



THE COMPANY

This multi-national manufacturing company is owned by a major regional sovereign wealth fund. In the wake of its acquisition, the company had ambitions to develop a truly global business from a base in Abu Dhabi. It was estimated that this would generate the need for more than 5,000 new staff over the following five years.

THE CHALLENGE

The first stage of the development plan called for the establishment of a new team in the UAE of around 80 personnel, and the company had expressed a very strong preference that it should mainly be constituted of Emirati citizens. However, the company's business sector was, in effect, new to the Middle East and North Africa region, which meant that there was no relevant local talent pool to draw from. Cielo was called in to solve the problem.

THE SOLUTION

Cielo quickly put together a dedicated delivery team. After initial research, the delivery team and the client agreed on a two-pronged strategy: an international work program whereby degree- educated Emiratis would work overseas to gain the requisite technical and managerial experience before returning to the company in the UAE, and a local retraining project also aimed at non-graduates to provide an immediate local workforce. The team then worked with schools, universities and government bodies and through social media to raise awareness of the industry, the company and the opportunities on offer and to identify likely candidates. Consultants also conducted a targeted mapping and search campaign to identify and approach relevant 'passive' talent in the UAE and carried out all first interviews face-to-face.

THE RESULTS

Nearly 90 Emiratis have been hired within the initial six month phase, while average cost-per-hire has been kept to a minimum, and the client has become a recognized employer of choice in the UAE.

“Cielo has worked hard to attract and engage a large volume of high quality UAE National talent by helping us to deliver our employer brand message, manage communications with candidates, coordinate interviews and assessments, and assist us in managing the offer process. Cielo has provided outstanding support and has been flexible in adapting to changes to the original scope and expectation of the project.”

- Senior Manager,
Talent Management

ABOUT CIELO

Cielo is the world's leading provider of global talent acquisition and management solutions. Cielo leverages its global scale, customized, innovative solutions and entrepreneurial agility to help clients achieve sustained people advantage and outstanding business outcomes. Through world-class, technology-enabled solutions, Cielo serves clients primarily in the financial and business services, consumer brands, technology and media, engineering, life sciences and healthcare industries. Cielo knows talent is rising – and with it, an organization's opportunity to rise above. For more information, visit cielotalent.com.