



## South Africans abroad keep heading home

Tuesday, 30 March 2010



*South Africans at this past weekend's Homecoming Revolution event held in London*

South Africans at this past weekend's Homecoming Revolution event held in London Over a thousand South Africans living in London attended this year's Homecoming Revolution event and explored the possibility of returning home.

The event, held at the Olympia Conference Centre this past weekend, aimed to inform South Africans about returning home, whilst giving them information about job prospects and connecting them with key businesses and partnerships in South Africa.

The event is a partnership between Homecoming Revolution and the Landelahni Recruitment Group.

Homecoming Revolution's managing director, Martine Schaffer, said the timing of the event was perfect. "The recession persists in the UK, and many South Africans are looking to return to their homeland, which continues to offer a wonderful lifestyle and good career opportunities. However

visitors, particularly those who have been living in the UK for more than five years and have young children, did need reassurance that they were making the right decision.”

The aim of the partnership between these two organisations is to make it easier for skilled South Africans living in the United Kingdom to find work in South Africa and return home.

“We are offering a full proactive professional placement service to Homecoming Revolution’s network,” says Landelahni CEO Sandra Burmeister. At the London event, visitors’ career details were added to Landelahni’s online database. The database will be used as a resource when sourcing accountants, engineers, project managers, information technology and other professionals for South African companies.

This year’s theme, the Great Trek, was supplemented by World Cup banners, vuvuzelas, traditional dancing and the opportunity to learn the Diski dance. Bafana Bafana captain, Aaron Mokoena, related the story of his rise from township pitches to the national team.

Other guest speakers at the event included Professor Cheryl de La Rey, Vice-Chancellor and Principal of the University of Pretoria, and Professor Nick Binedell, Director of the Gordon Institute of Business.

Professor de La Rey spoke about the quest for belonging and the psychological significance of home as the place where one grew up. Professor Binedell chaired a discussion on the challenges facing the country, including politics, education and crime.

The message from government, delivered by the Deputy High Commissioner was one of engagement with South Africans abroad and recognition of their role in South Africa's future.

Among the exhibitors were relocation and immigration experts as well as major employers such as First National Bank, Investec, Group Five, Foschini, and the CSIR.

The companies stayed on to conduct interviews and expressed excitement about the diversity and calibre of the candidates. “Many employers value candidates with global experience and have found returning South Africans to possess both confidence and maturity.”

The Homecoming Revolution is a non-profit organisation aimed at reversing the South African skills shortage. “Partnering with a recruitment specialist provides an extension of what we ourselves can provide,” says Martine Schaffer.

Landelahni is the country’s first black-owned and women-owned executive search company, established in 1997. Today, the Landelahni Recruitment Group consists of a number of companies offering recruitment and coaching services across all levels of employment in both the public and private sectors.