



tesnas
reinvent & go global



INFOGRAPHIC WHITEPAPER

January 2023

Background



The province of **Alberta**, Canada is facing a skilled technology workers shortage, particularly in the fast-growing fintech, healthtech, agritech and clean technology & innovation ecosystem. A 2022 report by the Information & Communications Technology Council of Canada (ITCT) cautions that employment and economic growth could be hampered by a shortage of skilled workers.



Nigeria is facing an overpopulation crisis. With 6th highest global population growing at 2.5% annually resulting in high number of graduates and skilled worker unemployment. The commercial capital of Nigeria, **Lagos** is bearing a disproportionate burden of this critical challenge.



TESNAS' remote placement programs offer a cost-effective solution to convert socioeconomic threats to opportunities for both Canada and Nigeria.



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Who we are

A Canadian organization established to facilitate competitive technology skills placements from global locations to Canada.

What we do

In collaboration with **ReTrain Canada** and **Retrain Nigeria**, we identify high-performing associates with in-demand skills required for local Canadian opportunities.

How we do it

We match and place qualified professionals with remote work in Canada, delivering a cost-effective recruitment solution for companies to acquire and retain *top-class* technology skills.

Key Partners



ReTrain Canada is dedicated to reskilling and upskilling Canada's workforce, creating a solid foundation for current and future success.

Courses provide career options that local technology employers are hiring for.

Courses are virtually delivered from Canada. Unlike most virtual learning platforms, ReTrain specializes in mentor-led, interactive classroom training ensuring communication between associates and instructors.



ReTrain Nigeria facilitates in-demand technology skills training for Africa.

In collaboration with our key partner (ReTrain Canada), we offer digital courses and programs that upskill and equip our associates for better global performance;

We promote remote work whilst delivering digital skills to a rapidly changing world - engaging organisations wishing to recruit and retain highly-skilled technology workforces at affordable and competitive rates.

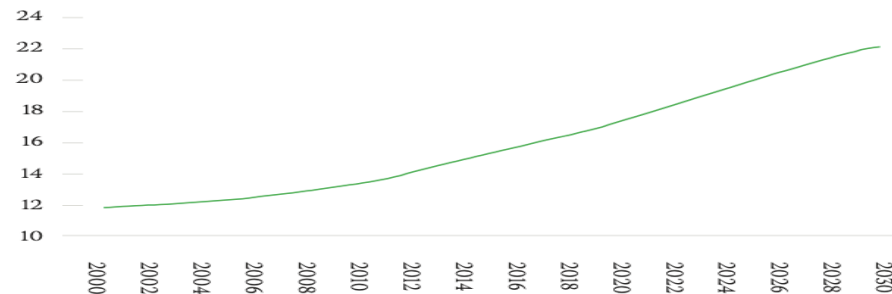
CANADA – Relevant Facts & Figures



Working Population

- Canada is experiencing a challenge with declining number of skilled workers
- Efforts to address this challenge with skilled immigrant workers

Canadian population aged over 65
Share of the population, percent



Skills Shortage

- High labour shortages across several sectors with nearly one million vacancies across all sectors. (Statistics Canada)
- 200,000+ people left workforce from March to October 2022 causing drop in labour force participation rate. (Canadian HrReporter)
- Major obstacle for businesses slowing micro and macro economic growth



Global Benchmarking

- Canada is lagging behind the US, UK, Netherlands, Singapore (and other developed markets) benefiting from cost savings of hiring remote overseas workers



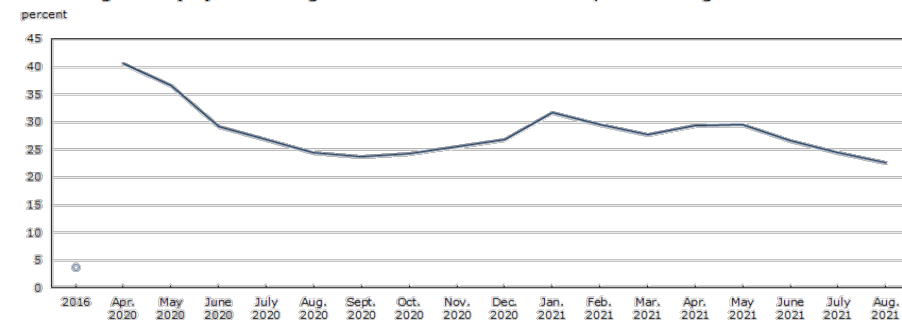
COVID-19

- Effects of Covid have simultaneously accelerated Canada's digital transformation and put up a barrier to skills supply from abroad.
- Shortage has operational implications affecting hiring budgets and timelines.



Remote Work

Percentage of employees working most of their hours from home, 2016 to August 2021



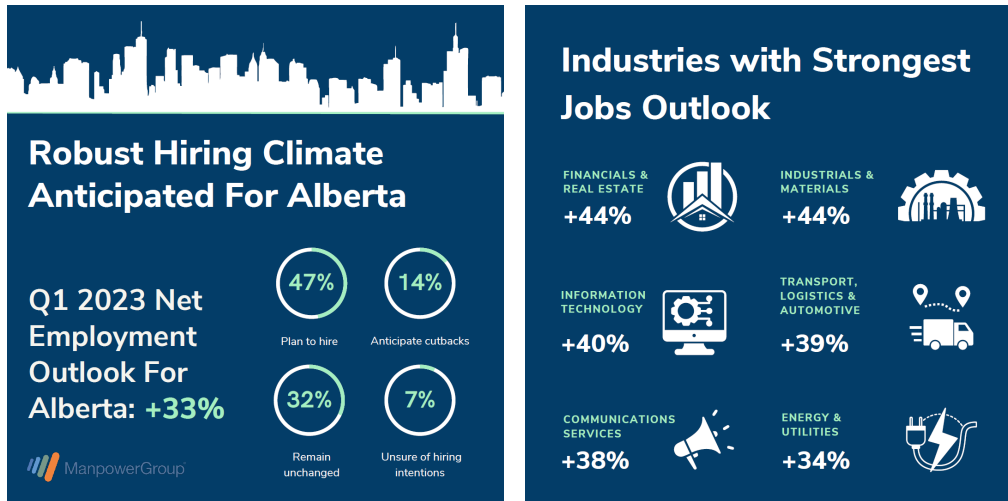
Notes: For 2016, the sample consists of employees aged 15 to 69 living in the 10 provinces. From April 2020 onwards, the condition that employees are not absent during the Labour Force Survey reference week is added to these criteria.
Sources: Statistics Canada, General Social Survey, 2016; and Labour Force Survey, April 2020 to August 2021.



ALBERTA – Relevant Facts & Figures

Employment

- Many sectors experiencing labour shortages
- Increase of 9,000+ available jobs (2021 – 2022)



Technology

- Company growth rates higher than hiring rates
 - 233% increase in tech companies since 2012 (Alberta Enterprise Corp.)
 - Growth from 1,200 to 3,000+ in past 3 years

In-demand tech occupations (alis)

- **High Demand:**
 - Computer Engineers
 - Web Designers & Developers
 - Software Engineers & Designers
 - Health Information Management Occupations
- **Medium Demand:**
 - Data Entry Clerks
 - Computer Network Technicians
 - Records Management Technicians
 - Information System Testing Technicians
 - Database Analysts & Data Administrators
 - Computer & Information Systems Manager
 - Information Systems Analysts & Consultants

All can be performed remotely

Filling the labour deficit

- Federal Provincial Nominee Program - Alberta to nominate 6,250 people for local permanent residence
- Accelerated Tech Pathway targeting sector-specific skill sets through Alberta Immigrant Nominee Program to help staff rapidly expanding industries

NIGERIA – Relevant Facts & Figures

- Commercial hub and gateway to Africa
- English is official language
 - Over 250 indigenous local languages spoken
 - Bordered by 4 Francophone nations
- Africa's largest economy (GDP ≈ U\$D480bn)
 - Egypt (2nd) GDP ≈ U\$D396bn
 - South Africa (3rd) GDP ≈ U\$D329bn
 - GDP per capita ≈ U\$D2,085
- Crude oil is major natural resource and export
 - Largest oil producer and exporter in Africa
- Official (administrative) capital is Abuja
 - Commercial capital is Lagos
- Education
 - Adult literacy @ 77.62%

Migration

- 400,000+ emigrants in 2022. Top 5 destinations – United States of America, United Kingdom, **Canada**, United Arab Emirates, South Africa (Nigerian Immigration Service)
- IRCC data indicates 22, 085 Nigerians emigrated to Canada in 2022 ranking 4th position behind India (118, 095), China (31,815) and Afghanistan (23,735)

Employment

- Over 2,900,000 graduates and post graduates are out of work
- 75% (formal) unemployment among national population
- 33% unemployment among employable population



NIGERIA – Relevant Facts & Figures



Population @ 218 million

- Median age @ 18 years
- 52% of population is urban
- Africa's most populous nation
- Population density @ 226/km²
- World's 6th most populous nation
- Over 50% population below 17 years
- World's 3rd most populous nation (400m) by 2050
- Population equivalent to 2.64% of global population
- Only 2.7% of the Nigerian population is above 65 years



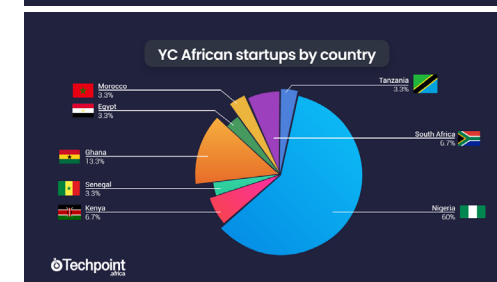
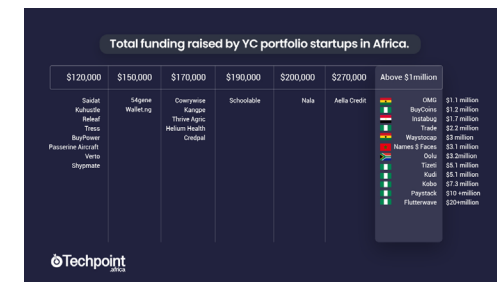
Technology

- Fastest growing sector in Nigeria
- 15% contribution to GDP (2020)
- Largest technology market in Africa
- IFC estimates professional developers across Africa @ 700,000; of which over 50% are located in 5 (Egypt, Kenya, Morocco, Nigeria, South Africa) of the 52 African countries.
- Nigeria is home to the second-best Ruby developers in the world and has become Africa's biggest destination of VC investment for tech start-ups.



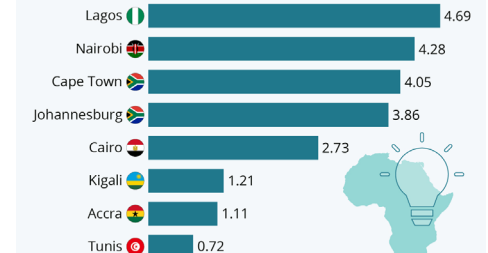
Tech Startups

- Nigeria is most popular investment destination in Africa
- From 2015 to 2022, 383 tech startups raised combined USD2,068,709,445 – highest total in Africa
- Rapid growth
 - US\$49,404,000 in 2015
 - US\$793,790,000 in 2021
 - US\$747,908,000 by August 2022



Lagos Is Africa's Startup Capital

Leading cities for startups in Africa in 2021 (by total score)*




* Based on quantity (e.g. number of startups/accelerators), quality (e.g. number of unicorns, exits, pantheons) and business (national economic indicators) scores
Source: StartupBlink




LAGOS – Relevant Facts & Figures

 “Africa’s Silicone Valley”


 “Everything happens in Lagos”

 “If you can survive in Lagos, you can survive anywhere”

 Location of subsidiary (Tesnas Nigeria)

 Every hour, over 100 people relocate from other parts of Nigeria to Lagos

 Lagos is home to Jumia (Africa’s largest e-commerce company)

 Lagos is home to Paystack and Flutterwave (2 well-known unicorns and Africa’s largest payment processors)

 Smallest state in Nigeria

- A city state (1,171 km²)
- Largest city in Nigeria
- ‘Lagos Mainland’ + ‘Lagos Island’
- Daily commercial transit @ 5 million from Lagos Mainland to Lagos Island

 Population @ 15 million

- Africa’s most populous city
- Annual migration ≈ 750K

 Commercial capital of Nigeria

- Abuja is official (administrative) capital
- Situated by the Gulf of Guinea
- Port City (Atlantic Ocean)
- Handles over 80% of Nigeria’s imports
- Regional trade hub / gateway to Nigeria and West Africa

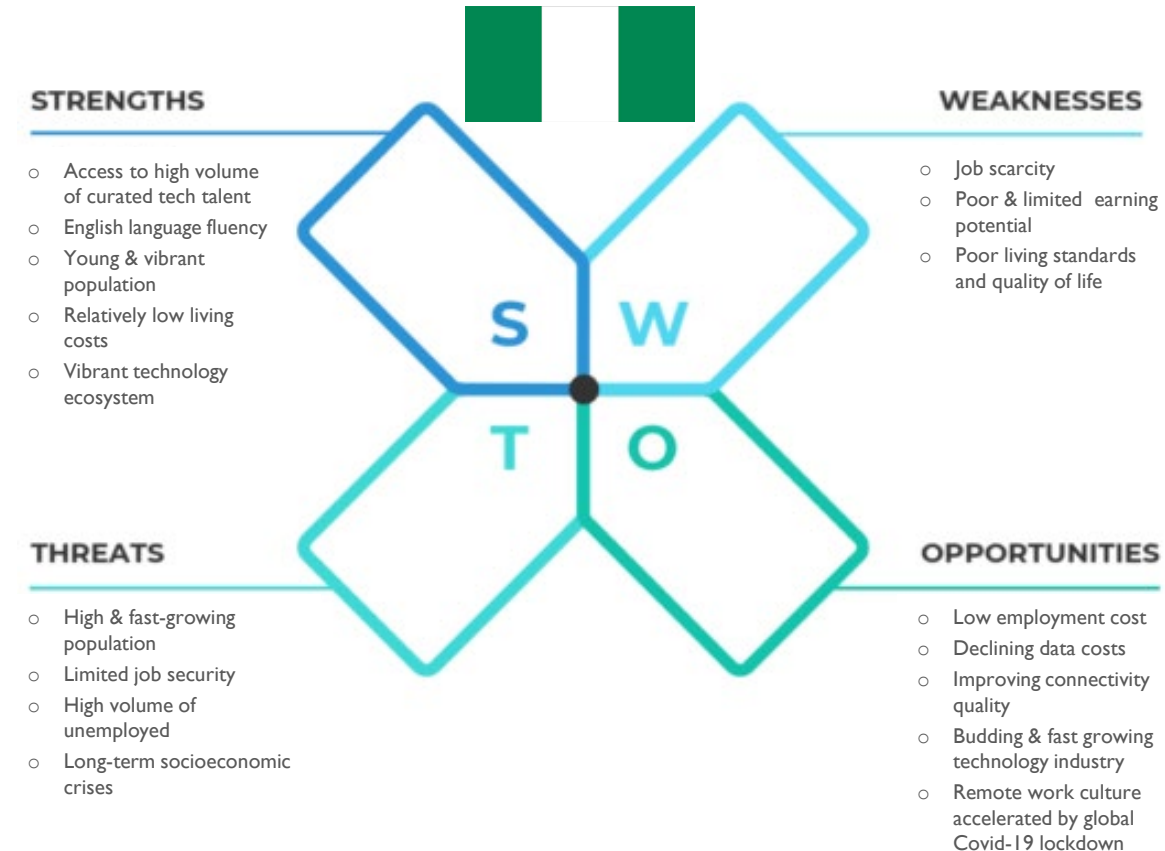
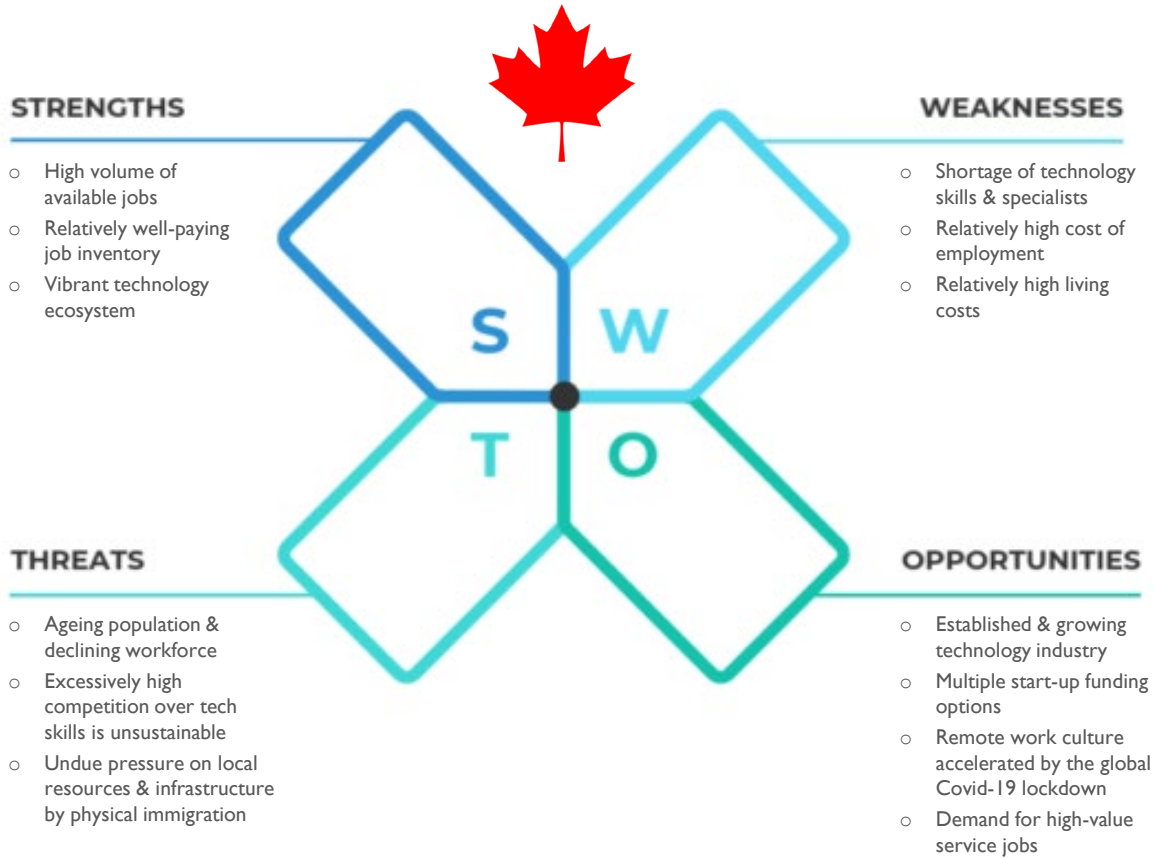
 Africa’s 5th largest economy

- Responsible for over 10% of Nigeria’s GDP ≈ U\$D50bn+

LAGOS

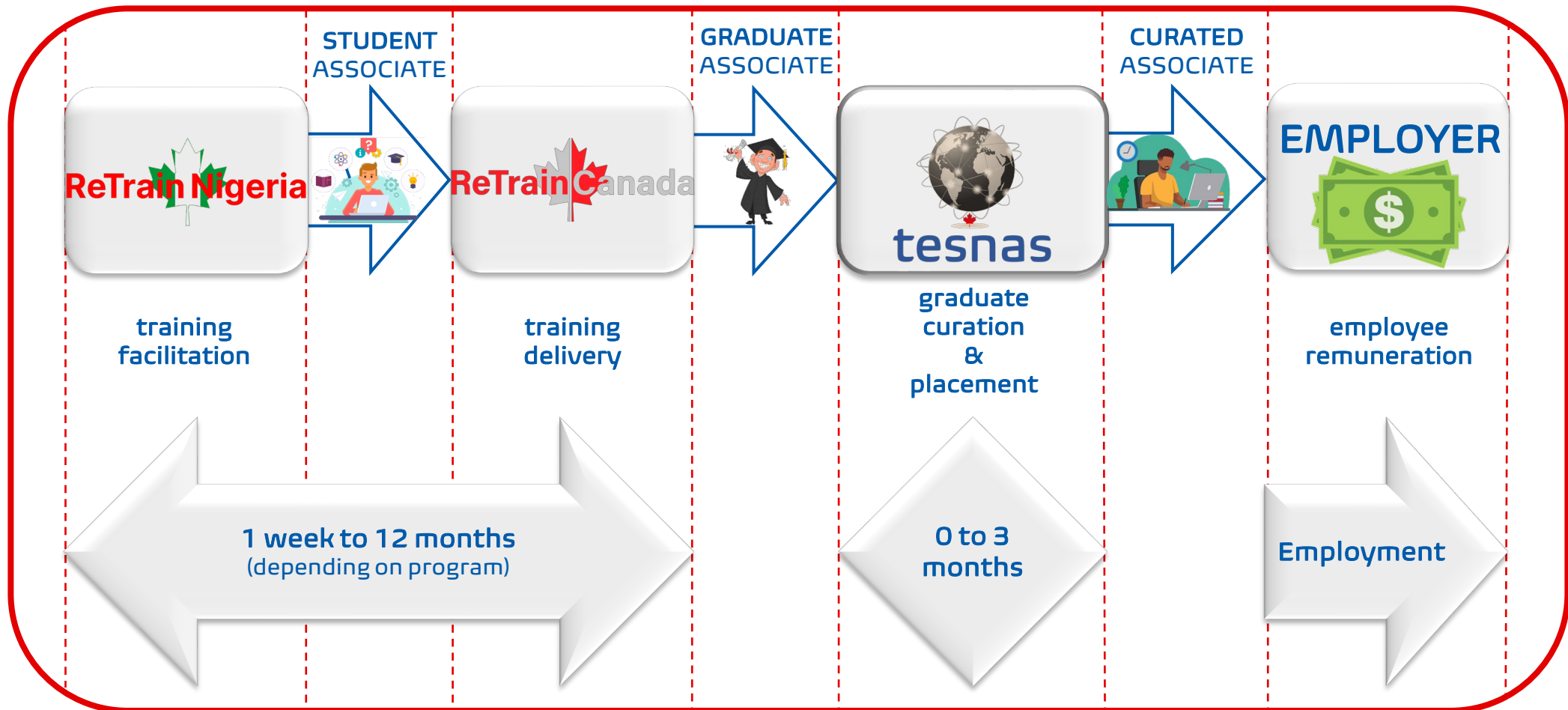


MARKET SWOT ANALYSES



swot snapshot indicates each market complementing the other for mutual gain

Candidate Journey



Program Benefits



ECONOMY

- Significant first-mover-advantage for economies that strategically tie into Nigeria's tech talent ecosystem
- With the right partner focussing on remote recruitment, businesses maintain focus on driving change and developing new products + services for customers to boost local economy
- Contribute to solving broader economic challenges of the Canadian labour market & economy



- Provide Canadian tech industry with cheaper hiring options
- Infrastructure and equipment cost savings (from traditional office, rent, utilities, office supplies, etc.)



PRODUCTIVITY

- Access to a wider talent pool
- Rapidly plug skills gaps with highly-talented remote workers
- Access to round-the-clock (24-hour) work teams
- Rapid personnel scaling in line with demands and strategic objectives
- Canadian training + Canadian work experience pathway for future immigrants



SOCIAL

- Immediate value-add to skills shortage without complexities (cost, time, paperwork, immigration, logistics, etc.) of physical migration
- Imminent cultural diversities, backgrounds, skill sets and perspectives to help Canadian companies stay competitive in a global market
- Poverty alleviation contribution to skills source market



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