

Mid way through the year, the outlook for 2014 is looking positive for businesses operating in Germany. Significantly, the consumer industry is resistant and showing strength. As such, companies within the sector are investing more in building capability.

The big talent trends that have emerged so far this year, within the consumer sector, are an increased demand for those involved in exporting as well as marketing. With regards to the latter, contrary to last year, we are witnessing significant investment in the attraction and retention of specialists in New Product Development (NPD) and innovation; both key USPs for our customers.

There is also still a widespread need for marketers who understand both consumers and shoppers. This is one way of differentiating yourself in a very challenging retail environment, where it is mostly about price. Consequently, we have already worked on multiple assignments focused on identifying talent to fulfil customer insight, digital and trade marketing roles, as well as NPD and innovation, for clients this year. We anticipate that these skills will remain on the agenda.

During the last five years we have focused on developing existing client relationships and establishing new client relationships in the broad consumer industry. As such, today we can truly say that we have fantastic relationships with a variety of great German companies, both large and small, from across the different categories.

With strong and sustainable client relationships in place, we have begun to re-focus on candidates. The German economy is growing and businesses are hiring. The market today, therefore, is very much candidate driven. Consequently, we are currently focused on growing our presence in the candidate space and we're doing so by investing in advertising, to raise the profile of our brand in the market.

At Nigel Wright, we have strong industry relationships, an ever growing database of the best in demand candidates and a great and growing team of consultants, all of whom have a long tenure and great experience, working within the German consumer market. We have an intimate understanding of the trends that are impacting the consumer industries and our experienced consultants can advise clients on key strategic areas that go beyond the hiring process.

In all, we see a very bright outlook for the remainder of 2014. Consequently, we are currently adding a number of new people to our German team, enabling us to have greater capability to manage the number of candidates approaching us, as well as clients enquiring about our services. We continue to be as committed as ever to growing our presence in this vital geographic region.