E-NEWS

With the latest insights from the Leadership Council and news from our network

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IESF Branding update

At the AGM in Peru last September we jointly discussed the IESF branding. The final words that describe IESF are: **Close (Proximity), Entrepreneurial, Agile, Global and Reliable**.

At the AGM we also discussed the possibility of changing the name of IESF, because of the fact that the F for Federation is a bit outdated. We will have an open discussion about this topic at the regional meeting and then make decisions in a final meeting at the AGM in Singapore. We realize that for some the name change is no problem, but for others it has a lot of impact on their own branding.
So that is why we want to inventorise everyones opinion upfront. You will receive a short questionnaire from Kirsten.

Partnership Development

IESF is still searching for partners in specific areas to join our network. We're proud to announce that 2 potential new partner firms will join us at the Regional Meeting in Istanbul: Eva Féher from JobGroup Prime and Leonie Fischer, our former partner for South Africa, who requested to join IESF again. We're also in the final stage with 2 potential UK partner firms. So hope to introduce the number 1 agency to you in Istanbul and/or Singapore.

IESF Academy

Due to the strong financial situation IESF is in at the moment, the Leadership Council, adviced by the Advisory Board, decided to allocate extra budget for knowledge sharing within the network.

This means we will make several **online Masterclasses available hosted by external keynote speakers.** Also the speakers at our events will be external speakers to inspire and to learn from. That's why we want to make sure that the dates of the IESF Academy Masterclasses are in your calendar. You don't want to miss out on this FREE knowledge for you personally and your firm. Also feel free to invite your fellow managers or team members to join. The names of the key note speakers will be shared with you soon.

Study Internationalization of Talent

We would like to thank all IESF partners that participated in our first global IESF research.
In this global research we identify the different perceptions, of companies and professionals, about internationalization of talent in the post COVID19 period. During the pandemic, it was demonstrated that the world is ready to adapt and allows professionals to work from anywhere in the world.
This represents a new challenge and growth opportunity for organizations (especially for the Human Resources industry), because now it is necessary to internationalize workforce and identify talent in different countries.

A study on internationalization of talent allows us to highlight the added value of having experts in each country in the post COVID19 period, considering there is a greater need to exchange knowledge in the changing business environment. As IESF we have the advantage of having partners who know the culture of each country. And we also have the advantage of having access to candidates and company leaders. **You can download your copy of the IESF Study over here.** Soon also the Spanish version is available and will be shared with you and published on IESF.com.

Regional Meeting Istanbul

The program for our Regional Meeting in Istanbul is almost finished and will be shared with the participants in March. We're very proud to announce that every European partner will join, and also our partners from Canada and India are joining. In total a group of 27 people registered. We look forward to see you there!

AGM 2023

Regarding the AGM in Singapore. You can already book your flights and will receive the hotel details soon. Please save-the-date: We will start on Monday September 18th, 7 PM with a welcoming cocktail and finish the official program Thursday September 21st with dinner. If you are interested you can also travel earlier to visit the **Singapore Formula 1** the weekend before our conference:
https://tickets.formula1.com/
The hotel has a special arrangement for IESF quests travelling earlier.

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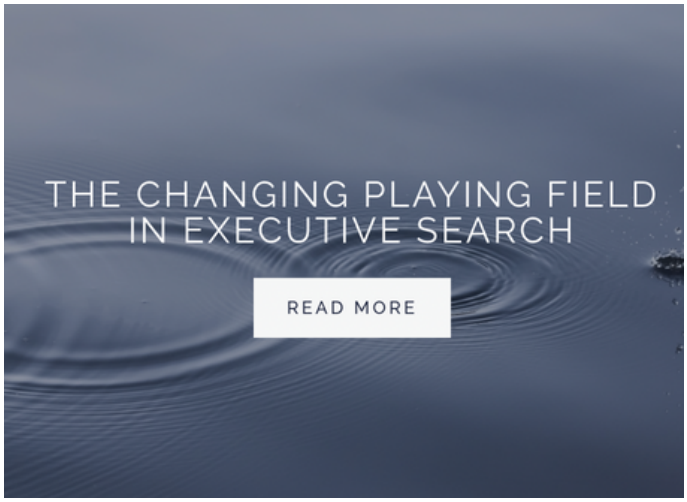
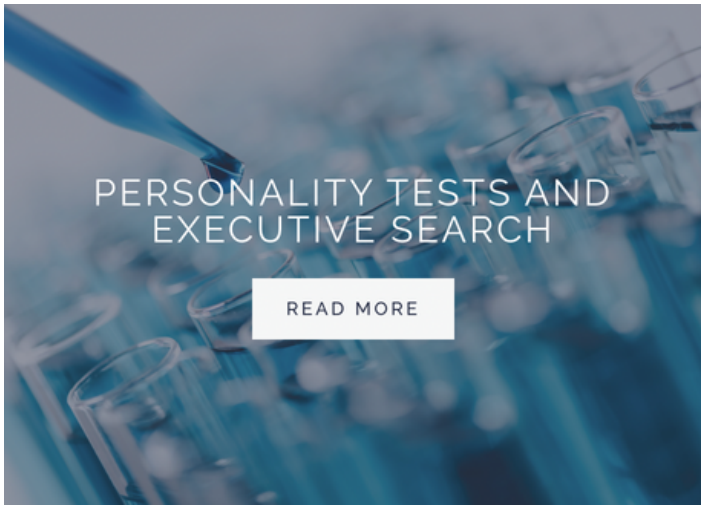
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