



ICT LABOUR MARKET IN EL SALVADOR

| | El Salvador | Lithuania |
|---------------------------------------|-----------------|--------------------|
| GDP per capita (2023) | 5 391.1 USD | 27 786 USD |
| Average gross salary (2024) | 337 EUR/month | 2 161 EUR/month |
| Unemployment rate (2023) | 2,8% | 7% |
| Youth unemployment rate (2023) | 7,2% | 13,8% |
| Average gross salary for ICT industry | 1 590 EUR/month | 3 902.10 EUR/month |

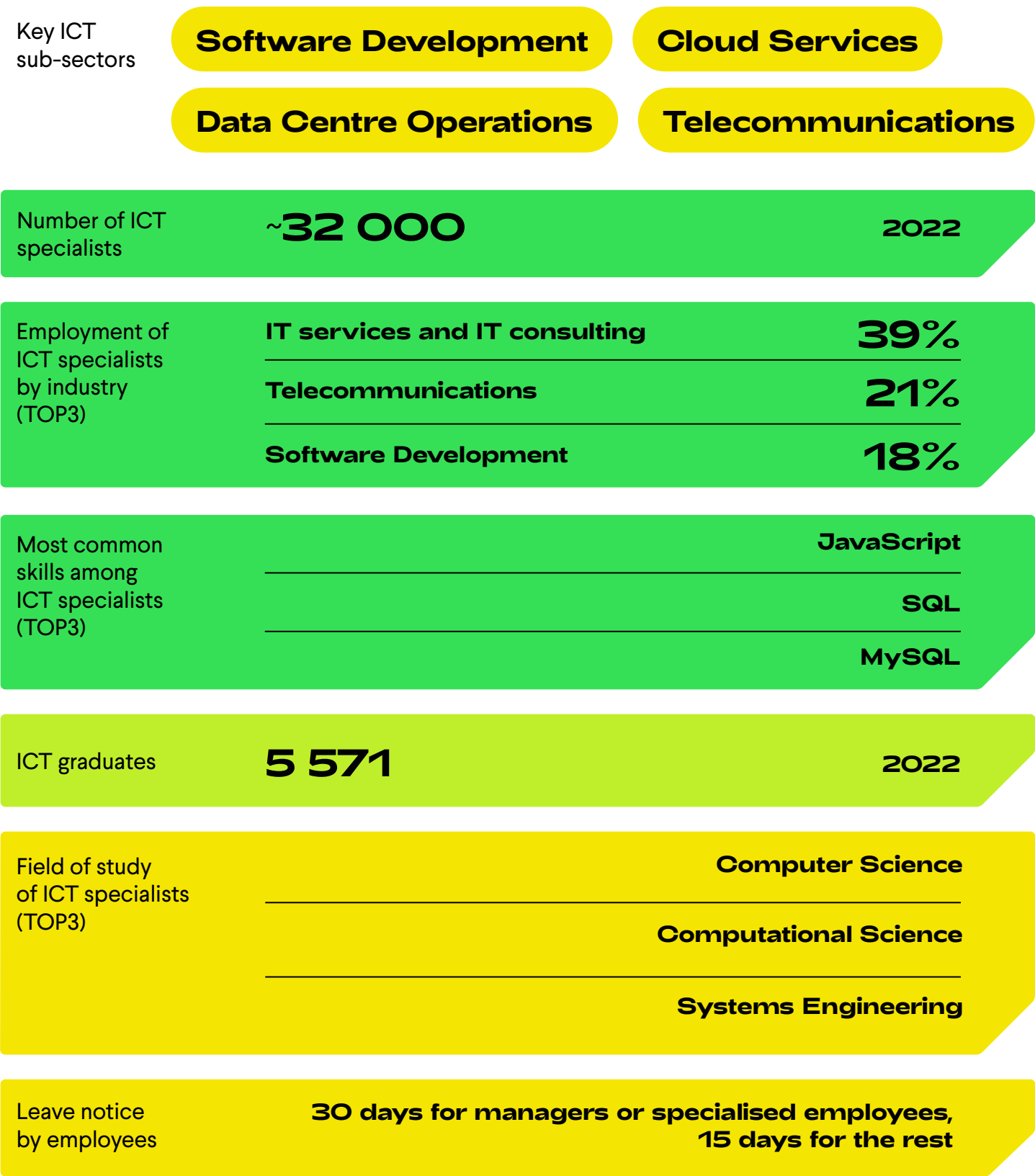
Net salary comparison for the average ICT specialist

1 206 EUR/month in El Salvador vs 2 360 EUR/month in Lithuania (48,8% higher compared to El Salvador)

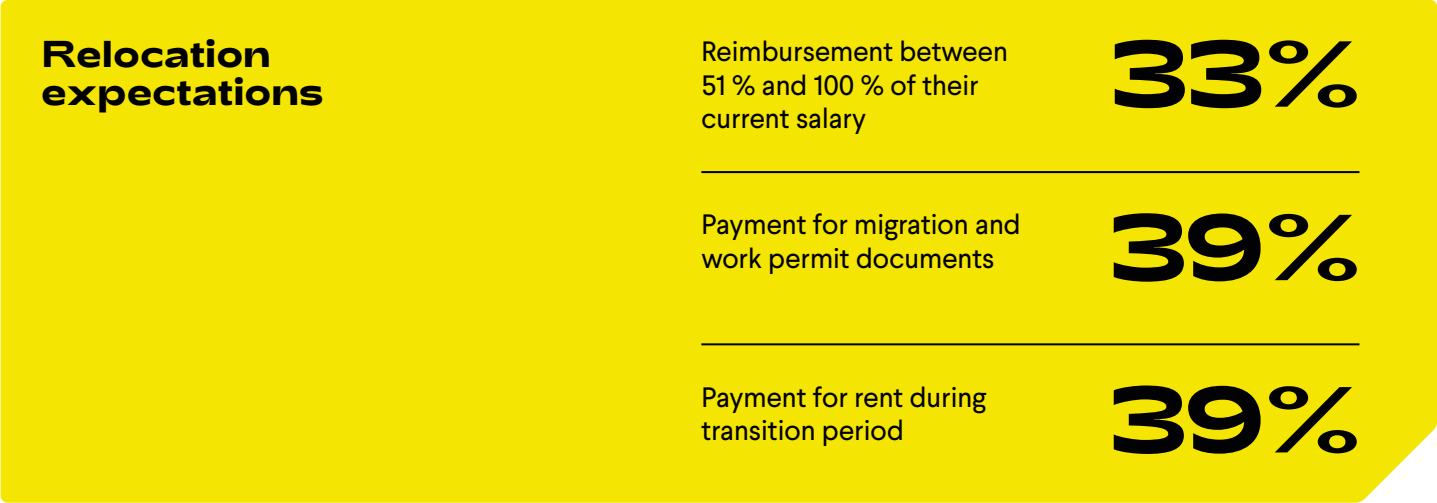
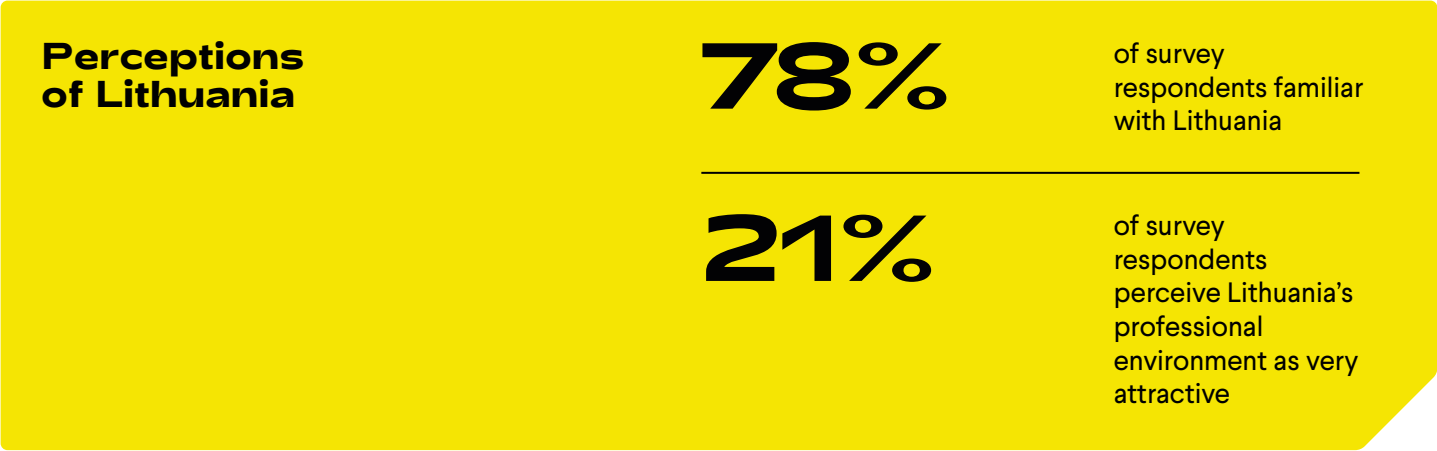
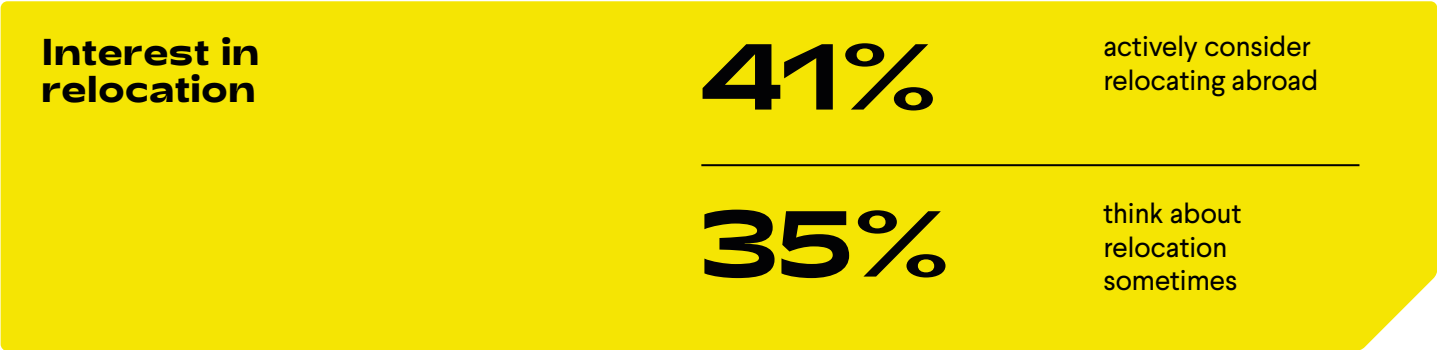
Cost of living (2024)

16% lower in El Salvador compared to Lithuania

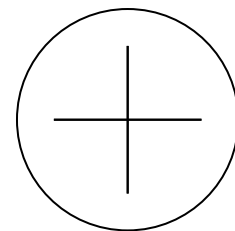
MAIN FACTS ABOUT THE ICT SECTOR OF EL SALVADOR



KEY INSIGHTS FROM SURVEY



STRENGTHS AND OPPORTUNITIES



Strengths

48,8%

higher net salary for the average ICT specialist in Lithuania compared to El Salvador.

Some ICT professionals find El Salvador's climate too hot, making Lithuania's climate more appealing.

31TH
VS
107TH

Lithuania ranks higher for public safety than El Salvador.

El Salvador's ICT sector is in early stages, while Lithuania offers a more mature landscape with opportunities to work with advanced technologies and international companies.

Lithuania offers a significantly higher quality of life, with Vilnius scoring 172.56 (very high) compared to San Salvador at 83.96 (very low).

Perception of a better work-life balance in Europe than in El Salvador.

Opportunities

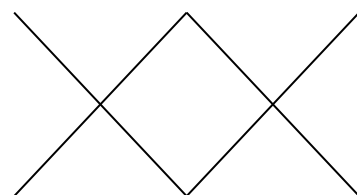
The alignment between Salvadoran ICT specialists' skills and those in demand by Lithuanian companies presents a significant opportunity for smoother recruitment and integration.

76%

of surveyed ICT specialists in El Salvador are open to relocation.

Moving abroad for work is perceived positively for one's professional development in El Salvador.

Some ICT specialists would avoid moving to the United States of America because of the strong anti-immigrant sentiment there and high prevalence of gun violence.



WEAKNESSES AND CHALLENGES

Weaknesses

21%

of surveyed ICT professionals consider LT's professional environment as very attractive.

Lithuania's higher tax burden compared to El Salvador may reduce the appeal of higher gross salaries when converted to net income.

Comparatively low awareness of Lithuania – 78% of survey respondents are familiar with Lithuania.

Geographical distance.

Other EU countries might be more attractive to ICT specialists from El Salvador due to better-known international companies, higher salaries, existing social networks, as well as language, cultural or climate similarities.

Challenges

Lithuanian employers would compete with North American companies hiring ICT professionals from El Salvador both remotely and in person.

Despite higher salaries, Lithuania's higher cost of living, especially in housing, utilities, and healthcare, may deter some ICT professionals from El Salvador.

High attachment to the extended family may reduce willingness to relocate.

The pool of senior specialists in El Salvador is limited due to the relatively new tech sector.

ICT specialists from El Salvador may hesitate to relocate to Europe due to concerns about their technical skills and English proficiency.

International recruitment from Europe may be seen as a scam, especially without local recruiters or success stories from El Salvador candidates.

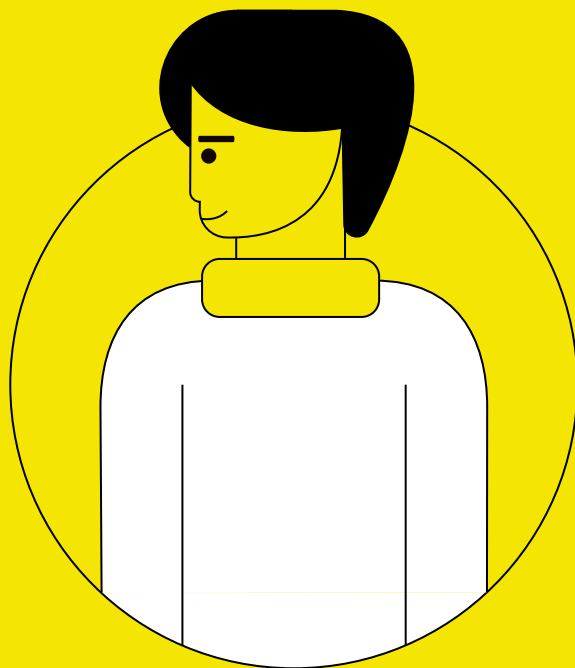
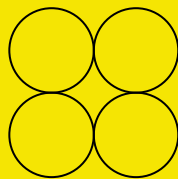
Tax breaks attracting foreign companies in El Salvador may lead ICT specialists to take advantage of these opportunities.

To attract Salvadoran candidates, Lithuanian employers should emphasize key aspects of the job opportunity, including competitive salaries in Euro, recognition of professional achievements, fast career growth prospects, performance bonuses, and training opportunities. It is also important to highlight the high quality of life in Lithuania, which includes a robust education and healthcare system, short and green commutes, an affordable cost of living, public safety, and political and economic stability. Furthermore, Lithuanian employers should promote the great work-life balance, featuring generous parental leave policies, good travel opportunities, flexible working hours, home office options, and after-work social events. Additionally, companies should offer strong support for relocation, including assistance for family relocation.

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



POTENTIAL ICT SPECIALIST IN EL SALVADOR



Junior and mid-level professionals

Specialised in:

Software development

Cloud Services

Data centres operations

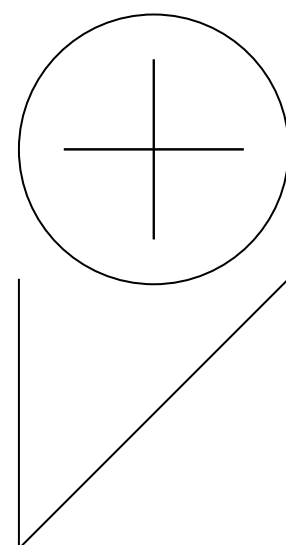
Proficient in:

SQL

JavaScript

MySQL

EL SALVADOR MARKET SPECIFIC RECOMMENDATIONS



For the future collaboration with ICT professionals and recruitment companies in El Salvador

Interviewed recruiters recommended marketing opportunities in El Salvador in Spanish since not everyone in El Salvador speaks good English to attract more attention among potential candidates. They also noted that single people are more likely to relocate, and that people will be more engaged if there is consistent communication between the potential employer and the candidate. Many job offers from abroad are sometimes perceived as scams, hence having a testimonial from the company can help enhance trust.

Engagement with ICT professionals from El Salvador

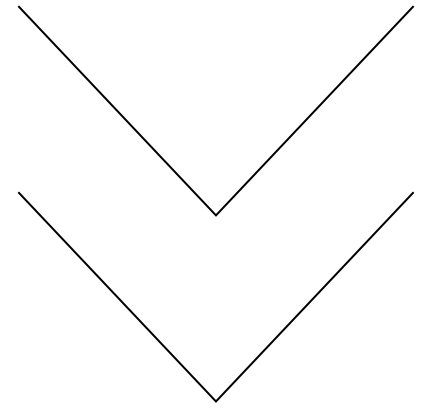
To enhance engagement, companies are advised to work through local recruiters to minimise fears of the job offers to be seen as scams. ICT professionals are less likely to engage if the recruitment process is long, and information is not provided in full. It is important for potential employers to have a webpage containing all the information about relocation. Listing the benefits given for relocation (e.g. healthcare check-ups, dental benefits, community integration, flexibility for relocation of family members) can help assuage uncertainties in the candidates about relocation.

It is further advised to provide testimonials who can share their positive experiences about working for companies in Lithuania. Success stories about integration can make job advertisements more authoritative and less likely to be mistaken as scams.

Tailored communication for employment outreach

When presenting job opportunities to Salvadoran candidates, it is recommended to highlight the following aspects:

- Competitive salaries in Euro, recognition of professional achievements (including fast career growth prospects and performance bonuses), and training opportunities.
- High quality of life in Lithuania, including robust education and healthcare systems, short and green commutes, affordable cost of living, public safety, and political and economic stability.
- Great work-life balance in Lithuania (e.g. generous parental leave policies, good travel opportunities) and in the company (flexible working hours, home office, after-work social events).
- Company support for relocation, including family relocation.



Relocation expectations

ICT professionals from El Salvador would likely expect a relocation bonus, and potential employers to cover part of the rent in the immediate months following relocation. It is strongly recommended to emphasise the potential to fulfil these expectations, not only for the candidate, but for their family as well. Salvadoran ICT professionals also appreciate overall informational support in finding accommodation and getting used to a new area.

Work-life balance

A good initiative would be to communicate that the employer supports work-life balance more so than companies in El Salvador, since many interviewees find it appealing. It is recommended to highlight this in a way that makes Lithuania appealing over other preferred destinations among Salvadorans with higher salaries, but worse work-life balance, such as the U.S.

Upskilling

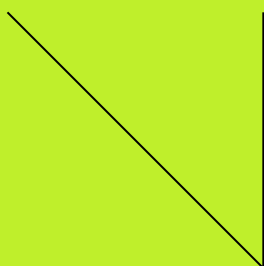
Interviewed ICT professionals mentioned further educational opportunities as a motivation for relocation, with three fourths of ICT professionals registered on LinkedIn only reporting a bachelor's degree. Potential employers should then emphasise the possibility for the hiring companies to support additional high-quality ICT education to strengthen the new employee's professional skills (e.g. by financing master's degrees or bootcamps).

Support for family members

In the case the candidate decides to relocate with their family, it is recommended to consider more comprehensive relocation support for both the future employees and their family members. This support could include both assistance in settling in Lithuania, such as finding housing and schools/kindergartens for children, and measures to support the integration of ICT professionals' partners/spouses, such as employment consultation and initiating social integration activities to help them establish and develop their social networks in Lithuania.

GENERAL RECOMMENDATIONS

Relocation



Relocation package

It is recommended to propose a relocation package for a prospective employee that could include the following benefits: 1) covering accommodation expenses in Lithuania during the transition or trial period; 2) payment for travel expenses, and 3) paying for the processing of any necessary documents relevant to migration and work permits.

Rent arrangements can be negotiated on a per case basis, but 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. Mitigating this financial barrier can markedly increase the attractiveness of relocation.

Aligning expectations

To effectively motivate prospective candidates to relocate to Lithuania, it is strongly recommended to clearly outline the specific job goals and what is expected of candidates during the initial interviews. Providing comprehensive support throughout the relocation process is also highly recommended.

Integration



Understanding local context

To foster a welcoming environment and support the inclusion of international employees into a new society, it is essential for companies to provide clear guidance in navigating the local tax, healthcare, and social security systems. These systems can be complex for newcomers, and offering dedicated resources, such as informative sessions, workshops, or one-on-one consultations, will greatly ease the transition. Additionally, providing detailed guides in multiple languages and assigning a relocation specialist or mentor can offer continuous support throughout the initial months.

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.