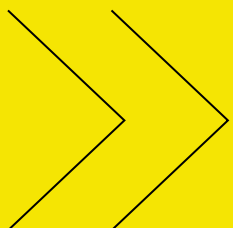
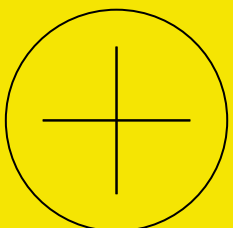




ICT LABOUR MARKET IN POLAND

	Poland	Lithuania
GDP per capita (2022)	18 688 USD	25 064 USD
Average gross salary	1 630 EUR/month	2 018 EUR/month
Unemployment rate	2,7%	6,2%
Youth unemployment rate	10,5%	8,6%



Cost of living (2023)

-13%

lower compared
to Lithuania

MAIN FACTS ABOUT THE ICT SECTOR OF POLAND

Key ICT sub-sectors	Advanced analytics	Big data	Robotics
	Cloud computing	Artificial intelligence	
Number of ICT specialists	318 024	2022	
	2,09%	of all employees	
	+6,3%	compared to 2021	
Employment of ICT specialists by industry (TOP3)	IT services and consulting	39%	
	Software development	28%	
	Telecommunications	7%	
Most common skills among ICT specialists (TOP3)	SQL	32%	
	Git	32%	
	JavaScript	28%	
ICT students (2023)	70 429	2023	
	+4,4%	compared to 2022	
ICT graduates (2022)	67 489	2022	
	3,7%	of all graduates (EU average - 3,9%)	
Field of study of ICT specialists (TOP3)	Computer Science	17%	
	Computational Science	13,1%	
	Information Technology	8,2%	
Leave notice by employees	2-12	weeks (varies based on length of employment)	

KEY INSIGHTS FROM SURVEY

**Interest in
relocation**

23%

actively
considering
relocating
abroad

55%

think about it
relocating
sometimes

**Perceptions
towards
Lithuania**

84%

are familiar
with Lithuania

7,05
out of 10

Lithuania's
attractiveness as a
career destination

**Relocation
expectations**

Reimbursement of 101-150%
of their current salary

38%

Payment for rent during
the transition period

34%

Payment for processing
transfer documents

34%

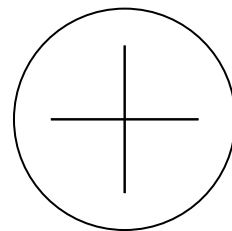
**Expectations
for future
employer**

Supportive colleagues

**Clear salary and career
opportunities**

Sufficient social benefits

STRENGTHS AND OPPORTUNITIES



Strengths

17%

higher gross salary for ICT professionals in Lithuania compared to Poland on average

Lithuania is an emerging country in the ICT sector, offering ideal opportunities for career growth, self-realization, and contribution to the industry.

Lithuania's green cities, easy access to nature, and convenient travel options due to its compact size contribute to its appeal as a relocation destination.

More budget friendly accommodation and moderate real estate prices compared to Poland

Proximity to Poland and culture similarities

Opportunities

15%

growth of IT professionals in Poland over recent years presents Lithuania with a valuable talent pool.

Employment contracts guaranteeing employer and social benefits might be attractive to junior-level ICT specialists, for whom B2B contracts (popular in Poland's ICT sector) are less appealing.

28,6%

of senior-level specialists with lower job satisfaction are most likely to consider relocation opportunities.

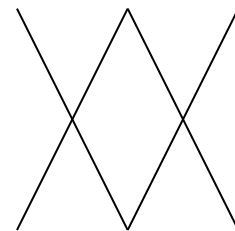
78%

of surveyed ICT professionals from Poland indicated that they at least sometimes think about relocating abroad.

7,05 out of 10

Survey participants scored Lithuania's attractiveness above average.

WEAKNESSES AND CHALLENGES



Weaknesses

13%

lower cost of living in Poland compared to Lithuania.

ICT professionals in Lithuania earn lower salaries compared to those in top potential destination countries such as Germany.

Concerns expressed about Lithuania's proximity to Belarus and Russia.

Challenges

ICT professionals from Poland may be less inclined to relocate due to the abundance of job opportunities in their local labor market and other neighboring countries such as Germany.

13%

of surveyed ICT specialists from Poland would consider relocation only if the salary offered were 101-150% higher than their current one.

Factors that may impede ICT specialists' willingness to stay in Lithuania long-term:

- Negative work experience abroad
- Potential language barrier
- Strong team and company ties in their home country
- Family reasons (partner's unwillingness to move, children's education)
- Opportunities for remote work with international companies in their home country

3RD
place

Poland's IT sector ranking 3rd in the 2023 IT Competitiveness Index for Central and Eastern Europe and the Caucasus could diminish Lithuania's attractiveness for ICT specialists seeking opportunities in the region.

A great shortage of specialized IT personnel in Poland suggests higher competition for Lithuanian ICT companies with the local labour market.

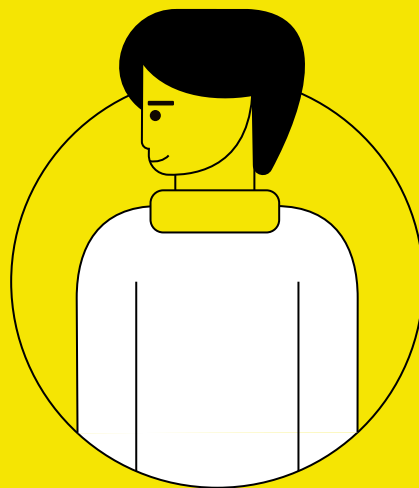
Constantly increasing salaries in Poland's ICT sector might discourage professionals from considering relocation to Lithuania.

To attract new talent, it is essential for Lithuanian employers to present a proposition that highlights the attractiveness of Lithuania compared to other neighboring countries and emphasizes potential career opportunities and professional growth.

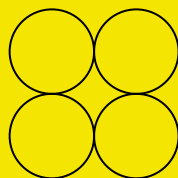
Download Lithuania's unique selling proposition for global talent



POTENTIAL ICT SPECIALIST IN POLAND



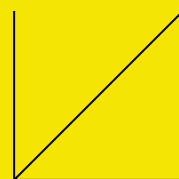
Senior level



Has 10+ years of experience

Has low job satisfaction

Looking for opportunities for professional growth



Specialised in

Advanced analytics

Cloud computing

Robotics

Artificial intelligence

Big data

Has skills relevant to

IT services

IT consulting

Software development

Proficient in

JavaScript

SQL

Git

Most likely to be found on industry-specific job portals or through IT recruiters.

POLISH MARKET-SPECIFIC RECOMMENDATIONS

Job security and benefits

When offering open-ended employment contracts, it is recommended to emphasize their advantages over temporary contracts or B2B agreements, which are very popular in Poland for hiring ICT specialists. Specifically, highlighting job security and social benefits, while also ensuring efficient management of administrative responsibilities, can greatly increase the chances of attracting talent. This is especially important when targeting junior-level specialists, for whom working on a B2B contract can often be less advantageous.

Relocation expectations

Polish ICT professionals prioritize having at least one of the following covered to make relocation more attractive: expenses for processing transfer documents or assistance with rent during the transition phase. It is strongly recommended to emphasize the potential to fulfill these expectations, either within the job advertisement itself or during initial interviews.

Job search channels

A survey of the ICT community in Poland reveals that the most popular ways for IT specialists to discover new job opportunities are through friends (28%) and industry-specific job portals (23%), followed by headhunters/IT recruiters. Therefore, it is recommended to target prospective employees from Poland by primarily advertising on industry-specific job portals and using the services of IT recruiters.

Flexible work arrangements

To enhance engagement and bolster Lithuania's appeal in talent acquisition, it is advisable to emphasize flexible work arrangements that allow employees to choose their time and place of work. This approach addresses the observed reluctance of Polish ICT specialists to fully re-embrace on-site work models post-COVID-19.

Recognizing this trend, it is recommended to highlight the advantages of phased integration—initiating collaboration through remote work and gradually transitioning to on-site or hybrid models. The introduction of monthly visits to Lithuania during the trial period, along with the opportunity to refine the integration model through ongoing discussions, can generate above-average attention from potential candidates. It is recommended to introduce this flexible integration strategy early in the interview process.

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) covering accommodation costs in Lithuania during the transition or trial period. Notably, nearly 4 in 10 Polish ICT professionals expect reimbursement of at least 100% of their current salary.

We recommend that financial support for rent expenses be negotiated on case-by-case basis, but it is worth noting that even covering the first two- or three-month's rent can significantly enhance the message to potential employees. Relocating to a foreign country often entails 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 a 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

To effectively motivate prospective candidates to relocate to Lithuania, it is strongly recommended to clearly outline salary opportunities, specific job goals, and potential tasks during the initial interviews. Additionally, 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 encouraged.

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.