



FRAG/ PROFILE MIDDLE EAST

Sophisticated recruiting for demanding clients

An Italian agency at home in the Middle East has built a successful global network.

THE RECRUITMENT business meets the challenges of a rapidly changing labour market with the agility of a racing yacht, negotiating the peaks and troughs, stormy weather and still waters, without ever going under. Led by Franco Gardoni, Frag is a Milanese firm that has built a successful track record in the Italian job service market and a flourishing commercial partnership with Profile Middle East LLC, based in Abu Dhabi in the United Arab Emirates. “We share our network and



methodology, transferring to the Middle East a proven approach to manpower services”, explains Gardoni.

Why recruitment in the Emirates? We asked Profile Middle East’s Managing Director Matteo Colombo, an Italian specialist who has learned to appreciate the professional climate and opportunities in the region. Colombo is eager to clarify the company’s role. “Recruitment is only one part of what we do. We specialize in providing services to companies and professionals to ensure a perfect matching between the client’s organizational and operational



needs and the skills on offer. That includes recruiting, of course, but it’s not simply a matter of browsing through a database of qualified people. Where necessary we will launch a genuine manhunt, exploiting the full potential of our global network to pinpoint the ideal person for the job”.

The headhunting process involves Profile Middle East consultants and their contacts, previous beneficiaries of the agency’s services, people in key positions who are well placed to sniff out potential candidates or new openings. The network not only specializes in a range of skills, but also specific industries. Colombo continues -“our clients operate oil and gas platforms, onshore and marine, large-scale construction sites, petrochemical plants, power stations and desalination plants. Our areas of specialization include design and engineering, procurement, installation and construction, operation and maintenance.

Companies come to us to find engineers, specialist technicians, project managers. Highly skilled people who are able to design and build complex, expensive facilities that have to operate in the most extreme climates and environmental conditions. These clients can’t afford the luxury of a time consuming and exhaustive manhunt. They need a solution quickly, so they turn to agencies like Profile Middle East and its ready network”.

The first step is to make contact by publishing the profile on www.intermateprofile.com. Next comes an initial screening phase and careful scrutiny to shortlist the best applicants. Interviews are then conducted to assess past experience, character, communications and relational skills and finally the selected candidate is proposed to the client. Once they are employed, the agency continues to monitor their career, both as a responsibility towards the client company and to maintain contact with key resources.

“Phone calls are just a small part of



the process”, insists Colombo. “Our methodology involves a lengthy process of analysis and identification using a highly targeted database to lead us progressively to our goal - mutual, long term satisfaction. For the client company as also the candidate”.

The engineers, technicians and managers who work on construction sites, power stations or oil wells do a tough job. But it is also well paid work and highly sought after by a community of professionals who specialize in working overseas.



“Now you can see why we work in Abu Dhabi”, concludes Colombo. “Here in the Emirates we are ideally placed to be close to our customers in the Middle East or Central Asia. This is a country literally under construction, an emerging economy which still has plenty of room to grow, and we hope to make our small contribution”.

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