



EXECUTIVE SEARCH



Webinar: Executive Search in Nigeria



29 October 2020

EXECUTIVE SEARCH EXPERTS IN THE EMERGING MARKETS

CT Executive Search focuses on placing key positions in Eastern Europe and the emerging markets – in Russia/CIS, Africa, the Middle East and Asia. We are experts in cross-border search processes and identifying high-performing candidates, adding value for international companies.

Leveraging a broad network of analysts and consultants across Eastern Europe and the emerging markets, CT Executive Search has established itself as a reliable partner to well-reputed international organizations.



THE NIGERIAN LABOUR MARKET

Characteristics of the Nigerian labour market

- Lack of skilled labor, both on specialist and management levels
- High unemployment (Nigeria's unemployment rate as at the second quarter of 2020 was 27.1%)*
- Short notice periods (up to one month)
- Relatively small pool of candidates with tenure in international companies
- Relevant talent concentrated in few hubs
- Low attractivity for expatriates / small "local expat" community
- Little exchange between countries of the wider region (bureaucratic hurdles, cultural barriers)

* National Bureau of Statistics, Nigeria



EXECUTIVE SEARCH IN NIGERIA

What candidates do European companies look for?

- Sales, maintenance/project managers
- Sales representatives, market-entry specialists, “deal makers”
- Candidates required to have experience in international companies/exposure to international business standards
- Country Managers: require ability to “bridge” local market & HQ

How to find the right people?

- No job advertising in Nigeria, but identification of potential candidates among international companies
- Direct approach (“headhunting”)
- Focus on Nigerian market
- Rigorous background/reference checks
- Decide if expat/repatriate can be options



EXPAT OR LOCAL?



Local manager

- Familiar with local legal and cultural framework
- Good understanding of local customers' needs
- Potential compliance risks
- Needs to be able to be “bridge” between local market and HQ
- Lower associated costs than expat/repatriate

Expatriate

- Able to bring international best practices to local organization
- Costly option (“expat packages”)
- Usually no long-term solution
- Weak understanding of local peculiarities

Realistic option if:

- A) there is a local management team
- B) Know-how transfer is planned
- C) The more „technical“ a role, the more it is suitable for an expat
- D) bridging function is required
- E) there is local talent pool to be tapped

Repatriates

- Readily available for Nigeria
- Can be best of both worlds, but:
- How well are candidates connected/aware of real life?
 - Are they prepared to stay long-term?
 - How “International” is their mindset/are they too adaptive to local environment?
 - Are there active networks?
- Repatriate pool should be examined, but candidates need to be carefully assessed!

ENTERING THE NIGERIAN MARKET

What steps do companies take?

- 1) Market analysis (trade fairs, market studies)
- 2) Export via importer
- 3) Setting up a distribution network (possibly with own rep office)
- 4) Subsidiary
- 5) Manufacturing (own, JV or licensing)

Enablers

- 1) Own sales/service team
- 2) Market-entry consultants
- 3) Senior Advisors/Advisory Boards



DEMAND AND OPERATIONS

How did Covid-19 impact the global executive search business?

- Some ongoing assignments were frozen
- Companies reluctant to recruit (travel restrictions, economic downturn, unclear perspectives)
- Remote interviewing/client meetings
- Expansion plans postponed, priority on sorting out operational issues

Revival seen in Q4 as German/European SMEs have adapted to new environment and are resuming their pre-Corona business plans.





EXECUTIVE SEARCH



Thank you for your attention !

Christian Tegethoff

CT Executive Search

Shlyuzovaya nab., 8/1, Moscow

Tel: +7 499 678 2111

christian.tegethoff@ct-executive.com