

[ CEO Jan van den Nieuwenhuijzen from SD Worx ]

## 'Antwerp is a city with 1001 possibilities'

'People join companies and leave managers.' There's a saying that should get entrepreneurs thinking. SD Worx is specialised in human resources management. CEO Jan van den Nieuwenhuijzen sees two major challenges for the future in the drive towards internationalisation and the war for talent.

SD Worx is a European HR service provider with headquarters in Belgium. The company takes care of payroll and personnel administration and provides HR and legal advice for a wide range of clients. 'Salary calculations are our core business,' says CEO Jan van den Nieuwenhuijzen. SD Worx is the market leader in Belgium but its ambitions go well beyond those borders. 'We now have offices in the Netherlands, France, Germany and Luxembourg. We also forge alliances with strategic partners all over Europe as well as realise a number of strategic acquisitions.'

Outsourcing has taken an increasingly prominent place in the HR sector in recent years. 'Around 80% of all Belgian organisations outsource their HR tasks and processes,' says CEO Jan van den Nieuwenhuijzen. 'As a provider, SD Worx endeavours to create added value by ensuring maximum knowledge transfer and the integration of HR solutions with a sustainable character. Providing support at the strategic level is also an important part of our business.'

'A good management ensures that all employees can develop themselves.'

### Outsourcing in Antwerp

Another challenge is the war for talent: 'If you want to retain or attract employees then a good and well differentiated remunerations package is a basic requirement. Organisations can only benefit from developing their salary policy to meet the requirements of both the law and the market.'

'It is very important that people receive good training. They need the opportunity to grow and develop,' says Jan van den Nieuwenhuijzen. 'A good management ensures that all employees can develop themselves in their job. For example: if you want to keep an IT-er on board, then your company also has to invest in contemporary technologies. You can't afford to lag behind. There have to be enough challenges.'

### A rich Antwerp cocktail

'Economically speaking, Antwerp is very multifaceted: there is the port with its industrial activities, there are banks and



insurance companies, creative industries like fashion and diamonds... And let's not forget that Antwerp has more than 30,000 university and college students. There is also a rich cultural scene with dozens of museums and theatres; a cocktail which makes for an incredibly lively city.'

'Foreigners say that Antwerp is a city with 1001 possibilities. Everything you can do in Paris and London you can do here, too, just on a smaller scale. Antwerp is so multifaceted that I can ask each and every one of our guests what they're interested in and I will always find something for them.'

'The Antwerp city administration is very accessible. If you communicate openly as a company, the City is quick to provide excellent service. The council is also a constructive partner in finding solutions to specific problems that may arise with your organisation.'

Employees in Europe: 1900

Number of nationalities in the company: 6

Active in Antwerp since: 1945

How is the entrepreneurial climate in Antwerp:

'The City is quick to help solve problems.'

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