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The fight against the labor shortage in Austrian trade

ALMOST 41,000 VACANCIES

The trade, logistics and
transport sectors are
particularly affected

MINIMUM WAGE IN GERMANY:



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THE FIGHT AGAINST THE LABOR SHORTAGE IN AUSTRIAN TRADE.

At a time when retail is considered one of the main pillars of the Austrian economy, the industry is facing an unprecedented challenge: the acute shortage of workers. This phenomenon, which affects all regions and sectors, has become a stress test for entrepreneurs and the economy as a whole.

According to a recent survey by the trade association, an impressive 62% of retail establishments are affected by a shortage of staff. This shortage of workers is not just an urban phenomenon, but extends across all federal states, from Vienna to Vorarlberg, from Upper Austria to Carinthia. The trade, logistics and transport sectors are particularly affected, with a total of almost 41,000 vacancies.

The reasons for this deficiency are diverse and complex. On one hand, there is increased demand due to a growing economy and the associated consumption. On the other hand, demographic changes, such as the aging population and a high proportion of part-time workers, particularly among women, are leading to a shortage of labor supply.



AUSTRIA RECRUITING PERSONNEL GLOBALLY.

Innovative solutions are needed to counteract this trend. Austria has signed an agreement to recruit skilled workers from the Philippines in order to counteract the shortage of skilled workers. Programs such as “Mentoring for Migrants” aim to make better use of the workforce potential of people who already live in Austria.

The Austrian Economic Chamber (WKÖ) emphasizes the need to mobilize the so-called “hidden reserve”, i.e. people who are not currently employed but could potentially contribute to the workforce. However, experts warn that this alone will not be enough to address the shortage.



The labor shortage in trade is a complex problem that requires a coordinated response from government, business and society. It's not just about filling vacancies, but also about creating working conditions that are attractive for long-term employment. The future of Austrian trade depends on how effectively we respond to this crisis today.

It's time for a joint effort. Companies must find innovative ways to make jobs more attractive and to improve the balance between work and family. Government must create framework conditions that make it easier to activate the “hidden reserve” and promote the integration of migrants. This is the only way Austrian trade can emerge from this crisis stronger and secure its role as a key economic engine.

MINIMUM WAGE IN GERMANY: A CHANCE FOR EQUALITY IN A GLOBAL COMPARISON.



The minimum wage is a critical indicator of a country's economic health and a determining factor in the quality of life of its citizens. Germany, a leading economic power, is facing a potential reversal as discussions are underway about raising the minimum wage. By looking at global standards, Germany can consolidate its position as a country of fair working conditions and social progress.

The latest news from Germany shows that the minimum wage is set to rise from 12 euros to 12.41 euros from January 2024. This planned increase is part of a regular adjustment aimed at improving workers' living standards and keeping pace with inflation. But there are voices that are calling for an increase to 14 euros in order to do justice to the growing cost of living.

A global comparison of minimum wages shows that Germany already occupies a leading position with its current rate. Here are the top 5 states with the highest minimum wages, including Germany:

1. Australia - about 14.54 euros per hour
2. Germany (planned from 2024) - 12.41 euros per hour
3. Luxembourg - about 12.38 euros per hour
4. France - about 10.85 euros per hour
5. New Zealand - about 10.65 euros per hour

GERMANY RISING ON 2ND PLACE.

These figures make it clear that the planned increase in the minimum wage would put Germany in second place, just behind Australia but ahead of other European countries such as Luxembourg and France.

Adjusting the minimum wage in Germany is a step in the right direction to maintain competitiveness and ensure an adequate income for employees. It is a sign that Germany shows not only economic strength but also social responsibility and care for its citizens.

The discussion about the minimum wage in Germany is more than an economic debate; it is a dialogue about values and priorities. The planned increase reflects the country's commitment to taking a leadership role in creating working conditions that are both fair and sustainable. It is a clear signal to the world that Germany is ready to invest in the dignity of its workforce and set an example for other nations.

As Germany moves towards increasing the minimum wage and thereby strengthening its position on the global stage, the hope remains that this step will be not only an economic but also a social success. The minimum wage in Germany is a promise for a better future - a promise that the country is ready to keep.



NORTH SEA WIND: A Lighthouse Project for Africa's Engineers and Skilled Workers.



As Europe reshapes its energy infrastructure, monumental projects are emerging that push the boundaries of innovation and open up new opportunities for global professionals. One of these projects is the “Nordseewind” project, an ambitious undertaking by the Belgian operator Elia, which envisages the construction of an artificial island in the North Sea. This island is intended to serve as a central hub for a comprehensive energy network and become the largest green power plant in Europe



For African engineers and professionals, this could be the stage on which they can demonstrate their expertise and innovation.

The "North Sea Wind" project is not only a milestone in European energy policy, but also a symbol of international cooperation and technological progress. With the aim of creating a sustainable energy future, this project will require a variety of specialists - from engineers to project managers to IT experts.

Africa, with its rich resource of well-educated and ambitious professionals, stands ready to take on this challenge. African engineers, who have often worked in diverse and challenging environments, bring unique perspectives and solutions that are essential to the success of such complex projects.



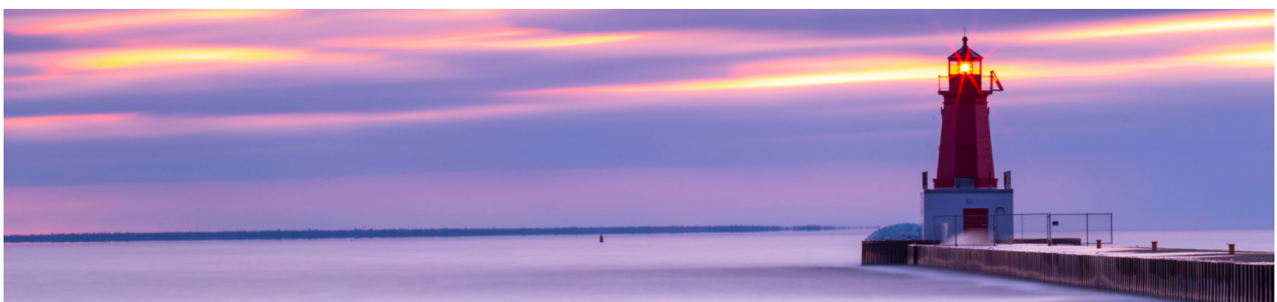
Participation in "Nordseewind" not only offers African specialists the opportunity to demonstrate their skills on the international stage, but also to gain valuable experience in large-scale, green technology projects. These experiences can later help advance the development of renewable energy on the African continent.

In addition, work on "North Sea Wind" could enable African professionals to build a professional network that extends far beyond the borders of their home continent. Working with European colleagues and companies offers insights into the latest technologies and working methods, which are invaluable for personal and professional development.

The "Nordseewind" project is more than just a construction project; it is a promise of a clean energy future and a testament to the fact that international cooperation and expertise are the driving forces behind meaningful change. For Africa's engineers and professionals, this is a chance to be part of something big while contributing to a more sustainable world.

It is time for African professionals to seize this opportunity and demonstrate that they are ready to use their skills in a global setting. The doors are open, and projects like "Nordseewind" are waiting for the innovations and commitment that they can bring to fruition.

"Nordseewind" is not just a project, it is a portal to new horizons for African specialists. It is a call to push boundaries and prove that expertise knows no boundaries. May Africa's ambitious and talented professionals accept this call and leave their mark on the history of renewable energy in Europe.



A NEW CHAPTER IN POLAND'S AVIATION HISTORY.

A project of national importance is being built near the vibrant city of Łódź: the Centralny Port Komunikacyjny (CPK). This ambitious undertaking promises to revolutionize Poland's aviation industry and transform the country into an international transport hub. But the CPK is more than just an infrastructure project - it is a symbol of openness and an opportunity for migrant workers from all over the world.

The CPK, planned to be one of the largest airports in Europe, is expected to receive up to 100 million travelers annually. This project is not only a logistical masterpiece, but also a social experiment. Poland, which has experienced an influx of migrant workers in recent years, sees the CPK as an opportunity to integrate and utilize these forces.

The construction work on the CPK offers thousands of migrants employment opportunities in a wide range of fields. But the project aims to go beyond creating jobs. It aims to provide migrant workers with pathways to further training and qualifications to prepare them for the European labor market.





The economic impact of the CPK is enormous. Experts predict that the airport will create tens of thousands of jobs directly and indirectly, thereby revitalizing the local and national economy. For migrants, this means the opportunity to settle in Poland long-term and contribute to economic diversity.

Integrating migrant workers into a project of this size is a complex task. Language barriers, cultural differences and legal hurdles represent real challenges. However, the CPK project team is determined to overcome these through targeted integration programs, language courses and legal advice.

The CPK project could serve as a model for other European countries facing similar demographic and economic challenges. It shows how the integration of migrant workers can not only stimulate the labor market, but also promote social cohesion.

The Centralny Port Komunikacyjny represents an open, inclusive and progressive future for Poland. It offers migrant workers the chance to become part of one of Europe's most exciting projects and to apply their skills in an environment that values growth and innovation.



ACT NOW: KENYA'S AGRICULTURE TALENTS WANTED FOR THE NEXT HARVEST SEASON IN EUROPE.

THE HIDDEN OPPORTUNITY:
EUROPE'S FIELDS AWAIT
KENYA'S BUSY HANDS.



As Europe's fields take a winter rest, it's time for Kenya's dynamic workforce to roll up their sleeves and prepare for the next season. The demand for skilled seasonal agricultural workers is high, and with the right preparation, you could become part of this vital industry. Here is your exclusive roadmap to open the doors to Europe's fertile fields.

Step 1: Inform and prepare

The journey begins with knowledge. European temporary employment agencies are looking for dedicated and hard-working talent who are ready to use their skills in agriculture. Use online platforms and social media to find out about the best agencies that place seasonal workers. Read reviews and gather all the information you need to make an informed decision.

Step 2: Networking – your key to success:

Contact compatriots who have already gained experience in seasonal work. Their stories and advice are like a treasure map that can lead you to the best opportunities. And don't forget: There is strength in the community!

Step 3: Take the initiative

Now is the time to take action. Write tailored applications to the agencies you have selected. Demonstrate a willingness to learn and adapt, traits that are highly valued in agriculture.

Example 1: GreenThumb Workforce.

This agency has made a name for itself by connecting seasonal workers from all over the world with some of the best farms in Europe. They not only offer work but also support in adapting to a new work environment.

Example 2: HarvestHands International.

With a focus on fair working conditions and respectful treatment of their workers, HarvestHands International provides seasonal jobs that are not only financially rewarding but also promote personal growth.

Conclusion:

The time is ripe and the opportunity is knocking. As a Kenyan worker, you have the chance to leave your mark on the fertile fields of Europe. Seize this opportunity and prepare to become part of a global movement that nourishes and enriches not only agriculture but also the lives of many people.



WHY KENYANS SHOULD AVOID THE WINTER SKI TOURISM SEASON.

An important warning to all Kenyan workers.

As Europe prepares for the winter season and ski resorts lure with job offers, it is crucial that Kenyan workers and others from warmer climes remain cautious. Working at a ski resort may sound tempting, but it's not for everyone. Here is why as a Kenyan you should think twice before accepting such offers.



The reality of winter work: In ski resorts While ski tourism resorts offer a wealth of work opportunities during the winter season, conditions can be extreme. We are talking about hard physical work in an environment characterized by snow, ice and temperatures as low as minus 20 degrees Celsius. Such conditions require special adaptability and often years of getting used to them.

The challenge of the cold: For people who grew up in the warm climates of Africa, the cold can be not only uncomfortable but also dangerous to their health. The risks range from frostbite to serious respiratory illness. It is important that job seekers are aware of these dangers and choose work environments that are conducive to their health and well-being.

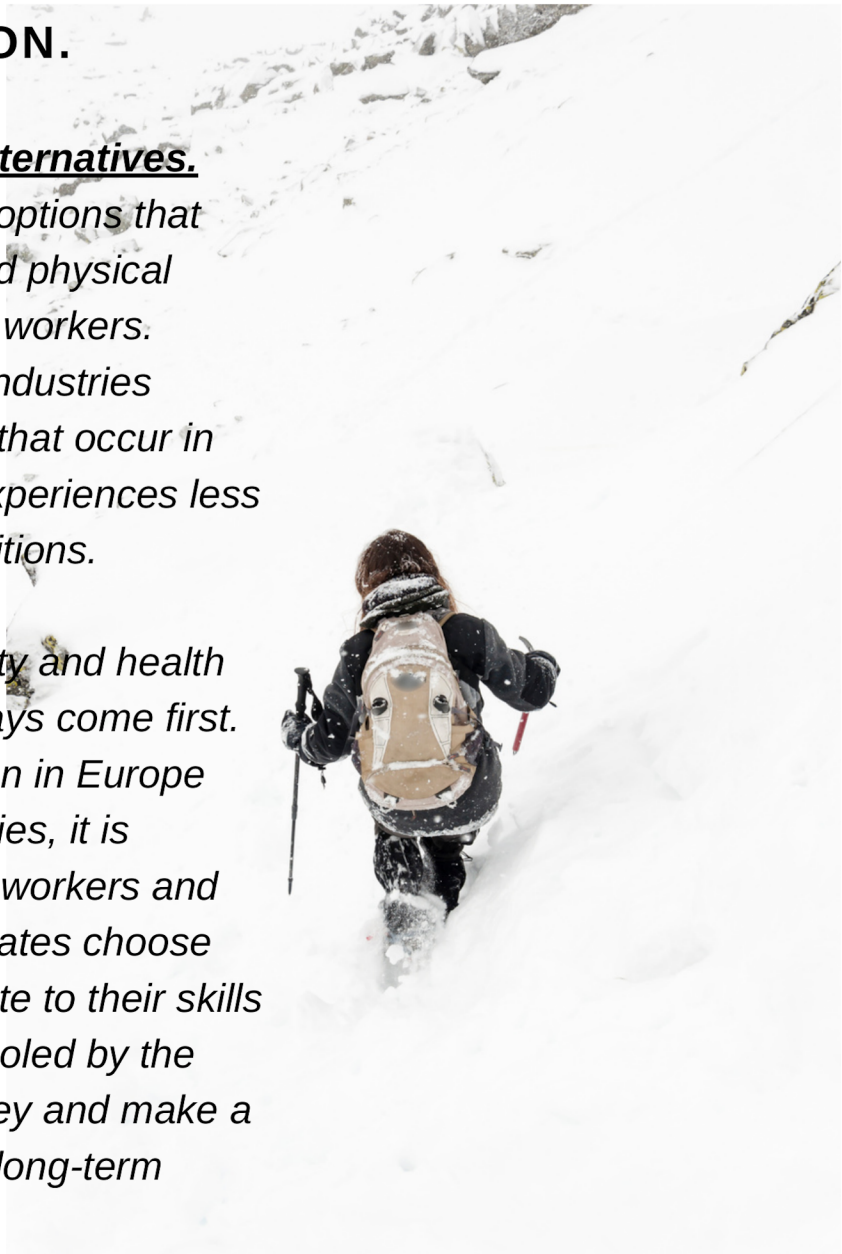


WHY KENYANS SHOULD AVOID THE WINTER SKI TOURISM SEASON.

Find more suitable alternatives.

There are many other options that better suit the skills and physical constitution of Kenyan workers. Agriculture and other industries provide seasonal jobs that occur in an environment that experiences less extreme weather conditions.

Conclusion: *The safety and health of workers should always come first. While the winter season in Europe offers many opportunities, it is important that Kenyan workers and those from similar climates choose jobs that are appropriate to their skills and health. Don't be fooled by the prospect of quick money and make a wise decision for your long-term career and well-being.*



TAKING THE LEAP: AN INTERVIEW WITH THE SILENT STRATEGIST, CHIEF EDITOR AT DREXLER CONSULTING.

G.Martin :

Good day, Silent Strategist. It's a pleasure to have you with us. Let's dive right in. You've expressed a strong belief that everyone worldwide has the opportunity to work and live wherever they desire. Could you elaborate on what drives this belief?

The Silent Strategist:

Certainly. It all boils down to taking that first step. Many hold back due to fear of the unknown, but once you master the courage and say, "Yes, I'm doing it now," the path unfolds. Entering another country legally, especially through a job opportunity, not only provides a chance to experience a new culture but also keeps the door open to return home if desired.

G.Martin:

Europe, as you mentioned, offers a rich blend of industries within a relatively compact living space. However, you also pointed out that finding the right job might require the right resources. How do Drexler Consulting's handbooks and eBooks play a role in this?

The Silent Strategist:

Our handbooks and eBooks are designed to demystify the job search process in Europe. They provide a comprehensive understanding of various sectors, be it agriculture, manufacturing, or high-tech firms, and guide job seekers on how to navigate through the job market. If someone isn't finding a suitable job, it's likely they haven't leveraged the right resources, like our handbooks and eBooks.

www.drexler-consulting.co.ke

G.Martin:

You mentioned the pathway through headhunting or personnel leasing firms as a simplified start. Could you explain how this works and how it benefits job seekers?

The Silent Strategist:

Absolutely. Personnel leasing firms or headhunting agencies act as a bridge between job seekers and employers. They have a network and understanding of the job market which can significantly ease the entry process. Initially, individuals might start with temporary or contractual positions, but with hard work and integrity, many find themselves being offered permanent contracts by the same companies.

G.Martin:

That sounds like a pragmatic approach to kickstart an international career. Lastly, any advice for individuals hesitant to take the plunge?

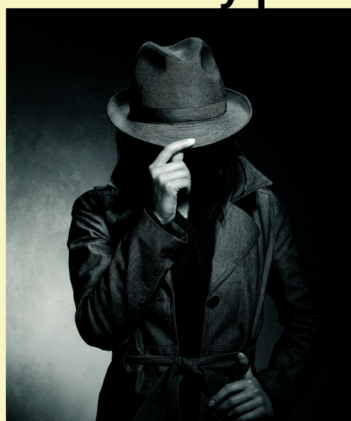
The Silent Strategist:

I'd say, let go of the fear. The world is vast, and opportunities are endless. Equip yourself with the right knowledge, be it through our handbooks, eBooks, or other reliable resources, and take that step. The journey might have its challenges, but the experience and growth are well worth it.

G.Martin:

Thank you, Silent Strategist, for your insights and for taking the time to share your perspective with us today.

The Silent Strategist: It's been my pleasure. Thank you.



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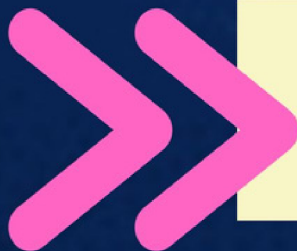


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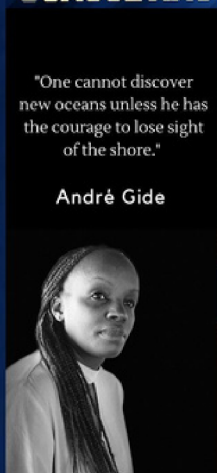


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"One cannot discover
new oceans unless he has
the courage to lose sight
of the shore."

André Gide



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