



## ManpowerGroup Advocates for Strategic Migration in Europe to Enable Regional Growth

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LONDON, Oct. 18, 2011 /PRNewswire/ -- ManpowerGroup (NYSE: MAN), the world leader in innovative workforce solutions, participated in a panel discussion today, entitled "International Labor Mobility," at the event "Employment and Growth: Comparing UK and Belgian Policies Inside the Europe 2020 Framework." Hans Leentjes, ManpowerGroup's President of Northern Europe, addressed how strategic migration, tapping existing migrant populations, will sustain Europe's talent pipeline and bolster regional growth.

(Logo: <http://photos.prnewswire.com/prnh/20110330/CG73938L.OGO-a>)

Other panelists were Eamonn Davern, Head of International Relations, Jobcentre Plus, DWP; and Chris Serroyen, Head of the ACV-CSC Study and Research Department. The session was moderated by James Purnell, Senior Adviser, Boston Consulting Group; and former UK Minister for Work and Pensions.

"In the Human Age, talent mobility — moving people to where the work is — must be one component of a coordinated public-private response to the talent mismatch," Leentjes said. "The world is changing — and businesses and government must adapt to this new environment with a 'glocal' approach, which aligns global talent pools to local requirements. While migrating talent to open jobs is a political lightning rod during an extended recession with high unemployment rates, it's important to recognize that this is a prime option for bolstering growth."

ManpowerGroup's 2011 Talent Shortage Survey found that 36 percent of employers in Belgium and 15 percent in the UK are struggling to fill vacancies, even as they are faced with an oversupply of prospective candidates who lack the skills and experience needed to meet business needs.

The panelists also discussed reducing unemployment within migrant populations. In Belgium, the unemployment rate among immigrants is more than twice the rate among native-born Belgians. One Europe 2020 strategy is to raise the employment rate among persons aged 20-64 to at least 75 percent. ManpowerGroup recommends that organizations supplement just-in time hiring with long-term workforce strategies. The immigrant population presents a vital talent pool, however, as with all population groups, it requires dedicated training, education and career-long development programs.

In order to forecast future talent needs and consider how to develop the pools available to them, employers must align holistic workforce and business strategies and balance external supply with internal demand.

### About ManpowerGroup

ManpowerGroup™ (NYSE: MAN), the world leader in innovative workforce solutions, creates and delivers high-impact solutions that enable our clients to achieve their business goals and enhance their competitiveness. With over 60 years of experience, our \$22 billion company creates unique time to value through a comprehensive suite of innovative solutions that help clients win in the Human Age. These solutions cover an entire range of talent-driven needs from recruitment and assessment, training and development, and career management, to outsourcing and workforce consulting. ManpowerGroup maintains the world's largest and industry-leading network of nearly 3,900 offices in over 80 countries and territories, generating a dynamic mix of an unmatched global footprint with valuable insight and local expertise to meet the needs of its 400,000 clients per year, across all industry sectors, small and medium-sized enterprises, local, multinational and global companies. By connecting our deep understanding of human potential to the ambitions of clients, ManpowerGroup helps the organizations and individuals we serve achieve more than they imagined — because their success leads to our success. And by creating these powerful connections, we create power that drives organizations forward, accelerates personal success and builds more sustainable communities. We help power the world of work. The ManpowerGroup suite of solutions is offered through ManpowerGroup™ Solutions, Manpower®, Experis™ and Right Management®. Learn more about how the ManpowerGroup can help you win in the Human Age at [www.manpowergroup.com](http://www.manpowergroup.com).

ManpowerGroup is the most trusted brand in the industry, being the only company in our industry to be named to the Ethisphere Institute's 2011 World's Most Ethical Companies list for our proven commitment to ethical business practices, including an outstanding commitment to ethical leadership, compliance practices and corporate social responsibility. In addition, ManpowerGroup has also been recognized as the industry leader by *Fortune* magazine, who named the company in first place on its 2011 list of the Most Admired Companies in the temporary help sector.

In January 2011, at the World Economic Forum Annual Meeting in Davos, Switzerland, ManpowerGroup announced the world has entered the Human Age, where talent has replaced capital as the key competitive differentiator. Learn more about this new age at [www.manpowergroup.com/humanage](http://www.manpowergroup.com/humanage)

Gain access to ManpowerGroup's extensive thought leadership papers, annual Talent Shortage surveys and the Manpower Employment Outlook Survey, one of the most trusted indices of employment activity in the world, via the ManpowerGroup World of Work Insight iPad application. This thought leadership app explores the challenges faced by employers navigating the changing world of work and provides in-depth commentary, analysis, insight and advice on strategies for success.

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