

ICT LABOUR MARKET IN SOUTH AFRICA

	South Africa	Lithuania
GDP per capita (2023)	6 022.5 USD	27 786 USD
Average gross salary (2024)	1 241 EUR/month	2 161 EUR/month
Unemployment rate (2023)	32,1%	6,8%
Youth unemployment rate (2023)	49,1%	13,9%

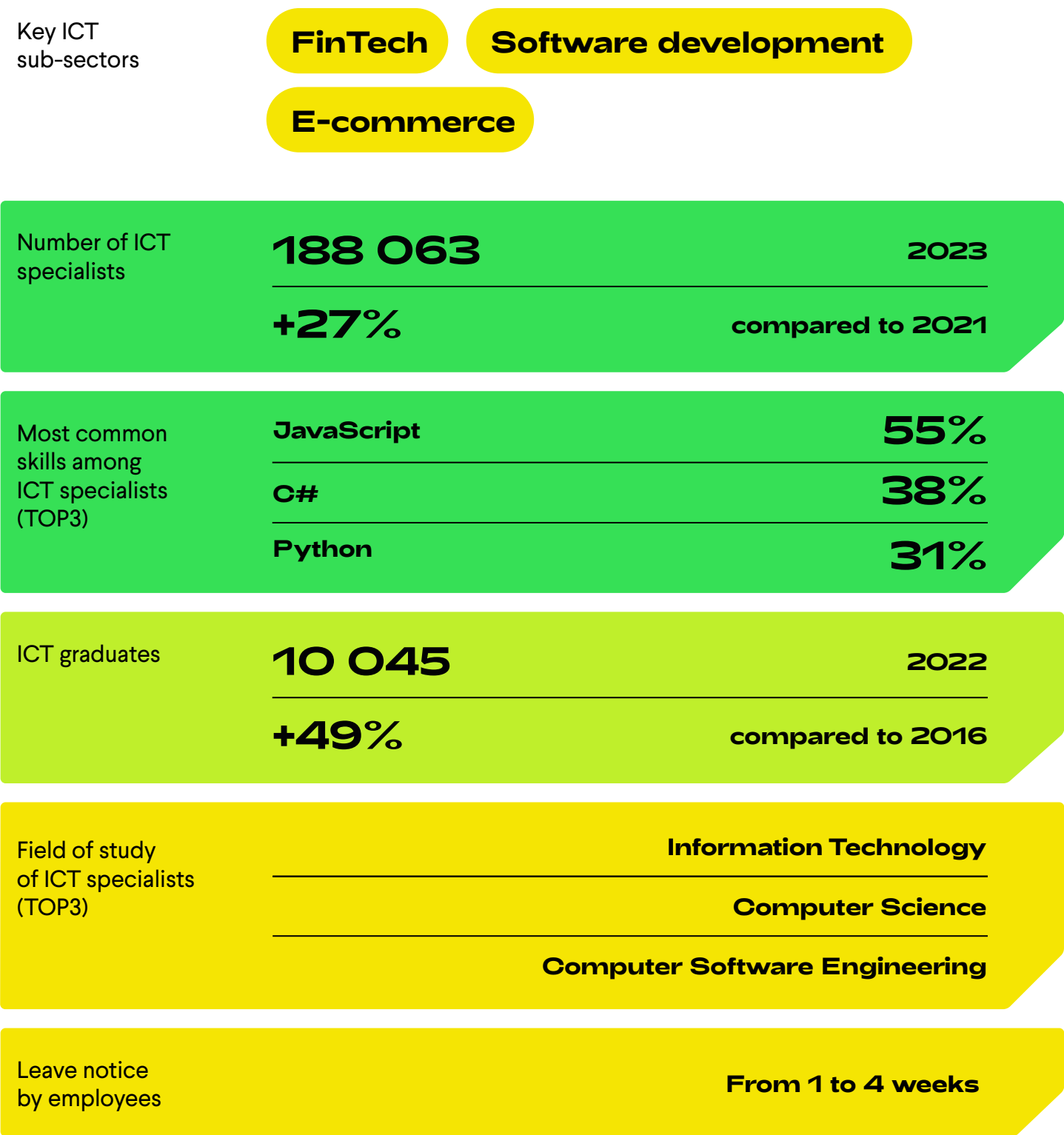
Net salary comparison for the average ICT specialist

2 995 EUR in South Africa vs 2 622 EUR in Lithuania for non-executive, non-managerial positions (14 % higher compared to Lithuania)

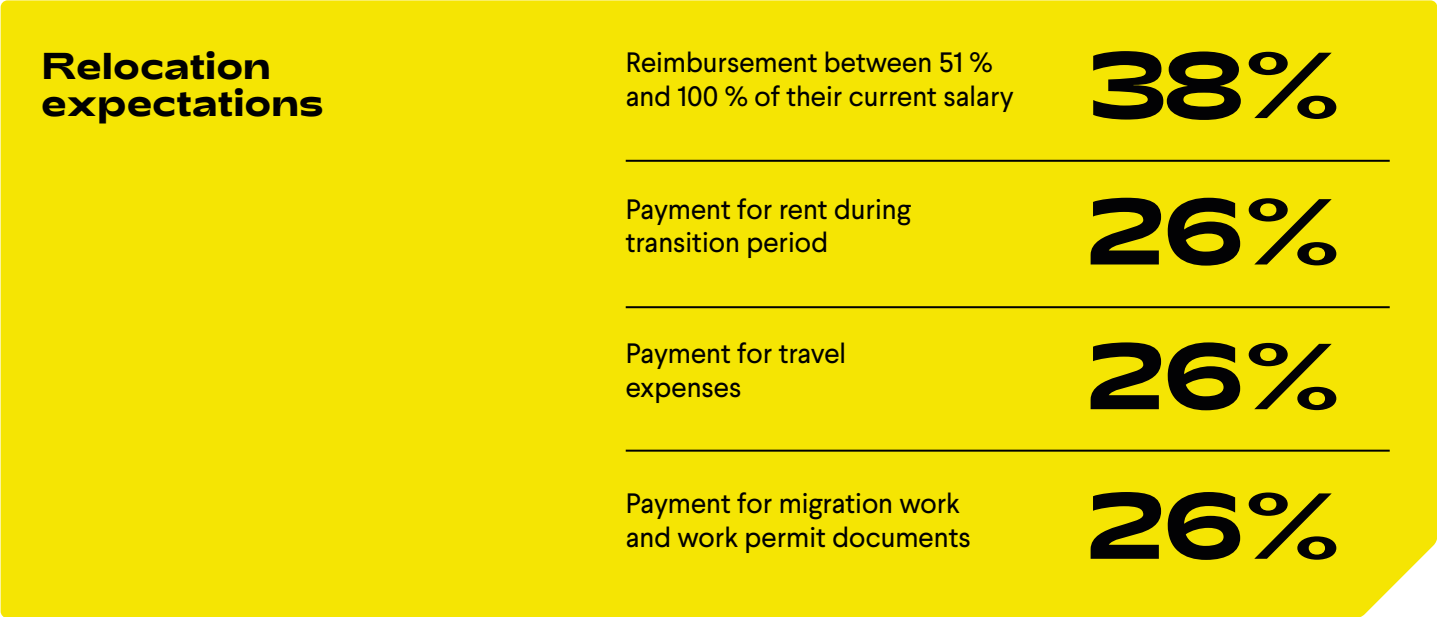
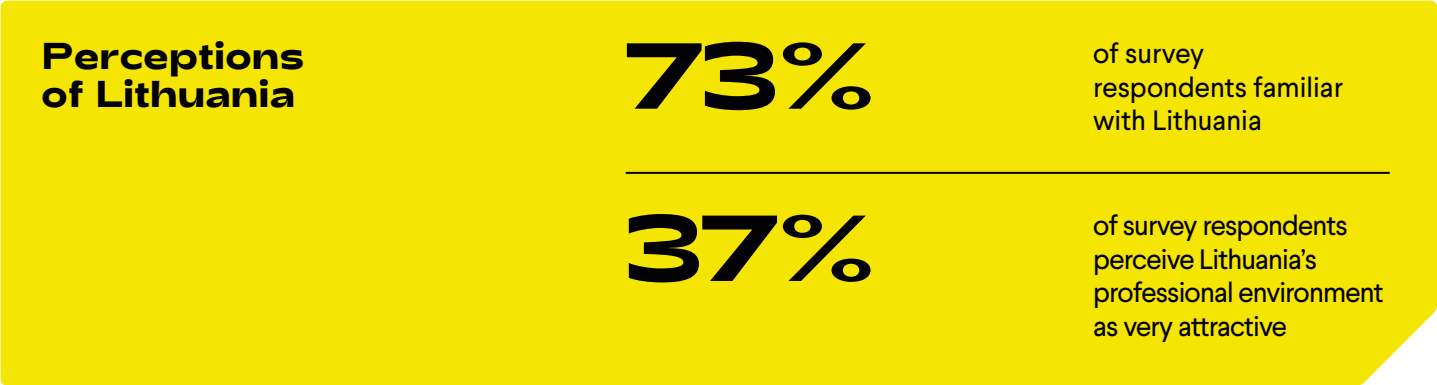
Cost of living (2024)

29% lower in South Africa compared to Lithuania

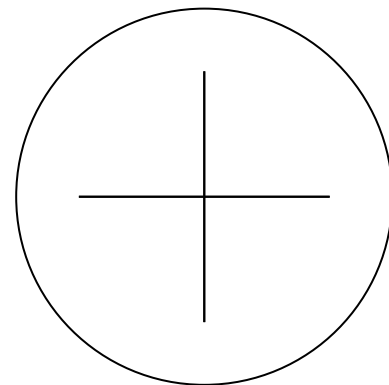
MAIN FACTS ABOUT THE ICT SECTOR OF SOUTH AFRICA



KEY INSIGHTS FROM SURVEY



STRENGTHS AND OPPORTUNITIES



Strengths

34TH
— VS —
83TH

Lithuania ranks higher for low corruption and greater transparency than South Africa.

Better public infrastructure in Lithuania whereas people encounter daily power outages in South Africa.

Lithuania offers stronger social security, lower level of pollution, and lower commute time.

31TH
— VS —
127TH

Lithuania ranks higher for public safety than South Africa.

Perception of a better career opportunities in Lithuania.

Opportunities

76%

of surveyed ICT professionals in South Africa consider Lithuania's professional environment as attractive or very attractive.

South Africa's education in computer science is ranked better than Lithuania's, which would allow Lithuania to gain access to better-educated professionals.

Professionals from other African countries (Zimbabwe, Namibia, Kenya) face challenges in South Africa securing well-paying jobs and renewing work permits, creating an opportunity for Lithuania to attract skilled candidates seeking change.

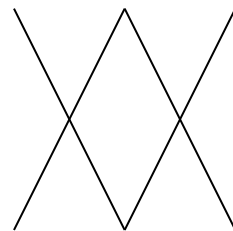
South Africa is on a similar time zone as Lithuania, which would enable Lithuanian employers to hire specialists remotely.

Other attractive destinations are also geographically distant although may have better flight connections.

A high prevalence of English language fluency in the general population.

High willingness to relocate – 86 % of surveyed ICT specialists in South Africa are open to relocation.

WEAKNESSES AND CHALLENGES



Weaknesses

Lithuania offers lower salaries for some ICT roles than South Africa.

For some ICT positions, the lower take-home pay in Lithuania than in South Africa, as well as the higher cost of living in Lithuania, make the move unattractive.

Concerns about integration due to perceptions that Lithuanians are more reserved than South Africans.

Cultural differences.

Geographical distance.

Challenges

High demand for ICT specialists in South Africa may lower their willingness to relocate abroad.

ICT specialists' willingness to move to or stay in Lithuania long-term may be impeded due to concerns about racism.

Concerns about Lithuania's proximity to Russia.

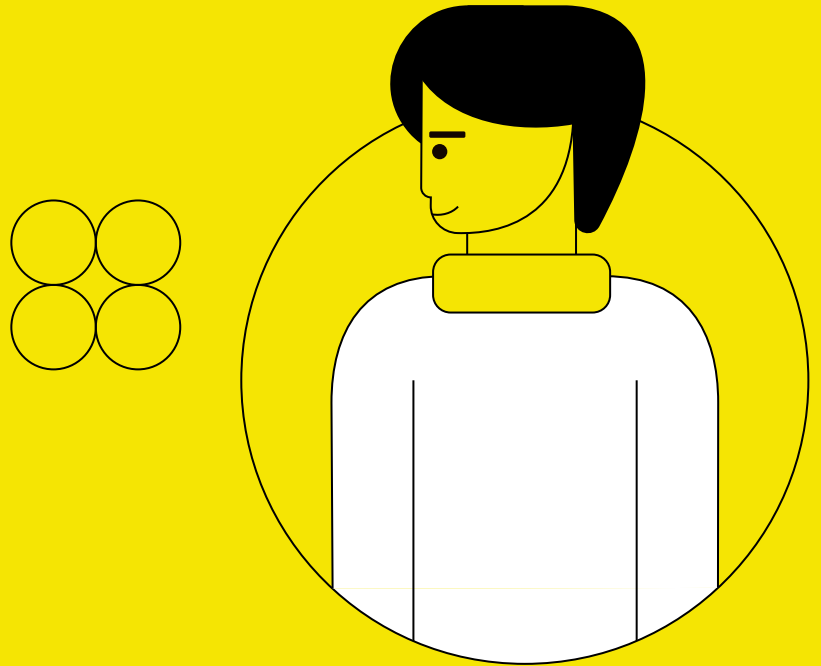
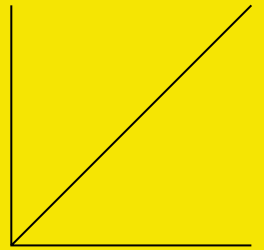
Countries like the UK, Germany and the Netherlands may be more appealing for relocation due to the widespread use of English and simpler recognition of educational qualifications.

To attract new talent, it is essential for Lithuanian employers to present a proposition that emphasizes Lithuania's advantages, such as high quality of life, including public safety, a robust education and healthcare systems, low corruption, an affordable cost of living, access to nature, a cleaner environment, and short, green commutes. Additionally, the strong work-life balance in Lithuania is a key selling point, supported by generous parental leave policies, good travel opportunities, and flexible working arrangements, such as home office options and after-work social events. Employers should also emphasise fast career growth prospects, a diverse and supportive workplace culture, and training opportunities for professional development. Highlighting comprehensive relocation support, including assistance for family relocation, further strengthens Lithuania's appeal as a destination for South African professionals seeking new career opportunities.

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



POTENTIAL ICT SPECIALIST IN SOUTH AFRICA



**Mid and Senior level professionals
(3-7 years of experience)**

**Nationals of other African countries
residing in South Africa**

Specialised in:

Date Engineering

Cyber Security

Business Intelligence

Proficient in:

JavaScript

C#

Python

THE SOUTH AFRICA MARKET SPECIFIC RECOMMENDATIONS

For the future collaboration with ICT professionals and recruitment companies in South Africa

Interviewed recruiters recommended marketing opportunities through local companies. Most importantly, they highlighted the need to emphasise relocation assistance for both the candidate and their family. Mentioning relocation support (e.g. visa assistance), as well as healthcare and retirement plans will likely to result in better responses.

Engagement with ICT professionals from South Africa

Because Lithuanian salaries may not appear sufficiently high to some professionals, essential for employers to emphasise the quality of life in Lithuania and the strength of its social security system. Stressing aspects such as universal healthcare system, long parental leave, and permanent contracts can attract potential candidates. Relocation from South Africa to Lithuania would involve a significant uprooting process, and people might be less interested in offers that do not provide certainties. Highlighting relocation assistance, including visa sponsorship, can streamline the immigration process and attract more interest. Emphasizing healthcare and retirement benefits may also improve response rates.

Relocation expectations

Many ICT professionals from South Africa would likely expect a relocation bonus equal to their monthly salary. Candidates would also expect assistance potential employers in arranging a work visa, finding accommodation (including covering part of the rent in the immediate months following relocation, one or two months). It is strongly recommended to emphasise the potential to fulfil these expectations, either within the job advertisement itself or during initial interviews.

Work-life balance

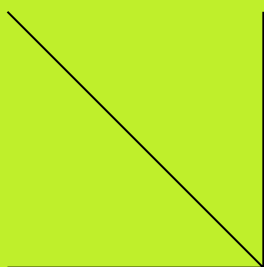
A good initiative would be to communicate that the employer supports work-life balance and offers many opportunities to socialise both within and outside of work settings, such as social gatherings, and having a buddy or mentor assigned to help with integration. Other aspects that promote work-life balance, such as short commutes, generous parental leave, and flexible work schedules, should also be highlighted.

Upskilling

Interviews with ICT professionals and recruiters highlighted that South Africans like to be challenged and learn new skills. Several interviewees mentioned wanting to grow professionally as a motivation for relocation. Potential employers should then emphasise the possibility for the hiring companies to support additional education to strengthen the candidates' professional skills.

GENERAL RECOMMENDATIONS

Relocation



Relocation package

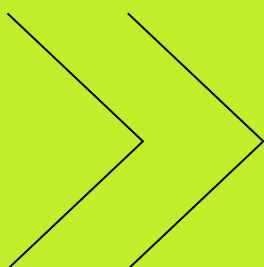
It is recommended to propose a relocation package for a prospective employee that could include the following benefits: 1) covering accommodation expenses in Lithuania during the transition or trial period; 2) payment for travel expenses, and 3) paying for the processing of any necessary documents relevant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