



AMAZING CAPITALS



COMPANIES AND CITIES COMPETE TO ATTRACT EXPATS. INSPIRING INTERNATIONAL EMPLOYEES TO RELOCATE TO YOUR CITY IS KEY. HOLISTIC ONLINE RESOURCES SUPPORT SMOOTH TRANSITIONS, EMPOWER EXPATS TO SETTLE AND REMAIN IN YOUR LOCATION, ENCOURAGE GROWTH AND CREATE BETTER LIVES.

EMBRACING YOUR CITY

Cities across the globe offer vibrant, exciting, safe choices and attractive cities. Yet, if too few expats choose the location as their new home, challenges arise. Imagine a viable solution to help solve your struggle.



A WARM WELCOME



Life as an international resident in a new destination is unique. Expats are led by design or by fortune to an impressive, magnificent or more mundane city. Amazing Capitals helps expats engage with their new location, new culture and a new routine full of surprises.

Companies that struggle to solve employee shortages need to attract international talent from abroad. Initial research by candidates is performed online and from afar. Acquiring a feel for the location is a prerequisite to any thoughts of relocation.

Search results can leave preconceptions or false impressions unaddressed and prospective employees unconvinced. If your location fails to shine in the best light, expats go elsewhere.

HOLISTIC SUPPORT

Amazing Capitals presents trustworthy knowledge, comprehensive information and valuable insights to paint an excellent image of your location. A full picture of the possibilities the city offers to expats is revealed. Specifically designed, bespoke online resources create an effective expat ecosystem to connect the dots and close the gaps to local and useful elements.

The mechanism helps companies and the city throughout employment processes. Resources assist expats to get to know the location and choose wisely. After relocation, they settle in more easily and can discover much about their new home. Longer term, the objective of assisting companies to retain international employees is achieved by helping them to lead better lives.

Viewed through the eyes and mind of a foreigner, a true story of a unique blend of natural beauty, urban hustle and bustle as well as local commerce unfolds. Stakeholders become empowered while circumstances improve for all.

WORKING TOGETHER



Most companies are focussed on how they keep their business going and how to grow. Cities address a wider spectrum of topics including economic development. The attempt to attract and retain expats is one topic where many struggle.

Companies and cities need to counteract a national labour shortage by looking internationally. However, engaging skilled employees from abroad is a challenge when competing with other, more attractive countries, locations and employers. The main reason this occurs is because expats are not aware of what your location has to offer them on multiple levels. Both personal and professional.

VIABLE SOLUTIONS

The root cause of the problem lies in simple education. Bringing awareness often makes a big difference. Clients work with me to solve the disparity between impressions and reality and to make sure any negatives are outweighed by the positives. Being empowered beyond positions and salaries while giving candidates full clarity is key to successful recruiting for companies.

Due to less coming and going of staff, gains are made. Human resources costs are saved if expats are more inclined to choose the company and less likely to leave too soon. Productivity increases because they are happier. The city also profits from effects over the longer term.

Failing to employ expats is surpassed by the challenge of losing them. High inefficiency and expenditure are disproportionately greater than any investment. Presenting full knowledge with a complete picture of the city to the international community can bring direct, tangible results.

EFFECTIVE PROCESSES



Going beyond the status quo with a concept for your city is highly beneficial to all involved.

TOO FEW RELOCATIONS & TOO MANY LEAVING EARLY

- Expats choose popular megacities like New York, Shanghai, London or Paris
- Your location can lose to cities in a well-known vicinity and having a better image
- Countries offering a perceived better environment or lifestyle prevail
- Companies with higher quality support or information succeed

ROOT CAUSES & THE HIGH COSTS OF RESULTING EFFECTS

- Expats are unaware of what your city has to offer them on multiple levels
- Potential employees possess negative preconceptions of the nation or its folk
- The presentation of the region is partly lacking, incomplete or not targeted
- Unnecessary expenses incurred from the cycle of hiring, rehiring and retraining
- Expat employees have trouble adapting to the country and location
- A feeling persists of being foreign, less happy and not so engaged
- Expats don't produce so well because their lives are challenged

MORE EXPAT ACQUISITION & HIGHER RETENTION OF PERSONNEL

- Utilise a focussed image of the true possible new home and its people
- Increase the chance of engaging prospective candidates
- Benefit from knowledge to inform and empower residents
- Improve awareness to make a difference to everyday lives
- Enhance satisfaction with the location they are living in
- Elevate productivity because expats are happier
- Enable international employees to enjoy their time more
- Raise the chance of them choosing to stay long term significantly
- Reduce costs because of less need to hire and train replacement staff

Greater efficiency through a tried and tested concept and mechanism can be instigated.

POSITIVE OUTCOMES



A few steps and hows to benefit from [substantial go-to resources](#) to attract and retain expats.

ENTER DIALOGUE & DEFINE THE WAY FORWARD TO EMPOWERMENT

- Schedule personal discovery calls
- Clarify specific recruitment challenges
- Determine main difficulties faced to date
- Consult on goals, budgets and craft a plan
- Identify other possible joint partners
- Agree plan of action and milestones

IMPROVE ENGAGEMENT WITH THE LOCATION & CREATE POSITIVE OUTCOMES

- Research the city, relevant regulations and lifestyle
- Reach out and interview local international residents
- Catalogue themes and locations for articles and photos
- Source exclusive information and important insights
- Address and realign prevailing and specific negative images
- Shine a light on aspects of character, atmosphere and lifestyle
- Support the powerful expat guide for your city within a few months

Life as an expat in several cultures opened my eyes to the joys and surprises of living in a new country as a foreigner. Most fail to make the choice easy for expats. So I empower company and city leaders to help them make the decision to relocate to their location. And to stay.

To quote Peter Fischer, press spokesperson of the charming German city of Neuss, “Particularly medium-sized businesses are assisted in attracting expats to their company and thus counteracting a shortage of skilled workers.” View full concept on [AmazingCapitals.com](#).

Let us investigate the opportunities, a strategic approach in your location, levels of investment required and a proposal for your company. Call or WhatsApp in the UK on +44 755 050 7799, mail joinus@amazingcapitals.com to arrange a call or [reserve a one-on-one directly](#).

LIFTING THE VEILS



Expats need to rethink their way of life and get know literally everything possible about their new home. They learn about the city, region, nationals and country alongside busy schedules. Who provides that knowledge in the quality and dimension international employees require?

EXPAT LIFE ON AMAZING CAPITALS

Investigating themes around the home and family, everyday topics and interaction with others. From jaywalking to emergencies, insurance to recycling, relocating to religion, socialising to social media groups. Also included are relocating and international schooling, registration and driver license, health insurance and banks, holidays, recycling and utilities, doctors and dentists, herbalists and wellbeing and, of course, pets.

THE LOCATION ON AMAZING CAPITALS

Exploring the essence of the city and expectations. Topical articles reveal ways to navigate, to feel at home, local society, humour, habits, and how nationals act or think. The location is explored, the surroundings, countryside, waterways, nature parks, street art, sleeping over, politics and embassies are all included, as are more facts, curiosities and insights.

THINGS TO DO ON AMAZING CAPITALS

Revealing great places to walk, hike or bike as well as art venues and museums, performances, expat happenings and English language movies. Shopping malls, pharmacies, flea markets, spectator sports are also presented as are recreation and entertainment. Interesting large and small events are reviewed. So too excellent cafes, ice cream, bistros, restaurants, vegetarian, vegan, sushi bars, nightlife and exclusive information.

Ask and it is most likely covered. Or can be. All in one place. Exclusive company specific content is also an option. How can you make a difference in your location? View the full concept on AmazingCapitals.com.

EXPAT ECOSYSTEMS



International business professionals are on the move in ever greater numbers. Cities change much over time as do the general profile and characteristics of expats. Demands and requirements of foreigners remain the same. Knowledge, support, respect, acceptance as well as wellbeing and a sense of belonging.

Tools available to company heads and city leaders are local eGuides and complimenting eBooks. Easy to read publications are packed with articles that reveal opening insights as well as thoroughly researched knowledge on the variety of aspects concerning expat life. An exemplary [eBook](#) for Düsseldorf is available to download or view the full [eGuide](#) for the city.

A passionate expat, your publisher is highly experienced in the exciting phenomenon of living in international cultures. These include Germany, Finland, France and Spain as well as extended periods spent further afar. Requests from contacts in diplomatic and city circles in Düsseldorf led to the birth of the first location guide for international employees already in 2007. Ruhr and other locations followed, more on the way.

How can an expat ecosystem support employment of expats in your company and location? Investigate a strategic approach, opportunities, investments and a proposal to match your circumstances. To arrange an exploratory talk, call or WhatsApp on +44 755 050 7799, mail joinus@amazingcapitals.com or reserve an online [discovery one-on-one](#) directly.