

M2R impresses UKTI with its Middle East success

Julian May

Wakefield sales recruiter M2R has been invited to attend a trade delegation to Bahrain and chosen as a recruitment case study for UK Trade and Investment.

UKTI has invited M2R's clients and also future potential business partners to the event after being impressed by its successful relationships with clients in the Middle East.

Munir Mamujee, director of the global media sales specialist, told *Recruiter* he was "delighted" at being selected to represent the recruitment industry at the British Embassy in Bahrain in February. "It's not bad for a team of five from Wakefield. We are



Mamujee: beating huge companies to contracts

beating huge recruitment companies to contracts in the Middle East," said Mamujee.

"There is so much doom and gloom around at the moment, it just goes to show

that if you are determined and work hard enough, you can really achieve things, even in a recession."

Mamujee, who only began recruiting in Dubai last February, added: "The Arab market likes to meet face to face and I believe they appreciate our passion, desire, honesty and professionalism."

Mamujee puts his success down to creating added value services for clients and candidates.

M2R offers weekly candidate tracker updates for clients and also provides a useful information MP3 welcome package for candidates placed in the Middle East from the UK.

"We are completely honest

with our candidates. The last thing we and our clients want is for someone to travel 3,500 miles and our clients to invest heavily in someone who hates the country and the job. We film the offices where they are going to work and put together useful travel tips and information for them to settle in. We put this on an MP3 for them to watch, so they are aware of what to expect."

Brian Aungliars, international trade advisor for UKTI, said of M2R: "Good solid advice has helped facilitate their entry into the Middle East market.

"M2R has used a variety of UKTI services to help them make informed decisions."

Yolk Sales defies the downturn

Two sales recruiters are defying the downturn by setting up an agency in Cardiff, South Wales.

Duncan Powell and his business partner Dale Williams opened Yolk Sales Recruitment on 5 January and told *Recruiter* that Cardiff was "massively up and coming" and the largest contact centre growth area in the UK.

Powell says the downturn "does not appear" to have hit South Wales as hard as other areas of the UK.

The business will be solely sales recruitment, said Powell, adding that demand for competent sales professionals actually grows in a downturn.

The partners aim for steady organic growth during 2009.

Don't put off resourcing talent, says REC chief

Cost and driving down margins should not be the primary concern of resourcing professionals, according to Kevin Green, chief executive of the Recruitment and Employment Confederation.

Speaking at a forum organised by the Chartered Institute of Personnel and Development (CIPD), Green said that even in a recession, UK firms still look to recruit talent and it would be a mistake for resourcing professionals to become reactive to the current state of the economy and to resist pursuing their own talent agenda.

When deciding recruitment partners, HR needs to recognise that recruiters can find talent more cost-effectively, he said, while he also urged delegates to fight battles with procurement to get



Green: firms still recruiting

the right recruiter rather than the cheapest.

Co-speaker Toni Williams, resourcing manager at international task management company Serco, told delegates she would rather spend 1-2% more with an agency in order to secure the right person for the job than spend less money with an agency and get no result. Because

Serco employs such varied personnel, from nuclear physicists to cleaners, they rely on close relationships with niche recruiters who understand their staffing demands and contracts, said Williams.

The firm had even gone as far as assembling 150 recruitment consultants in one room, along with Serco's procurement manager and its HR and line managers, to inform consultants of business plans and its people strategy, which has resulted in consultants being provided with regular business updates.

Green said: "Engagement does not mean bringing in agencies once a quarter and looking at stats and the service level agreement. Agencies need to invest time and energy working with you."

HIRERS & FIRERS

WHO'S HIRING

● Entertainment retailer HMV has said it will save 269 jobs at troubled chain Zavvi by buying 14 "profitable" stores from the company.

● Tesco plans to create 10,000 jobs this year, even after its weakest festive period for 15 years, with around 200 more stores opening and existing stores being extended, despite the pressures of the credit crunch.

● Sainsbury's is creating 5,000 jobs this year after its best ever festive sales figures — 2,000 Christmas temps will stay on and 3,000 new employees will staff new and extended stores.

● Northern supermarket chain Morrisons is also taking on 5,000 new staff this year.

WHO'S FIRING

● Mobile phone giant Motorola has said it is to cut 4,000 jobs, roughly 6% of its workforce, in the face of the economic downturn and waning demand for its products.

● Up to 240 jobs are under threat at the pharmaceutical firm Pfizer's research and development site in Sandwich, Kent.

● Jaguar Land Rover has announced it is cutting 450 staff. Three hundred managers will be made redundant, while 150 salaried agency staff will also lose their jobs.

● Barclays says it will cut 2,100 jobs from its UK banking retail and commercial business, as well as 2,100 jobs from the investment banking and wealth management arms.

66%

of executive talent is expected to come from China in 2009, according to data from the Association of Executive Search Consultants (AESC) in its 2009 AESC Member Outlook report.

This is followed by India (43%) and Eastern Europe (30%).