



New global platform will solve Denmark's problematic IT-bottleneck

Today, Deel is launched in Denmark at TechBBQ. Deel's online recruitment platform connects talent with companies globally and aims to solve the IT labor shortage in Denmark by 2023. Deel makes it possible to work in New York from Næstved or get expertise from London on Lolland.

Copenhagen, September 14, 2022 – Denmark desperately needs more IT employees, and today there is a shortage of as many as 7,200 IT specialists in the job market, according to IRIS Group and HBS Economics for Danske Gymnasier (Danish High schools) and IDA. A number that is expected to rise by more than 22,000 by 2030.

The lack of IT experts puts a brake on the Danish growth, where SMEs in particular are affected, due to rising labor costs, in an extremely competitive market. The Danish Chamber of Commerce estimates that its members have lost profits [of DKK 35 billion](#) in just three months, due to labor shortages. The goal is to eliminate the Danish IT expert shortage by 2023. Deel opens offices in Copenhagen after having opened their offices in Finland, Norway, and Sweden, earlier in 2022.

From MIT to Copenhagen

Deel was founded in 2019 by two young MIT students who, on the back of the first coronavirus wave in 2020, saw the potential of remote work in a digital everyday life. This was the start of Deel, which today connects experts and companies in more than 60 countries, including Sweden, Norway, and Finland. Through the platform, you can sign up as an expert, if you want to find a job abroad without having to move. At the same time, companies can find experts anywhere in the world and recruit and pay new employees directly through the Deel platform, on local working conditions.

The EU is working on a platform directive that will guarantee the rights of European workers, which has the purpose of working against social dumping, in a digital world where you can work from anywhere. Through this, the EU will ensure that local differences are not exploited, to erode local holiday and wage rights. Deel supports the EU directive, which among other things, wants to ensure that employees can organize themselves and negotiate common wages, etc.

"Remote-work is here to stay, and it provides fantastic opportunities to work efficiently, and with the most talented colleagues, regardless of geography. But it is also a new area and a new way of working that requires us to think carefully, so that it takes place under proper conditions for all parties. Deel is built around compliance and local conditions, which is why we also support the EU's suggestion of a platform directive," says Deel founder and CEO, Alex Bouaziz.

Today, the platform has local cooperation agreements with more than 200 law firms to ensure that all rights, on behalf of talents and companies, are respected.

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Denmark has world-class talents and companies

Today, more than 8,000 companies hire employees through the platform. Now, Danish talents and companies can use Deel's platform on www.letsdeel.dk.

"We are pleased to launch Deel in Denmark and make it easy for Danish talents and companies to unfold their global potential. We hope to be able to support the talent shortage in Denmark, with our access to the global talent pool, while supporting Danish talent who want to work for international companies. Denmark has one of the world's most interesting environments for innovation and creativity. We know that there are plenty of Danish talents who can make a difference in the world, and companies that, with the right assistance, can expand globally," says Daniel Eisenberg, Nordic Head of Deel.

Short to Share

- Founded in 2019 by Alex Bouaziz and Shuo Wang in California
- In 2022 Deel was evaluated to DKK 85+ billion
- More than 8,000 customers in +150 countries
- +1100 employees in 80+ countries
- +200 local legal experts employed
- In April 2022, Deel achieved over 500 million in year-on-year revenue in less than two years
- Deel offers to handle payment via e.g. bank transfers, digital solutions such as PayPal or in some cases also Crypto

For more information visit deel.com

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