



Minutes from
IESF Regional Meeting

Milan 2019

Partners in attendance

Belgium	Patrick Meirlaen	<i>The Future Alliance</i>
Denmark	Pia Torreck	<i>Ingvarlsen Partners</i>
Denmark	Ole Ingvarlsen	<i>Ingvarlsen Partners</i>
France	Valerie Desautel	<i>Hommes and Entreprises</i>
France	Catherine Le Louarn	<i>Hommes and Entreprises</i>
Germany	Achim Moraw	<i>TOPOS Personalberatung</i>
Germany	Melanie Ruemmele	<i>TOPOS Personalberatung</i>
Germany	Stephan Low	<i>TOPOS Personalberatung</i>
Germany	Thomas Laurien	<i>TOPOS Personalberatung</i>
Israel	Dror Katabi	<i>Kishurim HR</i>
Israel	Eti Katabi	<i>Kishurim HR</i>
Italy	Alessandra Conte	<i>Alexander & Duke</i>
Italy	Francesca Arcieri	<i>Alexander & Duke</i>
Netherlands	Gertjan van de Groep	<i>Van de Groep & Olsthoorn</i>
Poland	Ewa Adamczyk	<i>Naj International</i>
Romania	Adelina Rosca	<i>Rosman Group</i>
Romania	Alina Andrei	<i>Rosman Group</i>
Spain	Carlos Alba	<i>Headway Executive Search</i>
Spain	Victor Carulla	<i>Headway Executive Search</i>
Spain	Margarita Solovjova	<i>IESF</i>

Thursday, March 28th, 2019

Introduction

The IESF Regional meeting started with the opening speech by Victor. Alessandra welcomed everyone as the host of the event. There were 20 attendees from 10 countries. Seher Demirci and Murat Ozturk from Turkey, new potential partner **Benson & Partners**, were not able to join the meeting because of the last minute government elections they had to participate in.

IESF New Entity

Gertjan informed the partners about the IESF registration in the Netherlands which was done in November 2018. It is a Dutch non-tax related association. Also the new bank account was opened in *Rabobank* (Netherlands). Gertjan is in touch with Mark Geary (IESF bank account holder) to close the bank account in Hong Kong.

Margarita spoke about IESF Limited Dissolution process of BVI Business Companies:

- One of them is to leave the company to be struck off which is free of charge. The company is effectively on "stand by" for a period of 7 years and can be restored at any point by paying the outstanding license fees, penalties etc. Then the company is dissolved 7 years after being struck off the register.
- The second option is to proceed with the Voluntary liquidation, which involves filling paperwork by the director, board of directors, shareholders etc.; costs around 2000 USD and the process take around 6-8 weeks.

At the last Leadership Council meeting in February members agreed to proceed with the Voluntary Liquidation. The paperwork was filled out by Vivek and submitted to the registered agent in BVI *Vistra Group* on the 22nd of March. Now, it is being reviewed and they should hear back from the agent soon.

New Partners Presentation

Three new potential partners presented their firms:

1. Alessandra Conte presented her new company, **Alexander & Duke**.
2. Pia Torrecek and Ole Ingvarlsen presented **Ingvarlsen Partners**.
3. Seher Demirci and Murat Ozturk presented **Benson & Partners** (via video call).

New Partner Development

Margarita started the presentation talking about the IESF presence. Previously IESF was divided into 5 regions: *Americas, Europe, Africa, the Middle East, and Asia Pac*. Now, since IESF presence in the Middle East is in Israel only and no presence in Africa yet, Victor proposed the following split: *Americas, EMEA, and AsiaPac*. Margarita also showed the IESF presence in the world map: *20 countries, 40 offices, 180 consultants*.

- **AsiaPac**

Currently, IESF is present in 2 countries in Asia. Margarita and Victor did the search in South Korea, Singapore and Japan. In South Korea, they had interviews with three firms, and they would like to go forward with one of them. The company name is **Vine Consulting**. They had an interview with the founder *Joshua Kwon* which was very positive. The business trip for Daniel from China to visit their offices in Seoul at the beginning of May has been already arranged.

- **Americas**

In the Americas, the goal is to search for a new partner in Peru, Panama and the USA. Victor and Margarita informed that Peruvian firm **Virtus** is very interested in joining the IESF (Recommended by IESF Partner *HR Buró, Chile*). Nevertheless, after several calls with the founders, they found their English level was not sufficient to form a part of the international network. They will be contacting them to see if there is another English speaking person in their firm who would be able and willing to represent their firm in the international meetings. In addition, the partners discussed that they should look for one more partner in the USA in another region that would be additional to **Aslon Group** in Cleveland.

- **EMEA**

Margarita and Victor spoke about partnership in the United Kingdom, Switzerland and the United Arab Emirates. Victor commented that several firms from the UK were contacted previously. Nevertheless, most of those firms were not interested in joining or specializing in one industry only.

Speech by Barbara Falcomer, Director of Valore D

Barbara Falcomer, General Director of ValoreD, a non-profit organization to spread a culture of diversity and inclusion, favouring gender balance at top executive positions presented "*The value of Diversity. To compete and grow*". The presentation included topics such as female employment opportunities, global gender gap, gender diversity, gender equality and others.

Partner Charter and Financial Statement Details

As the new treasurer Gertjan shortly introduced the partners about the changes within the IESF organization:

- New association founded in the Netherlands (No tax liability).
- New bank account in the Netherlands (Hong Kong bank account will be closed).
- New simplified financial administration.
- New cross border assignments document (managed by Margarita – Headway ES).
- New invoice template.

Victor emphasized that now treasurer's role is more important as Gertjan has direct access to the bank and controls IESF financial situation completely. Gertjan added that now also Victor has access to the bank as they both registered the new IESF organization in the Netherlands.

Gertjan followed the presentation explaining the IESF current bank balance in NL which is 48.595,38 € (annual membership fees and 5% cross border commissions), bank balance in HK is 3.814,42 €. An account receivable is 3.376,50 €. That makes the **Total assets of 55.786,30 €**. Gertjan also explained the current costs up to date, and also estimated costs in 2019. He emphasized the importance of the transparency of the financials and assured to answer any questions IESF partners might have.

Victor commented that Partner Charter sent in January 2019 has been slightly modified. The article 3.3 was added saying that "*partners will be not able to take any legal action against the governing body or its auditors*".

IESF Website, Intranet, Social Media

Margarita presented the new IESF website and the new IESF Intranet which will be for the internal use only accessible with given username and password. She showed the client database and how to filter the search of the client IESF partner has worked with. Gertjan said that it could be time-consuming to prepare such a list as he has many small local clients that would be not interesting for the rest of the partners. Victor and Stefan continued the conversation and concluded that even knowing small local firms could give an additional value to understand in which industries and positions the search was done when contacting new potential clients, for example. Partners also agreed that the client name can stay confidential if it is required, but then the industry, position and job function would be shared. Margarita will send a *How-To* guide and the login and password to everyone in a couple of weeks.

After that Margarita talked about IESF presence in social media explaining the strategy she is using. She emphasized the importance of *following, sharing and liking* IESF activities in social media. In order to improve the IESF Brand Awareness she suggested:

- *Written articles by IESF partners which would be published on the IESF website, and social media (LinkedIn, Twitter)*
- *Create IESF Newsletter.*
- *Create IESF corporate video which could be presented to new potential partners and also be shared with the clients.*
- *Add IESF in the experience section in LinkedIn account with the title such as Partner, or Country Manager.*
- *Add the IESF logo and link to the LinkedIn account and IESF website in the email signature.*

Gertjan suggested Margarita create an email list so that when the article, posting or another publishing needs to be shared she could email the partners.

Friday, March 29th, 2019

Autokineto and IESF Industry Groups

The meeting started with the presentation by Victor about the idea to create IESF industry groups, such as:

- *IESF Automotive*
- *IESF Healthcare & Life Science*
- *IESF Retail & FMCG*
- *IESF IT & Technology*

Victor said that all partners meet only one or two times per year and these industry groups would strengthen partner relationship, generate more business, develop ideas and tools how to improve their businesses in their countries, as well as it would add the value when meeting a new client. Each partner would have to be at least a member of one group. Partners discussed that also *manufacturing* and *finance* group would be important. Partners were in favor of this idea and it was decided that Margarita will send the questionnaire to the partners to pick three groups they would like to be part of (with priority). At the next AGM Margarita and Victor will present the groups, the structure and the strategy. Victor added that these groups could be also added to the new IESF website. Stefan suggested determining 1 person responsible for the group. To conclude, Gertjan emphasized three things: *add value; commit; take ownership.*

After that Victor talked about Autokineto, as it was created within the IESF in 2012. Some of the partners left IESF but at the same time stayed in Autokineto (John & Kathleen from the USA, Stefan from Sweden, Carlos from Mexico). Now in IESF, for example, there is a Mexican partner *North Hunters*. This situation creates a conflict of interests. Moreover, a new Chinese partner joined Autokineto and at the same time, IESF has a presence in China (*Daniel from Dynamic resources China*). After a brief discussion, Achim, Dror and Victor stated that they will be leaving Autokineto.

Victor went through the Partner charter statement:

*“1.4 Partners are required to exclusively be members of IESF and not be members of other recruitment groups. Membership of Professional Associations e.g. AESC, IACPR would be allowed. Membership of search groups **which are competitor groups is not permitted.**”*

The Future of Our Industry

The next presentation was about “*Future of our industry*” presented by Dror. He conducted a small survey of 15 questions that were answered by 16 participants with the goal to discover the changes in the industry and how to face them in the future. As the result of the survey, most of the changes focus on the threads such as *Online; Contingency; Internal recruiters*. And the main objection focus is *Fee amount; retainer; exclusivity*.

After the presentation partners had a discussion stating their opinion:

Gertjan said his firm positions itself with *Expertise + higher level positions (retainer) + modern technology*. Gertjan emphasized the importance of using new technology, artificial intelligence and new methods.

Pia and Ole agreed with what Gertjan said.

Patrick emphasized *expertise + cost*. As well as *matchmaking* (rethink the organization, their knowledge and attitude), helping a client to redirect the way they look at the market.

Victor said that most of the firms work on contingency fees. When positioning Headway they raised the minimum fee, and when meeting a client he always states the arguments in favor to use the retainer fees. His firm uses its own database and LinkedIn as well. His firm also develops other tools to differentiate itself from the competitors.

Stefan noted that it is important to show the client that 50% of candidates are not on LinkedIn. Challenge is to attract the candidate.

Valerie said it is easier to work with middle-sized companies, where a partnership is with the CEO, not HR.

Adelina commented that there is a trend to work on success fees in general.

Ewa also said that important is to partner with the management board.

Alessandra highlighted the importance of bringing the results.

Dror and Eti approach new clients through candidates when calling them and asking for the references. That is their key success factor.

Achim suggested talking more about industry and technologies and tools at the next AGM, about the industry developments that help to speed up the research process. Challenge is the fee and reaching more candidates to find the perfect fit for the position (more time and money).

Speech by Luca Sburlati, CEO of Pattern

Luca is CEO of Pattern, an international leader for design, engineering, grading, prototyping and production of the most prestigious worldwide Luxury/Fashion brands for top range runways and main lines. Luca presented the company's strategy, the industry and the current trends.

Open Discussion: Evaluation of Candidate's Profiles/ Your Business Strategy

There were two topics suggested prior to the Regional Meeting. The topic of "**Evaluation of Candidate's Profiles**" was suggested by Adelina. She suggested creating an IESF template that could be shared between two partners when doing cross border assignment. Further on Ewa informed in Poland they use standard CV template when presenting the final candidate to the client. The candidate report includes *CV + picture + company logo + date of presentation*.

Pia talked about the bias that clients might have when looking at the CVs. She emphasized that it is important to bring the candidate achievements to the top of the CV. Partners agreed to upload their CV template and their business presentation in the new intranet.

The second topic suggested by Patrick was "**Your Business strategy**". Because of the time limitation, this topic will be prepared for the next AGM by Patrick and Ole.