

WorkUgo Launches to Tackle Skilled Trades Shortages in Developed Economies

WorkUgo connects employers in developed countries with skilled tradespeople from emerging markets through a tech-powered mobility platform.



WorkUgo

WorkUgo

KINGTON, HEREFORDSHIRE, UNITED KINGDOM, October 16, 2025

/EINPresswire.com/ -- [WorkUgo](https://www.workugo.com/), a new

workforce mobility platform, officially launches to solve a global problem: the growing shortage of skilled trades professionals in developed countries. By connecting employers with vetted, relocation-ready talent from emerging markets, WorkUgo aims to streamline international hiring from sourcing and migration to on-site integration.

Backed by a pre-seed investment from Digital Future Venture Fund, WorkUgo is now actively onboarding employers, global sourcing partners, and is open to conversations with venture capital firms for its upcoming seed round.

From Frustration to Solution: A Founder's Journey

"Some people thought I was finally taking a break after Just Eat Takeaway," said Andrew Malenkov, WorkUgo's co-founder and CEO. "But after just one week off, I teamed up with Oleksii to build something I'd been thinking about for a year. The issue isn't a lack of talent, it's a lack of access."

Andrew Malenkov, a former Product Lead at Just Eat Takeaway, and Oleksii Vitchenko, a serial tech entrepreneur and investor, co-founded WorkUgo to address the fragmented systems that prevent skilled tradespeople from accessing jobs abroad.

Why Now?

In Canada, for example, 700,000 trades workers are expected to retire by 2028 (Statistics Canada), yet only 16% of apprentices become certified. Employers in sectors like construction, energy, and manufacturing face critical labor shortages in roles such as welders, millwrights,

carpenters, heavy-duty mechanics, and industrial electricians.

At the same time, thousands of qualified tradespeople in Latin America, Africa, and Southeast Asia remain underemployed, simply due to lack of infrastructure to support global mobility.

What WorkUgo Offers

WorkUgo combines operational know-how with a proprietary tech stack to create a seamless cross-border hiring experience:

- AI-powered candidate matching
- Verified sourcing partnerships in Latin America, Africa, and Southeast Asia
- End-to-end immigration workflows
- Credential verification and upskilling
- Relocation logistics and site onboarding

“No single vendor could solve this,” said Vitchenko. “Recruiters stop at sourcing. Immigration consultants stop at permits. WorkUgo owns the full operational spine: sourcing, vetting, compliance, and integration.”

Vision and What's Next

After securing pre-seed investment and assembling a network of early partners and advisors in Canada, WorkUgo is now actively expanding and open to seed round conversations with VCs and strategic investors.

The platform's vision reaches far beyond Canada:

“We want to help hundreds of thousands, if not millions of skilled workers, access better jobs abroad,” said Malenkov. “While employers get a reliable partner that reduces delays and costs. Everyone wins.” The founders plan to add upskilling capabilities for skilled trades to prepare them for journeyman status, and provide support with housing and other needs, making the platform a true one-stop shop for skilled trades

[About WorkUgo](#)

WorkUgo is a workforce mobility platform helping employers in high-income countries source, vet, and relocate certified tradespeople from emerging economies. Built by experts in product, operations, and technology, WorkUgo bridges the global skilled labour gap with technology, transparency, and compliance at its core.

For media inquiries, investment interest, or partnership opportunities:

Email: support@workugo.com

Albina Galiza

WorkUgo

+1 (208) 729 1002

[email us here](#)

Visit us on social media:

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/858723961>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.