

The Relocation Experience

The Employer's Experience and Insights

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Interview with **Karen Rivoire**, former Group HR Director of MW Brands concerning Talent Migration and Cross Cultural Preparation

MWBrands is one of the leading ambient seafood businesses in Europe selling its products mainly in the UK, France, Italy, Ireland and the Netherlands. MWBrands focuses on tuna and added value tuna, but also sells a comprehensive range of salmon, mackerel, sardines, seafood spreads and other seafood products.

Given its business (seafood business) MW Brands has important operations in far reaching locations such as Ghana and Seychelles. What are the special challenges you face with the talent located in these countries as well as attracting talent to relocate to them?

We have some great talent in Ghana and Seychelles and try to fill as many roles as possible from within the current talent pool in the company or the country. However there are roles that we are unable to fill locally yet and therefore we must attract talent from across the globe.

Ideally in these situations, we look for candidates who have already worked in different countries than their home country and ideally in Africa or other emerging markets so thus they have already shown their ability to successfully adapt to different countries and cultures.

When we find them -there are practical obstacles as well – Seychelles sounds exotic and attractive but actually has a lack of

infrastructure for someone with a family as there are no international schools there. If you add on top of that the right candidate needs not only to have the right experience and willingness to relocate but also to share our MW value set , it makes for a big challenge for us.

What about the talent you have in Ghana and Seychelles – what are you doing to develop them?

We very much believe in "walking the talk" in terms of developing our local talent. Therefore we proactively work to ensure that our high-potential talent in Ghana and Seychelles have opportunities to work on projects locally and internationally to develop. One thing we did for the first time last year and we continued this year which was very well-received was sending 4 delegates to the prestigious One Young World Event in Dublin (the Davos for Young Professionals). In general this was a very inspiring experience for the 8 individuals and for the company as well; Our team was exposed to thought leaders across the globe and returned home with ideas and insights.

What about cultural diversity at your Headquarters in Paris?

Our new CEO, Elisabeth Fleuriot, who joined us last year, has as a priority to ensure that more and more of our headquarters team are made up of people who have lived and worked outside of France. This is vital in order to make sure we are in touch with our growing and global business.