



# ICT LABOUR MARKET IN BRAZIL

	Brazil	Lithuania
GDP per capita (2022)	8 917 USD	25 064 USD
Average gross salary	525 EUR/month	2018 EUR/month
Unemployment rate	7,4%	6,2%
Youth unemployment rate	21,4%	8,6%

Net salary  
comparison for  
the average ICT  
specialist

**2,209 EUR** in Lithuania

**1,241 EUR** in Brazil

non-executive, non-managerial positions

**+78%** higher compared  
to Brazil

Cost of living  
comparison

**+27%** higher cost of living in  
Vilnius than in São Paulo

# MAIN FACTS ABOUT THE ICT SECTOR OF BRAZIL

Key ICT  
sub-sectors

Big data

Web development

Cloud computing

Number of ICT  
specialists

1 222 842

2022

1,25%

of total employees

+5,7%

compared to 2021

Most common  
skills among  
ICT specialists  
(TOP3)

JavaScript

11,3%

SQL

8,9%

Python

8,6%

ICT graduates

61 765

2022

13%

compared to 2021

Field of study  
of ICT specialists  
(TOP3)

Information Technology

33,5%

Computer Science

21,8%

Computer Systems Analysis

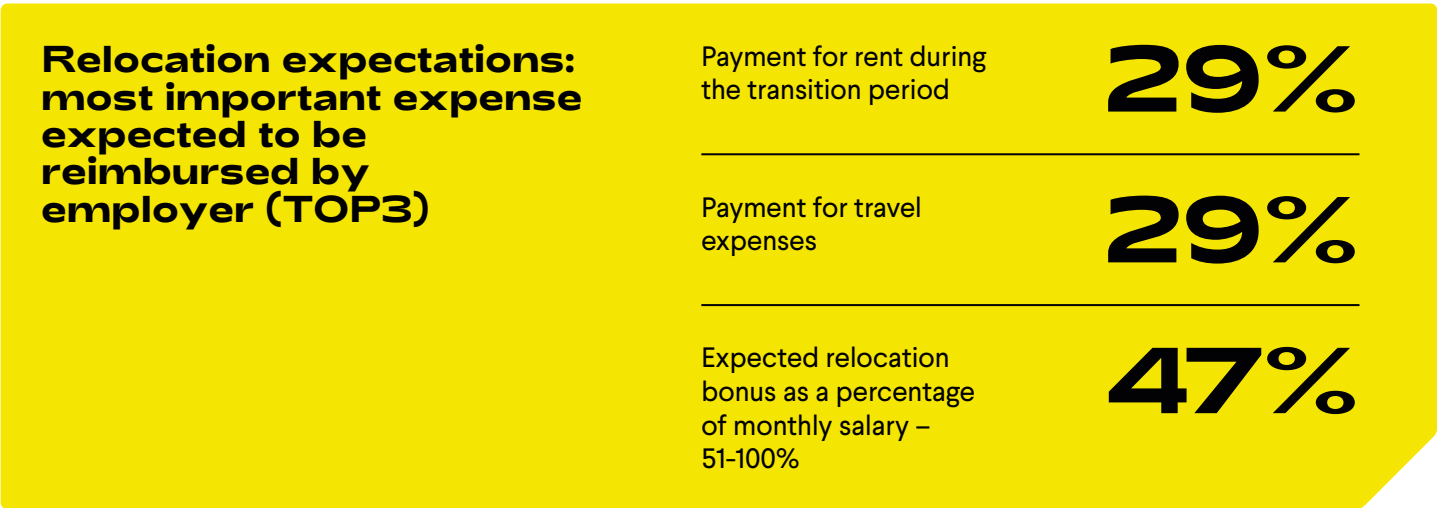
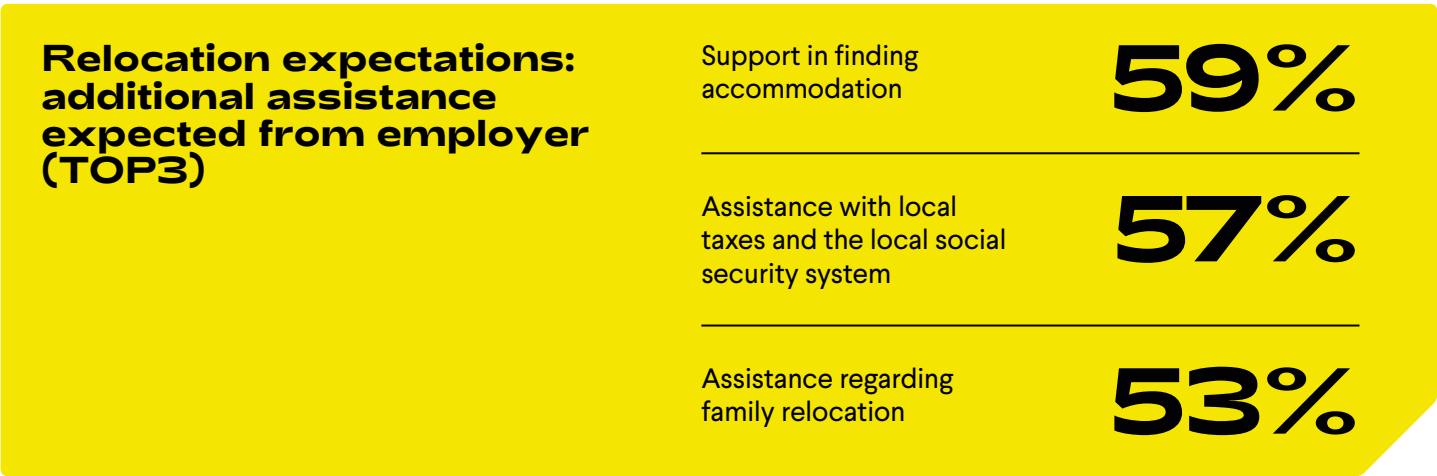
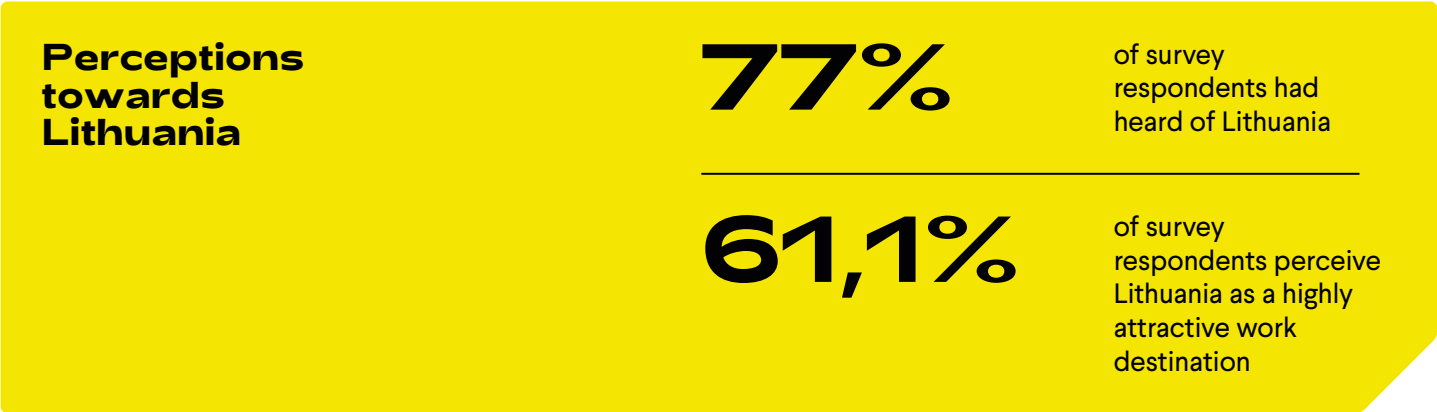
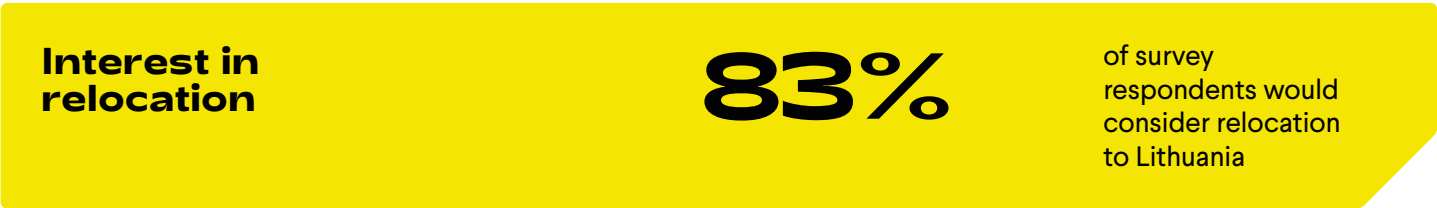
20,3%

Leave notice  
by employees

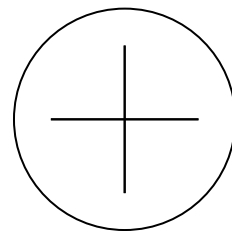
30

days

# KEY INSIGHTS FROM SURVEY



# STRENGTHS AND OPPORTUNITIES



## Strengths

**83%**

of respondents would consider a move to Lithuania

**90%**

of survey respondents mentioned public safety as a push factor for relocation

**6,7 vs 1,9**

Greater public safety in Lithuania than Brazil according to OECD Better Life Index

**33<sup>RD</sup> vs 94<sup>TH</sup>**

Lithuania ranks higher for low corruption and greater transparency than Brazil

**27%**

Vilnius is 27% more expensive than São Paulo

**89%**

want better living conditions for their family

**But**

**84%**

net salaries for ICT professionals are on average 84% higher in Lithuania

## Opportunities

**61 765**

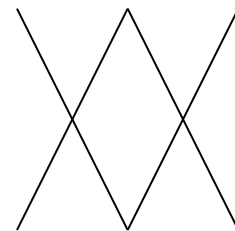
In 2022, Brazil had 61 765 recent ICT graduates, exceeding the total number of employees in Lithuania's ICT and global business services sector.

Growing pool of ICT specialists with skills relevant to the demand of Lithuanian ICT companies.

JavaScript, SQL, Python, HTML/CSS, TypeScript, Java, Bash/Shell, C#, C, C++

ICT specialists from Brazil have relevant skills in Fintech, Game development and Cybersecurity.

# WEAKNESSES AND CHALLENGES



## Weaknesses

Colder and unfamiliar climate

**77%**

Lack of awareness about Lithuania – only 77% of survey respondents had heard of the country

Concerns over Lithuania's:

- proximity to Russia
- war in Ukraine
- the reserved character of Lithuanians

**5 to 7 hours**

time difference

**39,5% vs 34,5%**

higher tax rates in Lithuania on average

## Challenges

Portugal, Spain, Italy are more commonly preferred destinations than Lithuania.

It is common in Brazil to work as remote freelance contractors for North American companies.

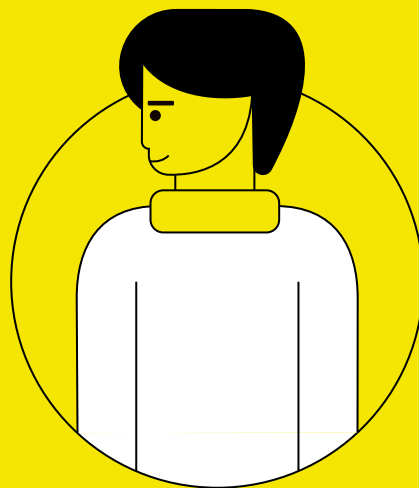
North American companies can pay higher salaries than companies in European countries.

To attract new talent, it is essential for Lithuanian employers to present a proposition that stresses the attractiveness of Lithuania. This proposition must show how Lithuania distinguishes itself from North American destinations with their high salaries and remote working. Moreover, it also needs to show how Lithuania stands apart from the Southern European countries, which offer linguistic and cultural similarities.

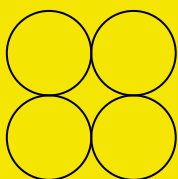
Download Lithuania's unique selling proposition for global talent



# POTENTIAL ICT SPECIALIST IN BRAZIL

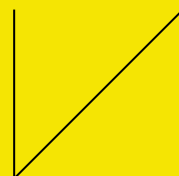


**More senior with a family**



**Doesn't work remotely**

**Seeking a more stable and predictable environment**



**Wants to live in a more digitalised country**

## Specialised in

Big data

Cloud computing

Web development

## Has relevant skills in

Fintech

Game development

Cybersecurity

## Proficient in

JavaScript

SQL

Python

HTML/CSS

C

TypeScript

Java

Bash/Shell

C#

C++

Responds to a more personalized approach to communication that appears warm and provides personalised messages that show employers' willingness to attract the talent.

# BRAZILIAN MARKET-SPECIFIC RECOMMENDATIONS

## **Support with the relocation process**

Difficulty in obtaining a work visa is the most acute concern shared among ICT specialists from Brazil. They exhibit a preference for employers who would arrange the visa application process on their behalf and cover the costs of obtaining any necessary immigration documents. To effectively attract foreign talent from Brazil, companies should aim to support candidates at all stages of the visa application process and this aspect should be underscored when targeting candidates.

## **Initiatives to create sense of belonging**

To alleviate ICT specialists' concerns over potential loneliness and isolation, companies should foster initiatives that create a sense of belonging and community. Such initiatives can include guided tours in the city, after-work events and activities (e.g., sports, museum visits, quizzes, etc.). Such cultural and community-building initiatives can also contribute to reducing the perceptions that Lithuanians are 'cold' and less sociable than people in Brazil. In addition, we recommend that companies make use of the statistics that illustrate the increasingly high numbers of foreigners working in Lithuania to further appease any potential concerns regarding relocation any foreign talent might have. Companies should also showcase these initiatives to foreign ICT professionals in the recruitment process.

## **Work-life balance**

Against the backdrop of the fact that workaholicism is a widespread issue in Brazil, we recommend that companies emphasize the positive work/life balance that Lithuania is renowned for. All hybrid working options, policies relating to standard working leave or parental leave etc., should be clearly emphasized.

## **Flexible work arrangements**

Bringing attention to the advantages of phased integration is also recommended. Companies should consider initiating collaboration via remote work and gradually transition to on-site or hybrid models. The introduction of periodic visits to Lithuania during the trial period, coupled with refining the integration model in subsequent discussions, can garner an above-average amount of attention from potential candidates. Such initiatives should be communicated to the prospect early in the interview phase(s).

## **Relocation package**

We recommend proposing a relocation package for a prospective employee that may include the following benefits: 1) paying for the processing of any necessary documents related to relocation; 2) payment for travel expenses, and 3) providing assistance in finding accommodation in Lithuania during the transition or trial period. Notably, for ICT specialists from Brazil non-financial accommodation support holds even greater importance than covering the initial months' expenses. So, a mix of non-financial and financial support is naturally the best fit. We recommend that financial support for rent expenses be negotiated on a case-by-case basis, but it is worth noting that even covering the first month of rent can significantly enhance the message to potential employees. Relocating to a foreign country often entails a substantial financial commitment, so helping to mitigate this financial barrier can markedly increase the attractiveness of relocation.

# GENERAL RECOMMENDATIONS

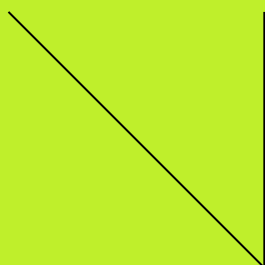
## Relocation

### Support for family members

We recommend offering comprehensive relocation support for both the future employees and their family members. This support might include assistance in settling in Lithuania, such as finding housing and schools/kindergartens for children. It should also include measures to support the integration of ICT professionals' partners/spouses, such as employment consultations, and the initiation of social integration activities to help them establish and develop their social networks in Lithuania.

### Aligning expectations

ICT professionals from Brazil have distinct expectations when it comes to their employer's role in their relocation. To effectively motivate prospective candidates to relocate to Lithuania, companies should clearly outline salary opportunities, specific job goals, potential tasks during the initial interviews, as well as the opportunities the employee will have to participate in their company's decision-making. Furthermore, emphasizing available social benefits and offering flexible working hours can significantly enhance the attractiveness of the offer. Finally, providing comprehensive support throughout the relocation process, both for specialists and their family members, is highly recommended.



## Integration

### Inclusive environment

To foster a welcoming environment and support cultural integration for new international employees, we recommend the following initiatives: a) a buddy system; b) cultural sensitivity training; c) social integration initiatives; d) regular check-in meetings.

Any activity that helps integrate the employee into their team and company culture is recommended. Also, using a common language, preferably English, can reduce isolation.

Additionally, highlighting existing foreign talent strategies and success stories can reassure new hires about integration, especially given Lithuania's reputation as a colder region with less open people.

### Language courses

To mitigate the fears related to language barriers and overcome this limiting factor in relocation, we advise that companies offer language learning opportunities, including language training programs or (informal) language learning activities in the workplace.

As an alternative, companies can offer to cover the costs of Lithuanian language courses for foreign employees. This will facilitate their integration and make it easier for them to cope with day-to-day communication outside of work, contributing to their overall satisfaction.

