



Flora Yim
Head of Human Resources China & North Asia
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Ms. Yim is currently the Head of Human Resources of Deutsche Bank in China and North Asia. She has worked in the financial industry for over 20 years and held key HR positions in a number of reputable global financial institutions.

At Deutsche Bank, Ms. Yim and her team drive the talent agenda with the Bank's leadership; and partner with the business to grow the Bank's franchise in China and North Asia. Ms. Yim is a member of the Deutsche Bank Asia Pacific Human Resources Management Group and is also a member of the Deutsche Bank China Operating Committee.

With the commitment in growing future business leaders in China, Ms. Yim has been appointed by the School of Management, Fudan University as the Corporate Mentor. In addition to coaching and mentoring the fellow students, Ms. Yim also participates in the admission process of the various academic programs of the School.

Ms. Yim is also an Advisor of the Research Center for Internet Finance Talents of Academy of Internet Finance (AIF), Zhejiang University. The Center aims at supporting the development of internet finance and the relevant finance talents in China.

In 2017, Ms. Yim was elected as the Vice Chair of Human Resources Forum, European Union Chamber of Commerce in China. She works with the Chamber and its members to enhance the operating environment for European enterprises in China, and to promote effective HR practices to engage and develop both local and overseas talents in China.

Ms. Yim has a doctoral degree in clinical psychology and a master degree in business administration. She lives with her family in Shanghai at present.



2 May 2018

Dear all,

Running for Vice Chair, HR Forum

No doubt, China is among the top economic powers in the world today. It is a key and strategic market to many foreign corporates and also it is where the many successful China corporates originated. Whilst the China economy has become more developed and established, the local operating environment does not appear to be less challenging, in particular to the foreign companies.

This is well manifested in human resources. Increasing labor cost, keen talent competition, workforce dynamics, demanding labor law and regulations..... just to name a few. These challenges in some ways could be bigger to the foreign companies due to their different business models, practices, and culture from the local players. Considering people is a critical success factor to most of the corporates, tackling these challenges is therefore key to the companies' survival and success. Expectations on our HR colleagues are inevitably high!

There's a saying that problems shared are halved. The European Chamber of Commerce provides a platform for the foreign companies in China to work together to address challenges and achieve business success in China. Not only it could help influence the policy makers by bringing our voices together, it also facilitates the foreign companies, as well as the local players, to share best practices and learn from each other.

As a HR practitioner for years, I am a firm believer in the power of synergy. I hope by taking on the Vice Chair role of the HR Forum, I could help unleash the power from the members and work together for a better business environment for everyone.

Thank you and look forward to working together with you all!

Best regards,

Flora Yim
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