

Joint ventures of StandByMate/Nordcrewing Group OÜ in Southern Africa



Photo: Captain Heikki Koivisto/SME Aisle and Martti Mutik/Nordcrewing at the Cape Peninsula University of Technology in South Africa.

The company [Nordcrewing](#) was established on November 2018. The idea of starting a recruitment company began with the startup company called StandByMate. StandbyMate was an online recruitment platform, moreover an online version of the current company Nordcrewing. Nordcrewing is however a traditional recruitment agency.

StandByMate did well from the beginning. It got into the Top30 in a competition called “Ajujaht” (the largest competition of business ideas in Estonia), in addition it was chosen as one of the 4 best startups in 2018. StandByMate participated also in Latitude59 through the Nordic Business Angels program. Unfortunately, the startup didn’t get the grand prize of 250 000€. However, from there the idea to set up and Nordcrewing was born. In that time many customers were unmotivated and they didn’t want to search or recruit employees themselves. Instead, they were willing to pay money for someone else to do it for them. After including a professional who had been recruiting at sea for 12 years, the brand started to develop. It was well received and the turnover in the first year was 168 000€. This year they have already exceeded this turnover and the expected turnover for the year is half a million euros.

The delegation of the company has visited South Africa twice with the [SME Aisle](#) project. Representing StandByMate for the first time and Nordcrewing for the second time. Nordcrewing is also developing a data software and is currently launching their own recruitment software – StaffDrive. This includes quite a few of StandByMate's original functionalities (www.staffdrive.eu).

In Namibia a joint venture was set up and the company is currently moving towards recruiting German-speaking workers from Namibia, due to a demand from a major German customer. Nordcrewing has currently 15 Estonians and one Latvian working in Germany.

In addition to recruitment activities, Nordcrewing also significantly mediates dredging and offshore equipment. Also various means of transport used at sea, such as platforms, barges and pontoons etc. There has been a rising interest from Africa (Nigeria), but Nordcrewing is yet to find the courage to conquer this new market.