



Global Guide to Finding Talent in Latin America



📍 São Paulo

23.5658° S, 46.6396° W



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Introduction:

Latin America (LATAM) is famous for its vibrant cultures and beautiful attractions. LATAM accounts for about 8.37 percent of the global population and is home to 656 million inhabitants –and although the global economy is in recovery now, many LATAM countries forecast economic growth.

Well-known companies, like Netflix, are ahead of the curve and have already established regional

headquarters in Latin America. Microsoft and IBM have also set up bases in the region and hired local developers.

With so much buzz occurring across this part of the world, we wanted to share a shortlist of the top Latin American countries for hiring skilled employees. Read on to discover which nations offer high caliber candidates based on industry, role level, and other key information.

Map



Brazil

As the largest and most populous country in Latin America and the eighth-largest economy in the world, Brazil is an attractive place for companies looking to grow globally.

Nearly [50 percent of the population](#) is under 20 years of age, creating a pool of new, skilled talent for international companies to tap into.

[Over half of Brazil's financial sector is in](#) the city of São Paulo, turning it into a hub for multinational companies, banks, and firms, many of which serve as Latin American regional offices.

In March 2021, the [World Economic Forum](#) announced a new skills accelerator initiative to help close the skills gaps and promote the reskilling and upskilling of the Brazilian labor force by matching the more demanded capabilities.

However, Brazil can present challenges for international companies due to its employment laws that strongly favor employees.

Establishing and operating a company there can be a complex process, which is why partnering with a [strategic ally](#) is key to success.

Key areas:

Finance brokers, investment bankers, customer service, IT professionals.



Mexico

Located directly south of the United States, Mexico has long been an appealing location for U.S.-based companies. Today, it has grown to be an attractive hiring hub for companies around the world.

One key reason is that Mexico has [over 2,500 higher education institutions](#) offering well-ranked and prestigious learning and training programs.

In Tijuana and throughout Baja California, many students take advantage of exchange programs with California's top universities. Most professionals who complete a college degree are at least partly bilingual.

From 2009 to 2015, the number of graduates in engineering, manufacturing, and construction fields almost doubled. Now, [over 110,000 engineers graduate in Mexico](#) each year.

The Mexican government has supported and incentivized specialized training programs aimed at getting more people qualified to work in the more advanced, technical industries.

Currently, Mexico has over [23 million workers](#) that have integrated the use of digital platforms into their workday.

Key areas:

Manufacturing, engineering, project management, sales representatives

Colombia

Colombia is famous for its stunning natural beauty and vibrant culture. However, with the fourth-largest economy in Latin America, Colombia also has much to offer the business world. Despite the ongoing turbulent economic environment, its GDP [is expected to grow by 5.5 percent](#) in 2022 and 3.1 percent in 2023.

Bogotá, the capital city, is home to a workforce of over [six million – and 193,000](#) highly skilled professionals graduate each year. The nation's second-largest city, Medellín, has a budding startup ecosystem, making Colombia one of Latin America's fastest-growing tech hubs with a large engineering talent pool.

Colombia's technological infrastructure is rated as the second best in the region with first-class connectivity, transmission, and stability, [connecting 98 percent of the municipalities](#) to the world through fiber optic.

Key areas:

IT engineering, sales representatives, customer service



Argentina

The second-largest country in Latin America, Argentina is a member of the G-15 and [G-20 economies](#). Despite a very volatile economic history, Argentina's [economy grew 10.3 percent in 2021](#).

There is no shortage of educated talent – several Argentine universities rank among the finest in Latin America. Another key benefit of hiring in Argentina is that its professionals have a very high level of English. According to the [English Proficiency Index 2021](#),

Buenos Aires has the highest English proficiency score among all the Latin American cities analyzed.

Many tech companies have already settled in Buenos Aires, such as Intel, SAP, Google, Facebook, and EDS.

Outside of its booming technology industry, financial services and human resources are rapidly growing sectors of the Argentine economy.

Key areas:

Software engineers and developers, human resources, financial advisors, telemarketing.

Peru

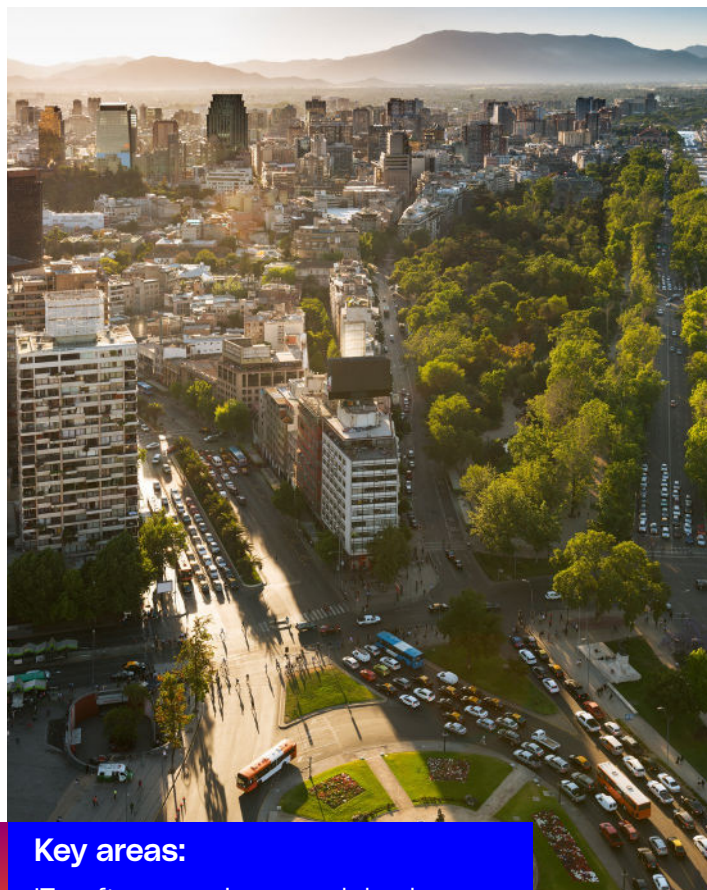
With its stable, market-oriented economy and breathtaking attractions like Machu Picchu and the majestic Andes mountains, Peru has become an inviting location for many companies looking to grow internationally.

A low inflation rate and valuable natural resources also attract significant numbers of international investors, with foreign direct investment (FDI) in the country totaling [USD 6.49 billion](#) in 2018.

Hiring employees in Peru is very cost-effective, but like anywhere else, be aware of the unforeseen expenses that can affect your global growth plan.

Key areas:

Project managers, customer service, manufacturing



Key areas:

IT, software engineers and developers, information science.

Chile

Chile is one of Latin America's most stable and prosperous nations. While still very dependent on its copper industry, it has rapidly grown to become the IT hub of LATAM.

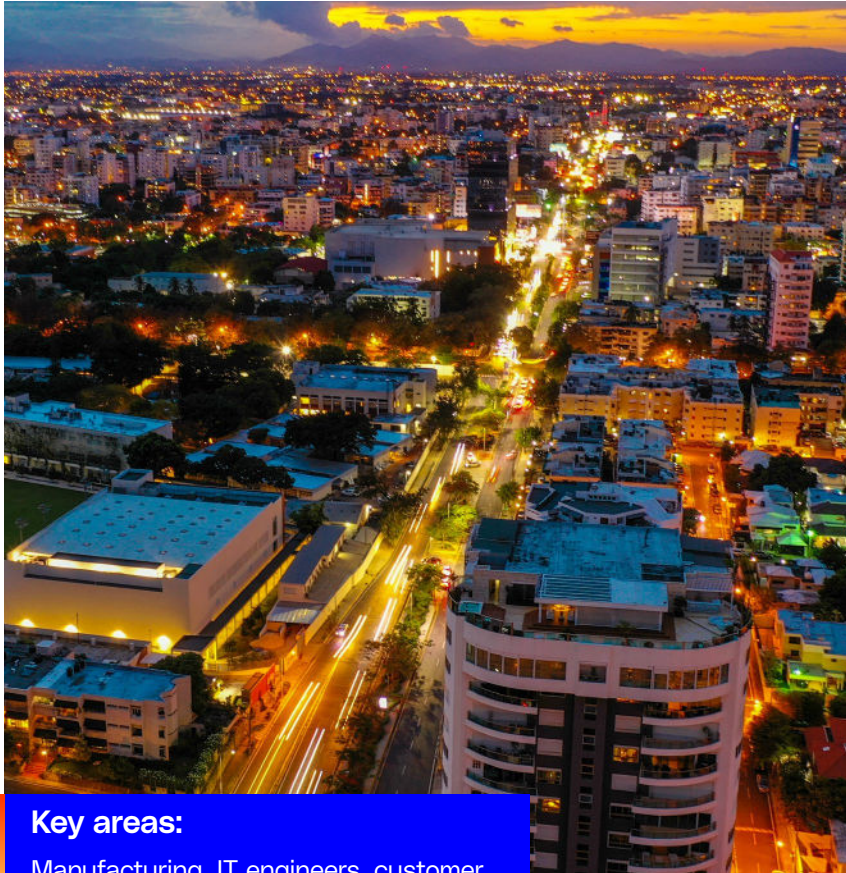
The Chilean government is committed to making the technology industry a priority. Chile now has more than 500 IT companies. The aptly nicknamed "Chillecon Valley" is considered Latin America's most active tech hub. Chile's 1st place ranking isn't surprising based on the success of accelerators such as [Startup Chile](#).

Its capital city of Santiago [placed 59th](#) in StartupBlink's 2019 global tech hub ranking – followed by Viña del Mar (351st) and Valparaiso (457th).

According to a study by [Nearshore Americas](#), Chile is the region's undisputed "brain hub," with the best score on three of the four variables measured in the report: years of schooling (9.6 years), enrolment in tertiary education (91.5 percent), and knowledge-intensive employment (26.4 percent).

Emerging regions

Latin America also has other nations that provide the perfect location for global hiring hubs but are often overlooked. Don't let the relatively small size of these countries prevent you from considering them for your growing remote workforce.



Key areas:

Manufacturing, IT engineers, customer service, telemarketing

Dominican Republic

The small Caribbean island nation of the Dominican Republic has experienced rapid [economic growth](#).

The economy is largely based on services, including tourism and trade, followed by the industrial sector. In 2020, the Dominican Republic was one of the [most visited countries in Latin America](#), welcoming about 2.5 million international tourists.

The Dominican Republic ranked 9th – 78th globally – in the top tech hubs in Latin America in 2021. A short two-hour flight to Miami, and four hours to New York, makes this country an attractive location for growing global companies.

Uruguay

Small but powerful, Uruguay is a modern country with a well-educated population, a functioning democracy, and a relatively high number of engineers. Many international companies, including McDonald's, Diageo, IBM, and Oracle have established offices in Uruguay.

It ranked 7th among the top tech hubs in LATAM in 2021, and the country's stability makes it an attractive option for companies looking to expand their remote workforce. Uruguay was also the [first country](#) in South America (third in the world) to deploy a 5G commercial telecommunications network.

Due to a partner program with Massachusetts Institute of Technology (MIT), Uruguay shines as a software exporter.

Key areas:

Software developers and engineers, project managers, fintech

Costa Rica

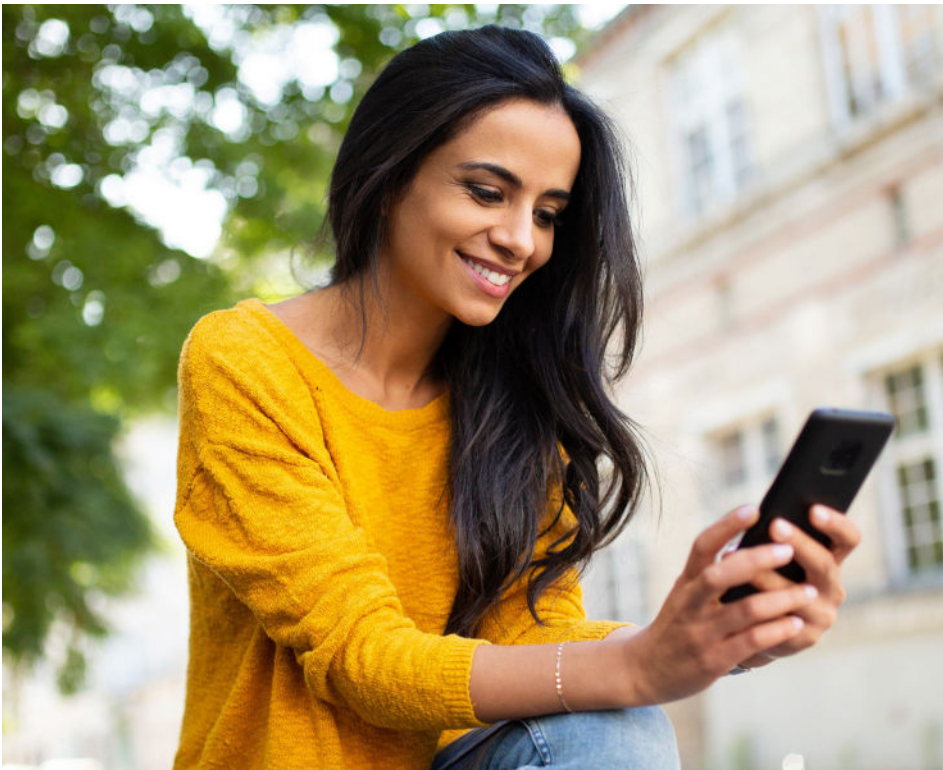
Costa Rica is home to 4 million people. With a highly educated population where most schools and universities are public, it is common to find bilingual talent with college degrees, especially because most classes are taught in English.

There are over [300 multinational firms](#) operating in the country with medical device manufacturing being a major industry in Costa Rica.

This year, [Infosys BPM](#) announced its plans to hire 400 skilled customer service workers in Costa Rica.

Key areas:

Medical manufacturing, life sciences, customer service.



How G-P can help

Talent is everywhere. Grow your global workforce in Latin America the easy way with G-P.

At G-P, it's our mission to break down barriers to global business, enabling opportunity for everyone hire international team members in over 180 countries, including LATAM, quickly and efficiently.

We handle the hiring, onboarding, data reporting, and payroll processes, you can take advantage of new opportunities as they appear.

**CONTACT US AND
REQUEST A DEMO**

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