



Decoding Global Talent 2024 - Serbia Results





Introducing Decoding Global Talent 2024

About the Research

Infostud, in collaboration with **The Network** and **The Stepstone Group**, conducted this anonymous online survey from October to December 2023. More than **150,000** people from **188 countries** worldwide participated in the global research.

The survey explored workers' attitudes on various topics, including their willingness to relocate abroad for work, the countries they would most like to work in, the reasons for choosing those countries, and their expectations of their future employers in a new country. The data collected in the survey (including a wide range of information on participants' demographic and professional backgrounds) enabled the analysis of workers' attitudes based on multiple parameters.

On the following slides, you can find more details about Serbia and the attitudes of candidates from **Serbia**.

Introducing Decoding Global Talent 2024

> 150,000
global
workforce
responses

> 185
countries
worldwide

What this document covers



Demographics of respondents

of participants, gender, age, education and industry background distribution for country's respondents



Global survey results

Top destinations for the Global workforce, global willingness to work abroad



Country as a destination

Country's and major cities' attractiveness, reasons for coming to a country



Country as a source

Willingness and reasons to move abroad, most attractive destinations, desired support and longevity of stay

Global contacts

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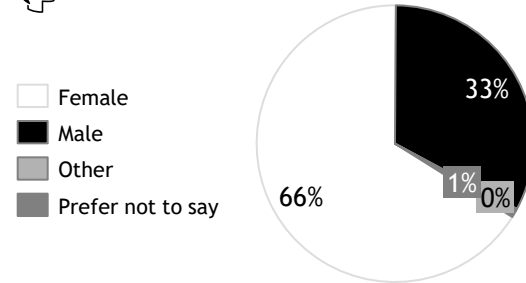


Demographics of 2024 survey respondents in Serbia

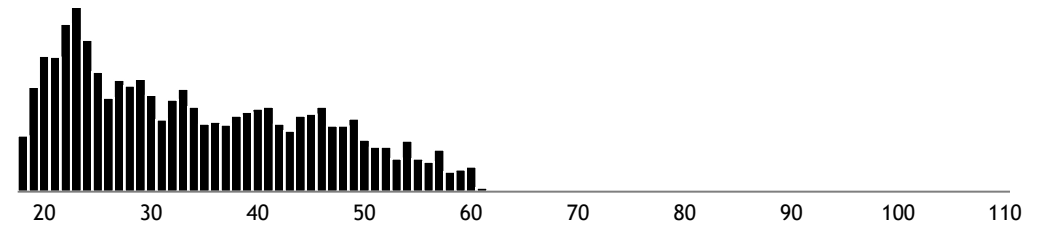
Workforce participants in Serbia

3,439

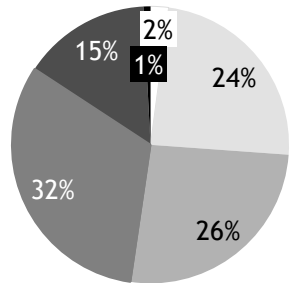
Gender



Age distribution

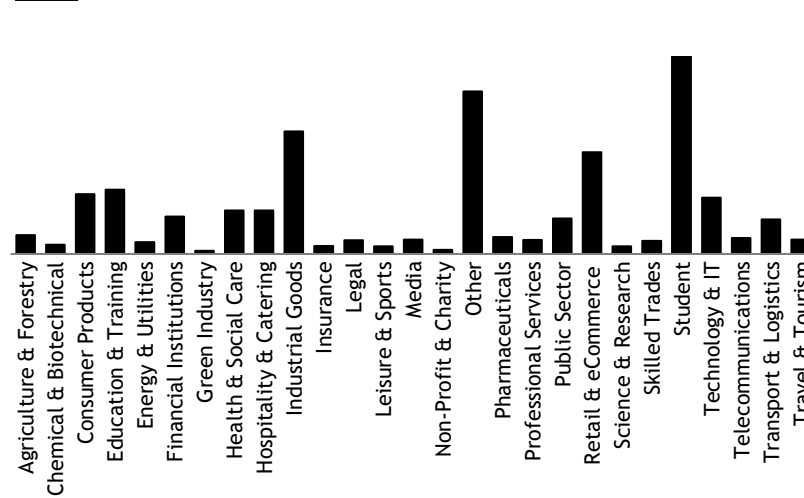


Education

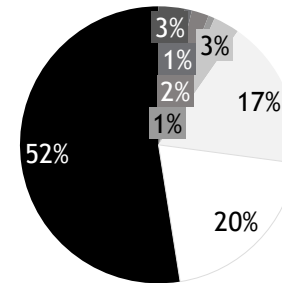


No formal education
 High school
 Secondary qualification
 Bachelor
 Master/Diploma
 Doctorate/PhD/MD

Industry background

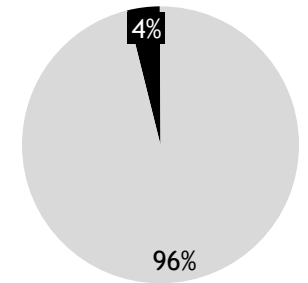


Employment status



Full-time
 Part-time
 Internship
 Not working (other)
 Retired
 Self-employed
 Student
 Unemployed

Living situation



Not living in country of origin
 Living in country of origin

Note: Percentages may not total 100% due to rounding. Responses to questions: “What is your gender?”, “What is your year of birth?”, “What is the highest level of education you have completed?”, “What is/was your employer’s/company’s main activity/services you offer?”, “Do you currently live in your country of origin?”

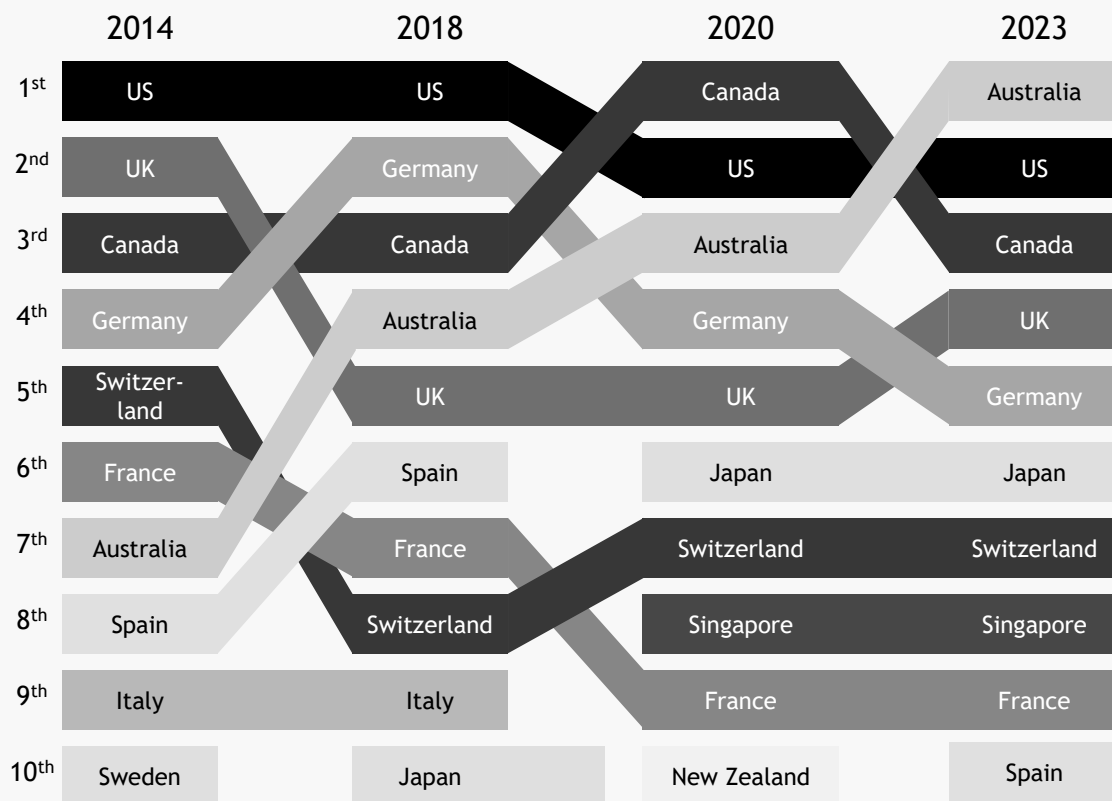
Source: 2023 BCG/The Network/The Stepstone Group proprietary web survey and analysis



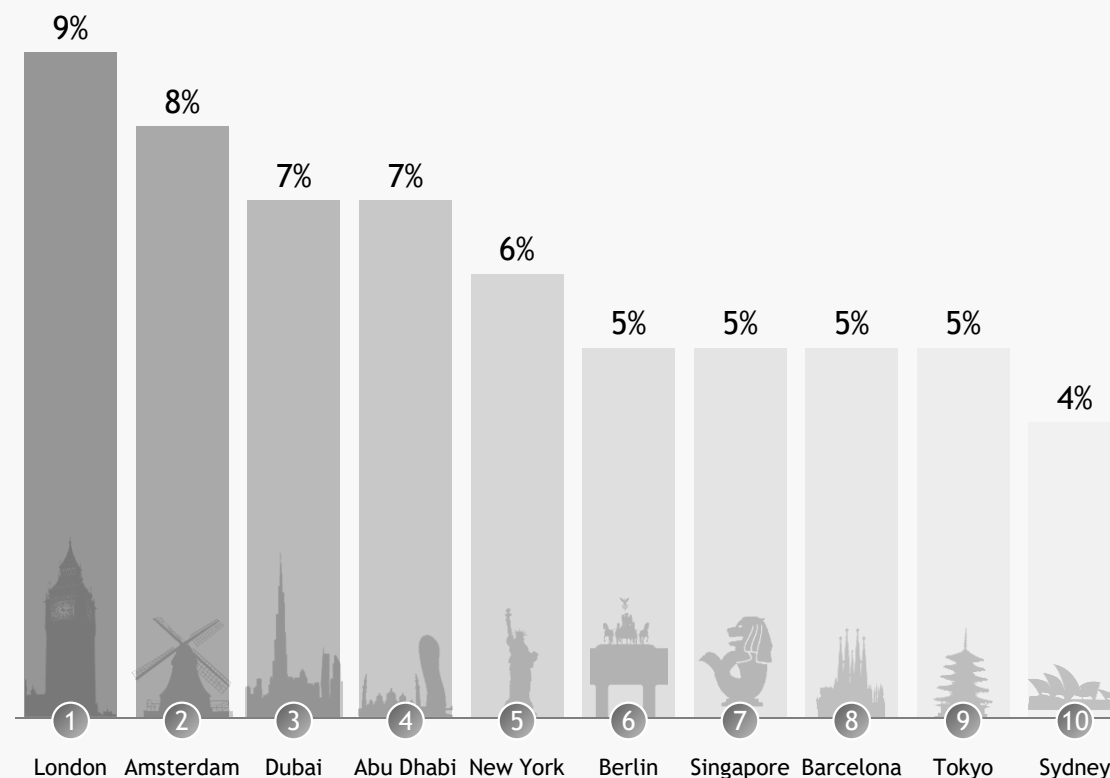
Top destinations for the Global Workforce

English speaking countries continue to lead the list, followed by several European countries and key Asian destinations such as Japan and Singapore. On the cities scale - London is still the most attractive city due to language and exceptional global network

Which country would you consider for moving abroad to work?



Which city would you consider for moving abroad to work?

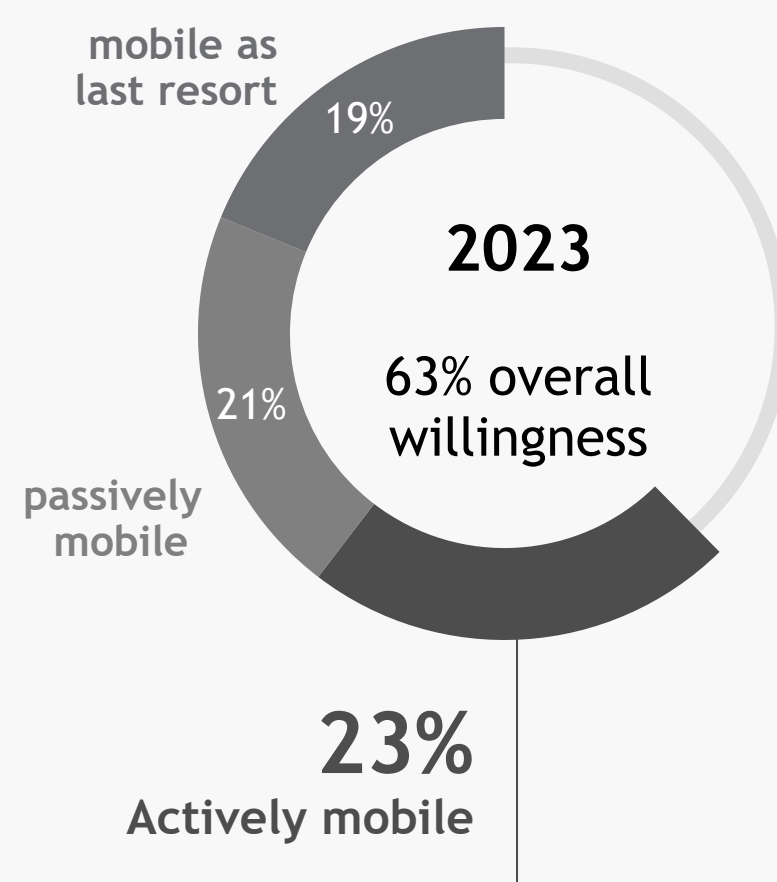
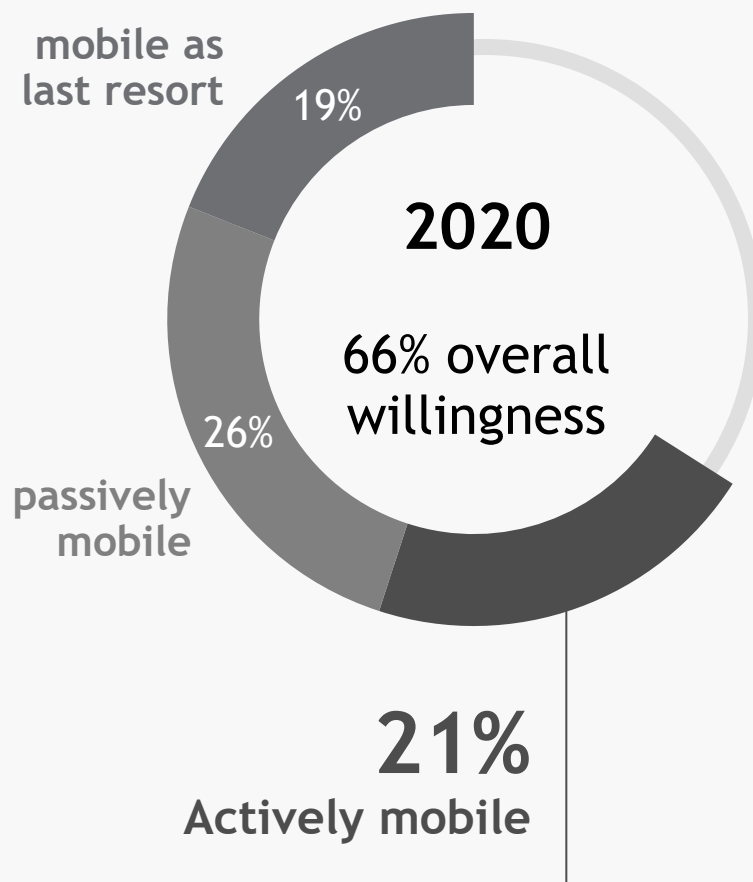
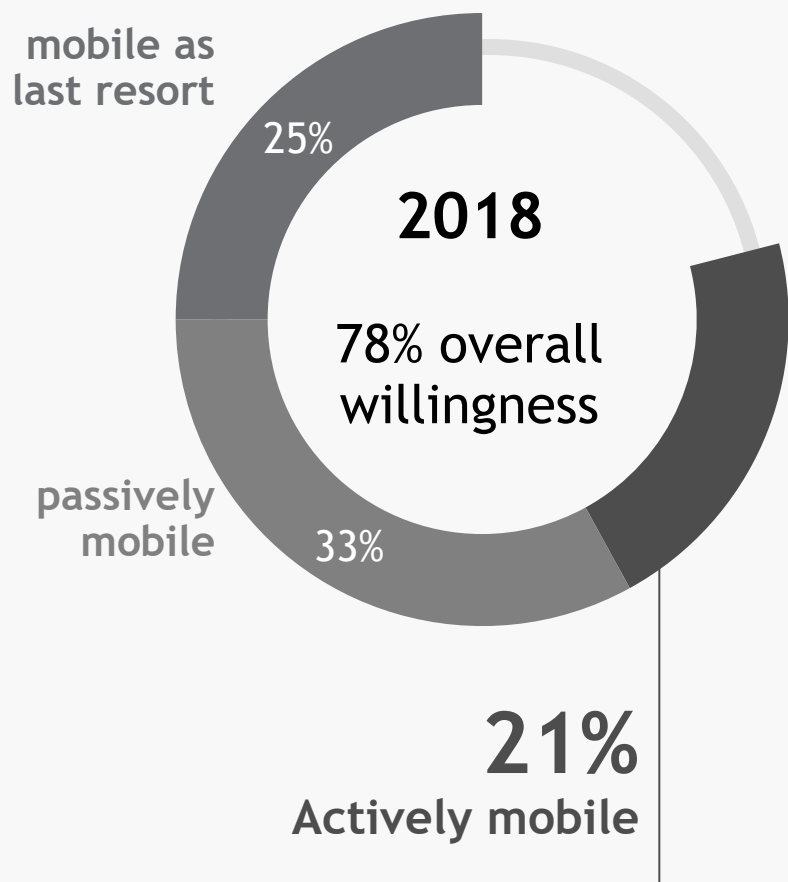


Source: 2023 BCG/The Network/The Stepstone Group proprietary web survey and analysis



1 in 4 professionals actively seeking jobs abroad

% of respondents who answered "Would you be willing to move abroad for work?" with the following options



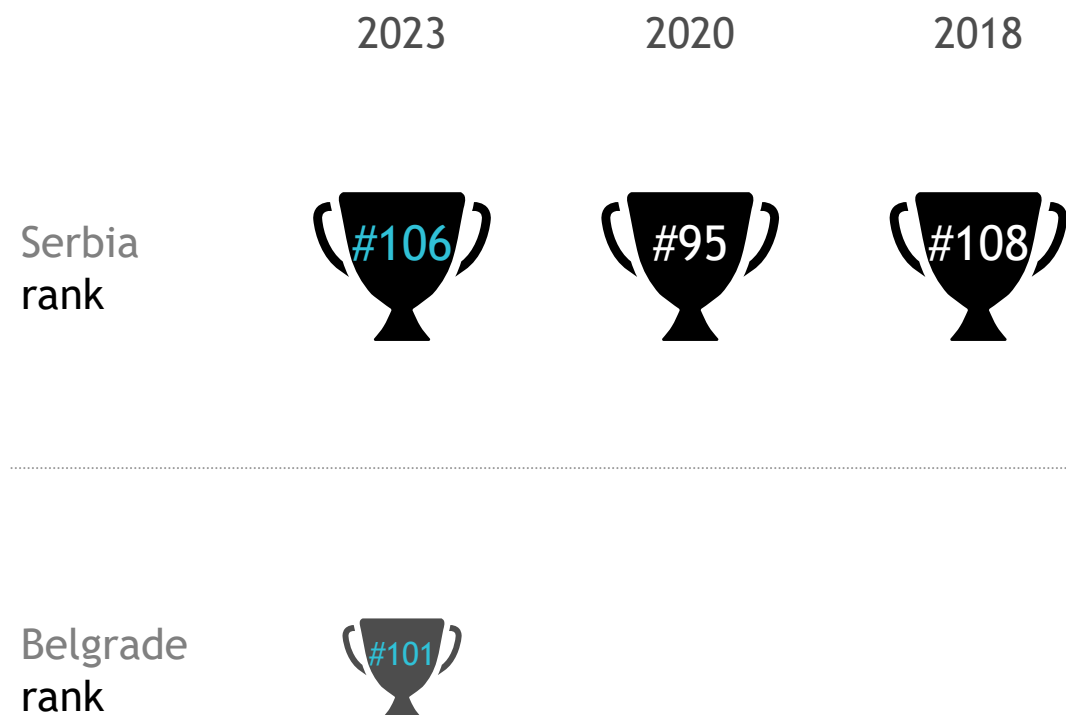


Global attractiveness of Serbia

Countries from where people would like to come to Serbia to work ...

> ... and overall attractiveness of Serbia to global workers

| Rank | Country Rank 2023 | % of all respondents |
|------|------------------------|----------------------|
| 1 | Slovenia | 1.7% |
| 2 | Bosnia and Herzegovina | 1.1% |
| 3 | Austria | 0.8% |
| 4 | Netherlands | 0.6% |
| 5 | Saudi Arabia | 0.3% |
| 6 | Turkey | 0.2% |
| 7 | Egypt | 0.2% |
| 8 | Germany | 0.2% |
| 9 | China | 0.2% |
| 10 | Romania | 0.2% |



Note: Ranking by percentage of respondents from particular country who named the country as one of the three countries they would move to, answering to question “Which countries would you consider working in abroad?”, only for countries with 250+ respondents | Source: 2023 BCG/The Network/The Stepstone Group proprietary web survey and analysis

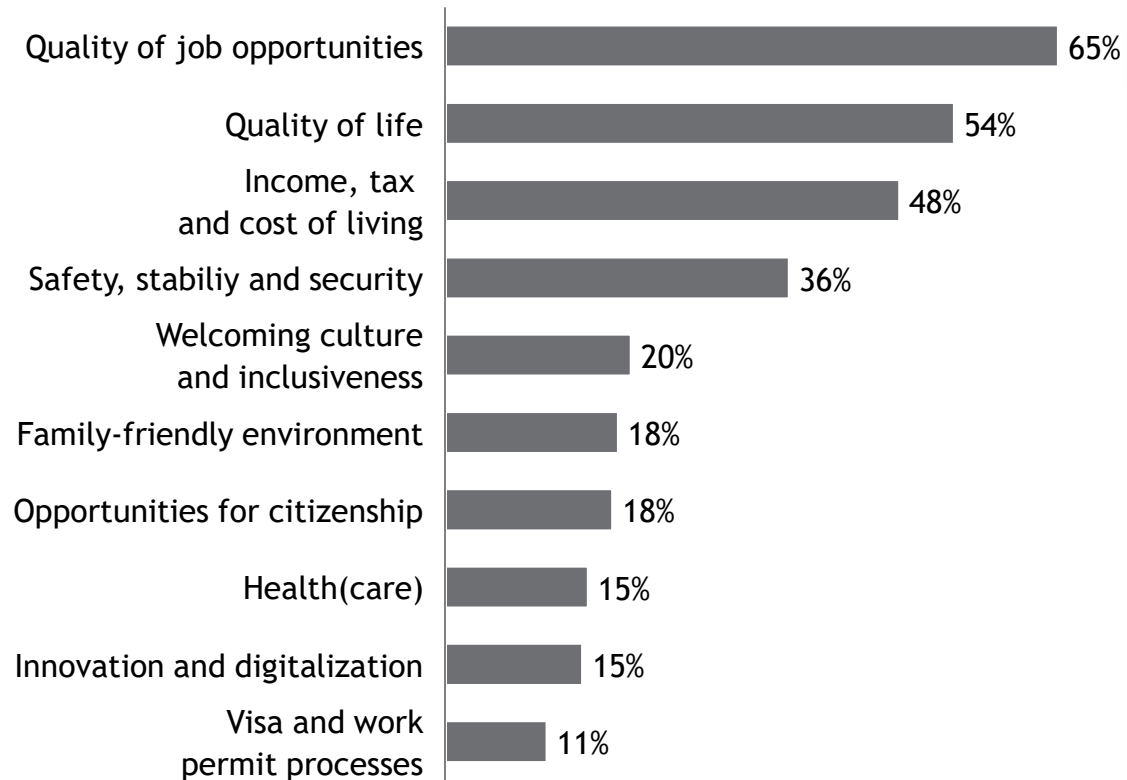


Reasons to relocate to Serbia and work abroad in general

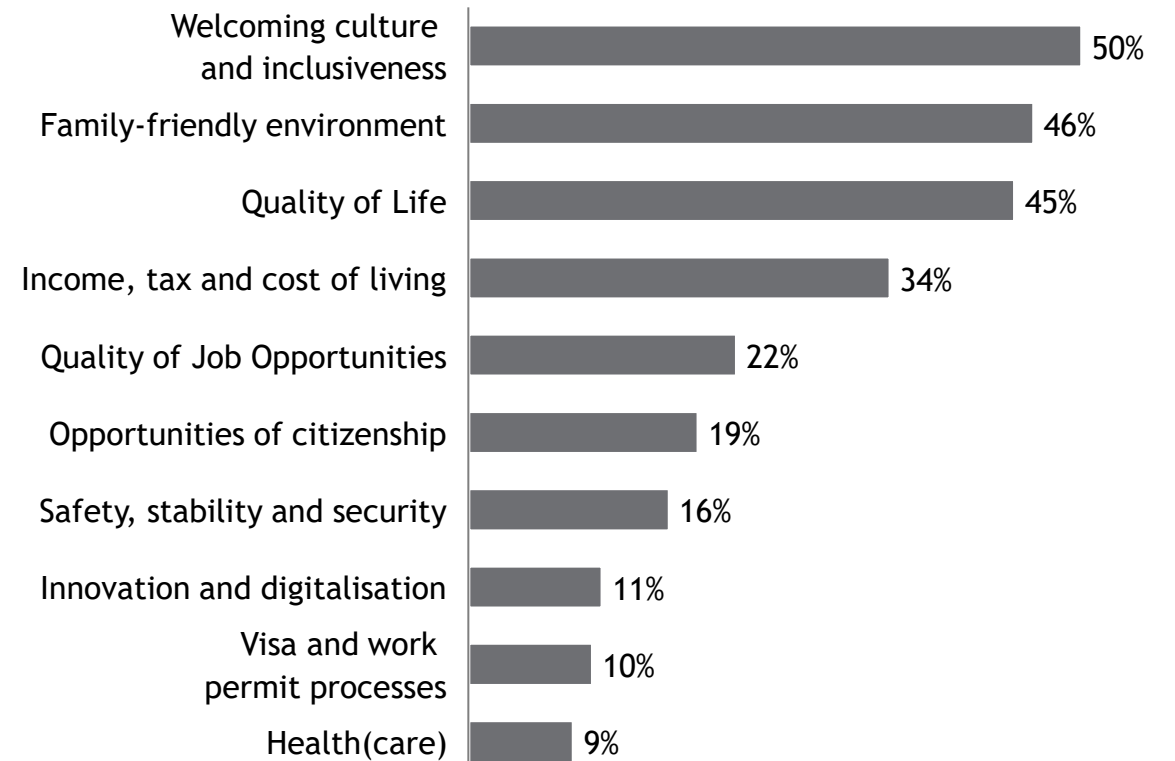
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Reasons to work abroad in general



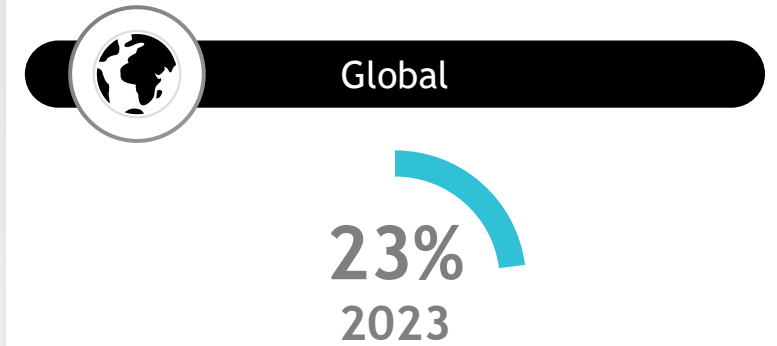
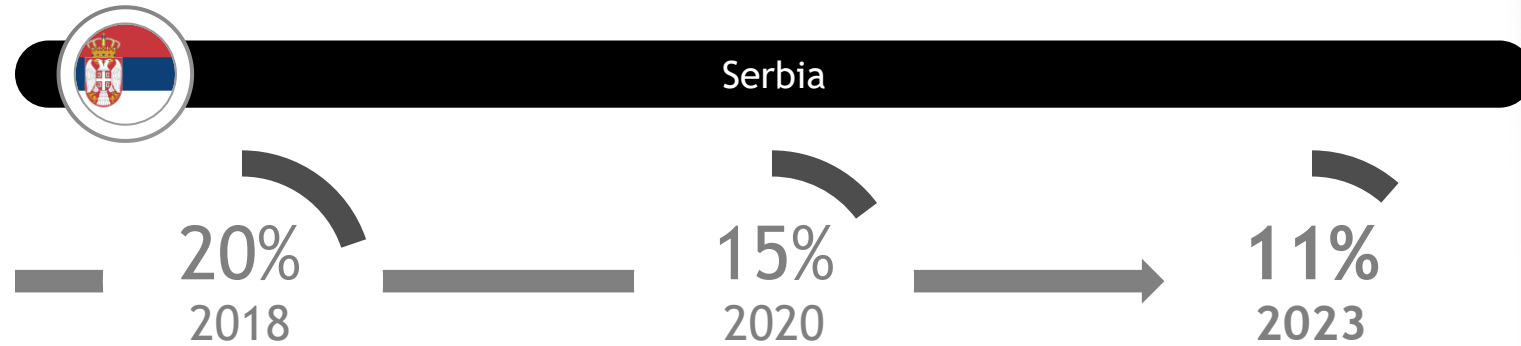
Reasons for choosing Serbia





Willingness to work abroad for people of Serbia

Active willingness to work abroad for total respondents ...



... and for talent segments in demand

Young



11%
2023

Highly educated



11%
2023

... and for talent segments in demand



Highly educated

24%



Young

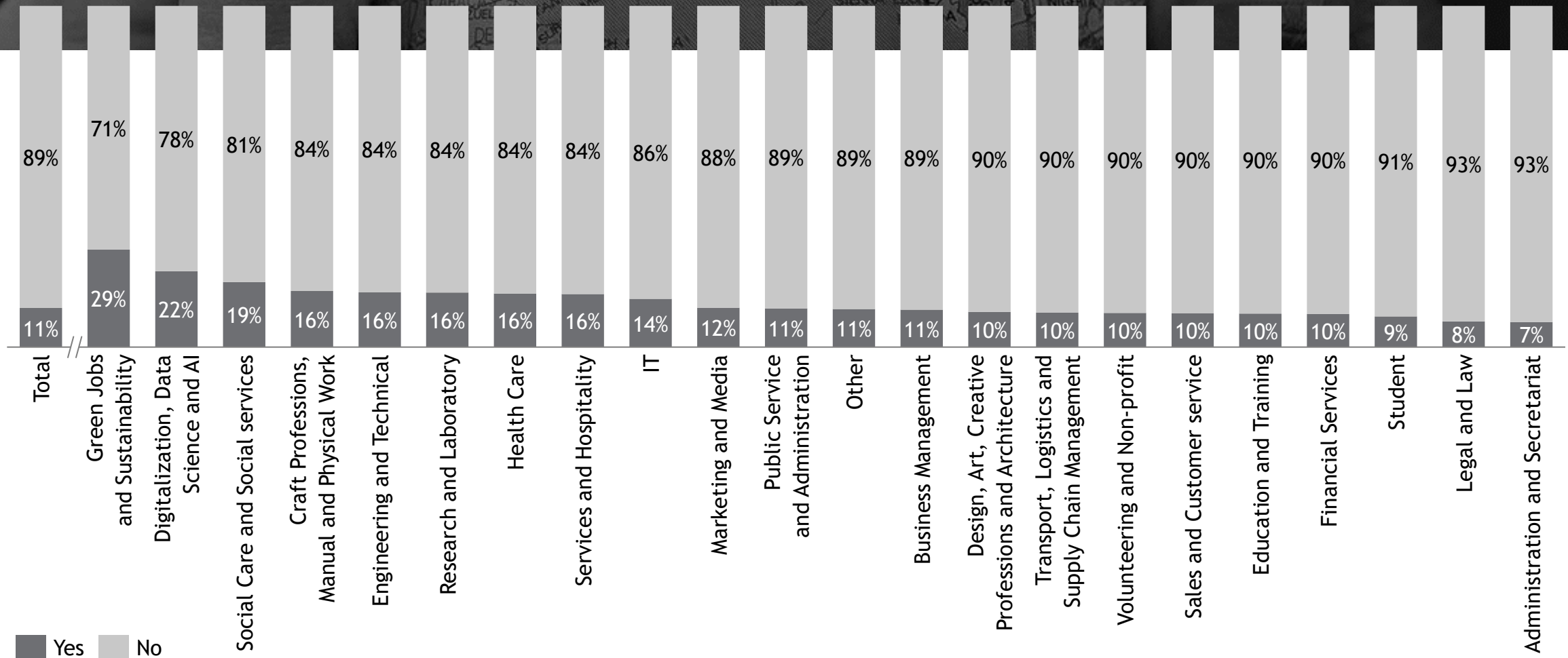
32%

Note: Responses to questions "Please tell us to what extent you agree or disagree with this statement: "I'm willing to work abroad". Percentage is calculated based on the responses of participants who are willing and actively looking to relocate. "Young" classified as <30 years. "Highly educated" classified as Bachelor, Master, PhD, Doctorate or equivalent

Source: 2023 BCG/The Network/The Stepstone Group proprietary web survey and analysis



Willingness to work abroad for people of Serbia by job title



Note: Responses to questions "Please tell us to what extent you agree or disagree with this statement: "I'm willing to work abroad"". Percentage is calculated based on responses of participants who are willing and actively looking to relocate | Source: 2023 BCG/The Network/The Stepstone Group proprietary web survey and analysis



Preferred countries for working abroad for people of Serbia

Where people from Serbia would like to go for work ...

Among respondents from Serbia in 2023



Among respondents from Serbia in 2020



Note: Responses to question: "Which countries would you consider working in abroad?"
Source: 2023 BCG/The Network/The Stepstone Group proprietary web survey and analysis

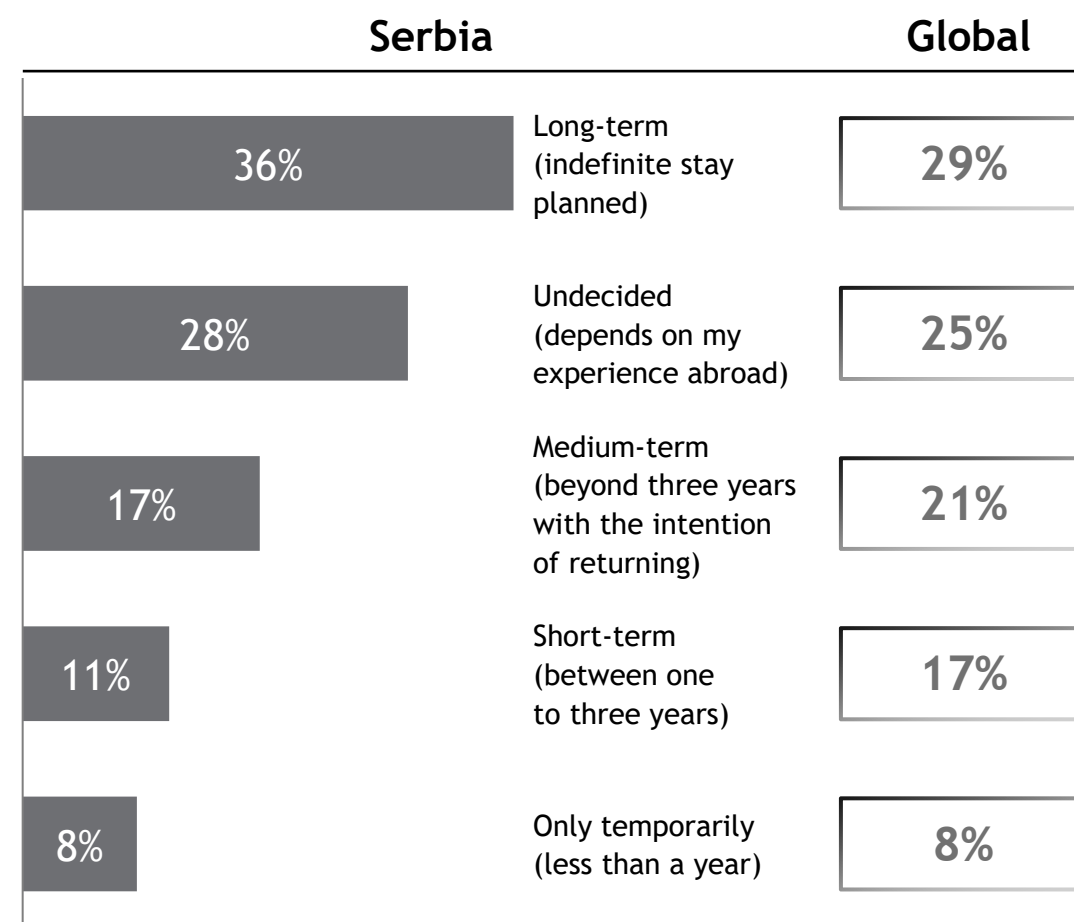


Support and stay duration abroad for people from Serbia

What do jobseekers expect from their employers when moving abroad for a job

Desired length of stay

| | Serbia | Global |
|--|--------|--------|
| Housing assistance | 79% | 79% |
| Visa and work permit assistance | 82% | 78% |
| Relocation support | 45% | 69% |
| Language support and training | 57% | 54% |
| Legal and financial advice | 46% | 44% |
| Onboarding program after arrival | 29% | 44% |
| Onboarding program prior to arrival | 25% | 42% |
| Social support and engagement | 29% | 40% |
| Local mentor/buddy | 33% | 39% |
| Support to integrate family | 33% | 36% |
| Immigrant mentor/buddy | 24% | 31% |
| Communication with other migrant workers | 16% | 30% |

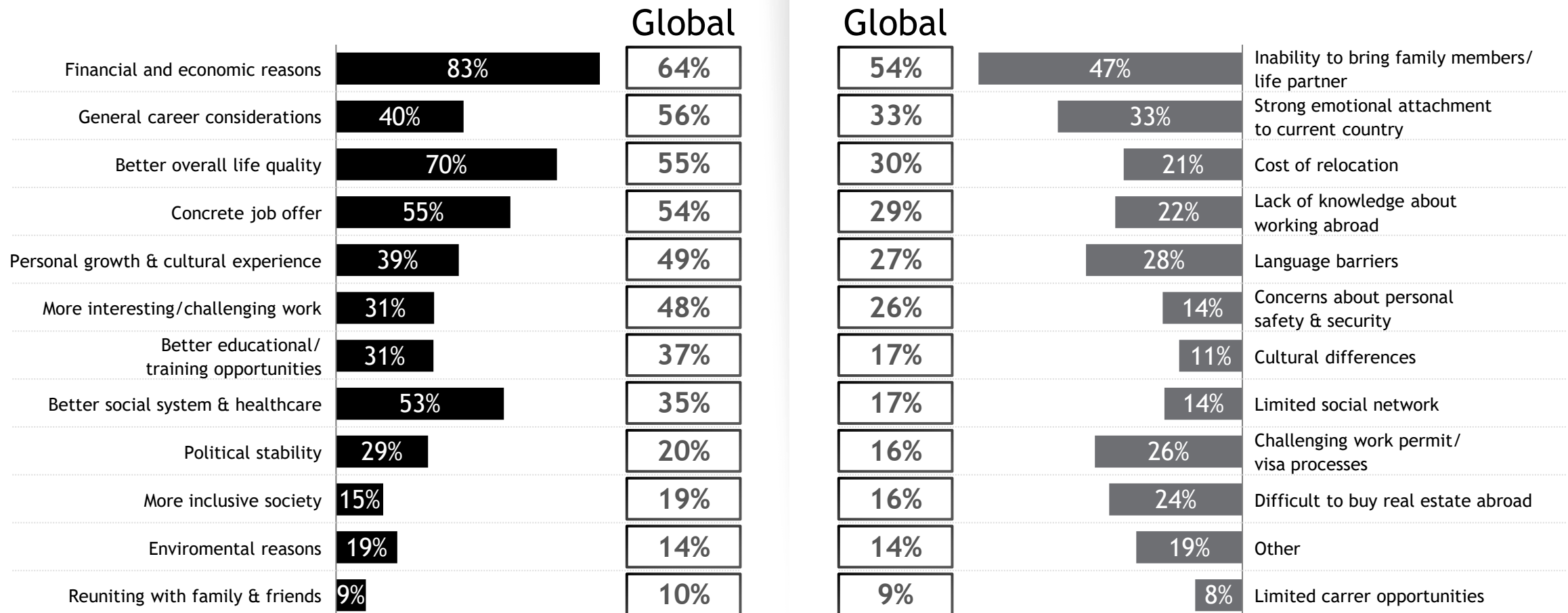




Reasons to relocate from or stay in Serbia

Reasons to relocate
(for respondents who are willing to move)

Reasons to stay
(for respondents who are NOT willing to move)



Source: 2023 BCG/The Network/The Stepstone Group proprietary web survey and analysis



Willingness to work remotely for a foreign employer in Serbia

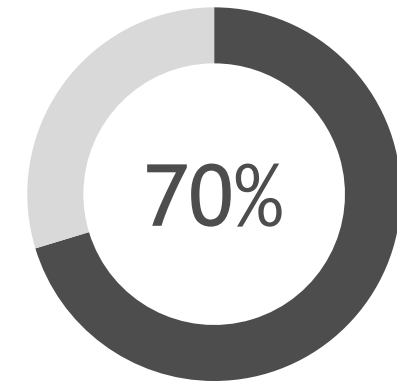
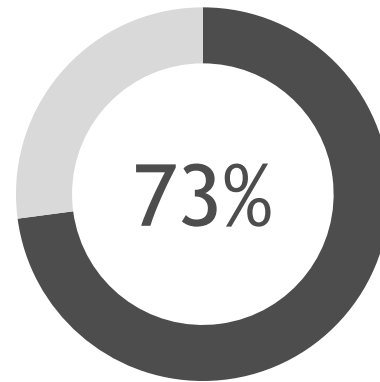
% of workforce willing to work for a remote employer

2020

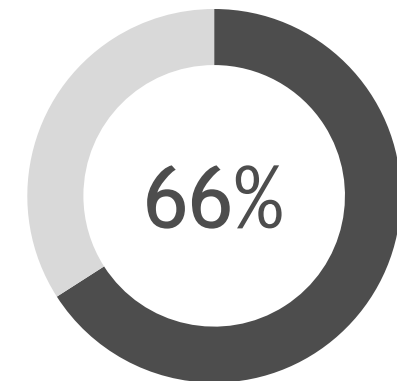
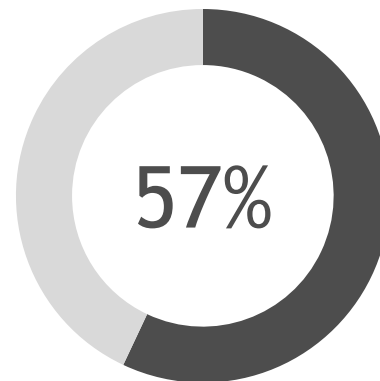
2023



Serbia



Global



Note: All responses other than "Yes" (including the "I don't know" option in 2020 and the "Not possible, as my work requires physical presence" in 2023) were treated as "No" for the purposes of this analysis | Source: 2023 BCG/The Network/The Stepstone Group proprietary web survey and analysis

■ Yes ■ No



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THE NETWORK 
Global talent simplified

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stepstone
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