

# Leiden International Centre

Supporting international newcomers and their employers in the Leiden region



## 2024 year review

This year, a significant national trend was the decline in Highly Skilled Migrants relocating to the Netherlands. It has become even more crucial for us to retain talent by reaching internationals at every stage of their journey - whether they've been here for days, months, or years.

The good news is we are on track to achieve this. Despite fewer arrivals, in 2024 we had the highest number of interactions ever at our helpdesk, a huge increase in website traffic and record-breaking attendance at our events.



Helpdesk



Community  
&  
Integration



Support for  
Employers



Regional  
Knowledge  
Centre

In the Leiden Region reside a total of **21.670** internationals. **6.375** are knowledge workers, **5.230** labour migrants, **2.320** students, **1.215** are income-dependent partners and **4.800** are children.

*Decisio Report Leiden, April 2024  
based on CBS data from 2022*

1.820

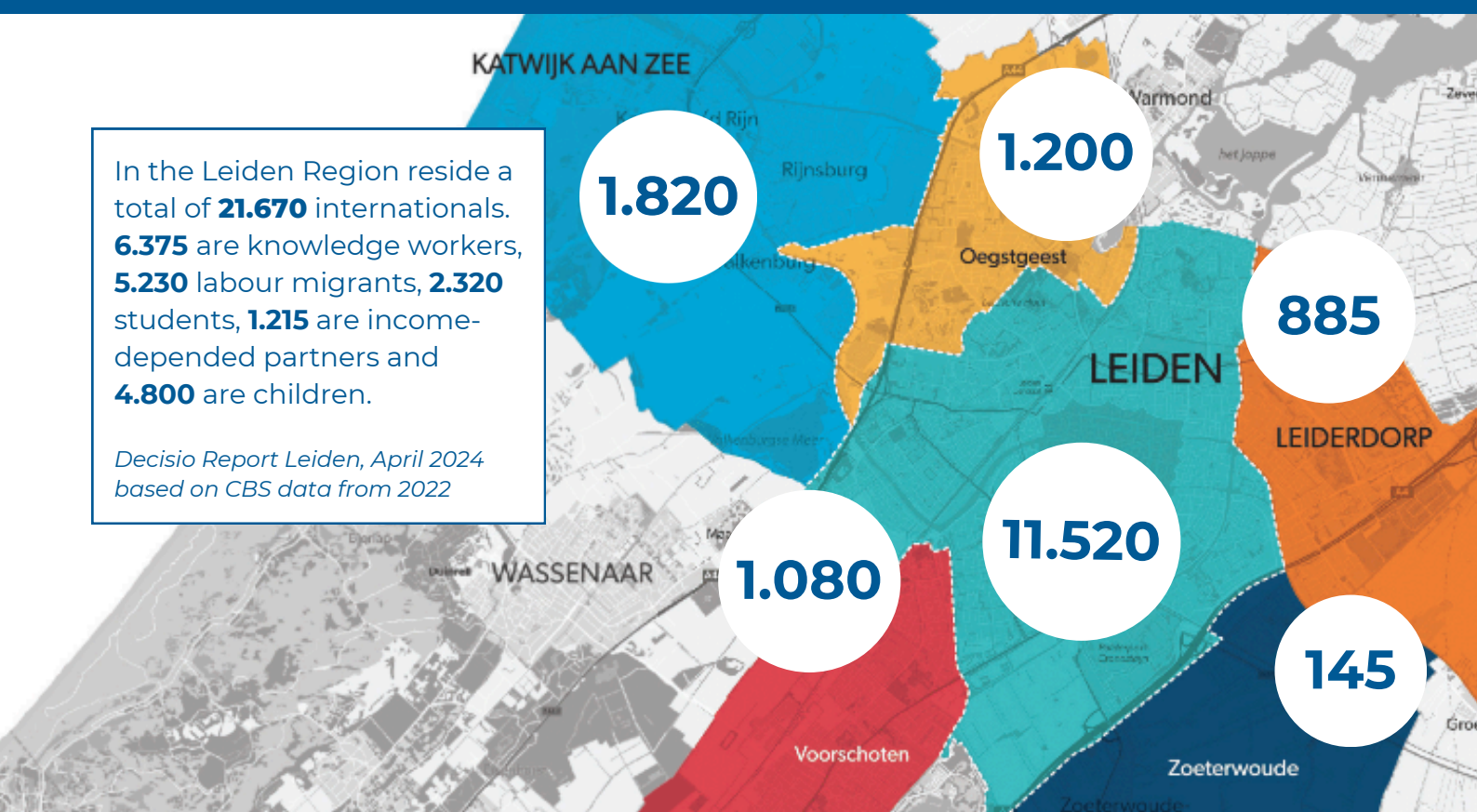
1.200

885

1.080

11.520

145





# Helpdesk for Internationals

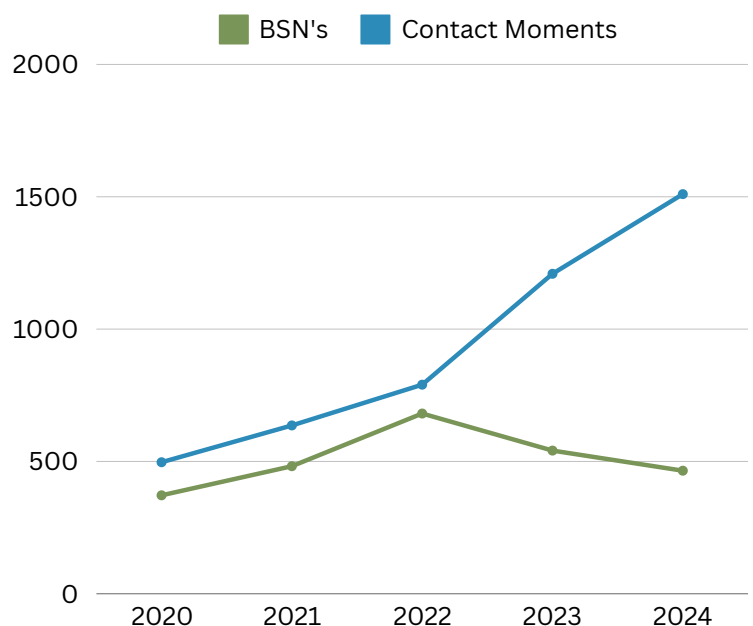


**1.510** contact moments  
**465** BSN registrations

Internationals can reach our helpdesk via email, video call and as walk-ins. Despite fewer BSN registration appointments, we are in contact with more internationals than ever before. The drop in new arrivals is a nationwide trend, with other international centres reporting up to 40% fewer BSN registrations.

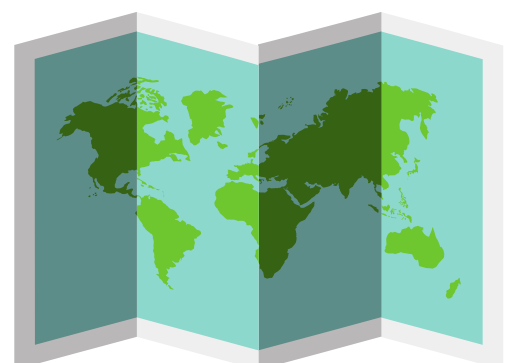
## F.A.Q

1	Healthcare
2	Utilities
3	Moving administration
4	Taxes and Finance
5	BSN Registration



## Top 10 countries of origin at our BSN appointments

- |          |               |               |
|----------|---------------|---------------|
| 1. China | 4. India      | 8. Turkey/USA |
| 2. Spain | 5. US         | 10. France    |
| 3. Italy | 6. Germany/UK |               |



# Community & Integration



## MEET&MINGLE

Our monthly **Meet&Mingles** connect the international community to the region. The September edition introduced guests to 3 Oktober traditions, and in November we offered Dutch language activities in collaboration with our partner Taalhuis. In 2024, we had a record number of **649 attendees - 56% more** than in 2023.

## PRAAT NEDERLANDS MET ME

Our [Praat Nederlands campaign](#) encourages Dutch language learning. This is an essential part of the **integration process** and key in retaining international talent. In 2024, we created a dedicated webpage, enhanced our social media presence and distributed 200 pins. Looking ahead to 2025, we will continue to develop the campaign with more events and cooperation with local organisations.



## INTERVIEWS WITH INTERNATIONALS

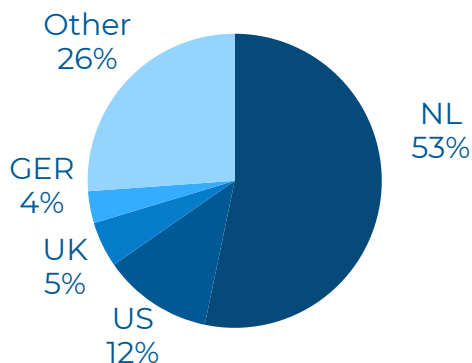
In our [interview series](#), we share the **stories of internationals** living in the region. We ask about their challenges and successes to show the diverse experiences of our target group. For example, Ipek Kotan is a world-renowned ceramic artist whose studio in Leiden welcomes people from around the world. All the interviews can be found on our website.

# Community & Integration

## WEBSITE

On our website we offer useful information about every aspect of living in the region as an international. We also have the region's largest English-language events page. In 2024 we had **138.000** website visits and 108.000 users. That's a **45% increase** compared to 2023.

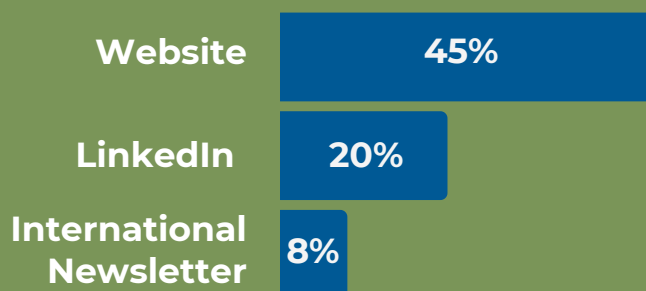
### Location of web visitors



## SOCIAL MEDIA

In September, we launched our **Instagram page** in response to the habits of our target group. It's ideal for sharing events, stories from internationals and inspirational content. We also have a facebook page with **7.500** followers. Our LinkedIn page has now reached **1.200** followers and is targeted towards employers and HR.

### User growth in 2024



## INTERNATIONAL NEWSLETTER

Our newsletter reaches **3.890** internationals each month. We share important updates and useful tips for living here. Our content is enriched by our network of service providers and municipalities who regularly contribute articles.

We also keep internationals updated on the most interesting events in the region, strengthening their connection with the local community.

## CORPORATE NEWSLETTER

With our Corporate Newsletter we reach out to about **500** employers and HR contacts in the Leiden Region. Our newsletter keeps companies informed of the latest developments in legal and administrative matters. We share relevant events to strengthen our network of companies and support them in employing internationals.

# Support for Employers

In 2024 we helped **90 companies** in the Leiden region with hiring and retaining international talent. Our fast-track BSN appointments enabled new employees to quickly get started. A key benefit of these is the ability to use the employer's address for registration, if housing has not yet been found. We also provided one-to-one advice and assistance to HR staff through meetings and email, and updated our website to make it easier for employers to find the information they need. Employers value the practical insights we offer to support them in recruiting and onboarding new employees, such as responding to inquiries about immigration and BSN registration.



Our numerous services for employees are also highly appreciated, as new arrivals are helped to quickly feel at home via our helpdesk and events - vital for retaining talent!

## COMPANY SERVICES

Free consultations

Support for Employers section of our website

LinkedIn

Corporate Newsletter

Referrals to service partners

## EMPLOYEE SERVICES

Newcomer Guide

Fast-track BSN registration

Registration at employer's address

Helpdesk and informational channels

Social & Informative events



# Regional Knowledge Centre

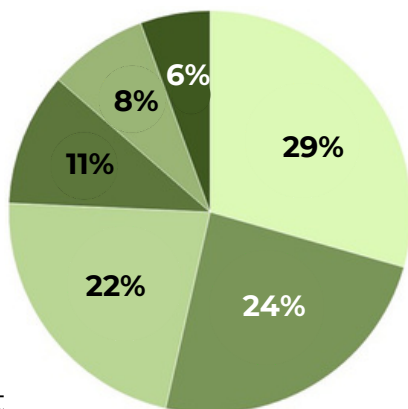
Factsheet Internationals from Decisio Monitor

## DECISIO MONITOR

Since 2017, we have commissioned Decisio to produce the **most extensive report** on internationalisation in the Leiden Region. The report is published every two years and analyses CBS data about internationals living and working here. The latest report was published in April 2024, and shows trends between 2010 and 2022. The report is made available to our network and can be found [here](#).

# 21.670

internationals live in the Leiden region. Knowledge workers **29%**, labour migrants **24%**, children **22%**, followed by students **11%**, status holders **8%**, and income- dependent partners **6%**



> 5 years

32%

1-5 years

51%

< 1 year

17%

**83%** of the knowledge workers living in the Leiden region stay for longer than 1 year

## HUMAN CAPITAL

The **Zuid Holland Human Capital Deelakkord**, a partnership among all three international centres, the province, and several municipalities, was finalised at the end of 2024. Through this collaboration we will work on several projects and initiatives to promote Zuid Holland as a desirable destination for international talent.

## SERVICE PROVIDERS

This year we expanded our partner network to include almost 50 specialised **service providers** who are experts in taxes, housing, healthcare and more. We prioritise working with businesses based in the region where possible. In 2024 our centre referred internationals to our partners for expert support more than **1.600** times.



# Looking ahead to 2025



In the new year, we are excited to roll out several new initiatives that reflect our commitment to innovation and collaboration:

- **Corporate Programme** for employers, offering tailored services designed to meet the needs of companies of all sizes.
- **Dual Career Programme** to support spouses in finding employment, which will be facilitated by the Zuid Holland Human Capital Deelakkoord.
- **Region-wide webinars** on topics such as taxes and healthcare. For the first time, these will be organised together with other international centres.
- **"Praat Nederlands Met Me" campaign** will be expanded to encourage even more people to learn and practice Dutch.
- A redesigned **Newcomer Guide** for a more user-friendly experience.
- A cutting-edge **AI tool** on our website will offer 24/7 multilingual support.



## Let's keep in touch!

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