

# Recruiters to aggressively source Emirati talent at fair

The Tawdheef Recruitment takes a unique approach this year with more than 600 jobs available to jobseekers

- By Amelia Naidoo, Campus Notes Editor
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Recruitment fairs can be daunting, haphazard affairs with jobseekers having to navigate massive auditoriums with little guidance on which recruiters to approach.

With the fifth Tawdheef Recruitment Show, one of the largest job fairs aimed mainly at Emiratis, organisers have taken a more focused approach in helping jobseekers find positions. More than 600 jobs are available, about 100 exhibiting organisations will be present and over 20,000 people are expected to attend.

## Tailored approach

This year the organisers — Abu Dhabi Tawteen Council and Turret Media — have matched registered attendees with specific employers and roles ahead of the event so that precious time is saved and maximum benefit is gained on both sides.

"Our team is working with the employers to collate data on the roles available and recommend candidates according to the skills and qualifications. Weekly newsletters listing the vacancies are sent to a database of pre-registered visitors and jobseekers," said Chris Fountain, director of Tawdheef and managing director of Turret Media.

"Emirati jobseekers will now have an unparalleled opportunity to meet leading employers as, for the first time, the show has dedicated its first two days exclusively to the UAE nationals." Expatriates have the opportunity to attend on the third day.

Fountain said in previous years the process was speculative where jobseekers walked around and saw what was available — the organisers are more proactive in identifying jobs for individuals according to their skills and ambitions.

Even those who are not registered will still get a tailored experience at the show as they will be directed to information desks where personnel will suggest who they could approach for jobs.

When jobseekers register on the Tawdheef website they have the option to upload their CVs so it is advantageous to register in advance to be prematched.

"The Tawteen Council is very determined that Emiratis who attend are given the opportunity to be appraised. Their role is placing Emiratis in jobs... that would be the measurement of our success [at the recruitment fair]," said Fountain.

## **Employers**

He added that the fair was aimed at jobseekers across the board, not just those fresh out of university. "It's also for those looking for a career change and wherever you may be in the cycle of your career."

"The thing is that the event has grown in three years with participating organisations and attendees. If you are actively considering looking at your current or future role, there's no better way to find out what opportunities are available than to attend the event. It's the who's who of major Abu Dhabi bodies."

Among the major employers are Abu Dhabi Educational Council, Abu Dhabi Health Services Company, Abu Dhabi Ports Company, Abu Dhabi Tourism Authority, UAE Navy, Emirates Nuclear Energy Corporation, Department of Municipal Affairs, Abu Dhabi Police, Etihad Airways, du, etisalat, Agthia, Mubadala and Dolphin Energy.

Michael Newnham, Group Director of Human Resources with Abu Dhabi National Hotels, which is on a major recruitment drive, said tourism is a fast growing industry in Abu Dhabi and features strongly in the government's economic diversification strategies. "ADNH will be at the forefront of these developments, dispelling many of the taboos associated with employment in hospitality."

## **Attend the recruitment fair**

- Where: Abu Dhabi National Exhibitions Company (Adnec), Hall 3-6
- When: January 25-27
- For more information: Visit [www.tawdheef.ae](http://www.tawdheef.ae)