

The Most Attractive Employers of 2015

October 24, 2015

During the past week, LinkedIn made a series of announcements related to the current state of recruitment in 2015 and which employers are leading the way in terms of talent attraction and employer branding.

One of the most notable revelations was this year's ranking of the most in demand employers in Europe, the Middle East & Africa. The findings were calculated based on an analysis of the interactions between professionals and companies on LinkedIn.

Among the top employers across EMEA, one thing they all have in common is a powerful employer brand and international recognition. When a candidate applies for a job, they don't just want to know about the details of the role, they want to know about the company culture and what it is like to work for the organisation. The companies who invest in and prioritise creating a strong and respectable employer brand will in turn attract the most talent, giving them the capacity to employ the best people available.

In the top 10 employers are Apple and Google, two of the most recognisable brands in the world and companies that have been widely discussed in terms of their culture and work environment they provide their staff. It wasn't just the tech giants that made their way into the rankings however, as a few smaller companies also crept their way into the top 100, including the Dubai-based retail experts Chalhoub Group.

The 10 Most in Demand Employers:

- Apple
- Google
- Procter & Gamble
- Facebook
- Unilever
- Emirates
- The Coca Cola Company
- Nestle
- General Electric
- Shell

Most Represented Industries

- Retail & Consumer Products
- Oil & Energy
- Technology



The **Most** InDemand Employers in Europe, the Middle East, & Africa for 2015

These rankings show the most sought-after companies in EMEA and were created by analyzing billions of interactions between professionals and companies on LinkedIn. See the full list of top 100 companies:

<http://lnkd.in/indemand-emea>

The top 10 employers

- 1 **Apple**
- 2 **Google**
- 3 *Procter&Gamble*

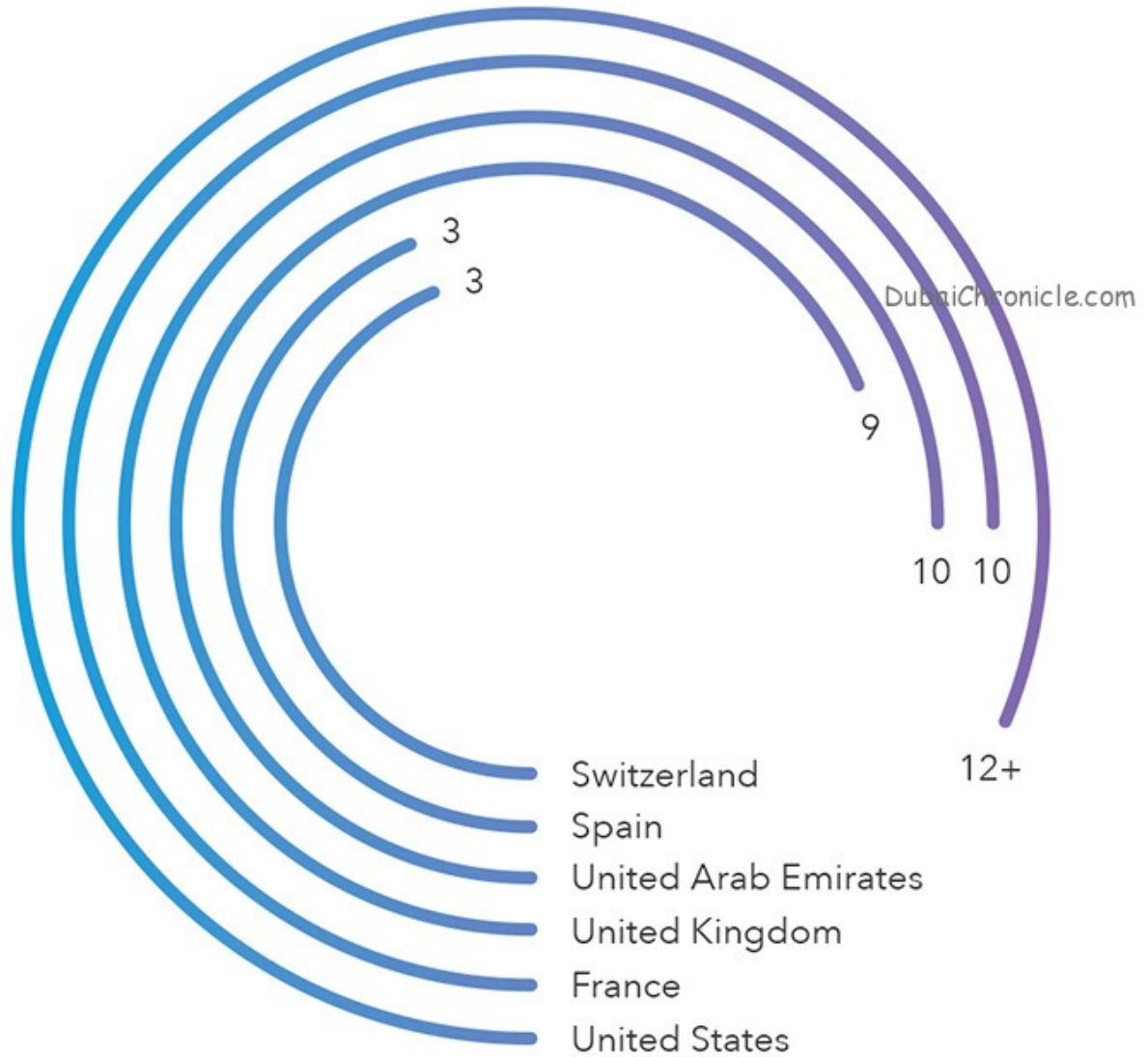




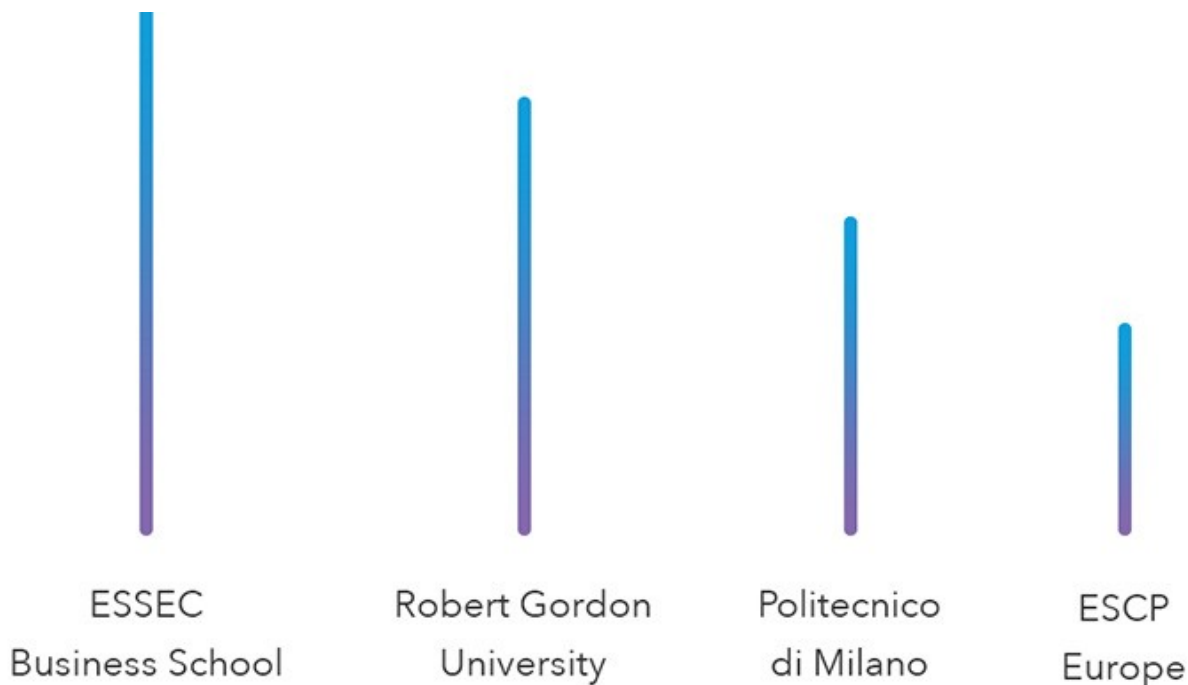
The largest and smallest companies in the Top 100



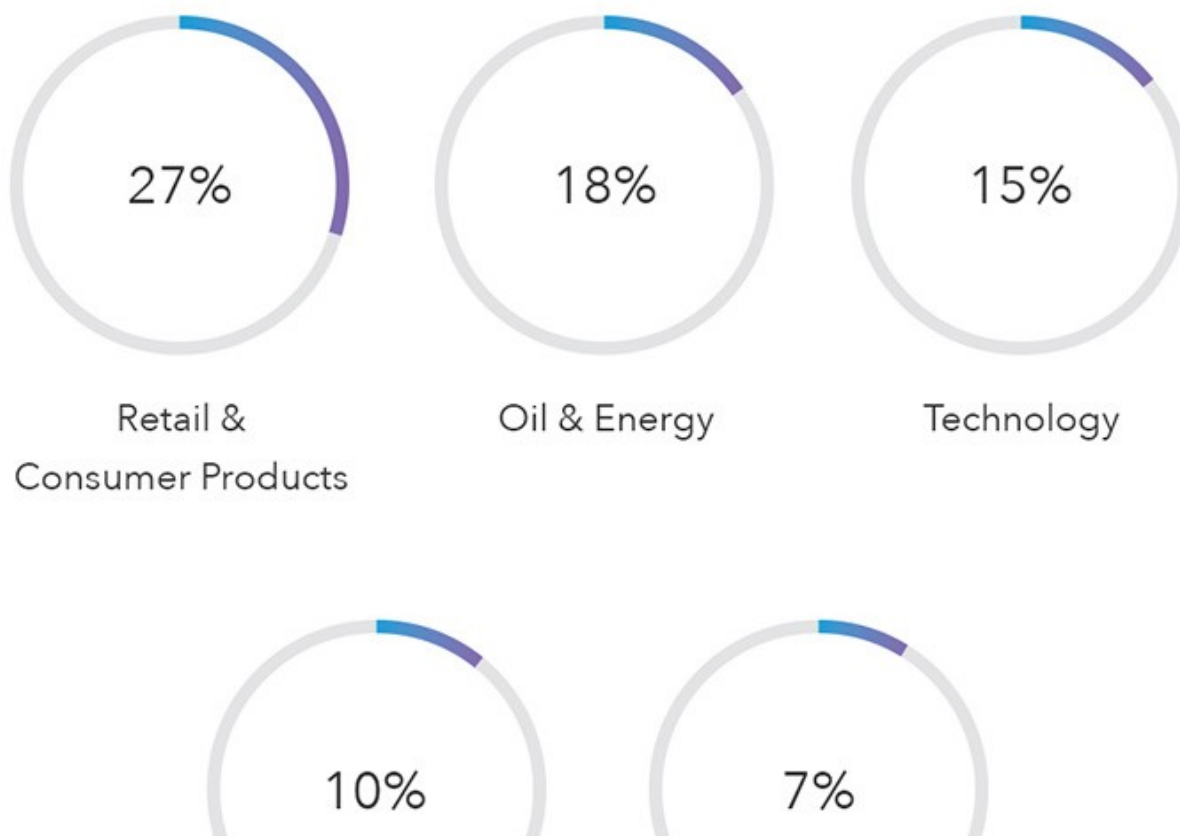
Where these companies are most frequently headquartered



Local schools they hire from the most



Most represented industries





Healthcare &
Pharmaceutical

Professional
Services

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Methodology: We analyzed billions of data points between members and companies. Our analysis weighed member actions like viewing employee profiles, visiting Company Pages, following companies, and applying for jobs. LinkedIn was not included in the rankings for the sake of objectivity and only companies that have more than 500 employees on LinkedIn were ranked.