

# Choose NC interviews Talents Calédoniens



Talents Calédoniens was created in March 2020 to attract skilled Caledonians graduates that have settled abroad and make them come back to the territory.



## What have been the key stages in the development of Talents Calédoniens?

In concrete terms, the "Talents Calédoniens" association is aimed at all those who are likely to bring strong added value to the Caledonian economy and not exclusively Caledonian graduates.

The Talents Calédoniens association has the ambition to stimulate the attractiveness of New Caledonia for various profiles: entrepreneurs with a pioneering spirit, graduates with sought-after higher education degrees, professionals with strong expertise. This primarily concerns New Caledonians who wish to return to the territory, but also talents who want to discover new horizons.

The association was born through the reflexion of business leaders who noted a shortage of skills in NC, in a world where the "war for talents" is raging. Many countries (Australia, NZ,

Canada, etc.) have adopted real marketing strategies to attract talent. New Caledonia has undeniable advantages that should be valued.

Faced with this situation and the observation that New Caledonia had no real action to promote its attractiveness to talent, it was decided to create an association. We were quickly supported by the Government of NC and the South Province.

The first action of the association was to carry out a vast survey to identify the obstacles to the return or arrival of talents in NC as well as the levers to be activated.

We then launched a communication campaign on social networks (LinkedIn and Facebook). We regularly carry out "webinars" on various subjects (job market, digital, etc.) at suitable times to allow those who are in France to connect. We have also created the "Talents Calédoniens" club which organizes local events to federate and expand our network in NC.

**You have the ambition to stimulate the attractiveness of New Caledonia for students and professionals with high potential and/or with skills likely to contribute to economic and social development of the country, how do you plan to attract talent to New Caledonia?**

The levers identified are as follows:

Give visibility to talents on the opportunities offered by New Caledonia; enhance our assets, which are numerous (such as the balance between professional life and personal life).

Encourage New Caledonian talents to return and participate in the development of the country.

Create a dynamic community to welcome and support talents who wish to (re)enter.

As such, we have succeeded in strongly developing our visibility on social networks with nearly 1,500 subscribers and 250 group members on Facebook and more than 1,800 subscribers on LinkedIn. All this with high engagement rates from our community.



**Which sectors are most in need of recruiting a workforce qualified abroad? And according to you, what are the growth sectors over the next 10 years?**

Sectors in most need of a skilled workforce: Digital / Renewable Energies / The Maritime Industry / Tourism / Construction / The Mining and Metallurgical Industry / Health

Some sectors have demonstrated their dynamism through dedicated clusters: Maritime / Industrial Maintenance / Energy and Energy Transition / Sustainable Maintenance / Agri-food / Exports



**Your final message for Caledonian graduates living outside the territory? What are the main assets of this territory?**

The slogan of the association is: "with us, realize your future" we want to promote New Caledonia as the country where it is good to work with an exceptional living environment that combines a varied professional career full of opportunities and an easy and exciting personal life.

I invite you to read this article from CCI Info which will complete the answers to this ITW: <https://www.cci.nc/actualites/la-societe-civile-se-mobilise-pour-attraction-les-talents>

<https://www.facebook.com/TalentsCaledoniens/>

<https://www.linkedin.com/company/talents-cal%C3%A9doniens/>