

- ▶ According to Swedish IT & Telecom Industries, the majority of the professionals moving abroad are doing it because of tech related opportunities.
- ▶ Women in tech is still very underrepresented (26%), according to Reboot Representation.
- ▶ That means most of the professionals moving are men and a majority have partners that are women that follow.
- ▶ And I have met a lot of these women that are longing and looking for an opportunity.

THE TARGET AUDIENCE

► Most time, they need to learn a new language or two (English & Swedish).

► Also, they need to start a new career because it might take them more time to practice and adapt their current profession in the country that they have moved to.

