“EXPATRIATES” AT P&G

Marc Forgas, Human Resources Director

OIM – March 2010
WHO WE ARE
...172 years making everyday life a little better!

From 1837... until today... we have BUILT FROM WITHIN
P&G at a Glance

Number of Brands: 300
Countries of Operations: 80
Number of Employees: 138,000
2009 Financial Highlights

2009 NET SALES  US$ 79 billions
(% of total business segments)

- Beauty: 46%
- Health and Well-Being: 33%
- Household Care: 21%
24 Billion-dollar brands

Global Beauty & Grooming

Global Household Care

Global Health & Well-Being
P&G in Switzerland

Construction phase: 1999 – 2000
• Creation of EMEA HQ
• Employees transferred as expats

• “Localization” of expatriates

• Integration of Wella & Gillette

Second expansion phase: 2009-2010
• Transfer of CEEMEA employees to Geneva
**EVOLUTION OF EMPLOYMENT**

January 2010:
- 2800 employees in Geneva, 200+ in Zurich/Basel
- 70 nationalities:
  - 20% Swiss, 16% French, 13% German, 10% British, 7% Italian, 3% Spanish
- 598 expats / 900 localized
AREAS COVERED OUT OF GENEVA

- North America
- Latin America
- Western Europe
- Central & Eastern Europe, Middle East and Africa
- Asia
The importance of Geneva HQ

• Strategic HQ for WE, CEEMEA
• Development opportunities for middle and upper management
• A training center for EU new hires
• A sustainable organization
WHY “EXPATRIATES”? 

- Global company
- Promotion from within
- “The consumer is the Boss”
- Local organizations led by local talents
MANAGING “EXPATRIATES”
CONVINCE

out

CONTACT
back

CONNECT
in
CONVINCE out

Accept/ refuse: a personal decision

- Time to mature
- Generally limited in time (3 to 5yrs)

Look & see

A career accelerator, in most cases

Support

- House hunting
- Housing allowance
- Schooling
- Medical
- Career consulting for spouse – when required
CONNECT in

“Make it easy”

- Relocation Agency
- Orientation
- Language lessons
- Schooling

Internal/External networks

- P&G GenevaNet - Mr Clickit newsletter
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Internal/External networks
• P&G GenevaNet - Mr Clickit newsletter
• New Here, Parents @ work, Women Network, P&G Sports teams….
Parents’ Network

Raising Multilingual Children!
Are you equipped?

Join Experienced Psychotherapist
Dr. Elisabeth Kock

and discover how to best raise multilingual children

When? March 10th
What time? 12 to 1:30 p.m. Lunch provided.
Where? GBC – 22 Discipline Street (-1)
What’s next? 1:1 sessions on-site during Spring

Questions? Beatrice Raemy, Kath Newby Grant, Jeannette Potts (GBC) & Anne Bujard (IUC)

Sponsored by Shepell-fgi and Gabi Schupp, GM Global Wella Professional Franchise
and Geneva Women’s Network sponsor
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  • GWIT, AIWC, Geneve Accueil

We encourage/develop integration
• No “P&G town”
• Organize community events
Community Events
CONNECT in

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• Organize community events
• Competencies sponsorship
• Individual initiatives (eg, Cindy’s…)

Others
• Diversity training offers
• Career counseling for partner
CONTACT back

KEEP IN TOUCH WITH OWN CULTURE

• “Yearly back home trip” fund
• Schooling in home language/curriculum
• Home country retirement scheme
• Home country sponsorship

P&G
WHAT DOES IT TAKE TO MAKE IT WORK?

• Appropriate infrastructure: housing, schooling, kindergarten, medical, security…

• Strong support from Authorities: work permits, personal taxation, …. 

• Open job market (spouse)
THE CHALLENGES AHEAD

We will continue to need mobility:

• infrastructures need to continue adapting

We need agility:

• Universities student exchange program help
• English language mastery: schools must reinforce

Increasing % of dual career couples:

• Location free jobs ↔️ Taxation issues
Expatriate Compensation & Policy
Key Principles

Provide Home Country Based Package

- Minimizes windfalls/shortfalls
- Eases transition back to home country
- Uninterrupted long term benefit plans
- Keeps decisions based career development vs. financial attractiveness
Expatriate Compensation & Policy
Key Principles

Expatriates:
- Receive home country salary & long term benefits (e.g., retirement plans)
- Contribute to tax, goods & services, housing and utilities at same levels as home country peers
- Receive incremental allowances to:
  - Maintain home country goods & services purchasing power
  - Live in appropriate housing at host location
THANK YOU