leader in the energy sector approached us to set up a recruitment program in Poland, Romania, Bulgaria and Hungary. The company wanted to expand their trading activities on these markets and needed young high potentials with the language and the culture of these emerging markets to man their trading and portfolio management desks in the Belgian HQ.

We invited our friend Andy over and our business partners in Romania, Bulgaria and Hungary. The group presented their cross-border project to the head of the respective departments. We all agreed on setting up a mixed day, on which a first promising selection of each country interviewed by the local consultant was finally invited for an interview with the client. The Cross consultant was also present to observe how the client performed the interviews. In the end, two out of four candidates received an offer. It was a promising start.

Aside from the language problems and the fact that these markets were and still remain underdeveloped areas for high value trading, further obstacles in the selection were the prerequisites that candidates needed strong communication skills and a sharp analytical mind, combined with, due to the nature of the job, an ability to reflect and decide very quickly. In other countries, candidates had nice positions and refused to lower salary expectations or were afraid to leave their homelands behind.

Because of the following in-depth analysis of the try-out day, a strong project management of Cross and an excellent cooperation and communication with both the client and the business partners, Cross and our partners were perfectly aligned and able to present each day enough excellent candidates to the client.

In the end, six people agreed to move to Belgium and start a career in an exciting sector in the heart of Europe.

Afterwards, Cross analyzed the successes and flaws of the project with a happy client.

In 2008, we are positive we will exceed the results of last year.