



ICT LABOUR MARKET IN MEXICO

	Mexico	Lithuania
GDP per capita (2023)	13 790 USD	27 786 USD
Average gross salary (Q2, 2024)	363 EUR/month	2 196 EUR/month
Unemployment rate (Q2, 2024)	2,7%	6,9%
Youth unemployment rate (2023)	5,9%	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

~1 547.89 EUR/month in Mexico vs 2 236 EUR in Lithuania (31 % higher compared to Mexico)

Cost of living (2024)

21,6%

lower in Mexico compared to Lithuania

MAIN FACTS ABOUT THE ICT SECTOR OF MEXICO

Key ICT
sub-sectors

Data centre infrastructure [USA Trade]

Mobile payments and mobile apps

Cybersecurity

Number of ICT
specialists

215 487

2018

Employment of
ICT specialists
by industry
(TOP3)

IT Services and IT consulting

42%

Software development

18%

Telecommunications

17%

Most common
skills among
ICT specialists
(TOP3)

JavaScript

Python

TypeScript

ICT graduates
(2022)

32 698

2021

Field of study
of ICT specialists
(TOP3)

Computer and Information Sciences

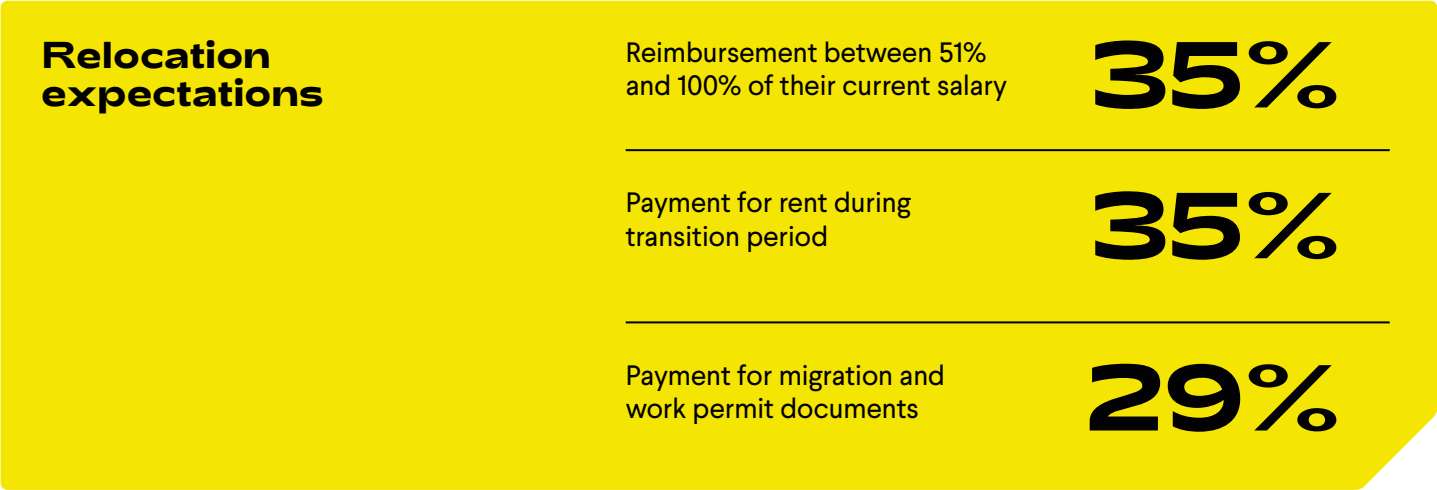
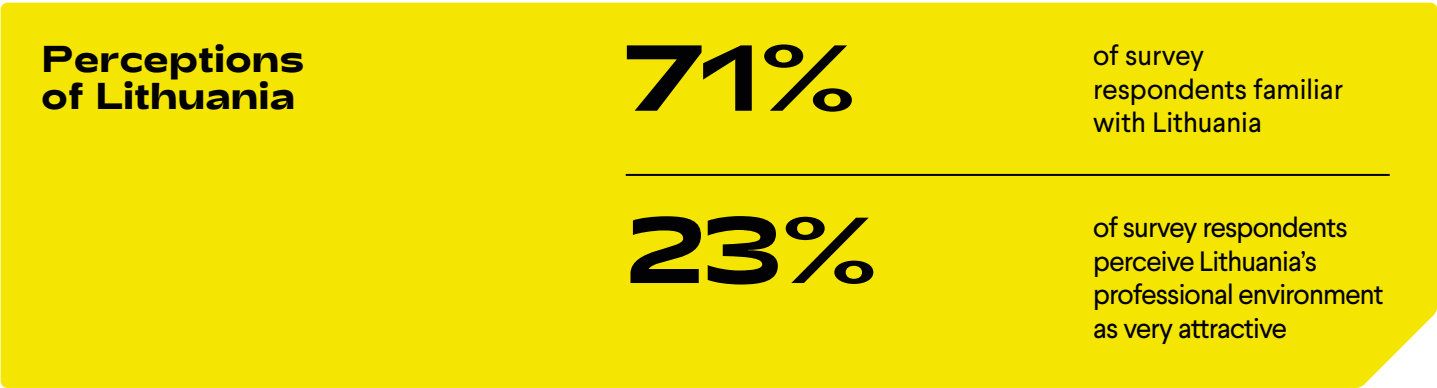
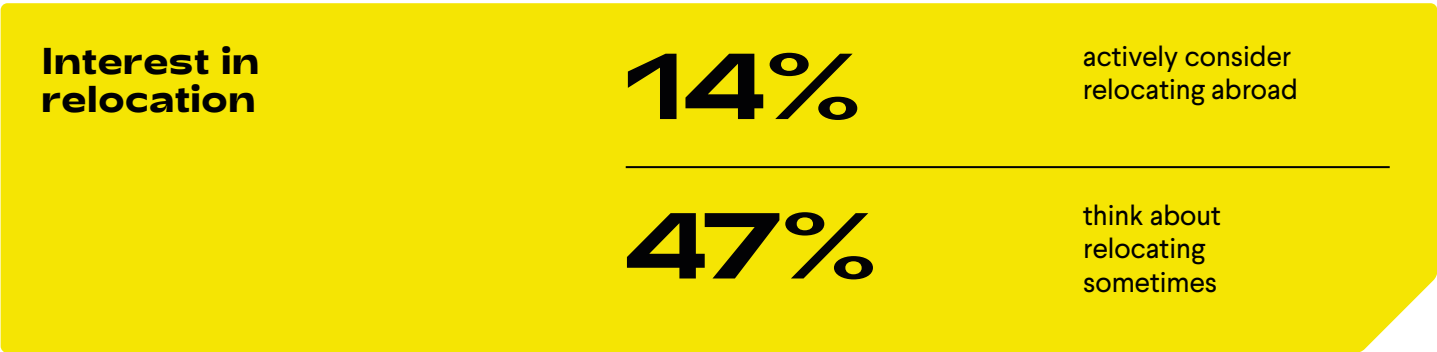
Information Technology

Engineering

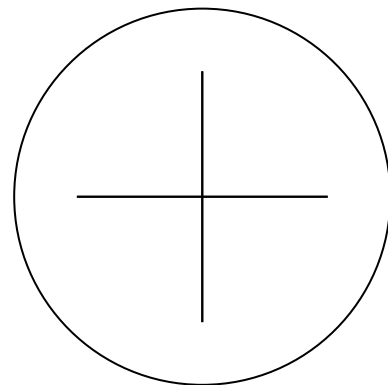
Leave notice
by employees

**Not legally required to give leave notice, but
a notice period is commonly included in the contract**

KEY INSIGHTS FROM SURVEY



STRENGTHS AND OPPORTUNITIES



Strengths

31%

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

Lithuania offers a significantly higher quality of life, with Vilnius scoring 176.87 (very high) compared to Mexico City at 92.10 (very low).

31TH vs 138TH

Lithuania ranks higher for public safety than Mexico.

Perceptions of nepotism in the workplace in Mexico make European companies more attractive.

34th vs 126th Lithuania ranks higher for low corruption and greater transparency than Mexico.

Lower rent prices in Vilnius compared to Mexico City.

Better work-life balance in Lithuania compared to Mexico, as many Mexicans work for six days a week.

Lithuania offers greater access to health care, parental support, and social assistance programmes.

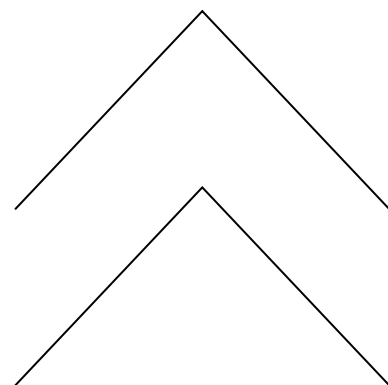
Opportunities

A large pool of recent ICT graduates in Mexico, which will likely continue to grow as the Mexican government invests in more education and training for these workers.

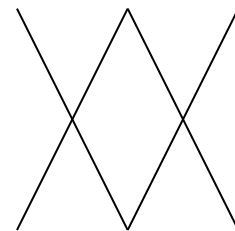
Mexico is experiencing a rise in ICT sub-sectors relevant to Lithuania, such as cybersecurity.

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

A large pool of ICT specialists in Mexico with skills relevant for the Lithuanian market.



WEAKNESSES AND CHALLENGES



Weaknesses

Comparatively low awareness of Lithuania – 71 % of survey respondents are familiar with Lithuania.

23%

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

Geographical distance.

Limited awareness of working conditions and career opportunities in Europe and Lithuania.

Concerns about Lithuania's proximity to Russia.

Concerns about potential language and cultural barriers.

Colder climate in Lithuania.

Challenges

Comparatively low willingness to relocate – 61 % of surveyed ICT specialists in Mexico are open to relocation.

It may be difficult for Lithuania to compete with increasing nearshoring opportunities from the United States of America and Canada.

Other Spanish-speaking countries, such as Spain or those in Latin America, may be attractive options due to linguistic and cultural similarities.

Limited English proficiency outside Vilnius and among older population may hinder ICT specialists' long-term stay in Lithuania.

The perceived salary differentials may be insufficient to justify relocation after taking into account the cost of living.

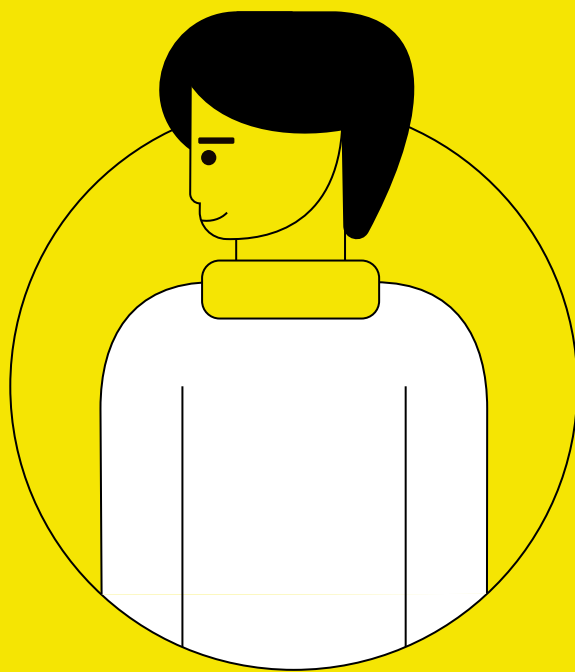
High attachment to the extended family may reduce willingness to relocate.

To attract Mexican candidates, Lithuanian employers should emphasize Lithuania's advantages, such as its high quality of life, characterized by public safety, affordable living costs (including relatively low rent), low corruption, and political and economic stability. Lithuania's robust education and healthcare systems, along with short and green commutes, further enhance its appeal. Employers should also highlight Lithuania's excellent work-life balance, including generous parental leave policies, good travel opportunities, flexible working hours, home office options, and after-work social events. Fast career growth prospects, along with education and training opportunities, should be underscored. Additionally, companies should promote their support for relocation, including assistance for family relocation, making Lithuania a welcoming and attractive destination for Mexican ICT specialists and their family members.

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



POTENTIAL ICT SPECIALIST IN MEXICO



Younger professionals

Specialised in:

Engineering and data-related activities
(integration engineers, software engineers, data specialists)

Proficient in:

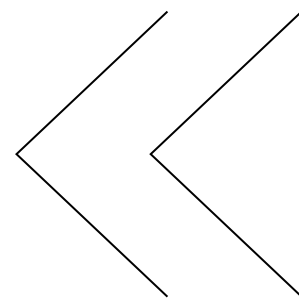
JavaScript

Python

TypeScript

Most likely to apply via LinkedIn

MEXICO MARKET SPECIFIC RECOMMENDATIONS



Engagement with ICT professionals from Mexico

To enhance engagement, companies are advised to hold a first contact in Spanish to spread awareness and foster trust. Using local recruiters can also be a measure to minimise fears of the job offers to be seen as scams.

To pique the interest of the candidate, companies have to think about how the position is going to help the candidate achieve long-term goals. They should specify what opportunities exist for career growth, highlighting advanced technologies and interesting projects. Employers should consider offering (co)-financing of further studies (Masters' degree, bootcamps), as many Mexican highly value ICT education quality in making a decision to relocate.

Tailored communication for employment outreach

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

- High quality of life in Lithuania, including public safety, affordable cost of living (including relatively cheap rent), low corruption, and political and economic stability, robust education and healthcare systems, short and green commutes
- 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)
- Fast career growth prospects and education and training opportunities
- Company support for relocation, including family relocation.

Relocation expectations

ICT professionals from Mexico would likely expect a relocation bonus, and potential employers to cover rent in the immediate months following relocation. It is strongly recommended to emphasise the potential to fulfil these expectations, either within the job advertisement itself or during initial interviews, as moving from Mexico can entail significant costs due to the lower cost of living and salaries and expensive flights.

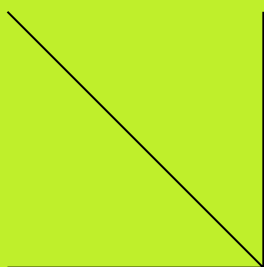
Assistance with family relocation and bureaucratic support during the whole relocation process, including the first months after the move, are important to attract Mexican specialists and help them settle in Lithuania.

Work-life balance

A good initiative would be to communicate that the employer supports work-life balance more so than companies in North America and Mexico (adequate working hours, the right to disconnect, and flexible working hours). Companies could display this by offering social gatherings and by emphasising the extant local community of foreigners.

GENERAL RECOMMENDATIONS

Relocation



Relocation package

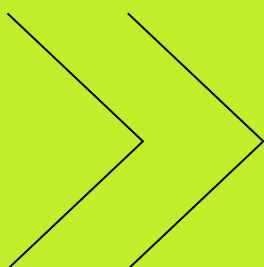
It is recommended to propose a relocation package for a prospective employee that could include the following benefits: 1) covering accommodation expenses in Lithuania during the transition or trial period; 2) payment for travel expenses, and 3) paying for the processing of any necessary documents relevant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