

Romania IT Talent Map, 2014

Facts & figures

Brainspotting

• IT&C Recruitment • Contracting – IT&C resources • IT&C Labor market intelligence reports

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Market Overview

Romania has long been acknowledged as one of the best destinations for IT companies, due to the large & talented pool of IT graduates and professionals, lower costs than in Western Europe & US and more pronounced business culture similarity to the Western Europe countries & US than more distant countries in Asia, geographic and time zone proximity to Western Europe and widely spread English skills.

The total value of the software market in Romania, in 2012, has been 572.3 million Euro*.

In 2014 the expansion of the companies will create approximately new 5,000 IT jobs. Companies from various IT & Telecom sectors are planning to expand their teams / enter the market: gaming, NOC centers, outsourcing, technical support with complex skills (e.g. SAP) etc.

1.500

Around 1.500 job openings advertised at any given time

2.700

Top 50 software companies in Romania (highest turnover) recruited 2.700 people in 2012 (21% expansion of headcount)

**According to the Software & IT Services in Romania Study, by ANIS*

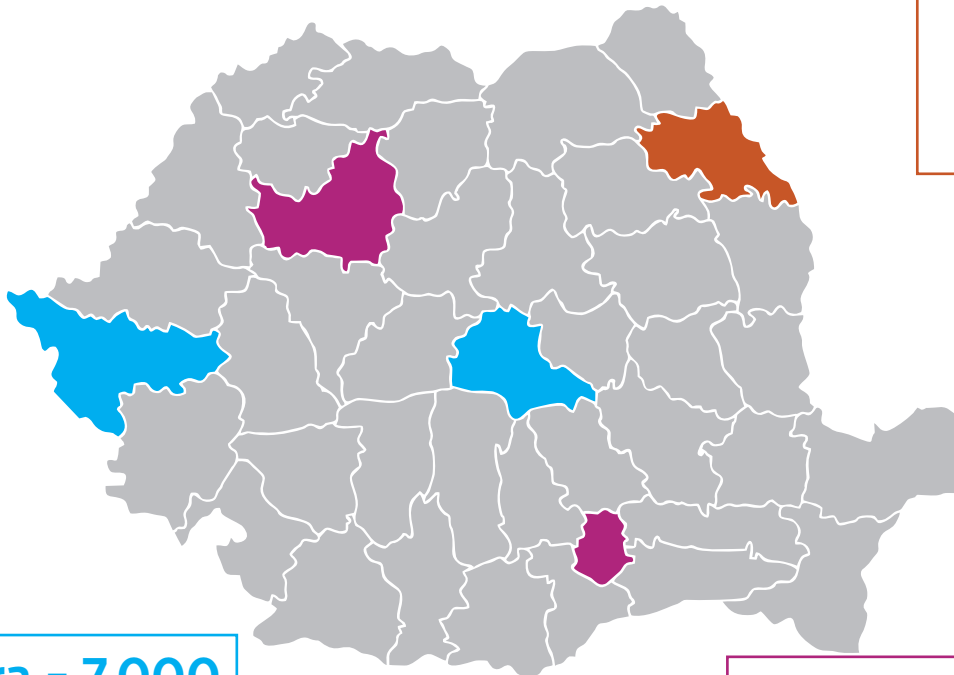
Market Overview

Approximative size of the market: employers (software)

Cluj - 8.500



Iasi - 5.000



**Brasov
2.500**



SIEMENS

Timisoara - 7.000



A CANON COMPANY



Bucharest - 45.000



Romania Talent Map

IT&C TALENT QUALITY

- Over 95,000 IT&C specialists at national level
- Technical education includes 5 top polytechnic universities, 59 domain-specific universities, 174 private colleges
- Romanian universities have been Top 3 in the IEEE Design Competition every year since 2001
- Romania has more Informatics and Math Olympiad medals than any other European nation, and is 3rd globally after Russia (URSS) and China
- The number of engineers per capita is greater than the US, India, China, or Russia
- Top 10 globally in the number of certified IT specialists
- Almost 90% of IT professionals speak English

Cluj. One of the hot spots in Romania for IT and BPO services. In 2012 it ranked 96th in Tholons' top 100 outsourcing sites. The current demand for IT talent surpasses the candidate pool.

Iasi. Great IT graduate pool compared to the demands of the market. Less attractive for foreign investors than Cluj, Timisoara and Bucharest. Candidates are more willing to relocate than those in Cluj, Timisoara, Bucharest.

Ramnicu Valcea – Small IT pool. Many German investments in the region.

Brasov. Small IT hub, but close enough from Bucharest to be chosen as a secondary office for a company headquartered in Bucharest. Above national average availability of German skills

Timisoara. One of the best developed areas in Romania with official unemployment figures close to the ones before the crisis. Used to be the second IT hub in Romania, before the rapid expansion of Cluj.

Bucharest. Concentrates more than half of the IT workforce in Romania. 70% of the top 25 software companies with the highest turnover in Romania have their largest Romanian teams in Bucharest

Sources: IEEE; romaniaIT.com; Gartner

Romania Talent Map

TOP TECHNICAL SKILLS – Software Development



Over **95.000** specialists

- 47% – Software Developers
- 16% – Quality Assurance / Testers
- 6% – Project Managers
- 4% – Business Analysts
- 4% – Consultants
- 3% – Architects
- 21% – Other: e.g. Technical Support

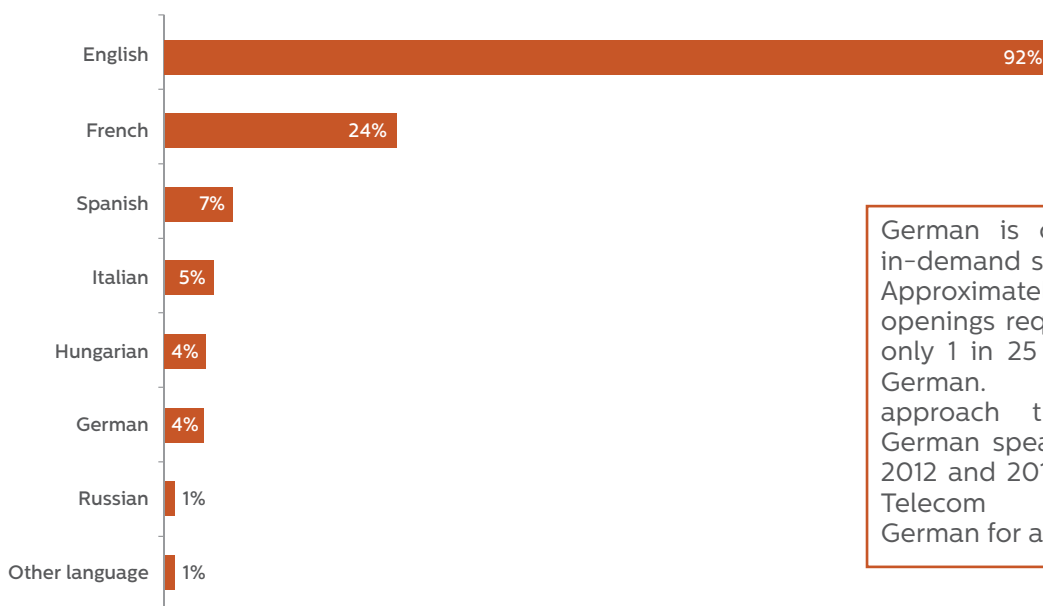
PROGRAMMING LANGUAGES



- 26% – PHP
- 24% – .NET C#
- 20% – Java
- 11% – C/C++
- 1% – Mobile (Android, Objective C)
- 18% – Others: Embedded C, SQL, PL/SQL, Cobol, Python, Ruby, Perl, JavaScript

Romania Talent Map

Foreign language skills – Skills



German is one of the most in-demand skills in the market. Approximately 1 in 10 IT job openings requires German, but only 1 in 25 IT people speaks German. With the right approach though, recruiting German speakers is doable. In 2012 and 2013 we recruited 112 Telecom Engineers with German for a global IT&C player.

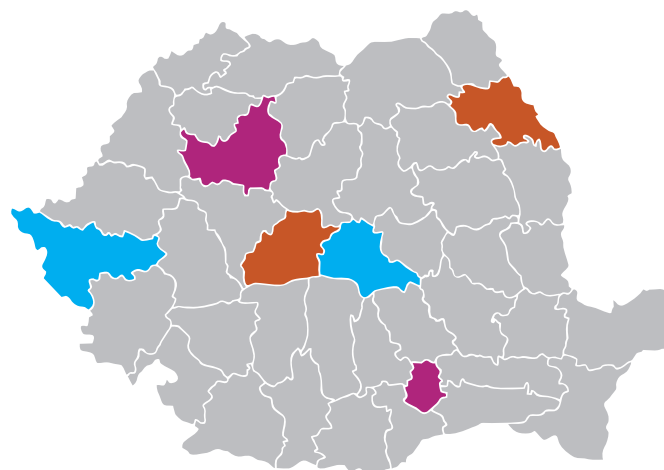
University Graduates

Over **7.000** IT&C Graduates

Cluj
Students – 55.700
IT&C Grads – 1.750

Timis
Students – 39.000
IT&C Grads – 1.118

Sibiu
Students – 22.000
IT&C Grads – 461



Iasi
Students – 55.500
IT&C Grads – 2.004

Brasov
Students – 46.000
IT&C Grads – 493

Bucharest
Students – 222.000
IT&C Grads – 2.004

27% of IT bachelor & master students start obtaining technical certifications while in college

Talent Attraction & Retention

The Most Desired Employer Survey

The Most Desired Employer Survey, a Brainspotting employer branding tool, is the only instrument on the Romanian market that assesses the expectations and perceptions of professionals & students and provides an objective ranking of the most desired employers on the Romanian market.

Romania, Most Desired Employers – IT Professionals & Students (2013)

- | | | |
|---|--|---|
| 1.  Microsoft | 2.  Google™ | 3.  IBM |
| 4.  ORACLE® | 5.  Continental | 6.  Adobe |
| 7.  HELLA | 8.  facebook | 9.  SIEMENS |
| 10. 
vodafone | 11.  | 12.  intel
Software |
| 13.  orange™ | 14. Alcatel·Lucent  | 15.  endava |

Sources: Brainspotting, Most Desired Employers Survey, 2013, 8.762 respondents

Talent Attraction & Retention

Salaries in Bucharest (Euro, net monthly sums)

The development of the IT sector in Romania is encouraged through exemption from the income tax of 16% of the IT employees who finished a long-term IT academic specializations approved by the Government.

IT Professionals would be interested in a job change for an average salary raise of 20%
Companies are planning an average of 11% salary raise for 2014

Project Manager - 1.700 - 2.000 Euro

IT Manager - 2.100 - 2.700 Euro

Quality Assurance

Junior
400-500
Euro

Middle
650-800
Euro

Senior
1200-1500
Euro

Software Developer

Junior
450-1000
Euro

Middle
1100-1700
Euro

Senior
1850-2500
Euro

Network Administrator

Junior
450-750
Euro

Middle
800-1200
Euro

Senior
1300-1800
Euro

Currently, at nationwide level, 31% of the IT candidates show real interest for changing the current job, while 53% of them are willing to take into consideration an offer, but only after being presented with all the details and under certain conditions. For the latter category, the desired salary increase is around 30%. 16% of the IT candidates are not interested under any conditions in changing the job.

Starting with May 2011, three individual labour contracts can be successively signed, for a maximum period of 12 months each. Such a decision of the Labour Code implies more freedom for the employer and higher job insecurity for the employee. This legislation is applied from very rarely to none to the IT employees. Their employment contracts are usually permanent, with a probation period of 1 to 6 months.

11% of the persons working on IT positions say that they are receiving their entire salary through a self employed contract. 75% are registered as employees of the companies where they are working, and 14% are receiving their salary through both an employment contract and a self employed person contract.

In some cases, the persons who receive their payment through a self employed contract or through a mix of contracts, receive also a bonus of 15% on average from the salary registered on the self employed contract.

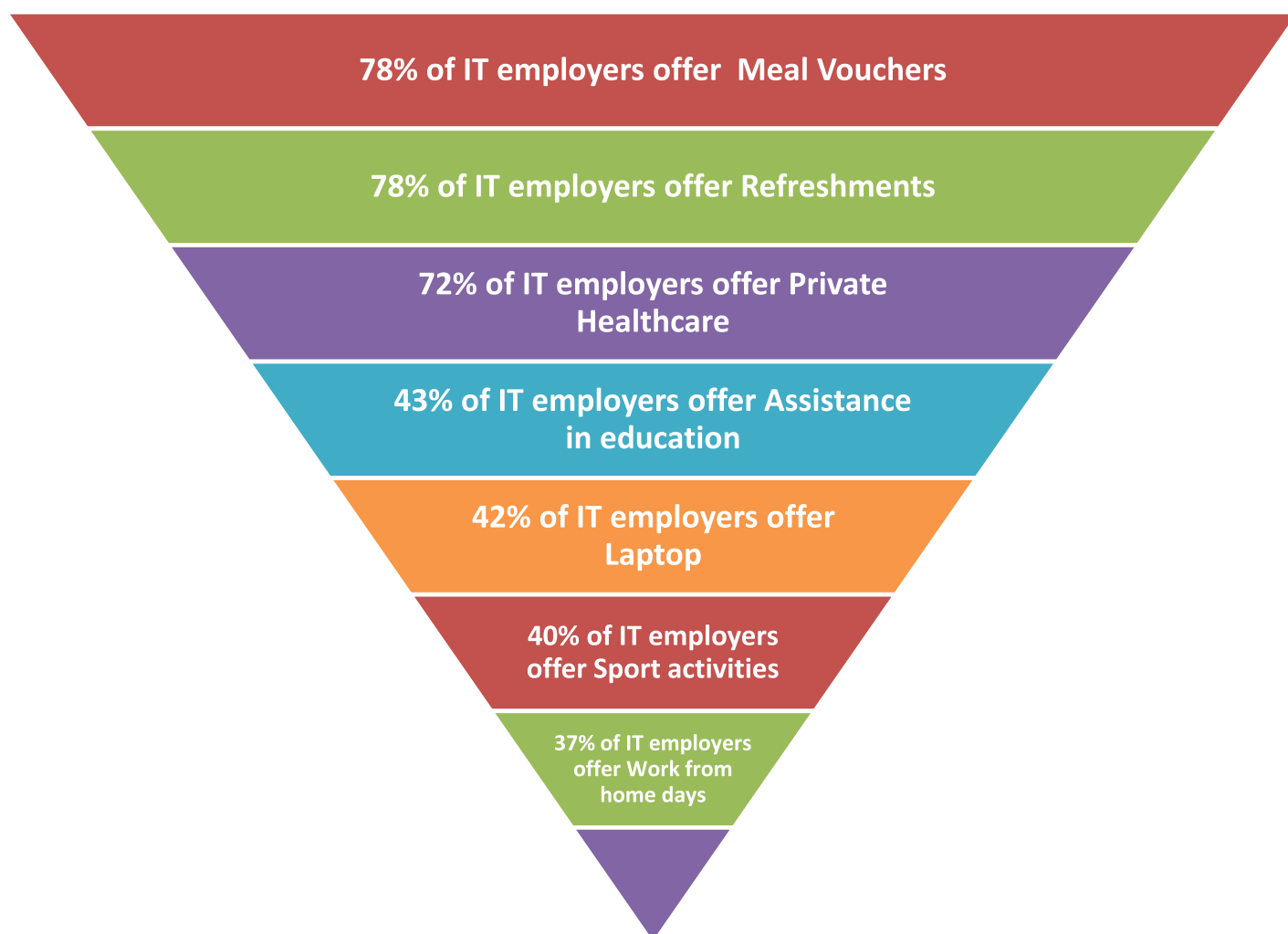
- 75% - Employment Contract
- 14% - Mix of contracts
- 11% - Self Employed Contract



Type of contracts

Talent Attraction & Retention

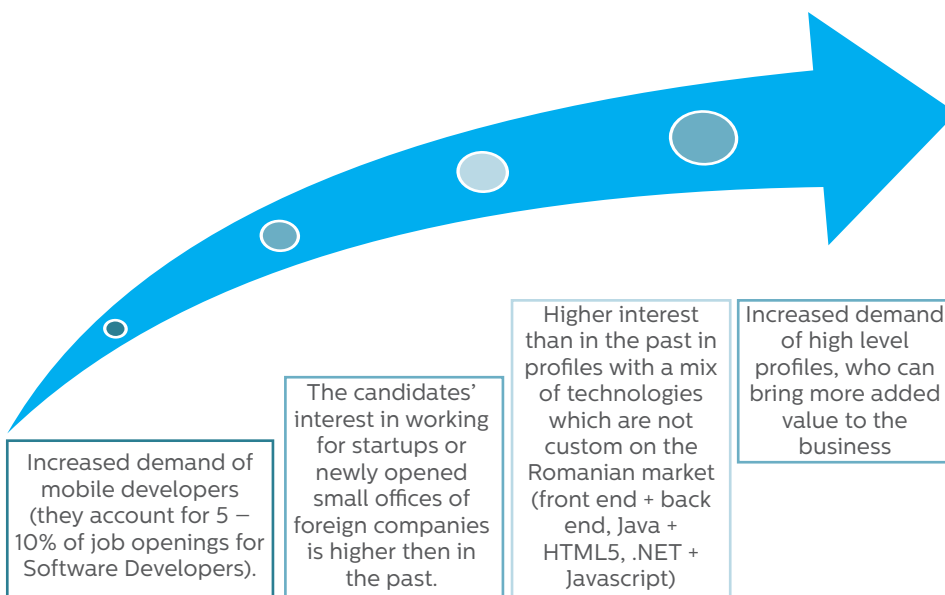
Most frequent benefits offered by IT employers in Bucharest



Sources: Brainspotting Compensation & Benefits survey – IT industry

Talent Attraction & Retention

IT Recruitment Trends



35%

of IT professionals
NEVER applied to
a job ad

1 in 6

IT professionals is
actively looking for
a job at a given moment

2 in 3

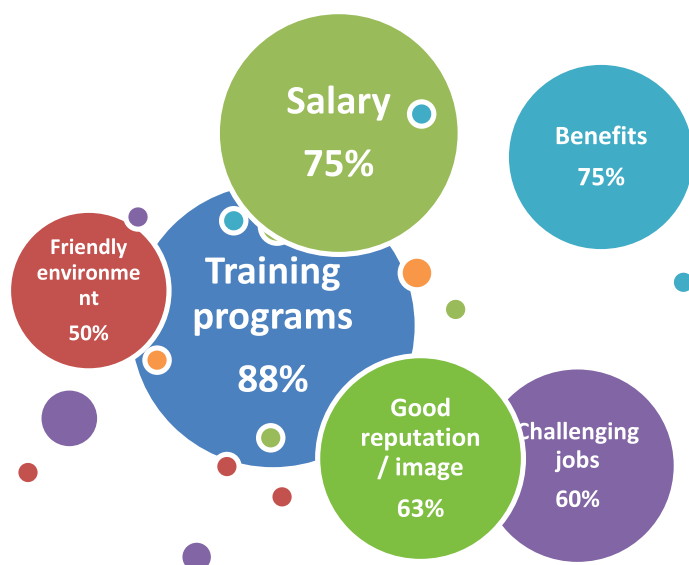
IT professionals are NOT
actively looking for a job,
but are open to consider
interesting opportunities
at any given moment

The competition for talent rises the standards for what companies offer and what IT professionals expect. Successful talent attraction strategies usually involve:

- Building & implementing strategies addressing undergrad **students**, as they start working on full time positions or internships during college.
- Investing in the well being of employees and a great work environment
- Offering trainings / support for technical certifications
- Defining and implementing clear and constant employer branding strategies, based on genuine Employer Value Propositions.
- Advertising the technically challenging projects or top notch technologies is an increasing trend.
- Actively approaching potential candidates instead of waiting for them to apply to jobs

Talent Attraction & Retention

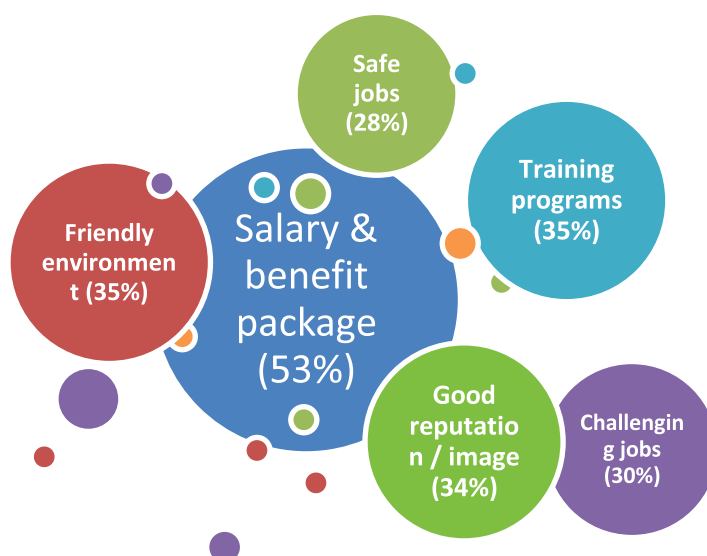
What do IT employers promise their future employees?



The figures in brackets () represent the percentage of employers advertising the selling point in their job ads.

What are the most common criteria IT professionals use when choosing an employer?

The figures in brackets () represent the percentage of IT professionals for whom the criteria is one of their 3 most important ones.



In a market where the players communicate similar promises, what makes the difference is the actual delivery of the promises and the genuine efforts to identify the employer brand key differentiators.

Talent Attraction & Retention

Employer branding in the IT industry



Sources: Brainspotting, Most Desired Employers survey, Romania 2013 – IT industry

About Brainspotting

- IT&C Recruitment and Contracting – IT&C resources

We are the leading technology recruitment and selection consultancy in Romania, working on highly specialized technologies for permanent and interim positions. We cover positions in Romania & EMEA.

- IT&C Labor market intelligence reports:

- Talent Mapping / labour market assessments for Market Entries & Location Strategies: assessments of the availability of skills & experience levels in various geographies
- Compensation & Benefits Surveys
- Talent Insights & employer branding research

- We are the **IBM Kenexa partner** for Romania, a strategic partnership that ensures our access to the latest technologies in terms of skills and personality testing.



- Since our inception in 2001, we supported over **400 national and global clients** in acquiring strategic IT talent for their business in EMEA or developing strong R&D centers in Romania.
- Solid **market intelligence** to build competitive strategies for developing R&D or Support Centers or solid recruitment strategies;
- Our **labor market intelligence** reports are used by **40% of Top 20 largest IT companies** in Romania.
- Extensive **network of technology professionals** (over 40,000);
- Proven track record identifying suitable talent for multiple technologies:



Contact

Thank you and do not hesitate to contact us for additional information.

Anca Puiu

Manager, HR Consulting
anca.puiu@brainspotting.ro

Laura Filimon

Manager, IT&C Recruitment
laura.filimon@brainspotting.ro