2022

Remote Tech Talent Report

Find and attract a hidden new world
of highly skilled remote tech talent

remote

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Are hiring managers looking in the right place to find top tech talent?

Businesses and their recruiters are facing intense competition for knowledge workers — and they may be overlooking thousands of highly qualified applicants in untapped talent pools. Ambitious organizations and savvy hiring managers can win the talent race if they are open to exploring markets beyond saturated technology hubs like Silicon Valley, Berlin, and London.

This is according to new research from Remote analyzing the state of the global tech hiring market. Remote's research included 1485 global executives and HR managers from the US, UK, Germany, France, the Netherlands, and Sweden who are currently hiring tech talent.

We asked executives and hiring managers about their views and attitudes toward emerging tech hubs, including the barriers they face when onboarding talent from new locations around the world.

We wanted to reveal the obstacles and misconceptions in remote hiring that may be preventing businesses from hiring the tech talent they need in a tough market.

The good news: there are plenty of emerging IT hubs within reach for startups, enterprises, and everyone in between.

But how to access and retain that talent? According to Remote's analysis, a strong, localized compensation and benefits program, coupled with a remote-first hiring strategy, is the key to unlocking global talent pools and gaining a competitive advantage.

The 2022 Remote Tech Talent Report aims to help global hiring managers and decision-makers who are struggling to find and recruit the best knowledge workers to meet their needs and stay competitive. The results of this research, combined with Remote's in-house expertise in global employment, are distilled here into practical advice and tactics for employers who want to hire and retain the best tech talent in the world.

Let's dig in.

The 2022 Remote Tech Talent Report

Demand for knowledge workers — people who work in roles such as programming, design, and product development — has accelerated in the past few years. All indicators point to this trend continuing, despite uncertain hiring markets. Record inflation and instability across the global economy are making things difficult for hiring managers and for employees looking for work.

For businesses already hindered by a lack of access to local talent — or even talent within their own country — scaling a team and onboarding new employees quickly has become even more difficult. Add in pressure to reduce hiring costs and lower company spending, and it's no wonder HR managers are feeling stuck.

Gartner® Inc.'s recent report, Emerging IT Talent Hubs in 2022 provides insights into the "top existing and emerging IT talent hubs". This research analyzed 120 cities in the 28 countries for fifteen IT roles (The IT roles represent a talent profile made up of criteria such as Occupations, Skills, Certifications, etc. For example, The AI/ML Engineer role represents a combination of Computer and Mathematical Occupations (Occupation) and Machine Learning and Intelligence Engineering (Skills)) covered in the Gartner TalentNeuron Plan (TNP) Platform and external sources.

Remote has taken a closer look at the top 15 emerging and top 5 existing tech hubs to better understand where businesses are currently hiring remote tech talent, what is keeping them from doing so and how they can tap into those new markets.

Knowing where to look is only the first step. Building the processes to attract, hire, pay, and manage remote tech talent from anywhere in the world is a different kind of challenge.

Remote's founders, Marcelo and Job, are prominent remote work advocates. Remote's own globally distributed team of employees currently works in dozens of countries across the globe, which helps us drive continuous improvement in remote hiring practices.

That's where the Remote tech talent research comes in. We want to equip HR leaders, founders and decision-makers with actionable advice and the tools they need to hire and retain the top tech talent. Read on to see what our research uncovered and learn from our firsthand experience building a successful remote-first culture.

By the time you read this guide, you will know how to take advantage of:

- Vast reductions in fixed headcount costs

- Efficiency with globally distributed async teams working around the clock

- Productivity gains from flexible work policies, allowing people to deliver more work, faster

- Higher employee retention due to satisfied, rewarded, and valued employees

- Easier recruitment of top-quality tech candidates with remote-first benefits

- Work-life balance policies that reduce employee burnout

- Diversity, equity, and inclusion promoting cultural exchange and fostering innovation

- Deeper connections and stronger culture, building trust and belonging among employees, managers, and teams

The current state of tech talent recruitment

While 65% of hiring managers surveyed are responsible for hiring remote workers globally, only 36% are actively looking to global markets to hire tech talent.

When asked why they hire globally, it's clear these companies are taking a strategic view to build capability. The tech talent crunch is one reason respondents search for talent in another country, but it's not the primary reason.

More than one in five companies has begun to look at international talent because of difficulty finding qualified local candidates for open roles. Accessing new talent is not the only reason companies are looking beyond their borders, though.

According to Remote, 58% of companies want to hire abroad to diversify their teams, while 52% are using cross-border hiring as a way to test new strategic markets.

WHY DO YOU HIRE IN THE REGION(S) YOU HAVE INDICIATED?

We want to diversify our team

58%

We want to try out new markets strategically

52%

The pandemic enabled us to broaden our search for talent

39%

We hire in regions with high levels of English-language fluency

35%

We hire talent where we have legal entities

34%

We can't find talent in our original markets

21%

Other, please specify

1%

Hiring managers also recognize the positive ethical impact hiring remotely can have in emerging markets. For those considering global recruitment, nearly two-thirds (68%) say giving people the opportunity to build a career without having to move to another country was a benefit. More than half (55%) said enabling communities to grow through maintaining local talent was a positive outcome.

WHAT DO YOU THINK IS THE BIGGEST ETHICAL IMPACT OF HIRING FROM EMERGING TECH HUBS?

Giving people the opportunity to build a career without having to move to another country

68%

Increasing diversity in the workplace

61%

Enabling communities to grow through maintaining talent

55%

Don't know

2%
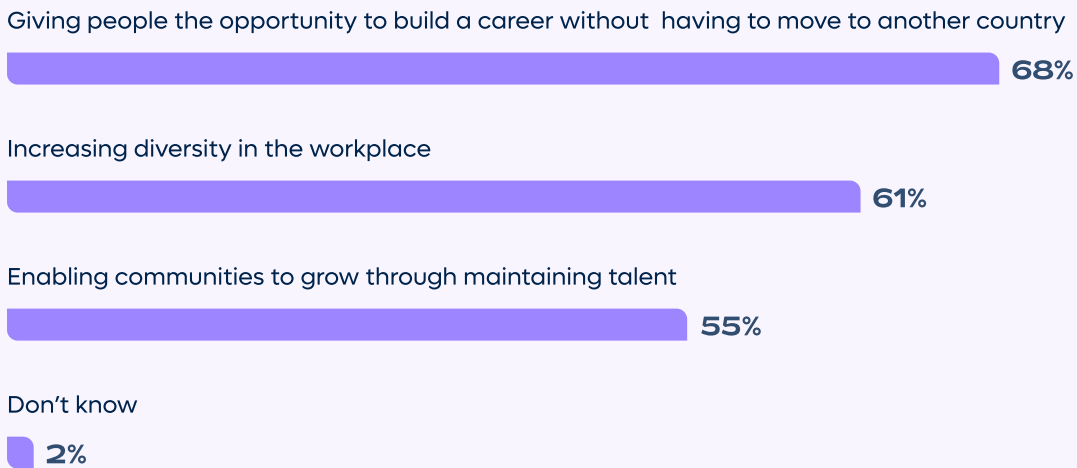
Of the companies who plan to hire remotely but stay within their domestic market, adding diversity to their team also tops their list of reasons. Nearly a third of these businesses show barriers to global employment are a key driver to keeping their remote hiring practices local.

32%

want to hire in regions with high levels of English language competencies

30%

say they only hire talent where they have legal entities
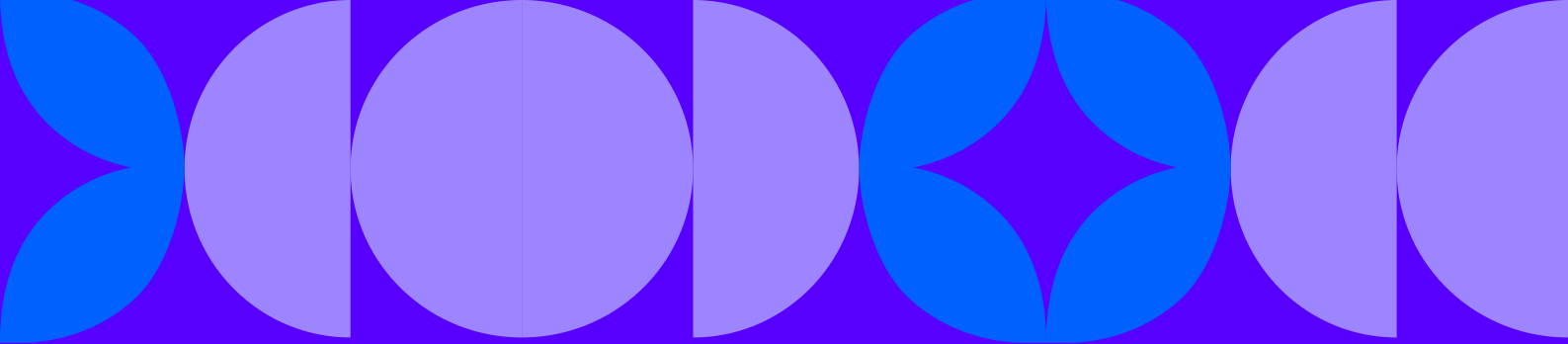
The simple way to overcome international hiring challenges

Using an Employer of Record (EOR) allows you to expand operations into another country without having to set up your own local entity, which can be extremely expensive and take months or longer to accomplish.

Use the guide below to help you understand everything you need to know about EORs and how they operate.

LEAN MORE
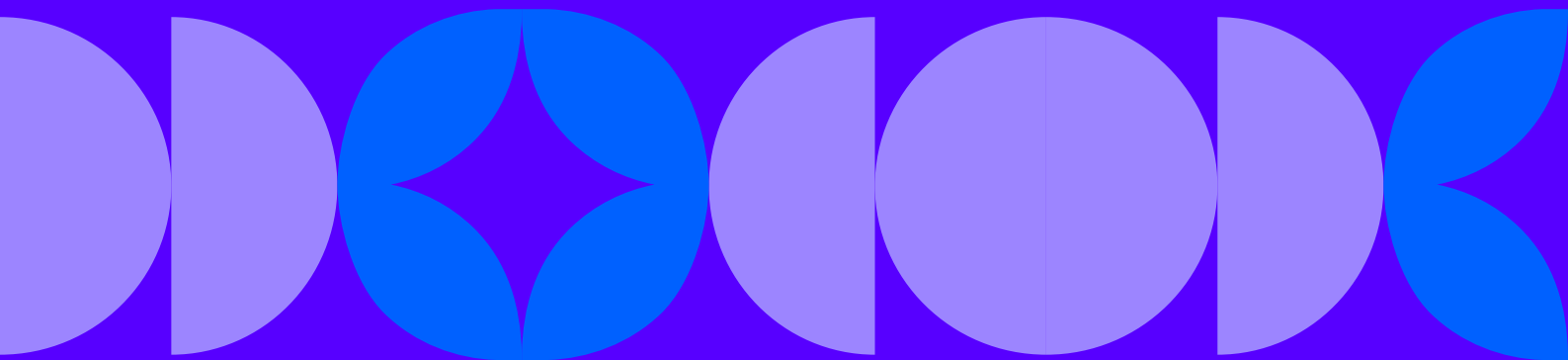
# Where to find unexplored pockets of top tech talent

More and more growth-focused organizations are hiring remote tech talent, with 26% of respondents sourcing skills internationally. Those solely focused on their domestic market are failing to tap into existing and emerging tech talent hubs around the world.

Companies in countries that fail to look beyond their own borders are feeling the tech talent squeeze the hardest.
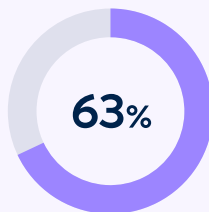
Our research found the US, UK, and France are least likely to hire remote workers in other countries:

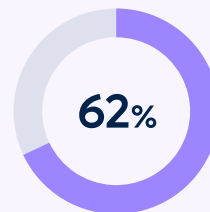**PERCENTAGE OF HIRING MANAGERS ONLY RECRUITING IN THEIR DOMESTIC MARKET**

USA	UK	France
68%	63%	62%
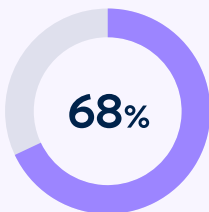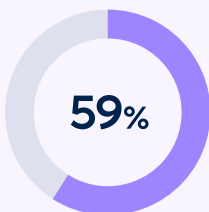
Germany	Sweden	Netherlands
59%	57%	52%
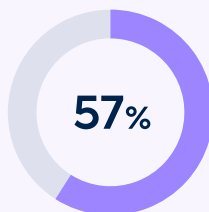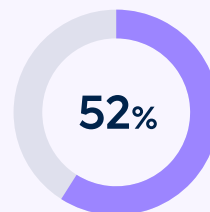
Businesses that are open to international remote hiring are still overlooking value by focusing too much on traditional tech hubs. This is a lost opportunity, as these locations all have indicators that point to a tech talent market under duress.

PERCENTAGE OF RESPONDENTS CONSIDERING HIRING REMOTE TALENT IN EACH CITY

London
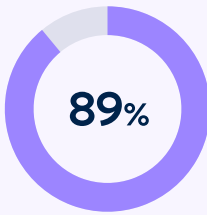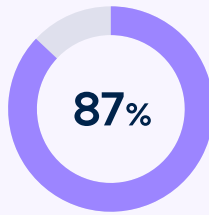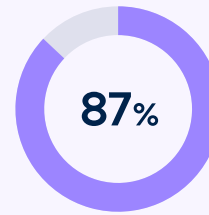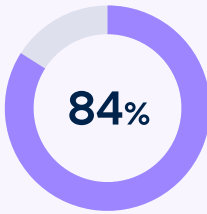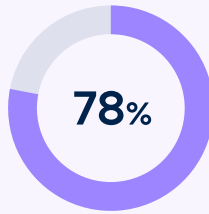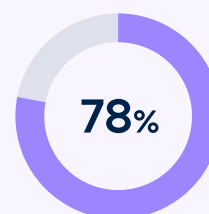
89%

Paris

87%

Berlin

87%

New York City

84%

San Francisco

78%

Tokyo

78%

WHERE ARE YOU LOOKING FOR NEW TALENT WHEN HIRING REMOTELY?

■ We are very likely to hire there　　■ We are somewhat likely to hire there

Location	Very likely	Somewhat likely
BANGALORE	25%	40%
TOKYO	42%	36%
DELHI NCR	24%	39%
SÃO PAULO	26%	41%
SHANGHAI	34%	39%
BEIJING	38%	36%
NEW YORK	53%	31%
PUNE	16%	27%
SAN FRANCISCO	40%	38%
HYDERABAD	19%	28%
MUMBAI	26%	39%
LONDON	60%	29%
PARIS	54%	33%
BERLIN	53%	34%
HONG KONG	41%	36%
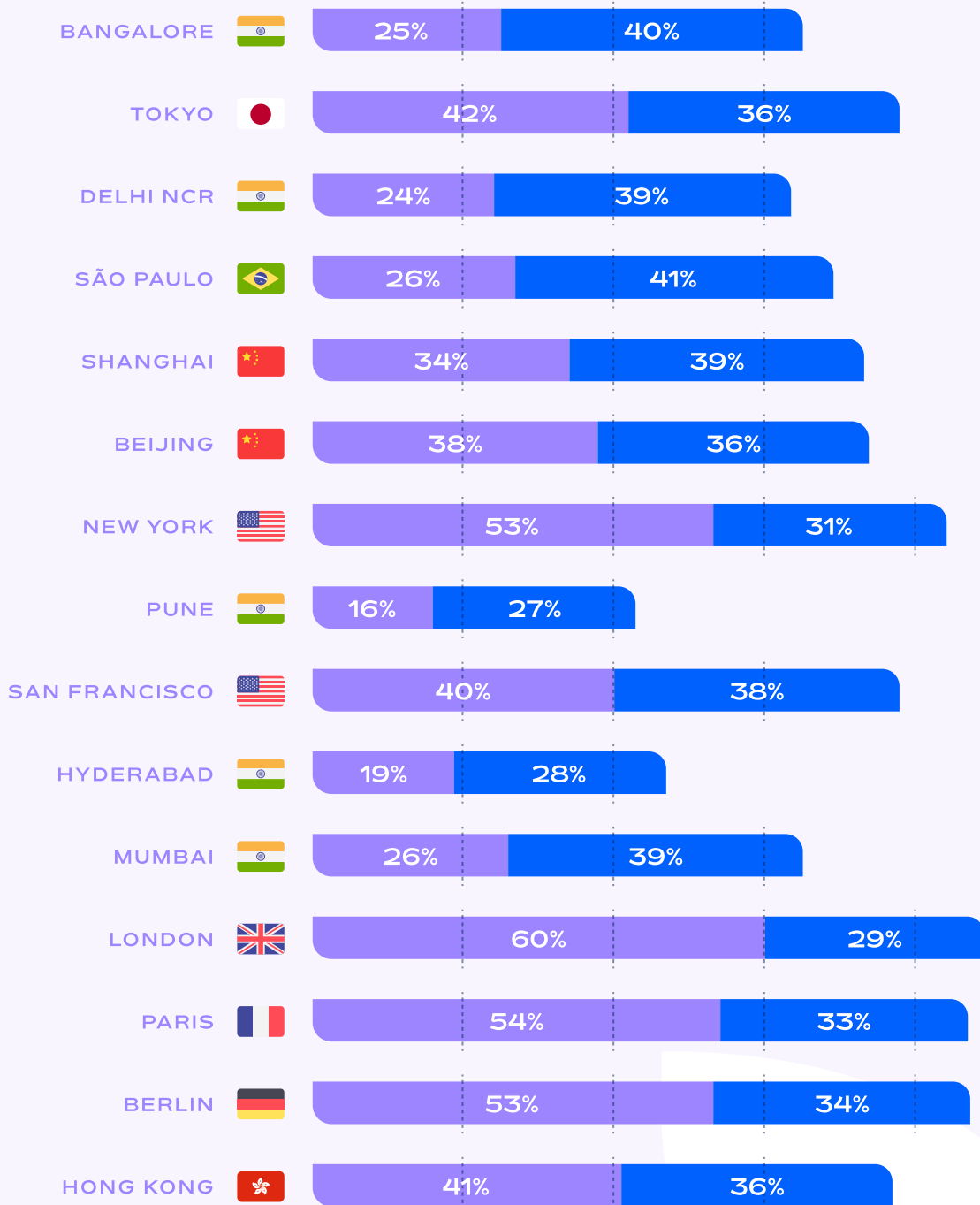
Tech talent hub profiles: the world's most popular remote hiring locations

For each city profile, we have included Gartner's Supply-Demand Ratio based on their analysis of 120 cities for 15 IT roles covered in the Gartner Emerging IT Talent Hubs in 2022 report. The Ratio indicates the number of professionals available per job posting. It is calculated as talent supply divided by talent demand. A location with higher supply-demand ratio is more favorable than a location with lesser supply-demand ratio.

🇬🇧 LONDON   SUPPLY–DEMAND RATIO: 2/10*

While there are plenty of technology professionals in London, there is also huge demand for the large base of talent in the UK capital. London has a higher proportion of employers competing for available tech talent than in other global cities. Tech salaries are comparatively very high in London, even in relation to nearby tech hubs like Berlin and Paris. That means employers will face hot competition for talent and high employment costs.

💡 Recruitment takeaway

If you can find the skills you need and convince candidates to leave their existing roles, be prepared to pay dearly. Although the costs of statutory benefits are higher in France than the UK, hot competition for roles combined with London's cost of living lifts compensation expectations high for skilled professionals. Many global organizations still have a presence in London, so those based in the British capital often come with experience working across timezones.

🇫🇷 PARIS   SUPPLY–DEMAND RATIO: 4/10*

Paris can be a difficult place to do business, even though the city has less competition for tech talent than nearby London. Employers need to factor in English proficiency and the high cost of living when hiring. Generous annual leave entitlements and other statutory provisions also nudge up total employment costs in Paris higher than any other city profiled, especially in comparison to Japanese and US tech hubs.

💡 Recruitment takeaway

Location and language difficulties can present a challenge for hiring English-speaking tech talent. Salary and total compensation expectations are high in Paris.

🇩🇪 BERLIN SUPPLY-DEMAND RATIO: 5/10*

While there is a higher proportion of tech talent , the tech community in Berlin is smaller than in Paris and London. Salaries are more reasonable, but finding English speakers with the skills you need might be a problem.

💡 Recruitment takeaway

Berlin may be the least optimal city in Europe's existing tech hub if a high level of English-language proficiency is required. On the plus side, competition is generally not as high as in Paris or London.

🇺🇸 NEW YORK CITY SUPPLY-DEMAND RATIO: 2/10*

A large talent pool is matched by big demand for tech skills in New York. Couple a low supply-demand ratio with the high cost of living and New York remains a highly competitive, highly expensive talent market.

💡 Recruitment takeaway

There are no bargains for tech talent in the Big Apple, and you may be competing hard to lure top talent from existing roles. Many tech professionals in NYC already have years of experience working remotely for global employers, so you can expect easier onboarding and a fast ramp-up.

🇺🇸 SAN FRANCISCO

With a moderate supply-demand ratio, San Francisco has a similar queue of employers looking for talent, but the city also generally has a greater volume of elite, world-class talent than London and New York City. The city also has the highest salary costs of all the existing and emerging tech hubs.

💡 Recruitment takeaway

If you have a large budget for wages and benefits, you can find the skills you need here. SF and nearby Silicon Valley are both still packed with highly skilled tech talent that often have experience with successful global organizations.

🇯🇵 TOKYO

Of the global tech hubs, Tokyo remains a good place to find tech skills with a very high supply-demand ratio for talent. Total employment costs for tech roles in Tokyo are relatively low, especially in comparison to European tech talent markets.

💡 Recruitment takeaway

You can find talent with less competition relative to the other established hub cities, but the time difference might pose a problem for organizations outside of the Asia-Pacific region. Research and development is still a key focus for Japanese tech companies, so innovators can find niche skill in this area.

Rapid advancement in communication technology and the sharp increase in remote work across the world means most organizations can enable globally distributed teams.

Ambitious organizations are already taking advantage of a more flexible global talent market, which means employers have new opportunities to find skilled tech professionals if hiring managers are willing to open their search to less explored places.

While some emerging cities are clearly growing in demand, competition for labor in these markets is fractional in comparison to the saturation of the more well-established tech talent hubs.

Our survey data shows companies are willing to explore possibilities for recruiting in emerging markets. In many cases, these new tech hubs are rapidly growing on a trajectory to match the competitiveness seen in more traditional tech talent hubs.

When asked, most hiring managers said they were very likely or somewhat likely to hire in the following areas:

Melbourne
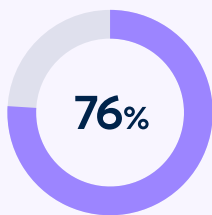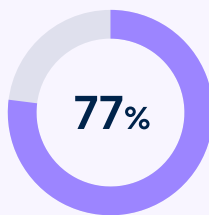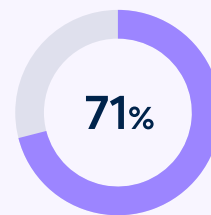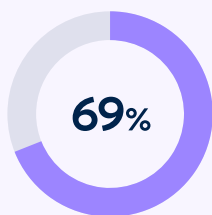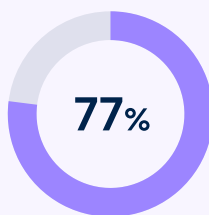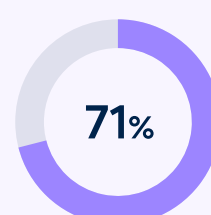
76%

Mexico City

77%

Helsinki

71%

Budapest

69%

Warsaw

77%

Rio de Janeiro

71%

WHERE ARE YOU LOOKING FOR NEW TALENT WHEN HIRING REMOTELY?

■ We are very likely to hire there   ■ We are somewhat likely to hire there

City	Very likely	Somewhat likely
MEXICO CITY	32%	45%
AHMEDABAD	22%	28%
BUDAPEST	30%	39%
KOLKATA	18%	30%
MANILA	21%	37%
BUENOS AIRES	33%	36%
HELSINKI	35%	36%
RIO DE JANEIRO	33%	38%
GUADALAJARA	23%	31%
MELBOURNE	39%	37%
NEW TAIPEI CITY	25%	31%
JOHANNESBURG	29%	41%
SHENZHEN	27%	29%
WARSAW	33%	34%
CAMPINAS	19%	33%

When it comes to hiring in emerging markets, early adopters consistently earn a long-term advantage. For HR managers who adopt a remote-first strategy, these new markets hold untapped potential and could likely provide a sustainable competitive advantage.

"

Remote hires all over the world, with hundreds of employees in dozens of countries. We have seen the benefits of a people-first, action-oriented approach to recruiting and strongly encourage other organizations to see how much value a remote-first recruiting strategy can bring to your company.

MARCELO LEBRE
COO and Co-Founder of Remote

RECRUITING TECH TALENT IN EMERGING LATAM MARKETS

"

Five of the top 15 emerging IT hubs come from Latin America. Cities include Mexico City, Buenos Aires, Rio de Janeiro, Guadalajara and Campinas. These locations are attractive to consider for organizations as they offer abundant talent supply with low to moderate salary cost.

GARTNER INC.

RECRUITING TECH TALENT IN EMERGING EMEA MARKETS

"

In Central and Northern Europe, Budapest, Warsaw, and Helsinki feature in the top emerging IT talent hubs list. These locations offer abundant talent supply but low to moderate salary cost, compared to other emerging locations for IT talent.

GARTNER INC.

RECRUITING TECH TALENT IN EMERGING APAC MARKETS

"

Asian cities such as Manila, New Taipei City, and Shenzhen feature in the emerging IT hubs and offer a highly generous supply of talent and low salary costs, making the IT talent in these locations attractive to hire. India has the largest pool of IT talent globally, with two featured on the emerging cities list (Ahmedabad and Kolkata). Its high talent supply and low salary cost make it a popular location for many multinational companies.

GARTNER INC.

Let's look at each of the emerging tech markets, ranked in order of the likelihood hiring managers will consider that country for recruitment.
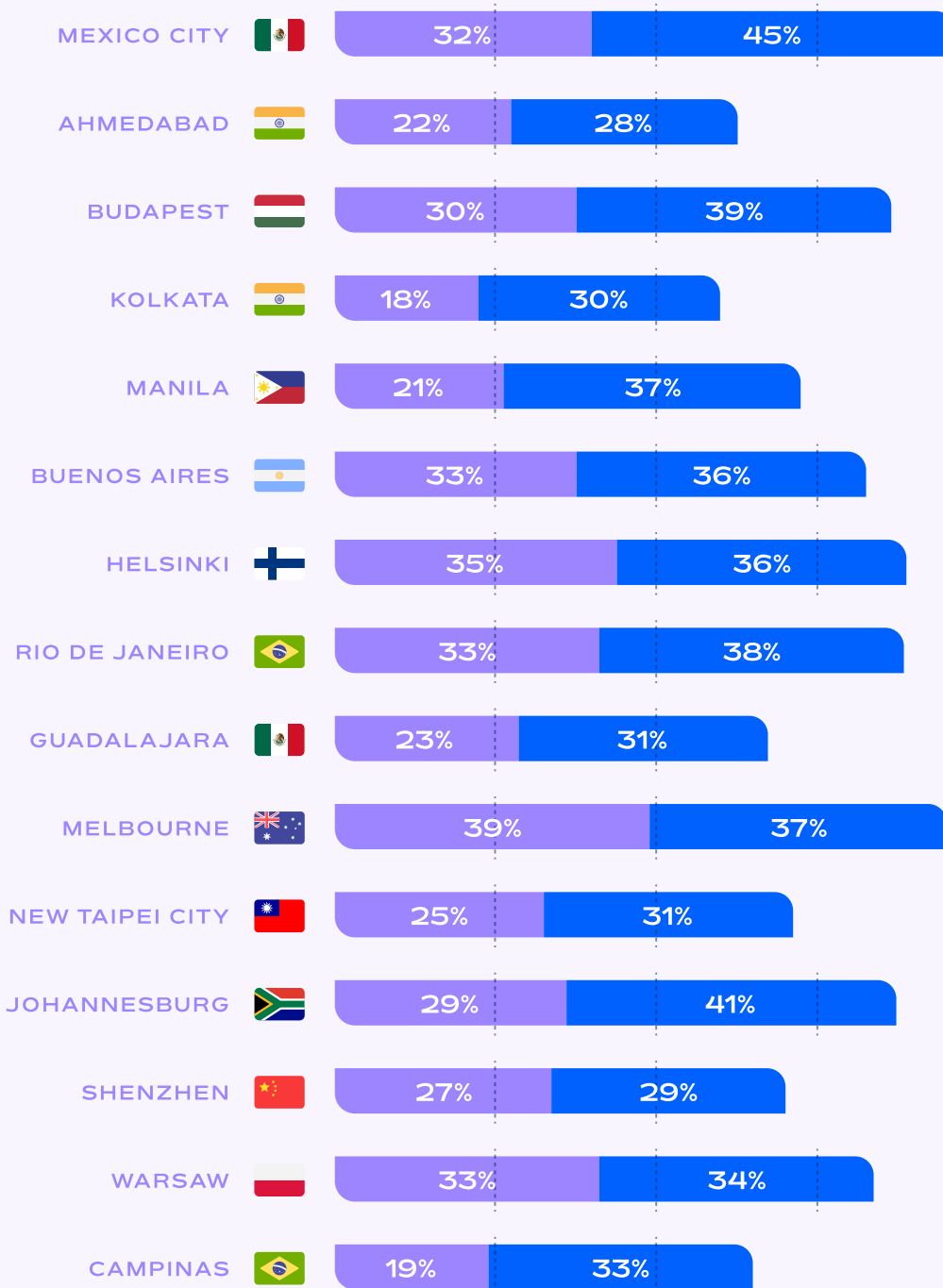
WHERE ARE YOU LOOKING FOR NEW TALENT WHEN HIRING REMOTELY?

■ We are very likely to hire there   ■ We are somewhat likely to hire there

City	Very likely	Somewhat likely	Total
MEXICO CITY	32%	45%	77%
MELBOURNE	39%	37%	76%
HELSINKI	35%	36%	71%
RIO DE JANEIRO	33%	38%	71%
JOHANNESBURG	29%	41%	70%
BUDAPEST	30%	39%	69%
BUENOS AIRES	33%	36%	69%
WARSAW	33%	34%	67%
MANILA	21%	37%	58%
NEW TAIPEI CITY	25%	31%	56%
SHENZHEN	27%	29%	56%
GUADALAJARA	23%	31%	54%
CAMPINAS	19%	33%	52%
AHMEDABAD	22%	28%	50%
KOLKATA	18%	30%	48%
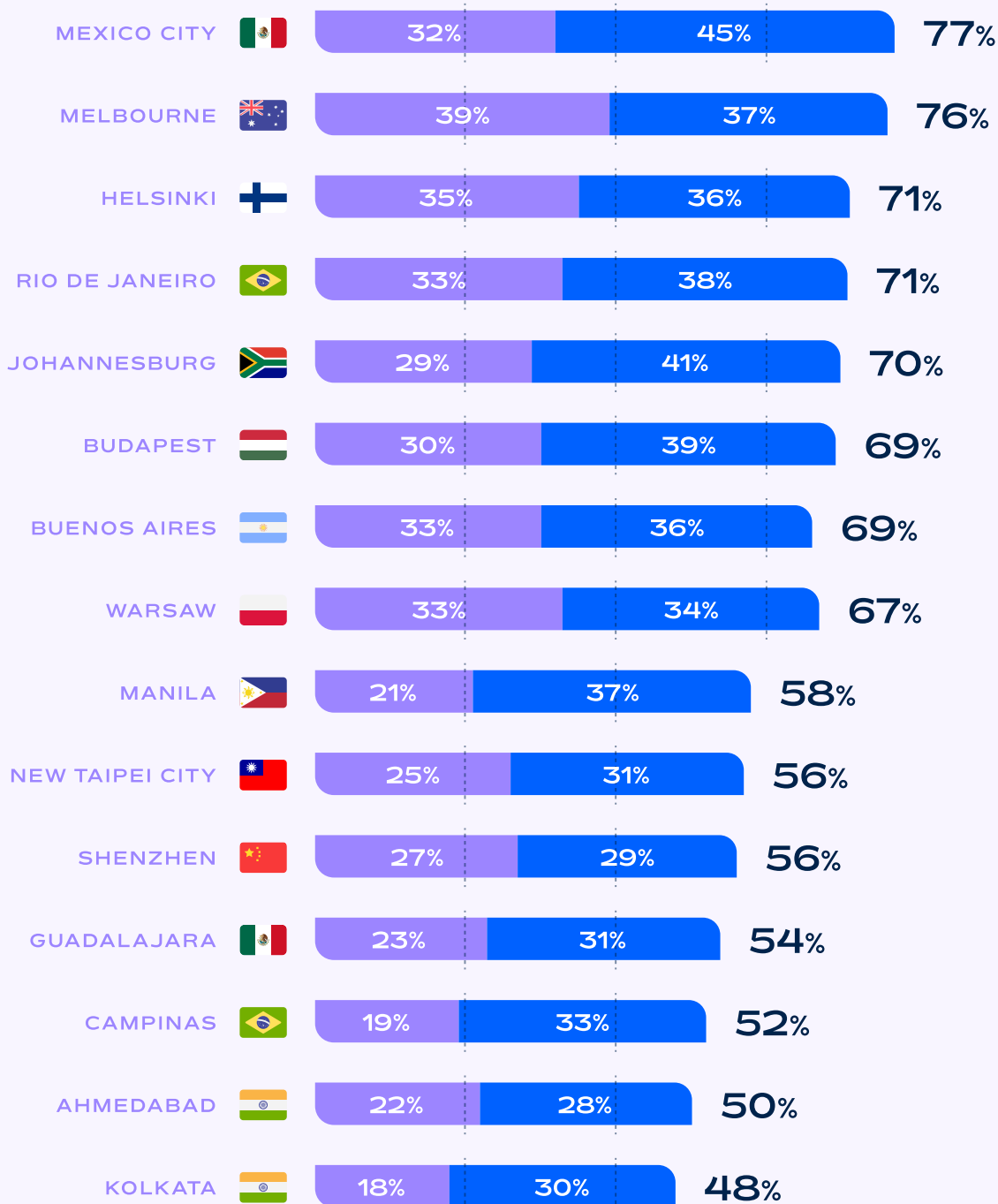
🇦🇺 MELBOURNE, AUSTRALIA

Melbourne is home to more than half of Australia's top 20 technology companies. The city boasts top tech talent in edtech, agtech, gaming, cybersecurity, and fintech.

💡 Remote Recruitment Insight

Melbourne has an abundance of knowledge-based industries and a moderate supply-demand ratio, but salaries are high. Find out more about hiring in Australia.
According to Gartner Inc., Melbourne has the highest talent supply and salary cost among the top fifteen emerging talent hubs for Solution Architects.

SUPPLY–DEMAND RATIO: 6/10*

🇲🇽 MEXICO CITY, MEXICO

Mexico City has a booming startup and fintech scene with a lot of tech talent. Low annual salary costs make it an attractive option for global recruitment.

💡 Remote Recruitment Insight

A young, skilled workforce helps to make Mexico City the top emerging tech hub. Find out more about hiring in Mexico.
According to Gartner Inc., Mexico City has the highest talent supply among the top emerging hubs for Systems Engineers.

SUPPLY–DEMAND RATIO: 8/10*

🇫🇮 HELSINKI, FINLAND

Long known for its innovation and entrepreneurial spirit, the Helsinki tech community is also known for excellent telecommunications infrastructure and a vibrant startup scene.

💡 Remote Recruitment Insight

Remote Recruitment Insight: Helsinki's high supply-demand ratio for tech skills makes it one of the best places to find remote tech workers. Find out more about hiring in Finland. According to Gartner Inc., Helsinki offers abundant talent supply and low to moderate salary cost, compared to other emerging locations for IT talent.

SUPPLY-DEMAND RATIO: 8/10*

🇭🇺 BUDAPEST, HUNGARY

Budapest is home to plenty of accelerators, incubators and hackathons. It has strong concentrations of fintech, healthtech, IT, and big data companies.

💡 Remote Recruitment Insight

The thriving tech scene and a good talent supply makes Budapest one of the best emerging markets for tech talent. Find out more about hiring in Hungary.

SUPPLY-DEMAND RATIO: 5/10*

🇵🇱 WARSAW, POLAND

Warsaw is home to major R&D centers for Samsung, Citi, Microsoft, and Procter & Gamble, among others. About 3,000 new tech professionals graduate from Warsaw universities every year.

💡 Remote Recruitment Insight

Remote Recruitment Insight: Serious tech talent and moderate salaries make Warsaw an attractive option for hiring managers. Find out more about hiring in Poland.

SUPPLY–DEMAND RATIO: 5/10*

🇧🇷 RIO DE JANEIRO, BRAZIL

Rio de Janeiro has a strong focus on increasing the number of women and marginalized people in the tech sector. It's known for travel tech, edtech, fintech, medtech, and retail tech. The city is a haven for talent in the Latin American region.

💡 Remote Recruitment Insight

Rio has a moderate supply-demand ratio, lower cost of living, and much lower average compensation rates than in North American tech cities. These factors add up to a compelling recruitment target for employers in the region. Find out more about hiring in Brazil. According to Gartner Inc., Rio de Janeiro and Shenzhen are among the top emerging hubs for UX/UI engineers. While Shenzhen has a higher talent supply and lower supply-demand ratio than Rio de Janeiro, the salary cost is relatively higher.

SUPPLY–DEMAND RATIO: 6/10*

🇮🇳 KOLKATA, INDIA

Kolkata has a burgeoning IT industry with more and more global tech companies setting up offices to take advantage of the local talent market. The city of nearly 15 million people is quickly rivaling the competitiveness of other Indian hotspots for skilled tech professionals.

💡 Remote Recruitment Insight

Affordable salaries combined with a massive population make Kolkata a serious consideration for tech talent. Note that competition is high in the region as Kolkata already has a strong tech infrastructure, with talented professionals already in roles with global organizations. Find out more about hiring in India.

SUPPLY-DEMAND RATIO: 4/10*

🇿🇦 JOHANNESBURG, SOUTH AFRICA

Johannesburg has one of the most sophisticated tech industries in Africa. Government investment in skills development and a solid education sector ensures this city will continue to be a rich source for English-speaking tech talent.

💡 Remote Recruitment Insight

Affordable salaries and a good skills base make Johannesburg a top pick for remote hiring managers. South Africa's European-friendly time zone makes communication easy. Find out more about hiring in South Africa.

SUPPLY-DEMAND RATIO: 5/10*

🇦🇷 BUENOS AIRES, ARGENTINA

Home to more than 85% of the tech hub activity in Argentina, Buenos Aires is known for its artificial intelligence and fintech capabilities. The city has a government-supported technological district that attracts investment from companies like Microsoft, IBM, Intel and Mastercard.

💡 Remote Recruitment Insight

With a moderate supply-demand ratio and lower salary expectations than in the US and Canada, Buenos Aires is shaping up as the top tech talent hub for global organizations open to hiring in South America. Find out more about hiring in Argentina.

SUPPLY-DEMAND RATIO: 6/10*

🇵🇭 MANILA, PHILIPPINES

With a thriving startup scene and a massive business process outsourcing (BPO) industry, the Manila tech community experienced rapid growth on the back of the pandemic.

💡 Remote Recruitment Insight

Manila adapted to remote work early and continues to be one of the top locations for tech talent. Competitive employment costs and comparatively low salary expectations make Manila a cost-effective hiring market for global companies. Find out more about hiring in the Philippines.

According to Gartner Inc., Manila has one of the subsequent highest talent supply levels for Cloud Engineers and very low salary costs. But the supply-demand ratio is much higher than other emerging hubs.

SUPPLY-DEMAND RATIO: 5/10*

🇹🇼 NEW TAIPEI CITY, TAIWAN

With an ambition to become Asia's Silicon Valley, New Taipei City benefits from the government's strategic focus on information and digital technology, cybersecurity, medical technology, and precision health.

💡 Remote Recruitment Insight

New Taipei City has a decent but small talent supply with salary expectations on the low side, making it a good starting point for remote hiring. Find out more about hiring in Taiwan.
According to Gartner Inc., New Taipei City is a top emerging talent hub for Backend Engineers.

SUPPLY-DEMAND RATIO: 4/10*

🇨🇳 SHENZHEN, CHINA

As one of China's four special economic zones, Shenzhen has benefited from government investment to become one of the world's largest innovation hubs. The city has a huge focus on electronics and gaming.

💡 Recruitment takeaway

Shenzhen is a global leader in technology with a good talent supply and low salary costs. Even though the Chinese city has a large and growing population, many local organizations are already competing for the best talent available here. Businesses with internal insight or experience hiring in China could find rich talent reserves in Shenzhen, but less familiar companies may find this market harder to penetrate.According to Gartner Inc., Shenzhen is a top emerging hub for Full Stack Engineers with a highly generous talent supply.

SUPPLY-DEMAND RATIO: 2/10*

🇲🇽 GUADALAJARA, MEXICO

With a population of young, well-educated tech professionals, Guadalajara is often called the Silicon Valley of Mexico. Strong tech programs at local technology institutes and universities continue to draw global investment and produce outstanding tech talent.

💡 Remote Recruitment Insight

Great education, global investment, and a growing venture capital industry have created a hotbed for tech talent in Guadalajara. Close proximity to the US makes communication and collaboration easy and most locals have a strong level of English language fluency. Find out more about hiring in Mexico. According to Gartner Inc., Guadalajara has low salary costs for Frontend Engineers.

SUPPLY-DEMAND RATIO: 7/10*

🇮🇳 AHMEDABAD, INDIA

Tech is one of Ahmedabad's largest industries where thousands of young professionals work in web development, IT solutions, digital marketing, and app development.

💡 Remote Recruitment Insight

Ahmedabad has a moderate supply-demand ratio and generally lower salary costs, even compared to the emerging hubs listed. Competition is not as advanced as Kolkata, but Ahmedabad is fast becoming a hotspot for global recruiters. Find out more about hiring in India. According to Gartner Inc., Ahmedabad offers very low salary costs compared to other locations for Front End Engineers.

SUPPLY-DEMAND RATIO: 5/10*

🇧🇷 CAMPINAS, BRAZIL

With a large, qualified workforce and some of the best universities in Latin America, Campinas is known as a place to find IT, engineering, and electronics talent. It's even home to R&D centers of major global tech companies like IBM.

💡 Remote Recruitment Insight

Campinas flies under the radar with a lower profile than most of the tech hubs in this list, but adventurous organizations will find serious tech talent and lower than average employment costs. Find out more about [hiring in Brazil](#).
According to Gartner Inc., Campinas offers very low salary costs compared to other locations for Front End Engineers.

SUPPLY-DEMAND RATIO: 6/10*

> "
>
> Talent is everywhere. There's a lot of opportunity to tap into emerging hubs to find top-of-the-line hidden gems in places most employers would typically overlook. In this current landscape, forward thinking companies are taking a conservative, cost-effective approach by hiring remote talent from these emerging centers.

ILYA BROTZKY
CEO at ⚡ VanHack

# How to overcome the obstacles to international hiring

Businesses that are expanding and hiring in new regions cite logistical, legal, and cultural challenges they have to overcome during the hiring and onboarding process. Fortunately, these barriers are easier to overcome than most companies believe.

CHALLENGES FACING BUSINESSES WHEN HIRING IN NEW REGIONS

Language barriers

38%
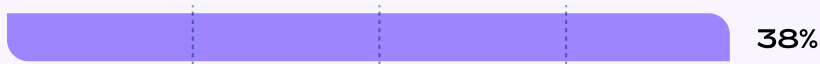
Learning about local legal requirements

38%

Working across time zones

37%
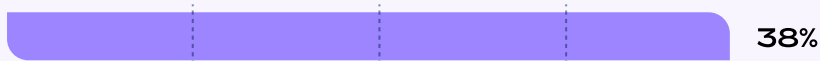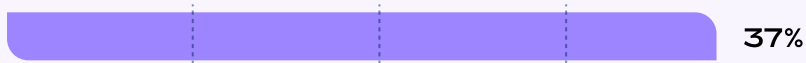
Managing and merging work different cultures

36%
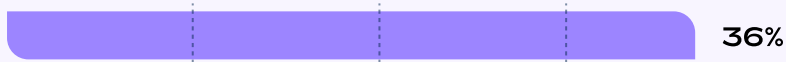
Learning about local payroll regulations

33%

Understanding local benefits packages

30%

Managing payroll

28%
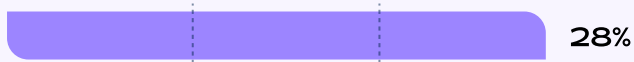
Challenges hiring for remote roles in new markets can be grouped into two categories: legal and working culture. Both can be overcome with a bit of planning.

Legal challenges when hiring internationally

Remote's survey showed hiring managers are apprehensive about keeping their operations legal and compliant when hiring in other countries. It's an understandable concern, but not the impassable obstacle many believe it to be
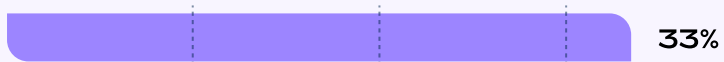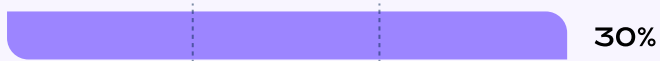
38% Over a third of respondents show a reluctance in having to manage local legal requirements for hiring and local payroll regulations (33%).

28% Approximately a quarter said managing payroll and understanding local benefits packages (30%) was a challenge they didn't want to take on.

Working with an employer of record (EOR) like Remote alleviates the challenges of hiring in new countries without opening new entities. Remote can build and manage a global total rewards program for your team, including best-in-class localized benefits for each employee's country.

You can even offer your international employees stock options and other equity incentives, so everyone on your team is treated fairly and equitably.

Working culture barriers to global hiring

It's no surprise the top issue is overcoming language barriers, with 38% of respondents saying language differences are a deterrent to building an international team. Communication, both verbal and written, is essential to building a healthy remote working culture.

Unfortunately, teaching employees a new language is a large task, which is why it's so important for businesses to understand where they can find English-speaking talent abroad. However, asynchronous communication can substantially reduce language-based friction, which we cover later in this report.

36%
More than a third of hiring managers struggle with knowing how to merge different work and management cultures into a single, productive team.

37%
Nearly the same percentage said working across time zones was another obstacle.

"

We learned early on when building our international team that we had more in common than we realized, despite geography and cultural differences. We know putting people first is the key to success, and it's something HR managers already know how to do. Remote handles all the compliance and legalities of hiring overseas to make it easy and affordable to scale a global team.

JOB VAN DER VOORT
CEO and Co-Founder of Remote

Stay compliant and simplify global hiring

The obstacles to developing a global team might seem daunting if you've never ventured outside of your own country. Remote's global hiring platform for distributed teams takes the stress out of onboarding, paying and staying compliant with local regulations anywhere in the world.

SCHEDULE A DEMO
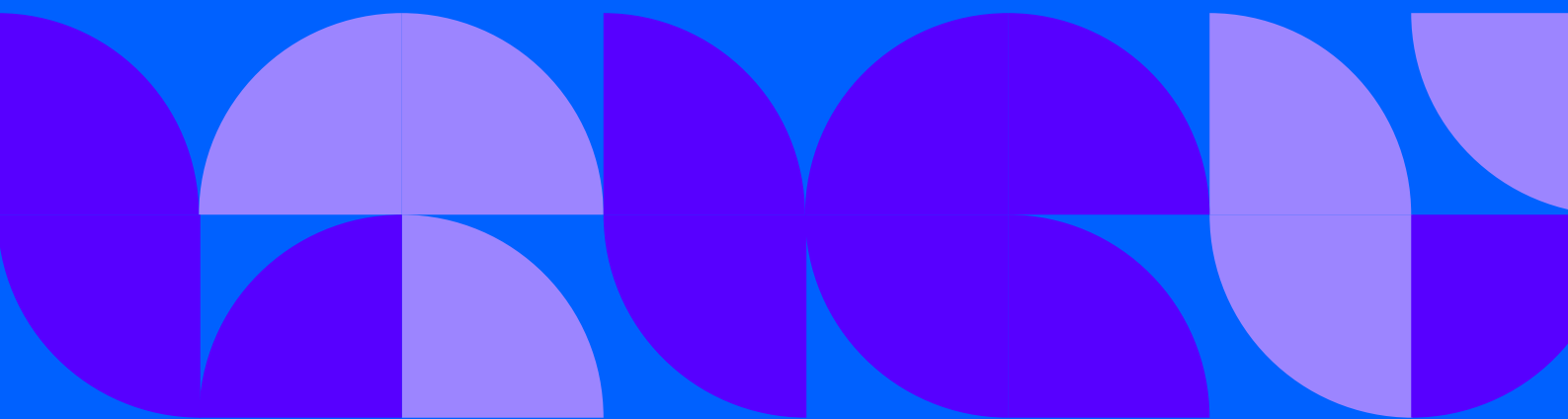
The processes you need to build a high-performing global team

Remote's 2022 Global Benefits Report shows decision makers at many global companies are using the strong desire for more flexible work to their advantage.

When considering offering remote or flexible work, most leaders say the decision is driven by a need to improve retention, to gain access to new markets, and to respond to their employee's requests and needs.

For remote and hybrid workers, flexibility is an essential benefit.

57% rank flexibility as even more important than compensation (40%).

Emphasizing flexibility is key,

29% of all employees citing **flexible work** and the **ability to remote work** (23%) as two of the top five most important incentives when considering a new role.

MOST IMPORTANT CONSIDERATIONS WHEN EVALUATING A JOB OFFER

Consideration	Value
Salary amount	63
Career growth potential	40
Benefits and perks	38
Flexibility in where/how I work	29
Ability to work remotely	23
Organizations growth/success	22
Organizations prestige	16
Manager and coworkers	16
Cash incentives	15
Organization values/initiatives	12
Organizations cultural fit	10
Equity incentives	8

How to build a successful remote work business model

Knowledge workers, regardless of where they live, transition to working in remote teams with relative ease. Those highly skilled candidates are all over the world, but it takes an intentional remote hiring strategy and dedicated processes to enable remote team members to onboard, collaborate, communicate, and implement with maximum speed and productivity.

Working with an EOR is a good first step, but truly expanding your team requires a scalable remote work strategy to blend culture and working models. Doing so is worth it for the right talent and allows you to build a richer, more diverse team that benefits the whole company.

CASE STUDY

Remote-first recruiting practices: How we do it at Remote

The benefits to scaling your team globally are enormous, but there are a few hurdles HR managers must clear to build a high-functioning international workforce.

For example, employees figure out very quickly if you're underpaying them compared to their colleagues and international market rates. It's not as easy as standardizing salaries by role, though. Your compensation strategy should be both generous and scalable to attract and retain great talent without putting undue pressure on your funds.

LEARN MORE

PRACTICAL GUIDE

How to manage global compensation

Benefits packages also require nuance between geographies. The goal is to ensure everyone on your team gets a locally competitive benefits package that reflects an equitable company-wide approach. A common benefit like healthcare must be considered against each country's national health system and the local expectations for employer-funded medical benefits.

In some countries where such benefits are seen as superfluous but taxed as regular income, employees may prefer not to have a private health plan.

LEARN MORE

How to build a strong remote work culture

A solid system is needed to facilitate remote work. From hiring and onboarding to communication and management, things can quickly get out of hand without remote-first practices. Documentation, asynchronous communication, and ownership are the cornerstones needed to create flexibility and connection. Use this guide to build the processes required to enable everyone on a global team to work at peak productivity without unnecessary meetings, micro-management, or overwork.

LEARN MORE

WEBINAR

Managing a global benefits plan

Working with Remote can help you onboard, pay, and manage employees and contractors around the world. With Remote's local experts in every country where we operate, you can be certain you're offering a locally competitive and globally compliant benefits program to attract and retain top talent. Remote can even help you expand your employee equity plan to include your international team members

WATCH NOW

Managing a global benefits plan

December 9 at 3:00pm UTC

Rhiannon Payne
Remote Work Evangelist

Bruce Gilbert
Former Director of Benefits

Nadia Vatalidis
VP of People

Inclusive hiring practices to start today

Managing a global team does not have to be difficult. Remote has developed a comprehensive collection of resources to help hiring managers overcome every barrier to hiring in a new country. With Remote's expertise, executives and hiring managers can learn to build a remote-first culture and develop a high-performing, inclusive team of global tech talent.

LEARN MORE

Move to an asynchronous way of work

Synchronous work is the traditional way of planning and executing in a step-by-step method. This serial mode of working builds bottlenecks for approvals and decisions as you manage tasks — instead of managing results.

Remote endorses an asynchronous (async) way of working to maximize productivity and keep everyone moving forward regardless of time zones. People work more independently; meetings are reduced in frequency and numbers of people involved; and employees are trusted to do their jobs and meet their goals. Performance is no longer measured by time at work but by what work has been done.

An async work environment requires increased communication and documentation which, in turn, leads to higher employee morale and higher productivity.

THREE TENETS TO ASYNC WORK

Multiplexing

Breaking work into smaller tasks to facilitate more work being completed while reducing bottlenecks.

Communication

Adopting best-practice standards on documentation and embracing messaging over calls/meetings.

Action

Empowering your team to use their best judgement to act instead of waiting for direction.

Learn more
Why you should be working asynchronously in 2022

An async way of working directly addresses some of the barriers holding hiring managers back from taking the plunge to working remotely.

Improving communication

Team communication is improved using good documentation, dispensing with real-time meetings and phone calls in favor of messaging, and respecting uninterrupted work time.

Dealing with language barriers

English is the unofficial language of technology and the most widely spoken language in the world. Async workflows can be beneficial to multilingual teams by giving non-native speakers time to read and reply in a second language. Your team doesn't have to be conversationally fluent to produce outstanding work using an async way of working.

Managing multiple time zones

Async working also benefits a global workforce by ensuring around-the-clock effort. Because communication is not expected to be immediate, workers can arrange their day to best suit individual productivity and lifestyle.

Building team culture

Working async gives every person on your team an equal opportunity to participate and contribute, regardless of where they live and work. This fluid way of working creates a new rhythm for your team which increases trust, improves productivity, and contributes to an environment of psychological safety.

Hire a global workforce legally and compliantly

As an EOR, Remote eliminates the need for you to have your own entity in each location where you hire, an expensive undertaking that can inhibit your ability to quickly find and onboard tech talent. You can be assured you'll have the right contracts, adhere to local labor laws and tax regulations, and avoid misclassifying your employees and contractors.

Offer competitive pay and benefits packages

Remote's global employment platform helps you save time, money, and effort by creating country-specific benefits packages to attract and retain local talent. With Remote, you can offer equitable, best-in-class benefits to your employees for a fraction of the cost. You can even offer stock options and other equity incentives to your international workforce.

Learn more
How to calculate compensation for remote employees

> "
>
> Modern professionals expect to be able to impact the success of their company and see a real-world return. Today's best compensation strategies are future-thinking where employee success is intrinsically connected to company success. HiBob has found that compensation has to go well beyond a market-rate salary to be a competitive advantage. A progressive approach to compensation can be distilled down into six essential components that include salary, bonuses, pension, and equity, but also, and equally important, "professional" benefits and "lifestyle" benefits. Designing the perfect compensation cocktail can get complicated, so it's crucial to lean on modern HR tech tools to help validate the impact of chosen strategies on candidates, team members, and leadership.

ANNIE ROSENCRANS
U.S. People & Culture Director
bob

Guide to building a global benefits plan

Remote's experts reveal how to offer benefits that are both locally relevant and globally competitive, how to ensure compliance when expanding globally, and how to create equality and build trust across your multinational team!

READ NOW

Start building a team full of the world's best tech talent

Our research reveals a fantastic opportunity to tap into emerging tech hubs to find great talent. But there remains a disconnect in where hiring managers are looking and where good sources of top tech talent are developing. For those hiring globally, saturated tech hubs like New York and Paris are getting more consideration than emerging talent pools in Helsinki or Warsaw.

74% Remote's research shows the majority of tech hiring managers are not currently looking to hire globally.

That's a surprise and a huge missed opportunity considering how many hiring managers identify benefits like diversity, time zone coverage, and coverage for skills gaps within global hiring. The good news is most of the obstacles to hiring abroad can be easily addressed through a global hiring platform.

Remote knows how to help companies hire, manage, and pay a global team.

We have built our own fully-remote, globally distributed team to power rapid revenue growth. That foundation helped us reimagine and expand on what remote work could look like and how to efficiently navigate the challenges of finding and hiring the world's best tech talent.

As a true global employment partner, Remote has the infrastructure you need to expand internationally with speed and compliance at every stage. We establish our entities to meet the highest standards of compliance so you can grow your global footprint with confidence.

Employing with Remote gives you HR specialists at your service in every country.

Intentional remote-first work practices and async workflows will facilitate innovation and maximize the productivity of your global team. While it takes discipline to develop good documentation and move away from real-time workflows, the benefits far outweigh the traditional synchronous way of working. In the process of developing those documentation assets, you transform your organization into one ready for the future of work. Diversity brings significant long-term advantages and a culture of inclusion is baked into the fabric of your company.

Remote can help you remove the complexity of managing compliance with international legislation.

We minimize risk and give you one single software hub to onboard, pay, and manage the world's finest tech talent around the world.

About this study

Remote surveyed a total of 1485 decision-makers in each of six key markets who self-identified as currently hiring tech talent. The survey ran between 9th and 26th September 2022 in the United States, United Kingdom, France, Germany, Sweden, and the Netherlands. Each country contributed around 200 respondents to the survey.

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Need help with closing the tech talent gap at your company?

GET STARTED

SCHEDULE A DEMO

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