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GERMAN LANGUAGE TALENT *PORTUGAL*

An analysis of demand and availability of German language talent in Portugal by Workwide Group in co-operation with the independent German Outsourcing Association

A scenic photograph of a city at sunset, with a wide river in the foreground and buildings on the banks. The sky is a mix of orange and yellow, and the sun is low on the horizon. The image is partially obscured by a large red triangle in the bottom right corner.

GERMAN LANGUAGE TALENT IN PORTUGAL

This paper analyses the demand and availability of German speaking workers in Portugal and is directed towards recruiters, analysts and anyone involved in managing services operations that are connected to the German speaking markets.

More specifically, it gives an overview of where geographically, in which economic sectors, and

professions German-speaking workers are needed most and how great the demand for them is.

This analyses was initiated and executed by Workwide Group in cooperation with the German Outsourcing Association (Deutscher Outsourcing Verband e.V.)



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PREFACE

Portugal, a country renowned for its rich culture, stunning landscapes, and vibrant communities, has been experiencing a significant shift in its labor market dynamics. The emergence of Lisbon as a thriving start-up hub, coupled with a growing expatriate community, has brought forth new opportunities and challenges for the Portuguese labor market. Among the pivotal factors driving this transformation is the increasing demand for foreign language speakers, particularly those proficient in German.

The findings reveal a substantial demand for language skills in key sectors such as customer service, sales, accounting, marketing, and various communication roles. Furthermore, the close economic ties between Germany and Portugal have fostered a higher demand for German-speaking individuals, as evidenced by the rising number of German companies operating in Portugal.

As German immigrants in Portugal reached record numbers in 2022, the country's growing economy further contribute to the need for skilled professionals in various industries.

Despite these positive indicators, Portuguese companies and startups are encountering obstacles in talent acquisition and retention, particularly in competing for highly qualified professionals with competitive compensation packages. We found that there are several reasons behind the shortage, from recent macroeconomic developments to Portugal's demographics.

In response to these challenges, both companies and the government can adopt strategic measures to enhance employment prospects, productivity, and overall competitiveness as for Portuguese companies seeking to attract and retain German-speaking talent can make a significant difference.

GERMAN - PORTUGUESE ECONOMIC RELATIONSHIP

10.6 million inhabitants

5.5 million workforce

1.9% GDP growth 2024

**Germany's exports to Portugal
decreased by €47.3M (-4.5%)**

**Exports from Portugal to Germany rose
by € 107 M (+13.5%)**

**Service sector contributing 79.5% of the
GDP, industrial sector 18.6%, agricultural
sector 1.9%**

As one of the smaller EU economies with around 10.6 million inhabitants and a workforce of approximately 5.5 million, Portugal has experienced 1.9% economic growth in 2024. This growth indicates a stabilization following the significant fluctuations during the pandemic years. Real GDP per capita reached €27,835 in 2024, reflecting resilience despite global economic challenges and a growing skill shortage that hampers overall growth and productivity rates.

The latest figures from November 2024 show a continued increase in bilateral trade between Germany and Portugal. Portugal exported €903 million worth of goods to Germany, while importing €1.02 billion worth of goods from Germany, resulting in a trade deficit of €119 million for Portugal. Between November 2023 and November 2024, Portugal's exports to Germany increased by €107 million (13.5%), rising from €796 million to €903 million. In contrast, Germany's exports to Portugal decreased by €47.3 million (-4.5%), declining from €1.05 billion to €1 billion.

This positions Germany as Portugal's second main trade partner and underscores Portugal's role as an essential partner for the German economy, where companies find talent, innovation, and reliability.

Portugal is a service-driven economy, with the service sector contributing 79.5% of the GDP (industrial sector 18.6% / agricultural sector 1.9%) and accounting for 70.9% of total employment. The sector heavily relies on immigration, particularly skilled labor, as the demand is currently at an all-time high. The primary drivers of the skill shortage are demographics, including an aging population and the emigration of nationals to higher-wage countries like France and Germany. Conversely, the country continues to develop towards tertiarization, digitalization, and the tourism sector, which is quickly recovering to pre-pandemic levels.

Although growth is decelerating, projections for the period 2024-2025 reflect the ongoing recovery of the Portuguese economy following the shock of the pandemic, albeit being disrupted by global economic uncertainties.

GENERAL LABOUR DEMAND IN PORTUGAL

In general, job vacancies in Portugal, according to the latest numbers from Eurostat, have slightly decreased from a peak of 61,626 in September 2022 to 58,466 on July 3rd, 2023. As of December 2024, Portugal's unemployment rate stood at 6.4%, reflecting a stable job market. The demand is constantly high, and companies have an immense need, as well as particular difficulties in recruiting enough skilled workers (Trading Economics 2023a / Indeed 2023a).

Our investigation showed a high demand for workers in the following areas:

- **Information & Communication Technology (ICT)**, particularly IT engineers with specific profiles.
- **Contact Centres / Business Support Centres and Shared Service Centres** (encompassing sales, administration, human resources, accounting and management, and in this regard especially professionals with specific language skills like English, French, and German speakers).

- **Healthcare** (specialised Doctors and Nurses).
- **Hotels, Tourism, Restaurants, Bars and Cafés.**
- **Agriculture** (from engineers to seasonal fruit and vegetable picking).
- **Construction** (plumbers, electricians, etc.).

While many of these roles require proficiency in Portuguese, being a native or skilled speaker of other European languages—especially English, French, Italian, Dutch, and German—can be a significant advantage in specific job areas, with such language skills in high demand. (European Commission 2023).

THE STARTUP SECTOR AND ITS GROWING DEMAND FOR JOBS

Portugal's tech industry and its startup ecosystem are growing twice as fast as any other tech hub in Europe and it has never been easier to start a new business or work as a freelancer in Lisbon. More and more tech conferences are choosing Lisbon as their



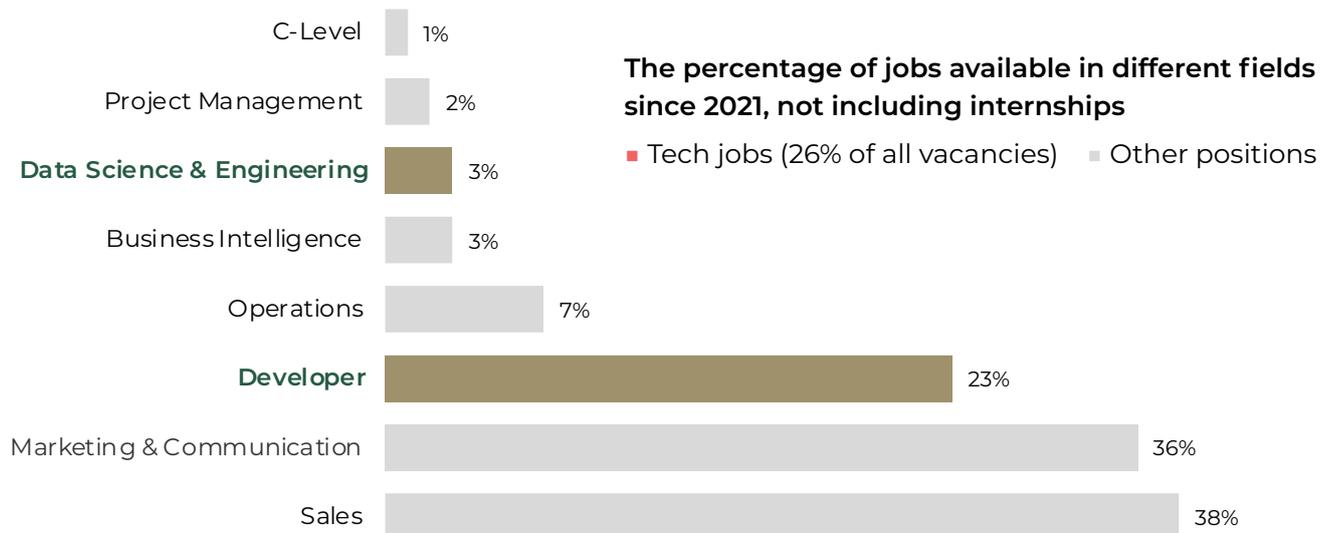
venue, with the Web Summit leading the way, having relocated from Dublin in 2017.

Lisbon supports over 1,500 active startups and benefits from a talent pool of more than 300,000 professionals. The city's startup ecosystem saw significant expansion, with \$800 million in total funding raised.

Among these investments, € 333M (94% of total funding) were allocated to Lisbon alone making the

startup ecosystem of the city account for 67% of Portugal's total tech value. Consequently, most startup jobs can be found in Lisbon, and the sector there is constantly in demand for skilled labor, experts, and young professionals.

This growth has led to a surge in job opportunities within the startup sector, with a constant demand for skilled labor, experts, and young professionals.



This data underscores the vibrant and expanding nature of Portugal's startup ecosystem, offering a plethora of opportunities for professionals across various disciplines.

Source: (Dealroom 2022)

CURRENT DEMAND FOR GERMAN SPEAKERS

Our analysis of relevant job portals, shows a significantly increased demand for German-speaking workers in Portugal since the end of the pandemic. In April 2025 different jobportals incl. Glassdoor, Indeed, BlueSelection, EuropeLanguageJobs, Multilingualvacancies, Workwide and LinkedIn, there were about 978 jobs with German language required advertised in Portugal. This reflects a sustained demand for professionals fluent in German, particularly in customer service, technical support, sales, and IT-related roles.

Our investigations show that the most demanded and vacant jobs for German speakers are in the following areas:

Job offers for German speakers (ca. 3% of all jobs vacancies in Portugal)

Customer Service & Technical Support	Sales	Marketing	HR & Recruitment	IT (Engineer, Project Manager, Product Owner)
ca. 64,5%	ca. 8,2%	ca. 7,8%	ca. 5,2%	ca. 4.2%
Administration	Tourism, Hotel, Restaurant (Everything from Bellboy to Hotel Management)		Consulting	Others (Translators, Teachers, etc.)
ca. 4,1%	ca. 3,4%		ca. 2,3%	<1%

Keep in mind that this is a snapshot from Data retrieved from different job portals, including Indeed and from Workwide from beginning of July 2023 and January of 2025, which can change very quickly, but the data suggests a very high demand for Customer Service and technical support related jobs, as it stands out at almost 65% in comparison to other areas in terms of vacant job positions for German language speakers (Indeed 2023a, Workwide 2023).

However, most of the job offers are not for people who solely speak German. They are aimed at people who speak German as their mother tongue but also have a relatively good command of English, at least B2 or higher level.

In addition, there are also job vacancies where native German speakers are a must, specifically those in Customer Service and Technical Support, Sales, and Administration. However, in other areas, especially in IT, HR, and Recruitment, a solid B level could be sufficient.

GERMAN AND MULTI-NATIONAL COMPANIES OPERATING IN PORTUGAL AND THEIR INDUSTRY-SPECIFIC DEMAND

In addition to the current demand outlined above, there are also many German companies operating in Portugal actively searching for German-speaking talent. Their job vacancies are more industry-specific and diverse compared to the overview mentioned above (in 2.1). These job offers often require German natives or individuals with highly proficient language skills. The job requirements are focused on various areas such as administrative tasks, legal services, controlling and accounting, engineering, IT development, project management, project leads, and other specialised expert roles.

Here are some German and multi-national companies with the highest number of job vacancies in Portugal and their most sought-after positions:

Siemens

60+ jobs

IT project management, development, engineering, controlling, and many other administrative tasks

Airbus Group

46 jobs

HR, purchasing, controlling, accountants, IT developer & project manager, engineers, and CS related jobs

Concentrix (USA)

31 jobs

Mostly CS related jobs

Volkswagen

40+ jobs

Project management, development, engineering, logistics, controlling, and a plethora of other administrative tasks

Webhelp (FR)

41 jobs

CS, HR, legal, project management, project leads and assistants for a variety of fields

Bosh

35+ jobs

Controlling, purchasing, consultanting, IT development, project management, product owners, engineers, and front & backoffice agents

TP

100+ open jobs with German language

Customer service, technical support, ads reviewer, content moderators, sales ...

Keep in mind that this is a snapshot of data retrieved from the companies' recruitment websites and other jobportals from January 2025.

FUTURE DEMAND FOR GERMAN SPEAKERS

In recent years, Portugal has experienced a significant influx of expatriates, particularly in cities like Lisbon, Porto, Braga, and the Algarve. These regions have established substantial German communities, enriching the country's cultural diversity. Economic indicators also point towards a high and increasing overall demand for skilled professionals, including German speakers.

Portugal's GDP has been on the rise, with the number of both domestic and foreign companies in the country increasing. The unemployment rate has been decreasing across almost all occupational groups. Moreover, German-Portuguese trade is expanding, leading to a greater need for bilingual services across different sectors.

As of 2023, there are approximately 20,500 German nationals residing in Portugal, with around 6,000 living in the municipalities of Lisbon, Oeiras, Sintra, or Cascais, and about 5,000 in the Algarve region.

In 2023, the number of foreign residents in Portugal reached approximately 1.4 million, accounting for almost 10% of the Portuguese population.

The presence of German companies in Portugal has also been notable. As of 2023, more than 650 German companies have invested in Portugal, reflecting the country's attractiveness to foreign investors.

While this may not directly correlate with a massive increase in demand for German speakers, it serves as a positive indicator of business growth and potential opportunities.

Considering these factors, the future for German speakers in Portugal appears promising. The combination of a thriving economy, expanding trade, and the presence of German communities and companies signifies favorable prospects for individuals proficient in the German language.

Multilingual talent acquisition made easy - with Workwide Group and Workwide recruit

Workwide provides recruiting solutions for German and multilingual speakers that work. Talk to us for more information and individual solutions.

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20,500 Germans living in Portugal in



12,500 Germans of working age



4,019 German citizens immigrated to Portugal



88 companies operating 93 Global Business Services Centres in Portugal



30,700 people are employed in the global business services sector in Portugal



AVAILABILITY OF GERMAN SPEAKERS

**Nr. of German
speakers in major
cities in Portugal**

**Porto, Beja, Madeira, and
the Azores, each with
around
800-900 German residents**



**About 5,000 Germans living
in Faro**



**About 7,000 Germans living
in Lisbon**





CURRENT AVAILABILITY OF GERMAN SPEAKERS

According to the Portuguese Service for Foreigners and Borders, there are 20,500 Germans living in Portugal in 2022. Over 7,000 Germans live in Lisbon, close to 5,000 in Faro, which is the capital of the Algarve region. There are other minor enclaves like Porto, Beja, Madeira, and the Azores, each with around 800-900 residents, but the rest are more or less scattered across the country.

However, a hefty chunk of these 20,500, around 19%, are retirees living in Portugal because of the climate and the favourable tax conditions, which are still very low at 10% despite an increase in 2022 by the Portuguese Government. Another 7% are children under the age of 15, and 12% are between 15 and 24 years old, and most of them are probably still in school or receiving other forms of training. This leaves approximately 12,500 German speakers of working age, most of whom are probably already employed (GEE 2023). And while 4,019 German citizens immigrated to Portugal in

2021 (SEF 2022), which is a significant gain compared to the past decade, it did not satisfy the demand for the growing Portuguese-German economic ties.

In addition, according to a statistical evaluation by the Federal Foreign Office of Germany, there are around 19,158 Portuguese students studying the German language in 2020. Of those, 10,342 are learning the language in schools, 4,885 in Portuguese universities, 2,731 at the Goethe Institutes in Lisbon and Porto, and 1,200 more at different institutions for adult education, like the Portuguese Association of Professors for German (Associação Portuguesa de Professores de Alemão, APPA), which is an overall increment of 5,875 from 2015. According to an interview with the Vice President of the APPA, the courses they and the universities offer are jam-packed; however, most of these Portuguese German students are applying for jobs in higher-wage countries like Germany and Switzerland. Additionally, Mrs. Tomé criticises the Portuguese education policies, which led to a reduction in public schools teaching German in preference for English (AA 2020, APPA 2023, DW 2023).

Source: (Dealroom 2022)

FUTURE AVAILABILITY AND SOURCES OF GERMAN SPEAKERS

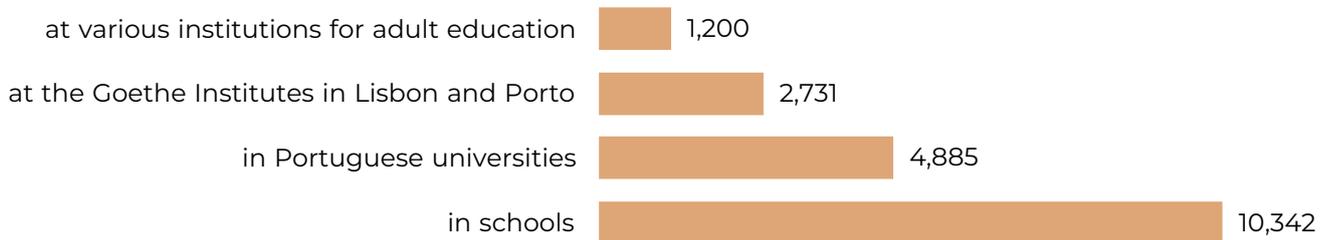
In general, German is one of the most spoken foreign languages in Europe, but often, non-native speakers study the language to gain access to higher-income jobs in the DACH Region (Germany, Austria, Switzerland Region) in the first place. Thus, it is generally unlikely for them to exchange their occupation for one in Portugal.

In addition to the overall income gap between Germany and Portugal, 44% of companies and organisations in the DACH Region complain about a skilled worker shortage, despite plummeting unemployment rates and with record low forecasts for 2023 (Statista 2023). This makes it even harder for Portuguese firms to acquire German native speakers across the

board, especially those who also bring a working level of English or Portuguese to the table, which is a mandatory requirement in regard to the job fields required by Portugal's companies. Thus, in regard to these key economic indicators, it is clear that the availability of German native speakers is low, and sources are scarce. The best options for Portuguese companies here are to try to tap into the 3-5% of unemployed in the DACH Region and target people who also fulfill the secondary language requirements or try to recruit young professionals with targeted offers and incentives.

Currently there are also 23,400 with Portuguese citizenship that are born in Germany of whom most will or have also visited German schools and speak both languages at a native or at least near-native level (Destatis 2022), but even for a majority of them, to consider relocating, the right incentives will need to be in place.

Between 2015 and 2022 the number of German speakers in Portugal increased with 5,875. Currently there are about 19,158 Portuguese studying the German language:



LABOUR COST FOR GERMAN-SPEAKING TALENT IN PORTUGAL

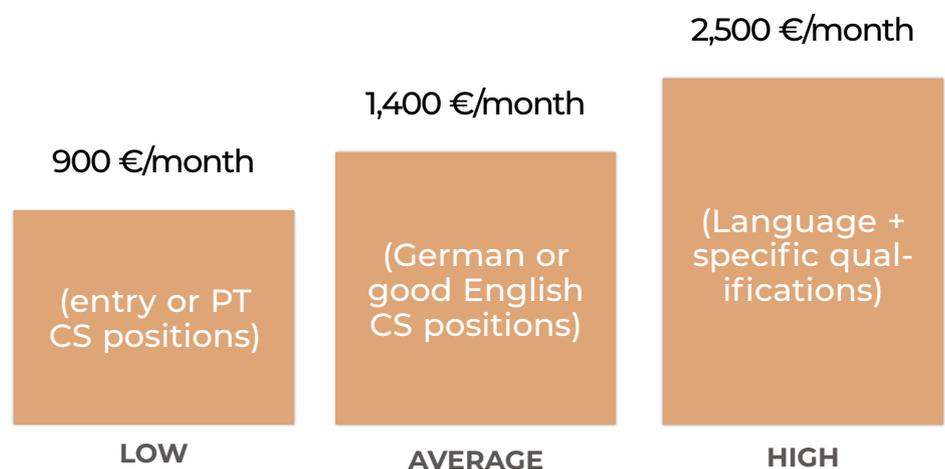
According to idealista.pt, the average Portuguese income lies around € 1,270 a month with more than half of the workers earning less than € 1,000 gross a month.

While Salaryexplorer.com shows wages for customer service and call centre jobs at an average of €1,990 our own findings have shown that salaries for the required jobs lie much lower between €1,300 - 1,400 gross. Sales positions or customer service positions that require a specific profile can go up to € 1,800 / month or more based on bonus structures.

And while consumer prices in Portugal are around 30% lower than in Germany, rent prices are only 11.5% lower on average (Numbeo 2023).

However, as most jobs are also located in the larger metropolitan areas, where rents are soaring at present, the actual consumer prices are much higher. With median costs per square meter reaching €14 - 18 in Lisbon and Porto on January 1st 2023, a small 30m2 apartment would cost €420 - 540 without utilities, electricity, and heating, which amount combined to an additional €140 (PN 2023), devouring almost half of the wages most frequently offered in our analysis mentioned above. Plus, these prices are for more remote areas of the cities. If you want to live centrally you'd better beat €200-300 on top of that.

How much money does a person working in Customer Service (CS) make in Portugal?





CALCULATING THE DEMAND / SUPPLY GAP

PORTUGAL FACES A STRUCTURAL SHORTAGE OF GERMAN-SPEAKING TALENT

Portugal faces a severe shortage of German-speaking professionals, creating challenges for companies operating in customer service, sales, IT, and finance. Despite the country's appeal as a business hub, the local labor market cannot supply enough German speakers to meet demand.

Recent job market data initially identified ca. 978 job listings for German speakers in Portugal (see page 8). For the sake of our calculations, we assume these listings were all posted together at the beginning of a year. On average, each listing represents 2.76 vacancies,

meaning the true number of jobs behind these listings is 2,699. Each of these postings remains open for an average of 42 days before being filled. Assuming consistent demand throughout the year—due to factors such as short-term contracts, replacement hires, and turnover—the number of postings remains the same through the year. With an average time-to-fill of 42 days, a job posting is typically filled 8.69 times annually. This results in a total annual demand for 37,645 German-speaking professionals. However, this figure is likely an underestimate, as it does not account for the hidden job market, which, according to recent statistics, may represent 50% to 80% of all job opportunities.

On the supply side, approximately 12,500 German nationals of working age reside in Portugal. However, we consider this number rather inflated for this calculation, since it doesn't represent the true demand. A significant portion of these individuals are already employed, students, or financially independent expatriates who are not actively seeking jobs. Additionally, many lack the necessary bilingual skills, as the vast majority of roles require not



only German fluency but also strong English proficiency. This further limits the effective supply of qualified candidates.

When comparing supply versus demand, the talent gap becomes even more apparent the ratio stands at 0.53 (12,500 available candidates vs. 23,457 open positions), meaning there are almost 2 open positions for every available German speaker.

Given this severe imbalance, companies are increasingly turning to international hiring strategies, actively recruiting talent from Germany, Austria, and Switzerland.

To attract professionals, businesses offer relocation packages, competitive salaries, and career growth opportunities. This growing demand for German-speaking talent underscores the structural labor shortage in Portugal and highlights the need for long-term strategies to develop a sustainable multilingual workforce.

Calculation

Scenario: Sum of listings for Germans in Portugal with average vacancies per listing factored with time-to-fill

1. Job listings German-speaking positions: 978 (see page 10, April 2025)

2. Based on our internal calculations, the actual number of jobs per listing is about 2,76 jobs (internal data Workwide, client's average, snapshot from 14.02.2025), resulting in a real number of open

positions of 2,699 (978 advertised jobs x 2,76 = 2,699)

4. $365 / 42$ days open = 8,69 factoring (AIHR)

5. 2,699 open positions x 8,69 = 23,457 annual demand

12,500 Germans of working age (s. Page 14) divided by annual demand of 23,457 = 0.53 talent-shortage ratio.

STRATEGIES FOR ATTRACTING AND RETAINING GERMAN-SPEAKING TALENT

In 2025, Portuguese companies continue to face challenges in attracting skilled German-speaking professionals also due to the wage disparities between Portugal and the German-speaking countries. To address these challenges, companies have implemented various strategies to make their job offers more appealing and motivate people to relocate:

1. Showcasing Portugal's beauty and lifestyle, cultural richness, high quality life-style
2. Highlighting the country's favourable work-life balance, including flexible working hours and relaxed lifestyle
3. Promoting their diverse and inclusive work environment that welcomes talent from all over the world
4. Some are also offering vocational training and career opportunities / development especially for young professionals.
5. Many are offering incentives like relocation assistance, food vouchers, free language courses, etc.
6. Company accommodation at accessible prices for the whole contract period to combat housing crisis
7. Optional short-term contracts (6 to 12 months)
8. Clear career development plan for candidates with long term career interest
9. 14th salary and bonuses also implemented to attract foreign talent



Incentives for German Speakers

1	Relocation Packages between EUR 2,000 - 5,000 €
2	Reimbursement of initial travel costs after 1 month working
3	Yearly two way flight ticket to visit friends and relatives
4	Daily food vouchers
5	Free language courses to learn Portuguese
6	Comprehensive help with all paper work and airport pickup
7	Additional private health insurance and/or supplementary dental insurance
8	Vocational Training with certification for young professionals (in a few job offers)
9	Life Insurance in very rare cases

Porto, Portugal
Credits: Luca Dugaro via Unsplash.com

SUMMARY AND FUTURE OUTLOOK

Lisbon has emerged as a thriving start-up hub with a growing expat community, driven by the rapidly expanding IT services market, presenting a favourable forecast for the future (OEC World 2023ab).

Our Analysis shows that there is a significant demand for foreign language speakers in customer service related jobs, sales, accounting, marketing, and different communications positions, and with the close economic ties between Germany and Portugal growing this is contributing to a high demand for German-speaking individuals.

The number of German companies operating in Portugal has increased, providing more opportunities for young professionals, especially those willing to learn Portuguese and at the same time Portugal offers more and more programs like UPskill, combining employment with certified vocational training to address the country's digital skill gap.

At the same time the number of German immigrants in Portugal has reached its highest point in 2022, with the country experiencing a robust economy and declining unemployment, further fuelling the demand for German speakers.

However, Portuguese companies and startups face problems in talent acquisition and retention related to competitive compensation, despite all the strategies applied and incentives offered. To make things worse unemployment rates are forecast to decrease to all time lows across the DACH Region as these economies also face severe skill shortages, and thus actively competing for young professionals with higher average wages than Portuguese companies are offering, which is also the reason why well educated Portuguese young professionals who learned German apply for jobs in the DACH Region.

There are multiple approaches that companies and the government can take to address this problem and boost employment, productivity, and competitiveness. While we are not going in-depth on macroeconomic regulations here, we will, however, emphasise the targeted measures the government can and should take to help companies tackle the specific subject at hand. These measures include:

1. Reducing low-income workers' tax and social security contributions.
2. Better aligning education institutions and industry demand for specific skills to the current and future labor market needs. For example, offering German classes based on the demand from students and businesses, and ensuring computer science classes are available in secondary schools.
3. Supporting SMEs that are in desperate need of specific skillsets.
4. Regulating the rental market to tackle the housing crises, as rent costs are way too high, affecting particularly low-income households, e.g. limit rent increases in new contracts in Portugal / capping rent increases by 2% or compulsory leasing of vacant properties.

To continuously attract not only German-speaking professionals but also talent in general, Portuguese companies should offer, alongside the incentives, more competitive compensation packages, or help to alleviate the high rental costs (which in some rare cases companies already do, by offering their workers a room in a shared flat for a portion of their salary) to bridge the wage gap and compete with higher-wage economies like Germany and France.

Additionally, they can highlight the lower living costs in Portugal compared to major German cities like Hamburg, Berlin, and Munich. Overall, Portuguese companies must implement strategic approaches, including competitive compensation packages and opportunities for professional growth, to attract and retain German-speaking talent in their workforce.

Nevertheless, and despite its challenges, Portugal remains an amazing, and economically flourishing place to be. It offers a buzzing and international expat community, a high quality of life, and a breathtakingly beautiful landscape directly on the Atlantic Coast.

With living cost 30-50% cheaper than in many other European countries with quite affordable rents outside of the big city centres of Lisbon and Porto. Ultimately Portugal has a unique blend of European maritime culture, cultural richness, natural beauty and economic opportunities for both professionals and those seeking a fulfilling life experience. Or simply put, as the Portuguese phrase it: Portugal é Mar.



TP'S GLOBAL CAREER OPPORTUNITIES



**Interview with Marta Lotoszynska,
Partnership Manager at TP Portugal**

TP has been growing to one of the largest client management services providers worldwide and even recently integrated Majorel – a major German customer service provider. Can you give us a short introduction of TP in Portugal?

TP in Portugal is a vibrant company of more than 14,000 people providing business services and support in an impressive 38 languages across 67 markets. With offices strategically located in Lisbon, Porto, and Covilhã, we work with some of the leading local and global brands across a range of industries.

We offer services, from customer care and technical support to digital solutions, analytics, back-office functions, and more. It's all about connecting our clients with their customers in the best and most efficient way possible.

Marta, we have been talking about the career opportunities in Portugal, specifically for German speaking talent. Can you give us a short overview about the opportunities for German speakers in Portugal?

There are numerous opportunities for German speakers in Portugal as these language skills are highly sought after. Companies like TP

actively seek multilingual talent to assist our clients, ensuring a consistent demand for such roles. Additionally, Portugal's thriving startup scene offers exciting prospects, particularly in tech and digital marketing, where speaking German can be an asset for businesses aiming to expand globally.

At TP, German speakers have access to diverse roles, including customer support, technical assistance, sales, and digital engagement.

Employees also benefit from high-quality training designed to prepare them for success and foster continuous development. The company's strong focus on career growth is evident through initiatives like the JUMP program, which helps employees advance. Did you know that 80% of our leaders and managers are promoted internally? That's proof of how much we focus on nurturing talent.

Portugal has been growing in popularity as a work-abroad-destination for many people also in Germany. What makes Portugal especially attractive?

Portugal has become an increasingly popular work-abroad destination, especially among people from Germany—and it's easy to see why. Its prime location in Southern Europe offers the perfect balance of accessibility and natural beauty. The mild Mediterranean climate, with abundant sunshine throughout the

year, creates a relaxed and enjoyable environment for outdoor activities and a healthier lifestyle.

The warmth and friendliness of the Portuguese people play a big part in making expats feel welcome and part of the community. With a lower cost of living compared to many other countries in Western Europe, Portugal allows for an affordable yet fulfilling life. Additionally, the increasing demand for talent in industries like technology, customer service, and tourism opens up exciting career opportunities.

Whether it's the stunning coastline, the rich cultural heritage, or the vibrant yet laid-back lifestyle, Portugal presents a unique combination of professional and personal benefits. If someone is considering an adventure abroad, this may be the perfect place.

From what I understand you are attracting a lot of talent from Germany? What are the benefits for applicants that consider moving to Portugal to work with TP?

For German professionals considering relocating to Portugal to join our team, the benefits are truly compelling. Being part of a globally respected organization like TP means gaining access to a strong career foundation in an international setting. Our diverse workforce provides opportunities to collaborate with colleagues and leaders across industries and cultures, fostering personal growth, profes-

sional development, and a broader cultural perspective.

At TP in Portugal, we take pride in being recognized as a Great Place to Work® for 15 consecutive years. This esteemed recognition is based on feedback directly from our employees, highlighting our unwavering commitment to creating an outstanding work environment.

Additionally, we offer many opportunities to integrate into life in Portugal. This commitment is embodied by our TP Club, which gives employees the chance to take part in enriching experiences and meet new people, all at no cost. From engaging workshops to exciting sports tournaments, community initiatives, and lively social events, the TP Club ensures that our colleagues can enjoy a fulfilling personal life alongside their work life.

With about 1,300 German speakers working for TP in Portugal you are very successful in attracting applicants from Germany. How do you do that and how are services like Workwide helping you secure a stable German speaking staff?

TP in Portugal has successfully built a comprehensive recruitment process tailored to attract and support German-speaking applicants. Our focus is on creating a seamless and efficient application experience while offering personalized support during their transition to Portugal.

Relocation benefits are an integral part of this approach, addressing common concerns such as housing, flight reimbursements, health insurance starting from the first day of employment, and assistance with essential migration processes, like obtaining Portuguese residency and social security. By targeting young profes-

sionals and acting swiftly to secure their interest, we ensure a smooth and appealing experience that aligns with their career aspirations.

Partners like Workwide play a crucial role in expanding our reach and connecting us with talented individuals across Europe. Their services enhance our ability to share tailored information about job opportunities, benefits, and the lifestyle awaiting candidates in Portugal.

By collaborating closely, we prioritize a supportive, human-centered approach that acknowledges relocation as a significant life change. From offering practical assistance to addressing emotional challenges, we aim to ensure applicants feel confident, valued, and reassured throughout their recruitment journey, fostering a sense of belonging from the very beginning.

Thank you for the interview!

This interview was conducted by Stephan Fricke, CEO at independent German Outsourcing Association and Advisor for ICT and GBS Markets

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The information in this paper has been carefully researched by the research and editorial team of the German Outsourcing Association and Workwide.

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GERMAN LANGUAGE TALENT *PORTUGAL*

*An analysis of demand and availability of
German language talent in Portugal by Workwide
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