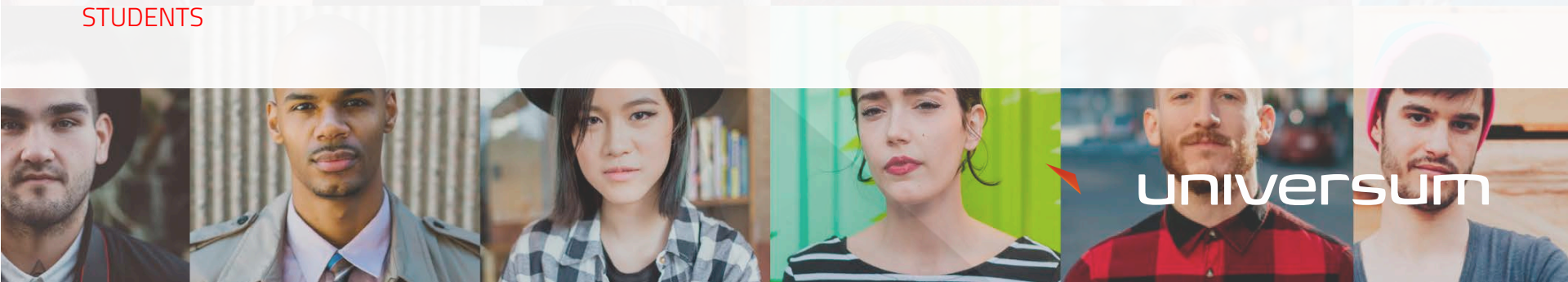




Netherlands' Most Attractive Employers 2016

STUDENTS



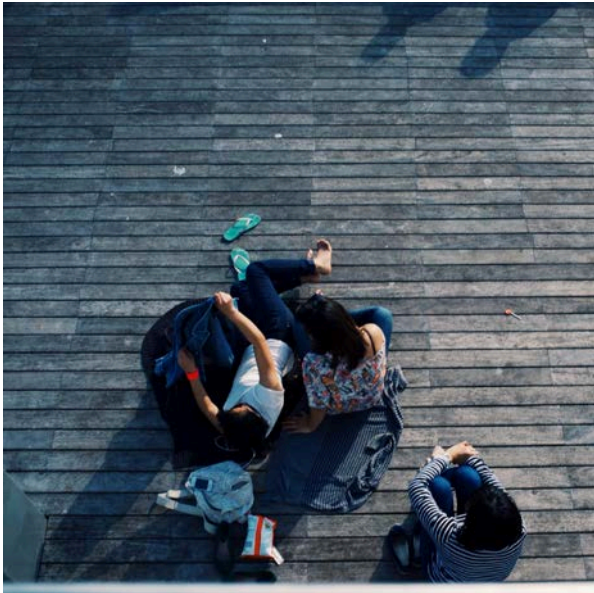
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Where do you rank?

Today's businesses operate in a highly competitive employment landscape, and you can gain a valuable insight into how your organization is perceived by tomorrow's workforce with the results of our 2016 Talent Survey in Netherlands.



What is this?



AN ESSENTIAL RESOURCE

It's so important to secure the very best young talent out there, which is why HR and C-level leaders around the world refer to Universum's research. Drawing on the opinions of more than 19,000 students, this preview of the 2016 Talent Survey gives a clear indication of where your organization ranks when it comes to its potential to attract new recruits.

VALUABLE INSIGHTS

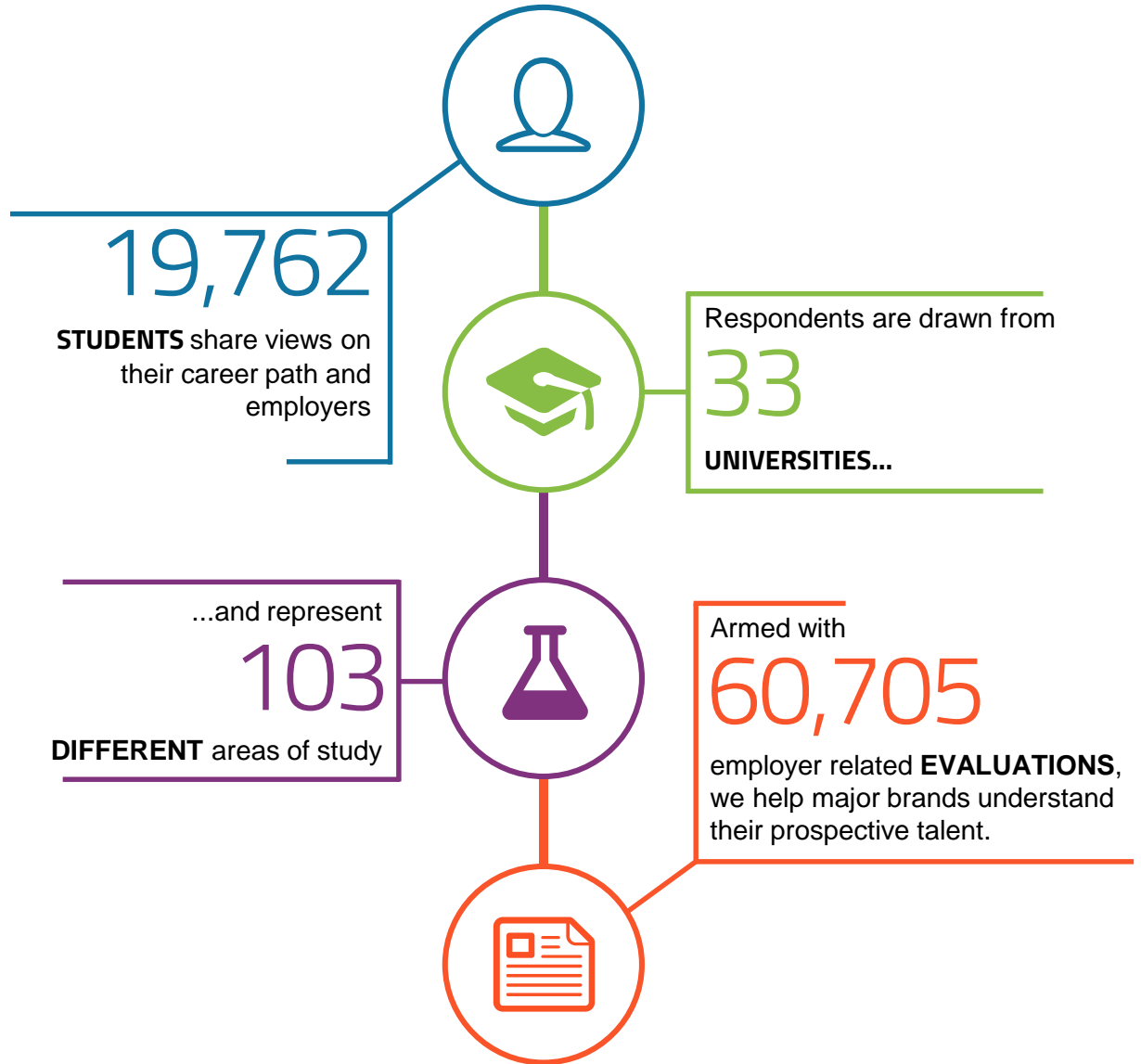
This preview provides you with an understanding of where your organization currently ranks, as well as highlighting career






aspirations and desirable industries identified by the respondents.

ACTIONABLE ASSESSMENTS

But this preview is only the beginning. By becoming a member you can access Universum's full report, which contains company-specific findings and custom insights and recommendations that are critical when it comes to developing your employer branding strategy.

Survey specifics



	Business/Commerce	6,824
	Engineering/IT7 Natural Sciences	3,900
	Humanities/Liberal Arts/ Education	5,558
	Health/Medicine	1,715
	Law	1,765
Total number of respondents		19,762

The most attractive employers of 2016 – Business/Commerce

1	Heineken
2	KLM
3	Google
4	Nike
5	Apple
6	Unilever
7	Coca-Cola Enterprises
8	L'Oréal Group
9	Schiphol Group
10	Rabobank
11	IKEA
12	BMW Group
13	Endemol
14	bol.com
15	Coolblue
16	Rijksoverheid
17	adidas group
18	Tui
19	Shell
20	EY (Ernst & Young)
21	ING Group
22	Philips
23	Ahold
24	ABN AMRO
25	Microsoft

26	Deloitte
27	PwC
28	KPMG
29	wehkamp
30	FrieslandCampina
31	De Nederlandsche Bank
32	Nestlé
33	Belastingdienst
34	The Boston Consulting Group
35	Sony
36	Volvo Cars
37	McKinsey & Company
38	AB InBev
39	Goldman Sachs
40	Procter & Gamble (P&G)
41	PepsiCo
42	JACOBS DOUWE EGBERTS
43	Van Lanschot Bankiers
44	Centraal Bureau voor de Statistiek
45	Rijkswaterstaat
46	Sanoma
47	J.P. Morgan
48	Canon
49	Mars
50	Deutsche Bank

51	Strategy&
52	KPN
53	Nederlandse Spoorwegen
54	Accenture
55	BDO
56	ASML
57	Maersk
58	Barclays
59	IBM
60	Delta Lloyd
61	Bain & Company
62	Morgan Stanley
63	PostNL
64	Vodafone
65	Capgemini
66	Achmea
67	Roland Berger
68	Danone
69	European Space Agency/ESTEC
70	Bosch
71	Philip Morris International
72	DHL
73	SAP Nederland
74	TomTom
75	TATA Steel

76	Johnson & Johnson
77	DAF Trucks
78	Henkel
79	A.S. Watson Benelux
80	Damen Shipyards
81	AkzoNobel
82	Fokker Technologies
83	Mondelēz International
84	Aegon
85	DSM
86	Allianz
87	ProRail
88	The Kraft Heinz Company
89	Heijmans
90	BAM Groep
91	European Patent Office
92	Van Oord
93	SBM Offshore
94	Twynstra Gudde
95	British American Tobacco
96	Dell
97	General Electric (GE)
98	TNO
99	Siemens
100	ARCADIS

The most attractive employers of 2016 – Engineering/IT/Natural Sciences

1	Google
2	Apple
3	Philips
4	Shell
5	KLM
6	Rijksoverheid
7	Microsoft
8	BMW Group
9	Unilever
10	TNO
11	Rijkswaterstaat
12	Heineken
13	IKEA
14	Schiphol Group
15	ASML
16	Volvo Cars
17	Sony
18	Nike
19	FrieslandCampina
20	European Space Agency/ESTEC
21	Fokker Technologies
22	BAM Groep
23	Heijmans
24	Royal HaskoningDHV
25	Coca-Cola Enterprises

26	bol.com
27	DSM
28	Coolblue
29	ARCADIS
30	AkzoNobel
31	Van Oord
32	IBM
33	Siemens
34	Boskalis Westminster
35	Bosch
36	Nestlé
37	Dura Vermeer
38	Mammoet
39	McKinsey & Company
40	TATA Steel
41	The Boston Consulting Group
42	L'Oréal Group
43	Damen Shipyards
44	Canon
45	Nederlandse Spoorwegen
46	Danone
47	DAF Trucks
48	Centraal Bureau voor de Statistiek
49	Rabobank
50	Ballast Nedam

51	Bayer
52	Heerema Group
53	ING Group
54	Accenture
55	Maersk
56	Deltares
57	General Electric (GE)
58	Deloitte
59	adidas group
60	Ahold
61	SBM Offshore
62	Capgemini
63	Strukton
64	DOW Chemical
65	Thales
66	ProRail
67	Johnson & Johnson
68	ABN AMRO
69	Tui
70	TomTom
71	Mars
72	EY (Ernst & Young)
73	BASF
74	KPMG
75	Oracle

76	De Nederlandsche Bank
77	BP
78	PepsiCo
79	Stork
80	Endemol
81	NXP Semiconductors
82	Belastingdienst
83	Eneco
84	wehkamp
85	SABIC
86	HP
87	Goldman Sachs
88	Roland Berger
89	JACOBS DOUWE EGBERTS
90	PwC
91	Bain & Company
92	ABB
93	The Kraft Heinz Company
94	Procter & Gamble (P&G)
95	AB InBev
96	KPN
97	Nuon (part of Vattenfall)
98	Strategy&
99	Sanoma
100	Dell

The most attractive employers of 2016 – Humanities/Liberal Arts/Education

1	Rijksoverheid
2	Google
3	Endemol
4	KLM
5	Nike
6	Apple
7	L'Oréal Group
8	IKEA
9	Heineken
10	Coca-Cola Enterprises
11	Centraal Bureau voor de Statistiek
12	Schiphol Group
13	Unilever
14	adidas group
15	bol.com
16	Sanoma
17	Tui
18	Rijkswaterstaat
19	Microsoft
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24	Shell
25	Rabobank

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46	Achmea
47	Mars
48	PepsiCo
49	KPMG
50	Danone

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53	KPN
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55	AkzoNobel
56	Capgemini
57	Deutsche Bank
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59	Bain & Company
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62	Strategy&
63	Roland Berger
64	AB InBev
65	Procter & Gamble (P&G)
66	Vodafone
67	J.P. Morgan
68	Goldman Sachs
69	Barclays
70	Philip Morris International
71	HP
72	ARCADIS
73	Henkel
74	Johnson & Johnson
75	Siemens

76	Mondeléz International
77	TomTom
78	Maersk
79	Twynstra Gudde
80	A.S. Watson Benelux
81	British American Tobacco
82	Delta Lloyd
83	Eneco
84	Bosch
85	Mammoet
86	Van Lanschot Bankiers
87	Stork
88	ORMIT
89	Thales
90	SAP Nederland
91	ASML
92	Royal HaskoningDHV
93	Heijmans
94	Fokker Technologies
95	DAF Trucks
96	Tele2
97	Liander
98	Dell
99	TATA Steel
100	Aegon

The most attractive employers of 2016 – Law

1	Rijksoverheid
2	Loyens & Loeff
3	KLM
4	Google
5	Apple
6	AKD Advocaten & Notarissen
7	Belastingdienst
8	De Haan Advocaten & Notarissen
9	De Brauw Blackstone Westbroek
10	Dirkzwager advocaten & notarissen
11	EY (Ernst & Young)
12	Heineken
13	Trip Advocaten & Notarissen
14	Gemeente Amsterdam
15	Stibbe
16	Endemol
17	NautaDutilh
18	Houthoff Buruma
19	DAS
20	Nike
21	Coca-Cola Enterprises
22	Allen & Overy
23	L'Oréal Group
24	Van Diepen Van der Kroef advocaten
25	Shell

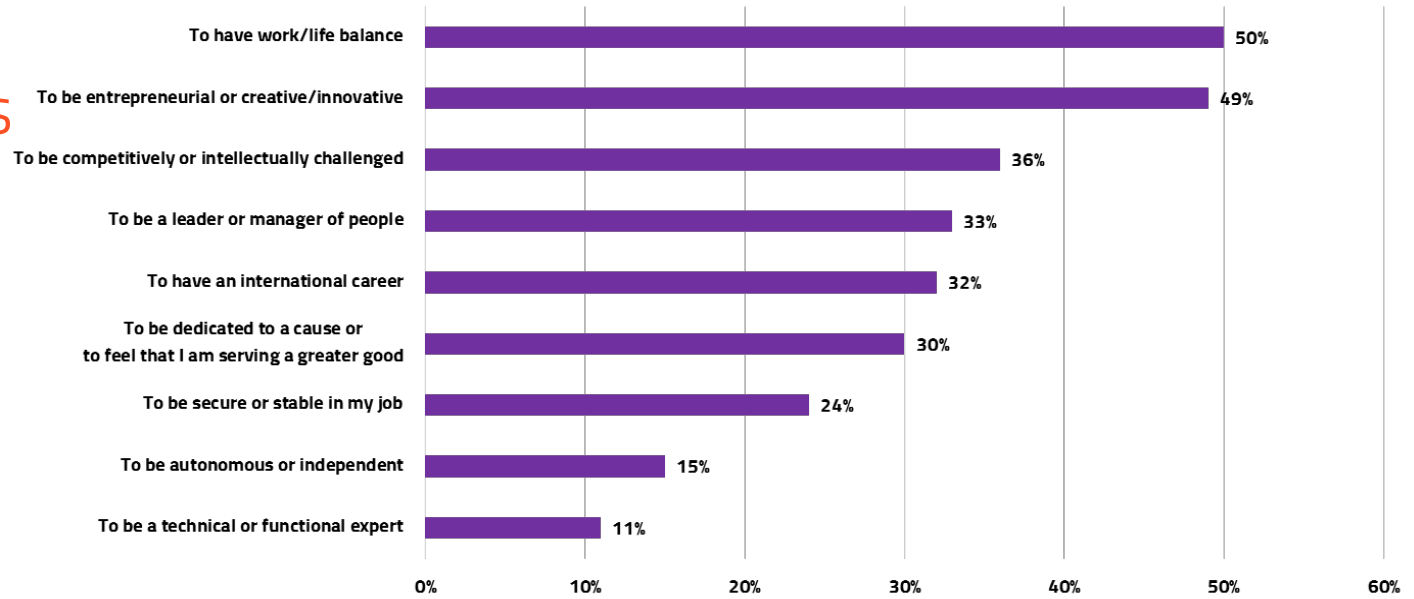
26	PwC
27	Deloitte
28	Rabobank
29	De Nederlandsche Bank
30	Baker & McKenzie
31	BMW Group
32	Pels Rijcken & Droogleevers Fortuijn
33	Academie voor Wetgeving
34	Unilever
35	ING Group
36	ABN AMRO
37	KPMG
38	Philips
39	Van Doorne
40	Simmons & Simmons
41	Clifford Chance
42	Goldman Sachs
43	Ahold
44	Kennedy Van der Laan
45	DLA Piper
46	Boekel De Nerée
47	Freshfields Bruckhaus Deringer
48	McKinsey & Company
49	BANNING
50	CMS Derks Star Busmann

Career aspirations

TALENT GOALS

Which of these career goals are most important to you?

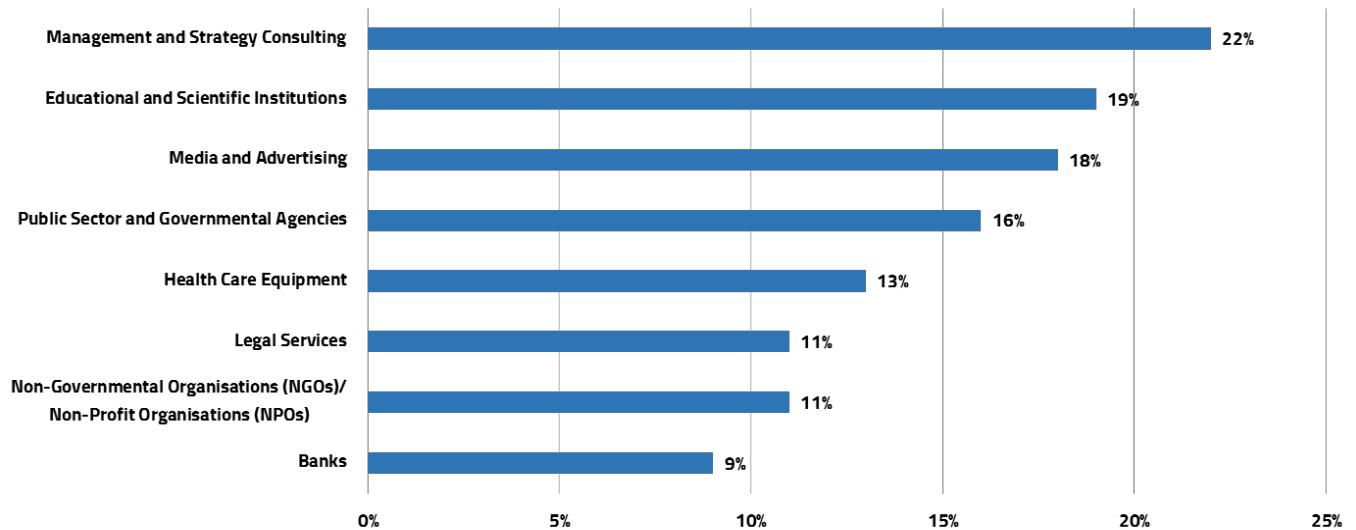
Up to 3 career goals could be chosen.



PREFERRED INDUSTRIES

In which industry would you most like to work after graduating?

Up to 3 industries could be chosen.



Where do I go from here?



Hopefully you have learned something new about **Netherlands'** employment landscape, and the qualities students want from an employer. But this is just the first step in thinking strategically about employer branding and attracting the talent you need to embrace the future.

Through the high-level data contained in the full report, members can uncover areas of weakness and identify demand they might not know existed. Armed with this comprehensive information, you have the ability to make real and positive change and, most importantly, position your organization as a highly attractive employer.

Universum has 26 years' experience in guiding organizations in this space. To access the most comprehensive data set of talent insights for employer branding in the world, and learn more about our other custom solutions, please [contact us.](#)

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