

# CAREERS IN AFRICA

A Global Career Company Initiative

## Case Study



### BG Group

**Location:** Algeria, Libya, Namibia,  
Nigeria and Tunisia

**Service:** Recruitment Summit

**Sector:** Energy

**Recruitment Need:** Protechs, Commercial Managers and Economists

### The Client

BG Group is a leading player in the global energy market with operations in some 27 countries over five continents. The company operates across four key business sectors: Exploration and Production, Liquefied Natural Gas, Transmission and Distribution and Power.

Whilst the high performing Exploration and Production remains their core business, the Liquefied Natural Gas (LNG) segment, together with Transmission and Distribution and Power form their downstream activities thereby giving the complete range of skills across the gas chain.

### The Challenge

Over 60% of BG Group staff is located outside their headquarters in the UK with increasing emphasis on their expanding network across Africa. Operations in Africa previously relied heavily on expatriates but future growth requires a process of localisation. Immediate requirements across the continent included Petro and Geo Physicists, Production Technologists, Operations Managers, Reservoir Engineers, Well Engineers, Commercial Managers and Economists. These extensive needs across such highly skilled disciplines presented a genuine recruitment challenge for BG Group. The majority of candidates in local regions lacked the necessary skills and experience for such positions.

### Our Approach

The Careers in Africa Summit stages in Houston in November 2007 was immediately highlighted as an excellent opportunity for BG Group to meet with a high number of experienced professionals currently working in a world class Oil and Gas market. Careers in Africa has a strong brand presence in the US and as a result over 600 pre-screened candidates attended the event in 2007. Our extensive knowledge of the hydrocarbon industry garnered by working with major players in this sector, coupled with strong networks with the African Diaspora residing in the US meant that we were able to deliver excellent candidates for BG Group to meet with at the Summit.

As well as those candidates who were pre-selected for interviews, company presence in the Summit's exhibition area provided the opportunity to network and cross sell with a section of people who may not have previously considered a career with the BG Group, thus increasing brand recognition across a highly targeted audience.

### The Outcome

Over the course of the Summit, BG Group met and interviews 24 candidates. From this they recruited two Nigerian Geophysicists, two Nigerian Reservoir Engineers and an Egyptian Well Engineer. The cost per hire was significantly lower than standard recruitment fees previously paid by the BG Group, thereby providing a high return on investment in a short period of time.

Their success at the Careers in Africa event in Houston prompted BG Group to participate at other Careers in Africa Summits in Brussels and London in the first half of 2008 where multiple hires were again achieved.

