

ICT LABOUR MARKET IN TURKEY

	Turkey	Lithuania
GDP per capita (2022)	10 674 USD	25 064 USD
Average gross salary	683 EUR/month	2018 EUR/month
Unemployment rate	8,8%	6,2%
Youth unemployment rate	15,5%	8,6%

Net salary comparison for the average ICT specialist

Minimum average salary for Junior front-end developer:

1 051 EUR

1 018 EUR

Maximum salary for Senior cybersecurity specialist:

2 973 EUR

4 646 EUR

Cost of living comparison

+28%

higher cost of living in Vilnius than in Istanbul

MAIN FACTS ABOUT THE ICT SECTOR OF TURKEY

Key ICT
sub-sectors

Fintech

E-commerce

Game development

Number of ICT
specialists

181 445

2022

0,8%

of all employees

+11%

compared to 2021

Most common
skills among
ICT specialists
(TOP3)

JavaScript

11,5%

HTML/CSS

8,9%

Python

8,3%

ICT graduates

19 408

2021

+16,8%

compared to 2020

Field of study
of ICT specialists
(TOP3)

Computer Engineering

52%

**Communications and
Electrical Engineering**

22%

Computer Science

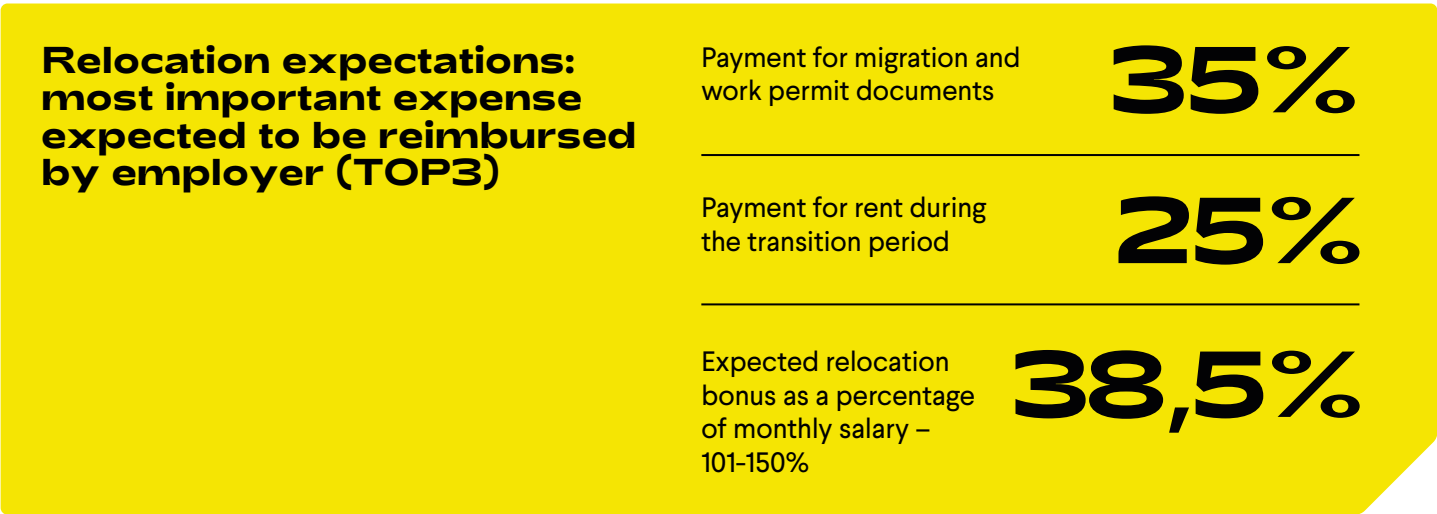
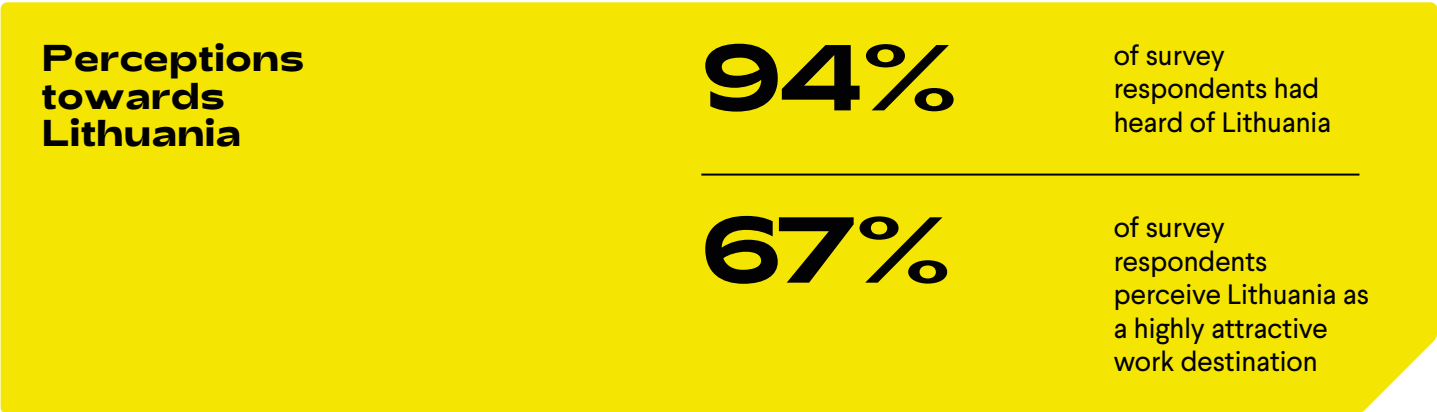
14%

Leave notice
by employees

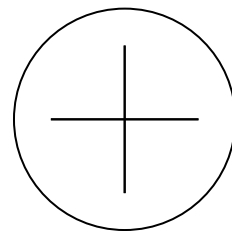
14-56

days

KEY INSIGHTS FROM SURVEY



STRENGTHS AND OPPORTUNITIES



Strengths

84%

of our survey respondents
had heard of Lithuania

Lithuania can offer higher
average salaries for ICT
professionals

More stable economy

Lower tax rates
for high-earning ICT
professionals

28%

Cost of living is 28% higher in Vilnius
than in Istanbul,

But

56%

but for senior ICT professionals this
difference is offset by higher earnings of
up to 56% in Lithuania.

7 out of 10

Turkish ICT specialists find the professional environment in
Lithuania, the Baltic countries, and Eastern Europe, to be attractive.

Opportunities

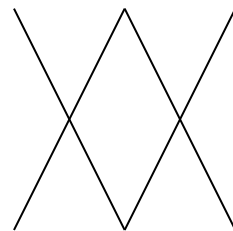
Growing number of professions in software
engineering. +28.5% for interns and +10.1% for
juniors in 2023.

Turkey is experiencing a wave of emigration that's
stimulated by its uncertain economic and political
environment.

A quarter of ICT professionals have a neutral
perception of the professional environment in the
region. This opens an opportunity to positively
shape the perceptions of the country.

Large pool of cybersecurity, data engineering,
DevOps and front-end developers, which could
help fulfil the increasing demand for some of
these positions in Lithuania.

WEAKNESSES AND CHALLENGES



Weaknesses

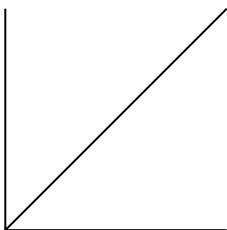
Higher tax rates and costs of living for junior ICT professionals in Lithuania than in Turkey

Colder climate in Lithuania

People perceived as more reserved than in Turkey

Some ICT specialists from Turkey view relocation to Lithuania as a short- to medium-term move

Challenges



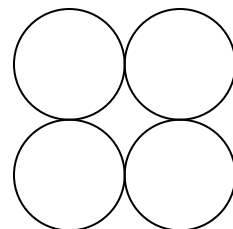
Negative public attitudes towards Muslims in Lithuania

Lucrative offers from companies in Western Europe

More positive perception of Western European countries like Germany and The Netherlands

Some Turkish ICT professionals who may consider moving for work voiced a number of concerns associated with the relocation process. These include:

- difficulties in obtaining a work visa
- the language barrier
- the fear of loneliness and isolation
- finding accommodation
- understanding the local social security system

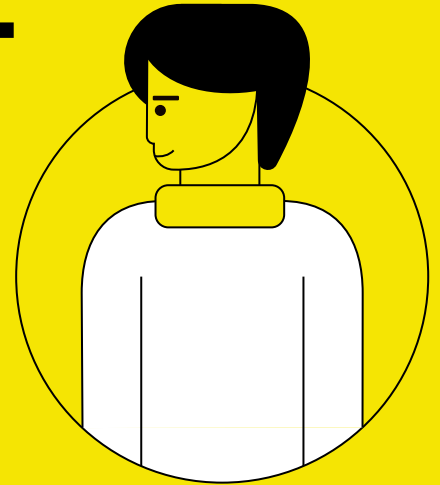


To attract new talent, it is essential for Lithuanian employers to present a proposition that stresses the attractiveness of Lithuania. This proposition must show how Lithuania distinguishes itself from Western European countries.

[Download Lithuania's unique selling proposition for global talent](#)



POTENTIAL ICT SPECIALIST IN TURKEY



Senior professional

Looking for better living conditions

Seeking a more stable economy

**Striving for professional
development opportunities**

Specialised in

Fintech

E-commerce

Game development

**Has relevant
skills in**

Cybersecurity

DevOps

Front-end development

Proficient in

JavaScript

HTML/CSS

Phyton

Most likely to apply on LinkedIn.

TURKISH MARKET-SPECIFIC RECOMMENDATIONS

Support in arranging relocation process

The difficulty in obtaining a work visa is the most acute shared concern among Turkish ICT specialists who show a strong preference for employers' support in arranging the process and covering the costs of obtaining the necessary immigration documents. To effectively attract foreign talent from Turkey, companies should aim to support candidates at all stages of the visa application process and underscore this aspect 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, pub 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 Turkey. Companies should also showcase these initiatives to foreign ICT professionals in the recruitment process.

Work-life balance

Against the backdrop of the fact that the perceived loss of familial and social ties is a primary barrier to relocation, companies should consider offering talent the opportunity of one paid trip back to their homeland per month (or bi-monthly trips). Such initiatives would also have the effect of building trust and a good relationship.

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).
Businesses looking to attract top tier tech talent might also want to consider offering a more flexible hybrid working model that would allow talent to remain in and remotely work from their home country while receiving remuneration in euros – a desire expressed by many of the respondents taking part in this survey.

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, Turkish ICT professionals mentioned payment for migration and work permit documents as the most important expense to be reimbursed by a potential employer.
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

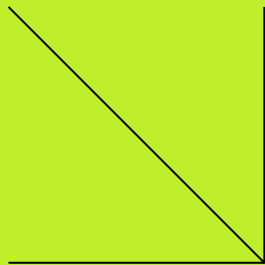
Relocation

Support for family members

We recommend offering 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.

