

CAREERS IN AFRICA

A Global Career Company Initiative

Case Study



Engen

Location: Burundi, Democratic Republic of Congo, Ivory Coast
Service: Recruitment Summit

Sector: Energy
Recruitment Need: Managers

The Client

Engen is an African energy company, founded in South Africa and with a significant presence in 13 other countries across the continent. Its core business is the refining of crude oil, the marketing of branded primary refined petroleum products and the provision of convenience services through an extensive retail network.

In 2008 Engen attended the Careers in Africa Recruitment Summit in Brussels to recruit individuals for its operations in French speaking markets in West and Central Africa.

The Challenge

Engen had experienced several years of rapid growth to 2008 with particular advancements being made in Francophone African countries. This created a need for individuals with the critical skills required to manage large scale operations.

Whilst headquartered in South Africa, Engen is always committed to recruiting from the local talent base rather than employing South African management at top level but the challenge in these Francophone countries was sourcing people with the desired critical skills from the local market. Engen contacted Global Career Company to help target French speaking African Diaspora based in Europe.

The Solution

Global Career Company identified its Careers in Africa Recruitment Summit in Brussels as the most effective method for Engen to source Francophone talent from the international market. Over the course of one weekend in April 2008 Engen were able to meet with candidates who had a unique blend of international experience and comprehensive local knowledge of the countries they were recruiting for. Ahead of the event GCC's dedicated recruitment team pre-selected suitable candidates against Engen's unique requirements ensuring only the most relevant profiles were presented before a final interview shortlist was confirmed.

The Result

Engen delegates enjoyed two full days of interviews in Brussels and from this a total of 13 candidates were taken forward to second stage interview in Africa with relevant line managers. Five hires were eventually made across Finance, Logistics, Marketing and Retail.

The success of the Brussels event in 2008 exceeded Engen's expectations and they continue to support Careers in Africa initiatives around the world. In 2009 Engen will participate in Summits in London and Johannesburg recruiting for positions across Africa.

