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Recruitment experts for Asia.

The European Union Chamber of Commerce

**Talent: Finding and Keeping
Your Biggest China Asset**

Angie Eagan, Managing Director
September 25, 2014

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WHAT TALENT ARE THINKING

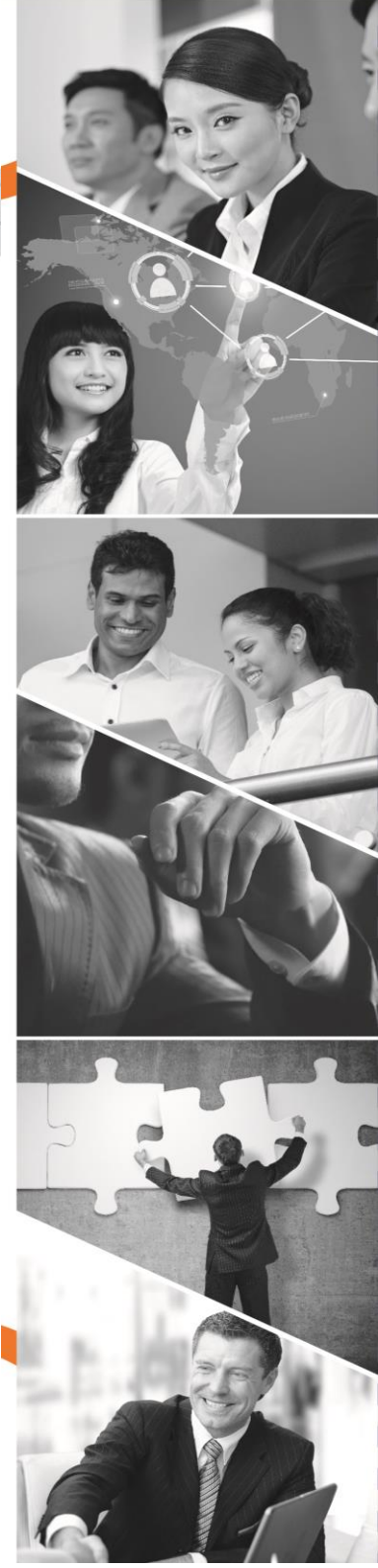
2014 HALF-YEAR TALENT SURVEY DETAILS

■ **Respondents:** 1600+ professionals (mid to upper managers/ executives) in Greater China & Singapore. 1050 respondents from Mainland China.

■ **Key Messages:**

Responses in June 2014 vs end 2013 for:

- Economic Outlook
- Job Market Trends
 - Satisfaction re Compensation
 - Intention to Change Jobs
 - Intention to Relocate



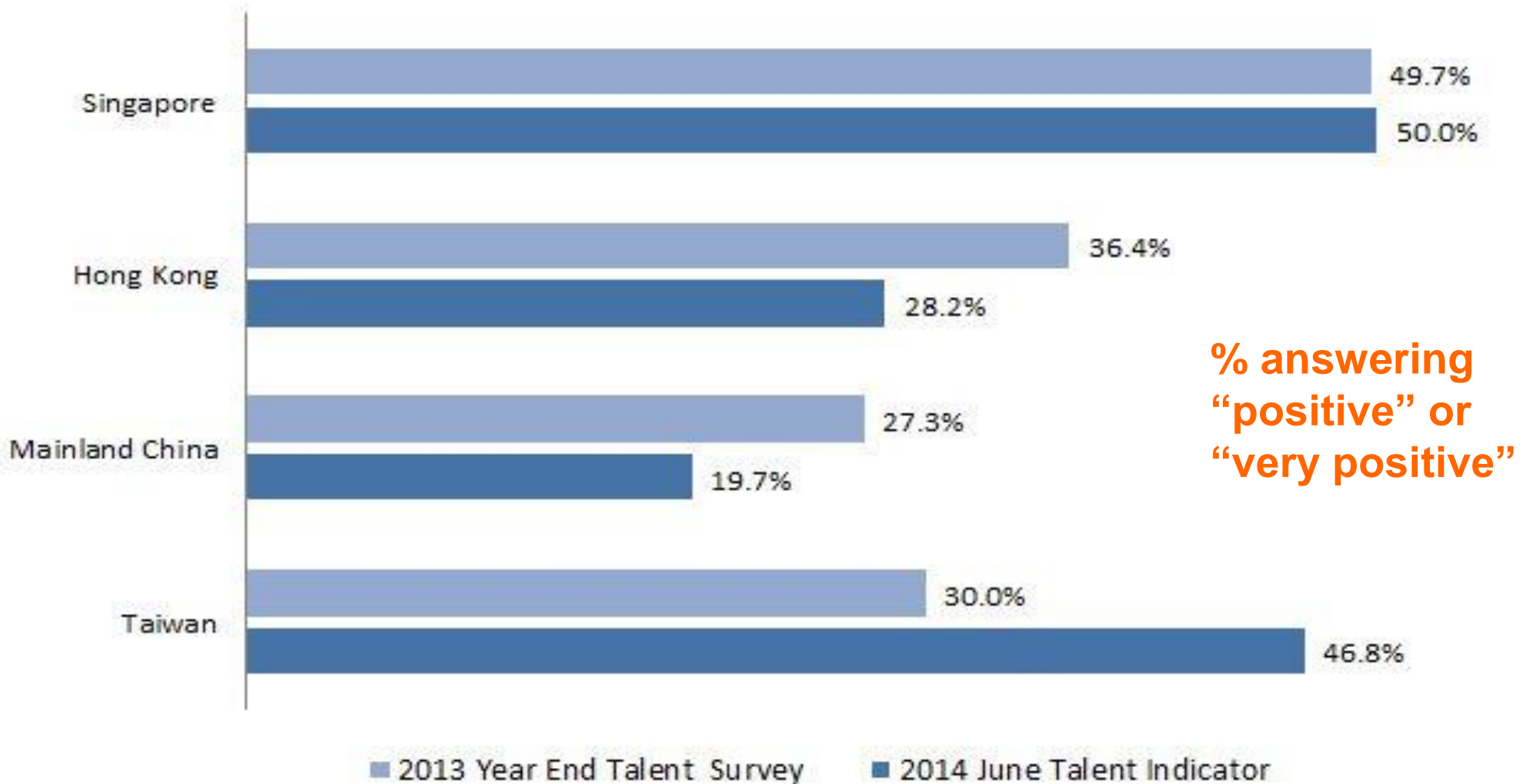
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2014 Half-Year Talent Survey:



OUTLOOK FOR GLOBAL ECONOMY (Dec 2013 vs June 2014)

Falling Positivity in Mainland China & Hong Kong; Rising Positivity in Taiwan



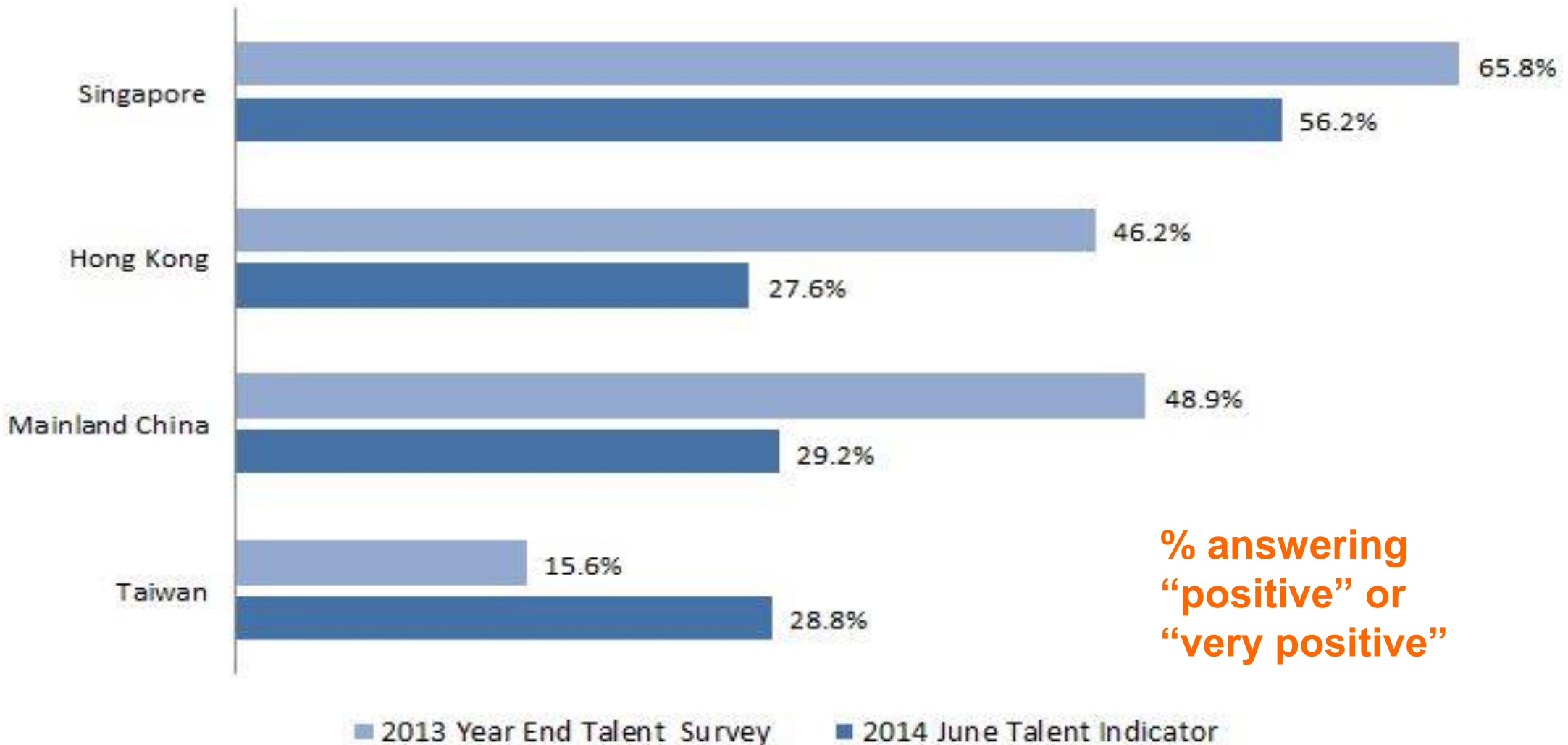
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2014 Half-Year Talent Survey:



OUTLOOK FOR YOUR GEOGRAPHIC AREA (Dec 2013 vs June 2014)

Drop in Positive Responses, except in Taiwan



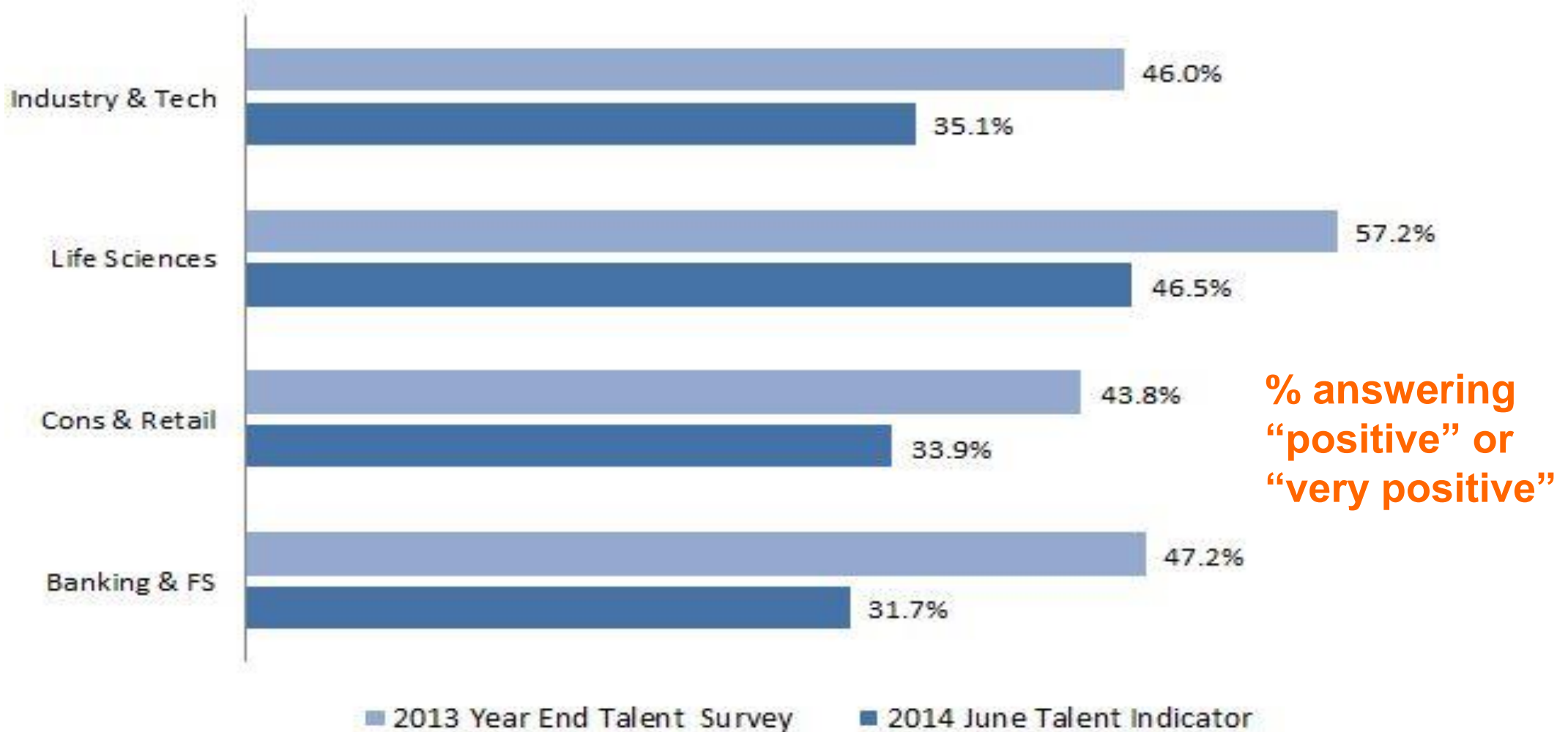
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2014 Half-Year Talent Survey:



OUTLOOK FOR ECONOMY, BY SECTOR (Dec 2013 vs June 2014)

Drop in Positive Responses Across Industries



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2014 Half-Year Talent Survey:

JOB APPROACHES: Slight drop, still high (Dec 2013 v June 2014)

“In the last 6 months, how many times were you contacted regarding a new job?”

MAINLAND CHINA (6/ 2014)

ZERO 25.3%

ONE 20.7%

TWO 25.3%

THREE+ 28.7%

12/2013: At least once: 81.7%

6/ 2014: At least once: 74.7%

TAIWAN (6/2014):

ZERO 27.6%

ONE 22.4%

TWO 21.6%

THREE+ 28.4%

12/2013: At least once: 76.2%

6/ 2014: At least once: 72.4%

HONG KONG (6/2014)

ZERO 42.2%

ONE 19.9%

TWO 21.1%

THREE+ 16.8%

12/2014: At least once: 65.2%

6/ 2014 : At least once: 57.8%

SINGAPORE (6/2014)

ZERO 37.5%

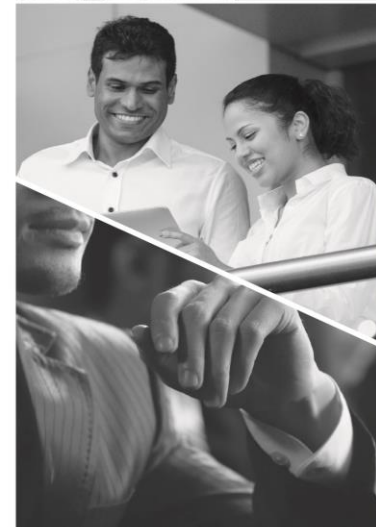
ONE 18.8%

TWO 25.9%

THREE+ 17.9%

12/2014: At least once: 71.1%

6/ 2014: At least once: 62.5%



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2014 Half-Year Talent Survey:



NEW JOB, HIGHER PAY: (Dec 2013 v June 2014)

For those who changed jobs:

“What was the compensation increase of your new job?”

MNLD CHINA

(6/ 2014):

SAME	15.6%
1-10%	7.3%
11-20%	16.5%
21-30%	30.3%
31-40%	10.1%
41-50%	8.3%
51+%	11.9%

12/2012 Salary Raise:

-OVER 20%= 62.2%

6/ 2013 Salary Raise:

-OVER 20% = 60.6%

TAIWAN

(6/ 2014):

SAME	12.5%
1-10%	12.5%
11-20%	18.8%
21-30%	31.3%
31-40%	18.8%
41-50%	6.3%
51+%	0%

12/2012 Salary Raise:

-OVER 20%= 50%

6/ 2014 Salary Raise:

-OVER 20% = 56.2%

HONG KONG

(6/ 2014):

SAME	15.4%
1-10%	15.4%
11-20%	19.2%
21-30%	34.6%
31-40%	7.7%
41-50%	0%
51+%	7.7%

12/2013 Salary Raise:

-OVER 20% = 33%

6/ 2014 Salary Raise:

-OVER 20% = 50%

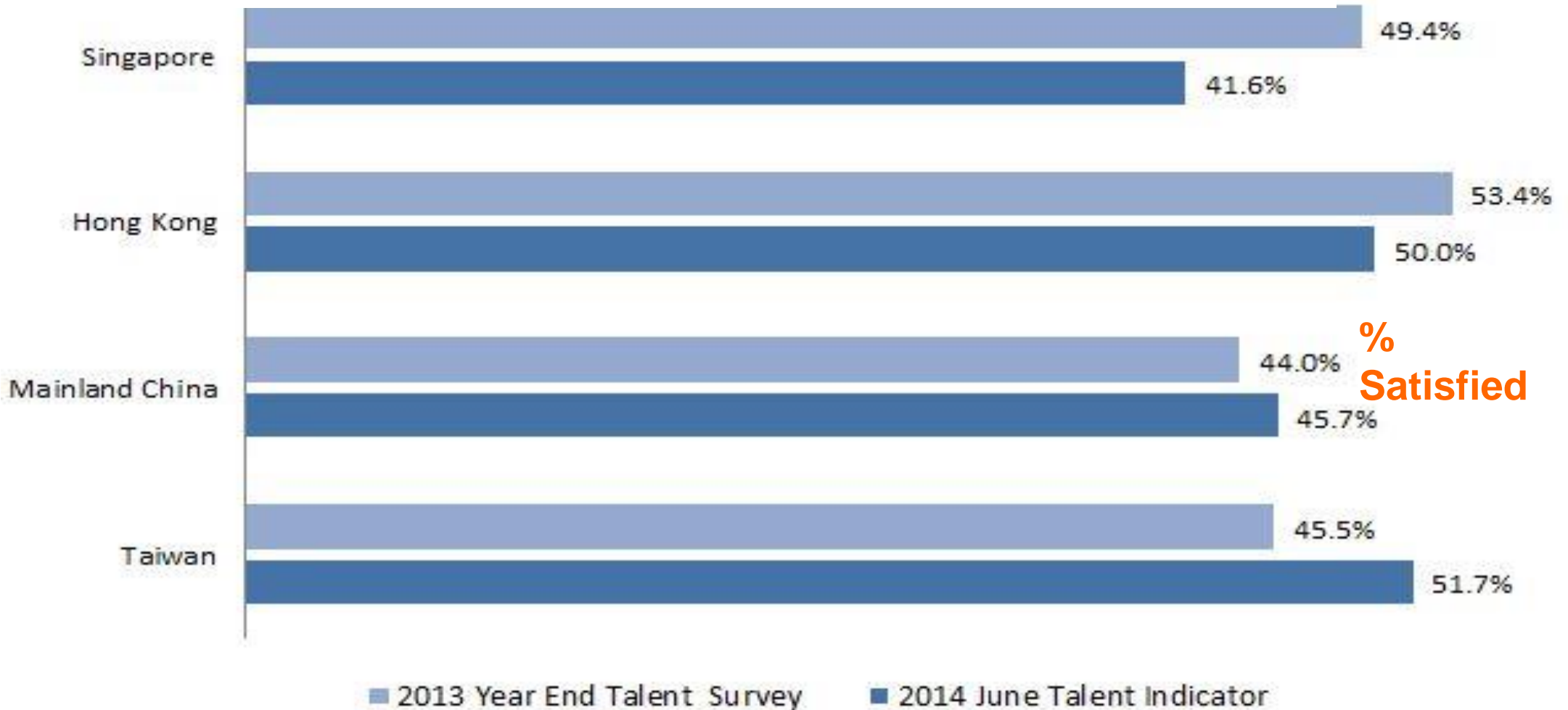
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2014 Half-Year Talent Survey: Mainland China



COMPENSATION SATISFACTION (Dec 2013 v June 2014)

Region-wide: "Are you satisfied with your current compensation?"



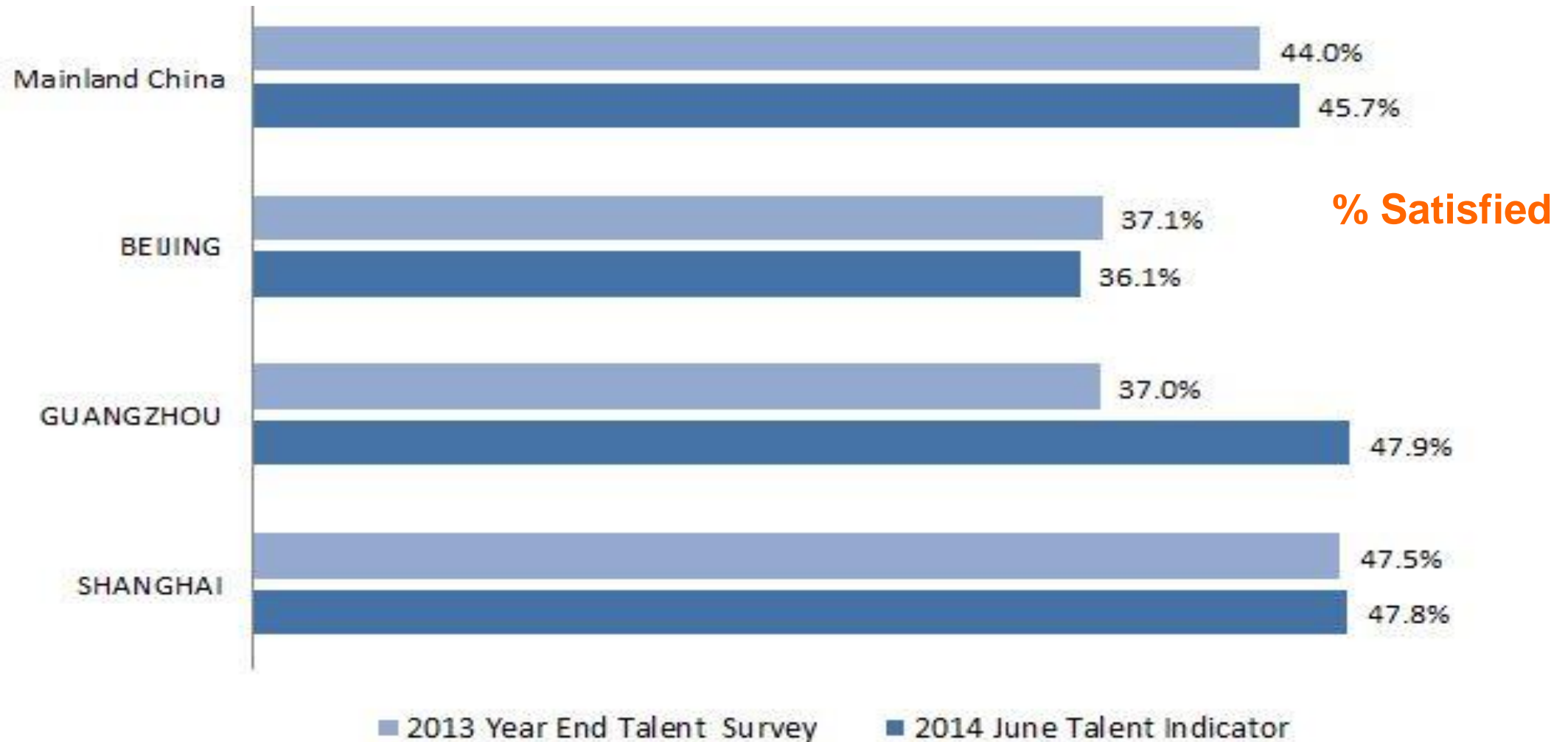
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2014 Half-Year Talent Survey: Mainland China



COMPENSATION SATISFACTION (Dec 2013 v June 2014)

In Mainland China: "Are you satisfied with your current compensation?"



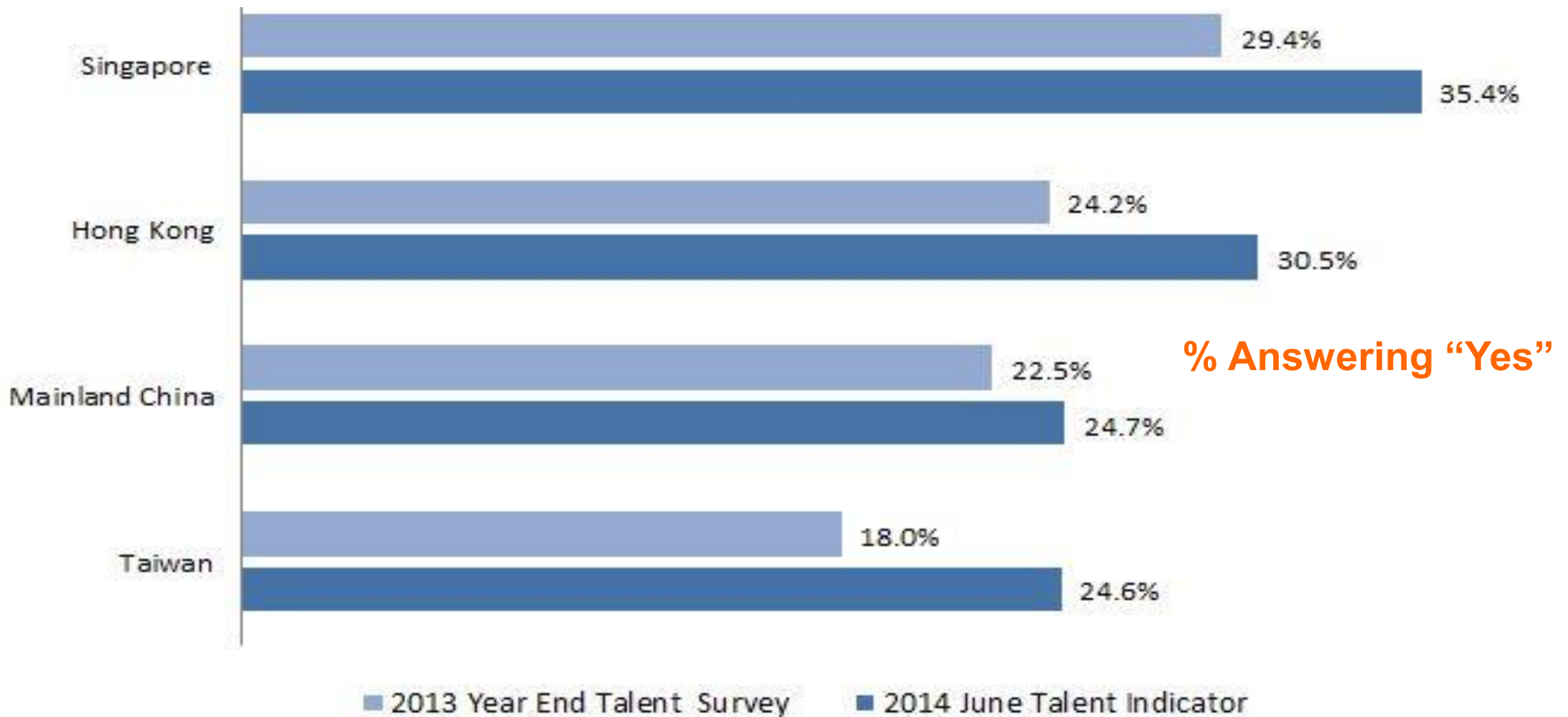
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2014 Half-Year Talent Survey: Mainland China



INTEREST IN JOB-HOPPING: (Dec 2013 v June 2014)

Region-wide: "Are you seeking to change jobs in the next year?"



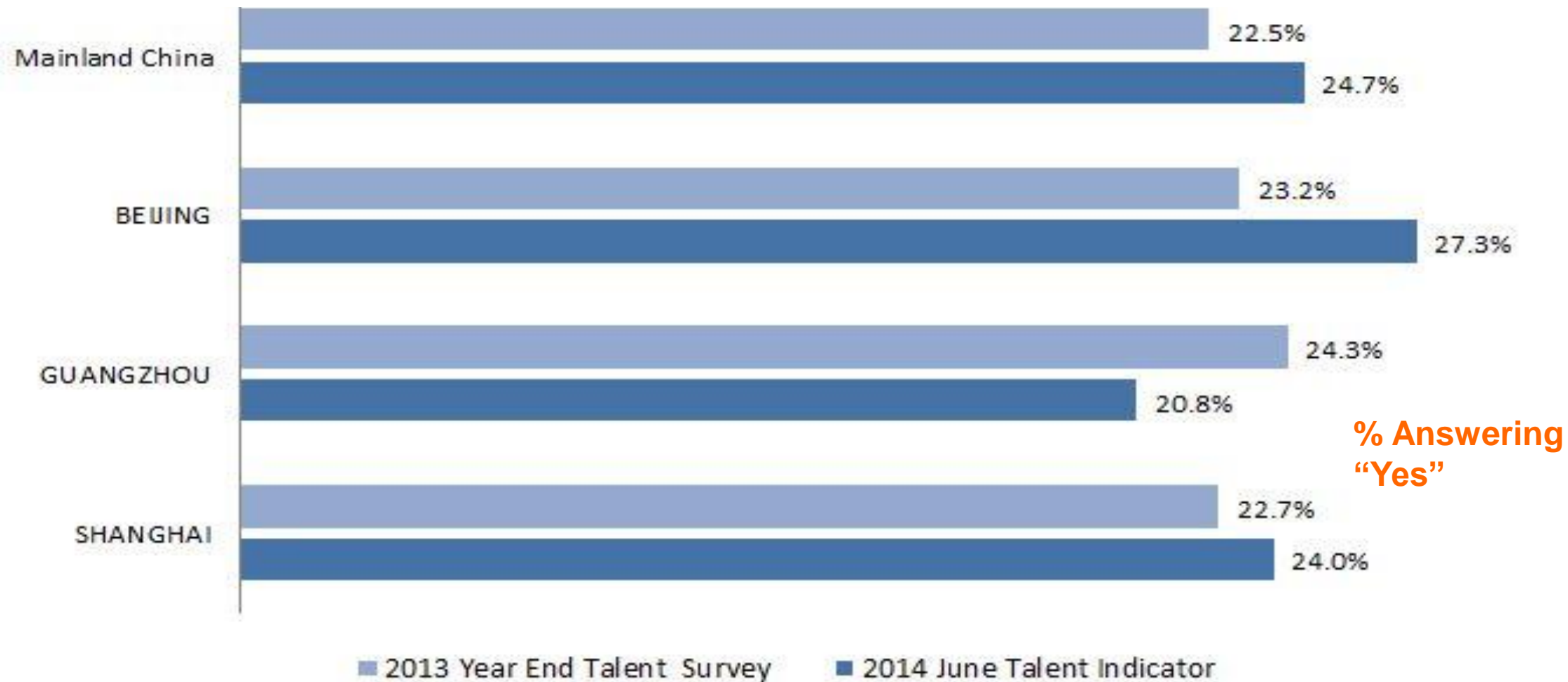
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2014 Half-Year Talent Survey: Mainland China



INTEREST IN JOB-HOPPING: (Dec 2013 v June 2014)

In Mainland China: "Are you seeking to change jobs in the next 12 months?"



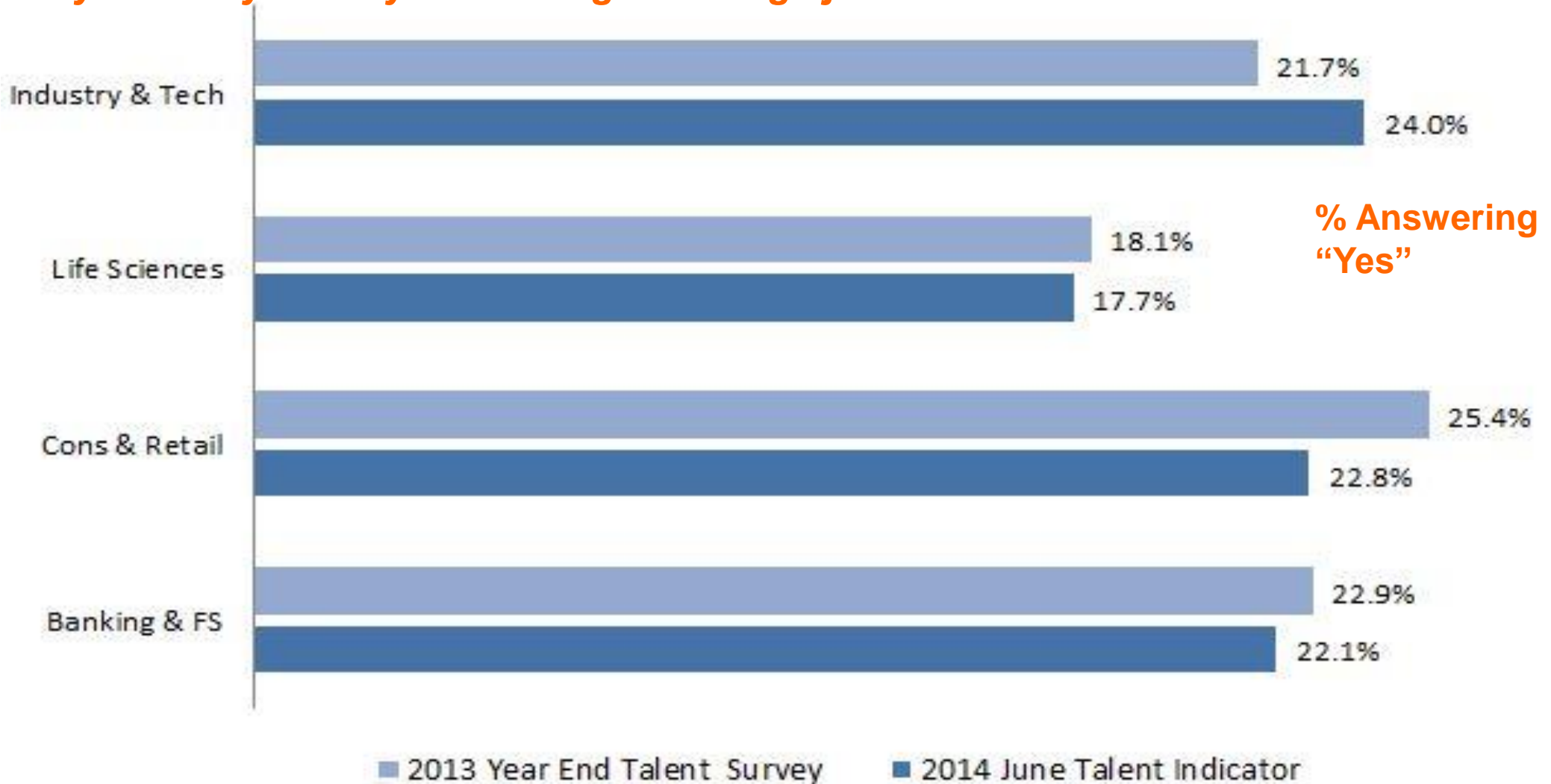
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2014 Half-Year Talent Survey: Mainland China



INTEREST IN JOB HOPPING, BY INDUSTRY (Dec 2013 v June 2014)

By Industry: "Are you seeking to change jobs in 2014?"





“Top two most important reasons to change jobs in 2014”

Respondents who definitely want to make a move

TOP REASONS FOR JOB CHANGE (Mainland China)	2013 Rank	TOP REASONS FOR JOB CHANGE (Taiwan)	2013 Rank	TOP REASON FOR JOB CHANGE (Hong Kong)	2013 Rank	TOP REASON FOR JOB CHANGE (Singapore)	2013 Rank
1. Higher compensation	1	1. Higher compensation	1	1. Higher compensation	1	1. Higher compensation	1
2. Clearer career path	3	2. Career Advancement	2	2. Career advancement	2	2. Career Advancement	2
3. Better leadership & strategic direction	4	3. Better leadership & strategic direction	3	3. Clearer career path	3	3. Better leadership & strategic direction	3
3. Career Advancement	2	3. Clearer career path	3	4. Better leadership & strategic direction	4	4. Clearer career path	6



“Top two most important reasons to stay in your job in 2014”

TOP REASON TO STAY IN JOB (MI China)	2013 Rank
1. Career advancement	1
2. Work-Life balance	2
3. Leadership & strategic direction	4
4. Company culture/ career path/ compensation/ reporting line	4

TOP REASON TO STAY IN JOB (Taiwan)	2013 Rank
1. Work-Life balance	1
2. Compensation	7
3. Career advancement	3
4. Company culture	4
5. Leadership & strategic direction	2

TOP REASON TO STAY IN JOB (Hong Kong)	2013 Rank
1. Career advancement	1
1. Work-Life balance	2
2. Leadership & strategic direction	3
2. Compensation/ company culture	4
3. Company Culture	5

TOP REASON TO STAY IN YOUR JOB (Singapore)	2013 Rank
1. Compensation	2
2. Work-Life balance	1
3. Career advancement	3
3. Immediate reporting line	11
4. Leadership & strategic direction	5

MRIC GROUP 2014 Half-Year Talent Survey:



How talent assess a potential new employer

#1 Meeting with sr. leadership

#2 Company brand image

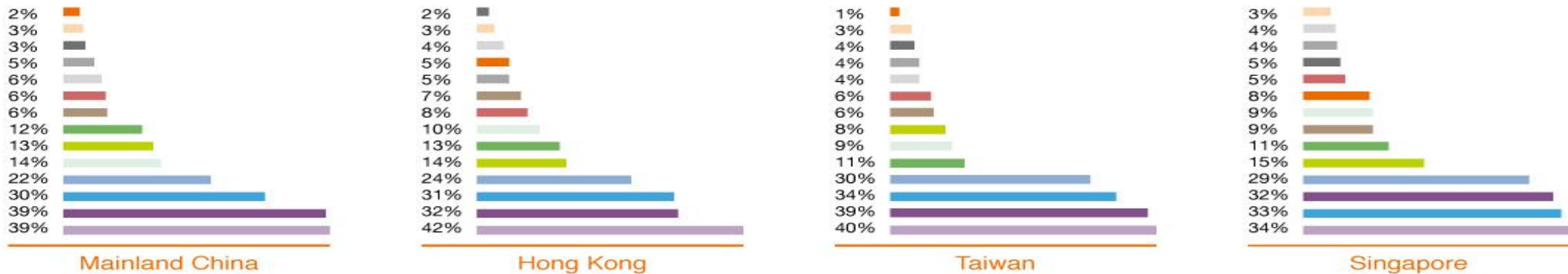
#3 Interview with hiring mgr.

#4 Job description/ role brief

- Social media is more important in China than in other markets

How talent assess a potential new employer

By Location



- Opinion of mentors
- Opinion of spouse/family
- Clarity of recruitment process
- Public image via traditional media
- Interview with HR
- Opinion of friends
- Speaking with employees
- Personal first-hand experience
- Company's own communication channels
- Public image via Social media
- Job description/ brief
- Interview with hiring manager
- Company's brand image and reputation
- Meet sr. leadership in interview process

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2014 Half-Year Talent Survey:

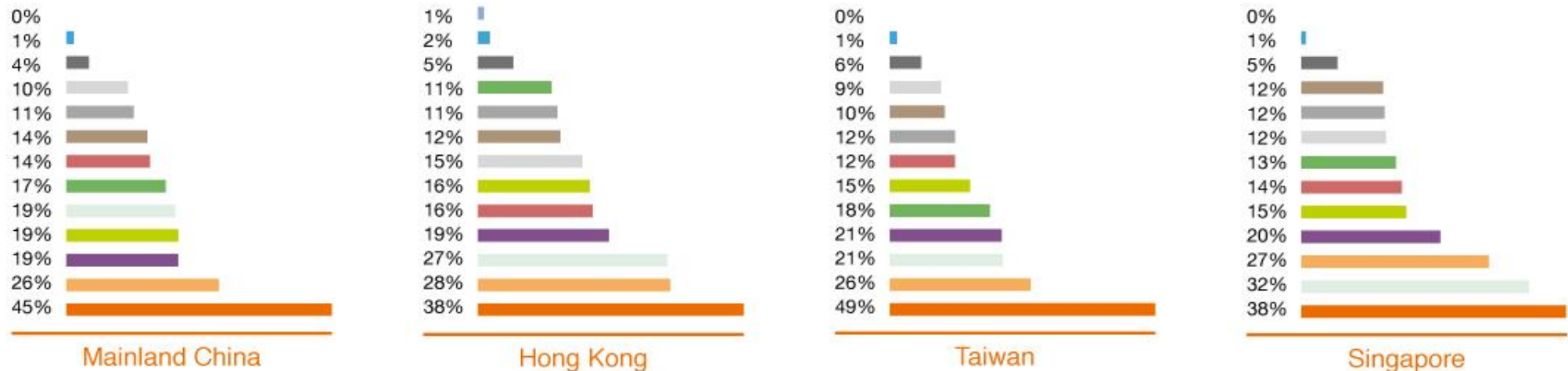


What makes a “Good” employer

1. High integrity leadership, 2. Culture of trust and respect, 3/4/5. Clear vision and business direction, Values that match my beliefs, and Strong capable leadership

Top factors in a ‘good’ employer

By Location



- Clear business structure, transparent decision-making
- Clear ethics, corporate governance
- Clear vision and business direction
- Corporate citizenship and commitment to environment
- Corporate citizenship and commitment to social responsibility
- Culture of innovation and recognition for new ideas
- Culture of trust and respect for employees
- Fair promotions based on merit (rather than relationship)
- High integrity leadership
- Like-minded peers and colleagues
- Positive public image, brand reputation
- Strong corporate values which match my own beliefs
- Strong, capable leadership

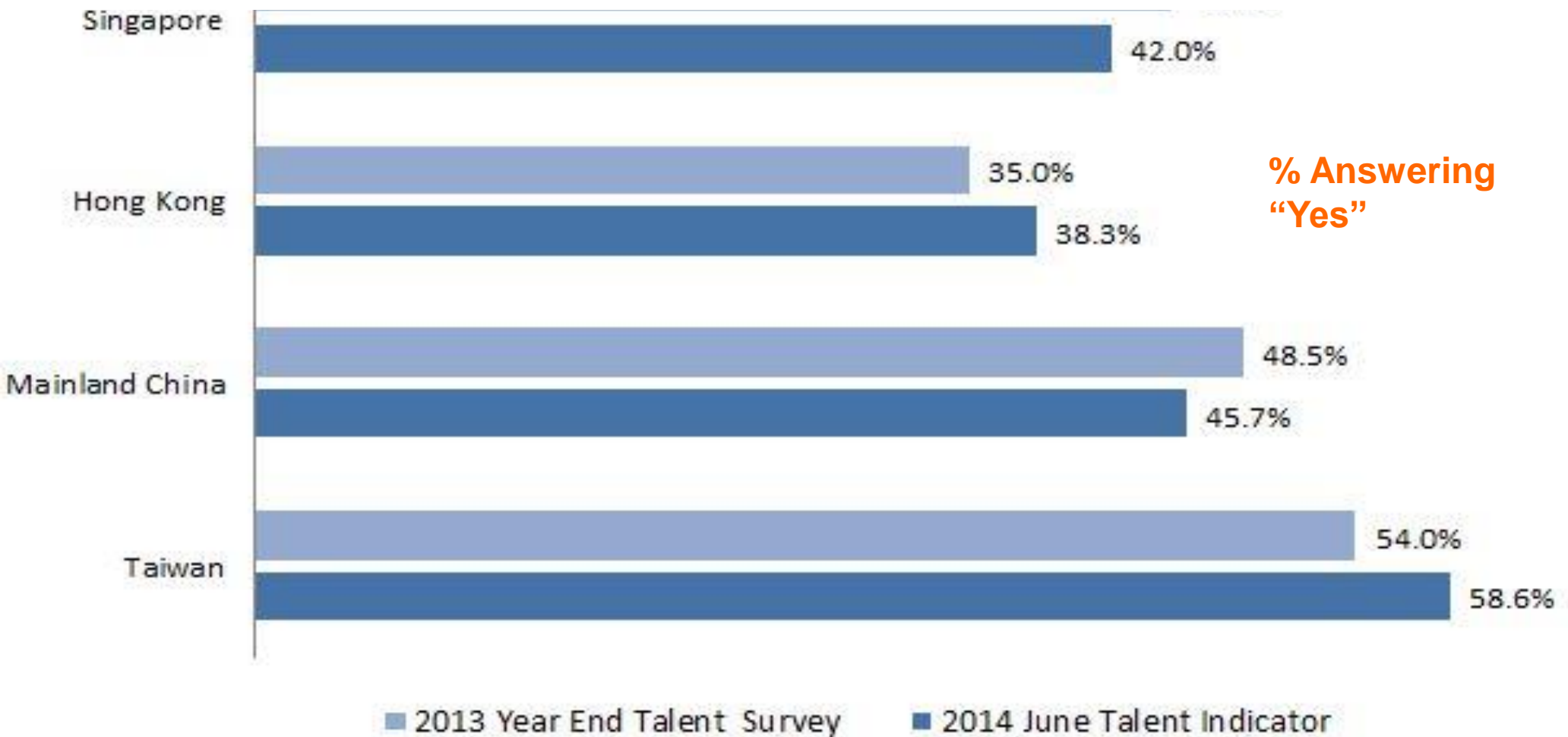
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2014 Half-Year Talent Survey:



RELOCATION: (Dec 2013 v June 2014)

Region-wide: "Are you willing to relocate in next 12 months?"



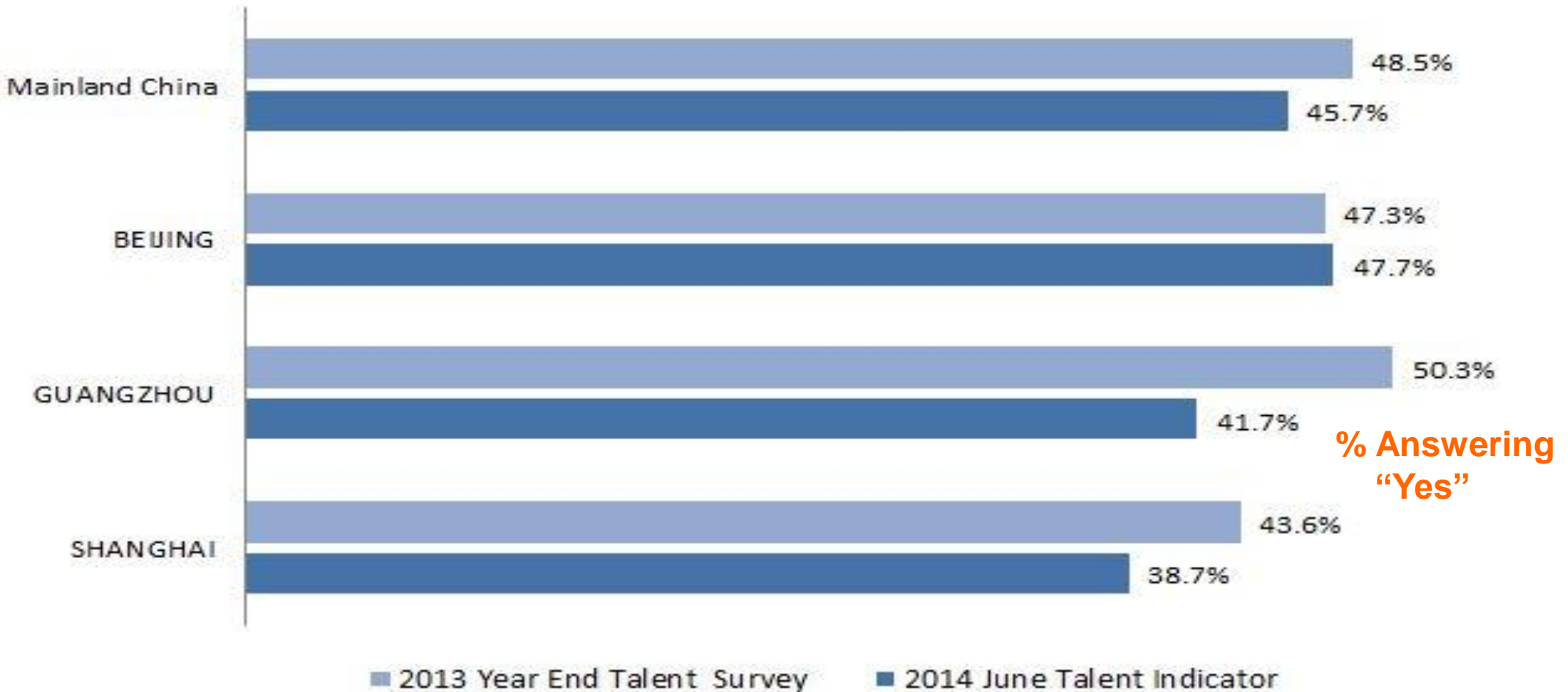
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2014 Half-Year Talent Survey: Mainland China



RELOCATION: (Dec 2013 v June 2014)

Within China: *“Are you willing to relocate in next 12 months?”*





“Where are you looking to relocate?”

Top destinations for professionals from Mainland China at the beginning of the year...

Mainland China for 2014	
N. America	51.0
Europe	45.4
Shanghai	43.1
Hong Kong	43.0
Singapore	42.8
AUS/NZ	34.6
Suzhou	22.8
Beijing	21.5
Taiwan	19.3
Shenzhen	17.3

Mainland China for 2013	
N. America	52.0
Hong Kong	48.6
Singapore	47.7
Shanghai	45.6
Europe	45.2
AUS/NZ	34.0
Beijing	33.5
Suzhou	25.9
Taiwan	19.6
Hangzhou	17.7

Mainland China for 2012	
Shanghai	44.1
N. America	43.4
Hong Kong	40.8
Europe	38.4
Singapore	36.5
Beijing	31.1
AUS/NZ	27.5
Suzhou	21.4
Shenzhen	16.2
Hangzhou	16.1

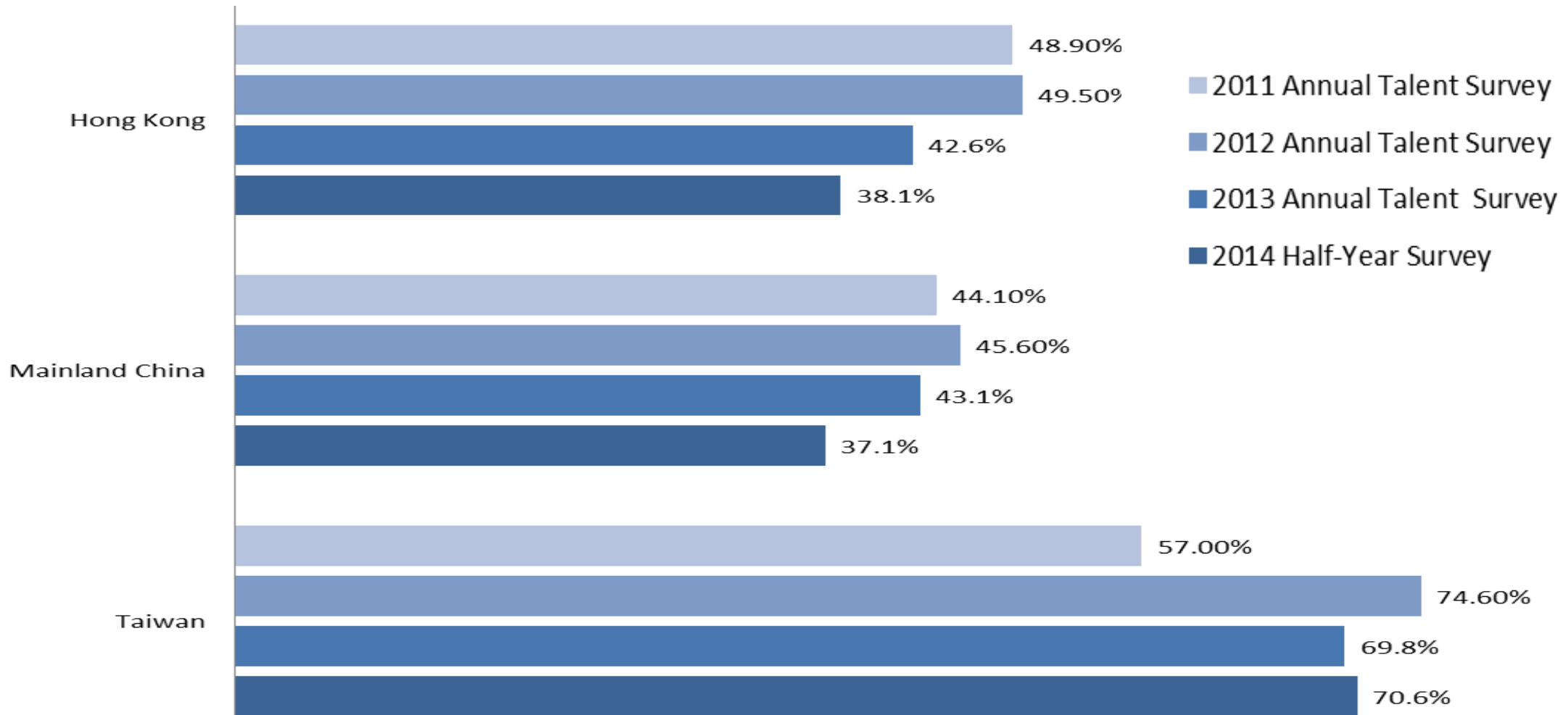
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2014 Half-Year Talent Survey:



RELOCATION DESTINATIONS

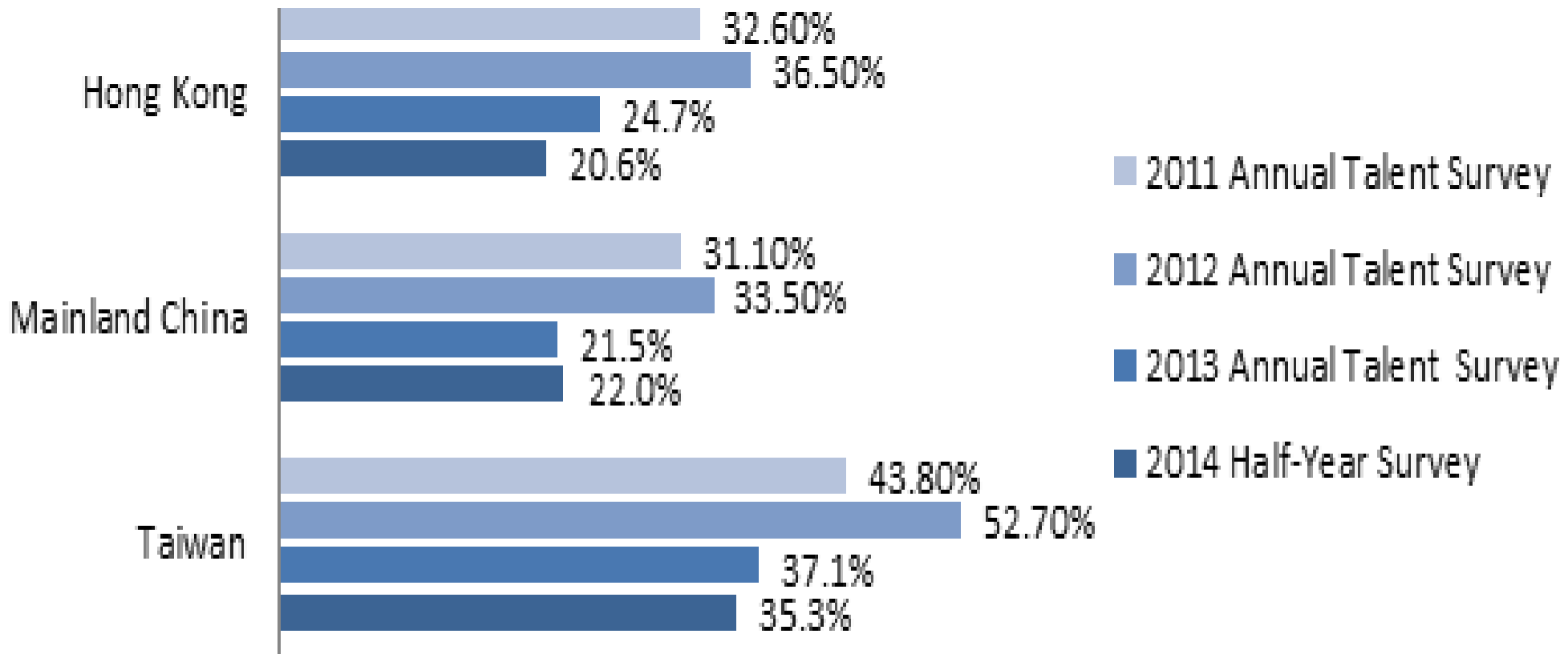
“Are you seeking to relocate to Shanghai?”





RELOCATION DESTINATIONS

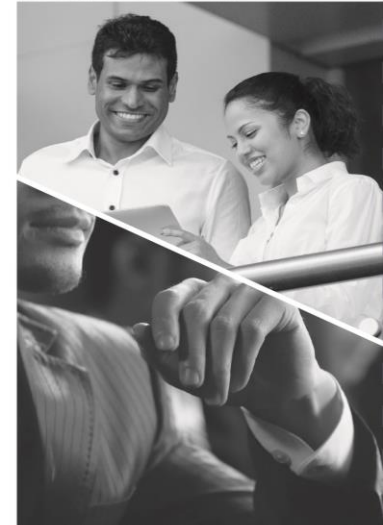
“Are you seeking to relocate to Beijing?”



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SUMMING IT UP

- 1.** Talent is pessimistic about the economy, both globally and locally.
- 2.** Confidence in every sector has dropped by at least 10%, banking by 16%.
- 3.** There has been a slow down in approaches for new jobs, and a slight drop in salary increases over 20%.
- 4.** In China, talent is slightly more satisfied with their compensation, but more than half would prefer to make more money.
- 5.** More people are interested in job changes, especially in Beijing and in the industrial & technology space.



MRIC GROUP SUMMING IT UP

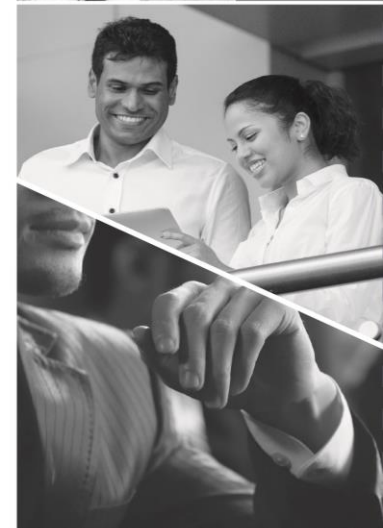
6. Talent is motivated to change jobs by compensation and a better career track.

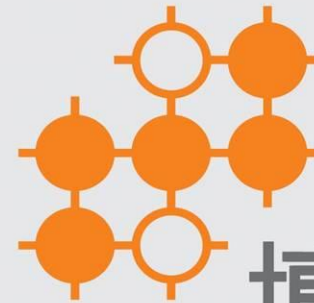
7. Talent stays because of advancement potential and work life balance.

8. Leadership is what talent look at to assess your company and decide if it would be a good place to work

9. Fewer people are willing to relocate.

10. Shanghai is starting to lose its attraction factor.





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