

# Insights into recruitment in

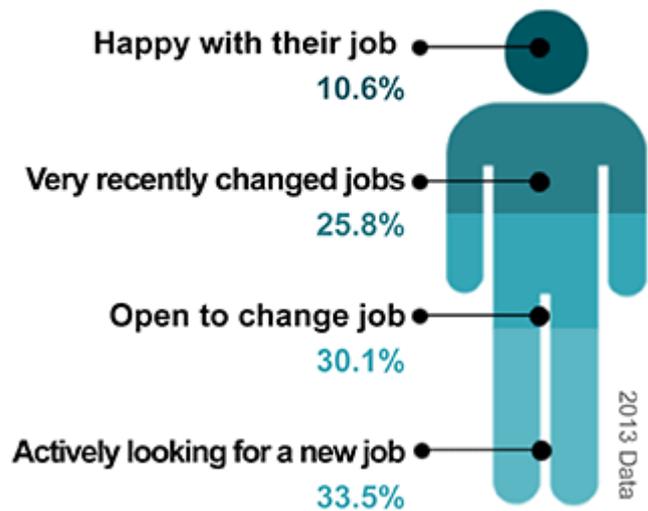
# China

Welcome to the first issue of Recruitipedia: ExecutiveSurf's occasional review of the talent landscape around the world. This month, we will feature China. China is old news when it comes to macro-economic expansion. Tales of impending potentially catastrophic, sub 7% GDP growth figures have been circulating for a while too - although so far, this has been averted. Not bad for a country that continues to drive through the most ambitious business

transformation program in human history. What remains in a state of great flux is the war for talent there. What does it all mean from an HR perspective? You will find Recruitipedia of interest if you are hiring talent in China, checking out demand for your expertise in the Chinese recruitment market, or if you are simply interested in better understanding the talent market there.



## DID YOU KNOW?



China's rapid economic growth has resulted in an increasingly individualistic society. Traditional values are still at the core of Chinese culture, but personal ambition and aspirations are starting to affect behaviour, particularly among the younger generations. This means foreign companies can face difficulties recruiting and retaining staff in the country.

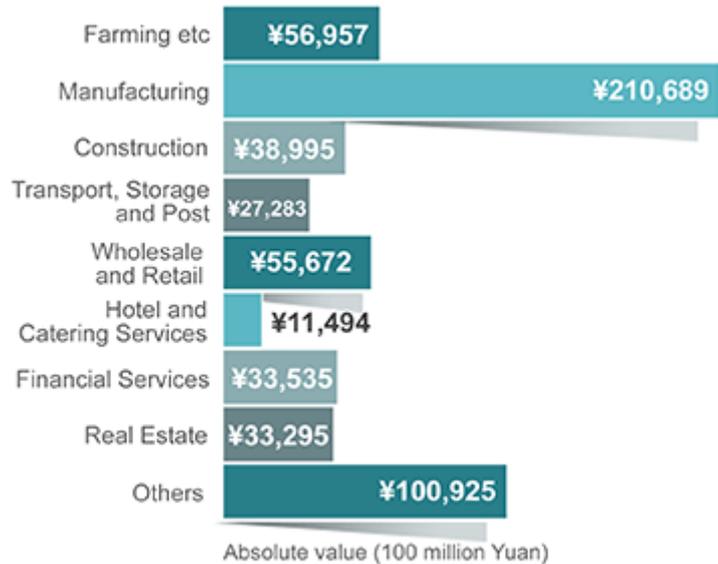
It is becoming the norm for Chinese employees to change jobs every year or two. Younger Chinese are increasingly competitive and are looking for consistent career progression in the global market and so they embrace headhunters and the chance to field a better offer. It

for employers to retain that talent.

## Economy of a powerhouse

Salaries in China are becoming more competitive and in the major cities they are approaching levels of most western countries, where they are generally steady, if not stagnating.

**GDP**  
BY INDUSTRY



Chinese economic reform in 1978 resulted in hugely improved educational standards, leading to a great disparity in knowledge and capabilities between the young and old, especially with regards to competency levels in English. This means that managerial and higher positions are increasingly held by young professionals and many company directors are in their early 30s.



## RECRUITING DOS AND DON'TS



Employers seeking talent for key positions might want to look for passively available ones, who are highly capable and not threatened by the idea of retrenchment.

Active job seekers may have been retrenched because of performance-related issues and so professional recruiters should try to source and recruit quality candidates from other companies.

Effective recruiters require a set of good soft-skills. A recruiter's network is obviously important, as this will dictate the range of coverage in an executive search service. Not that a wider search is always better, as greater coverage may compromise an in-depth knowledge of a specific labour market, so the suitability of a recruiter's network

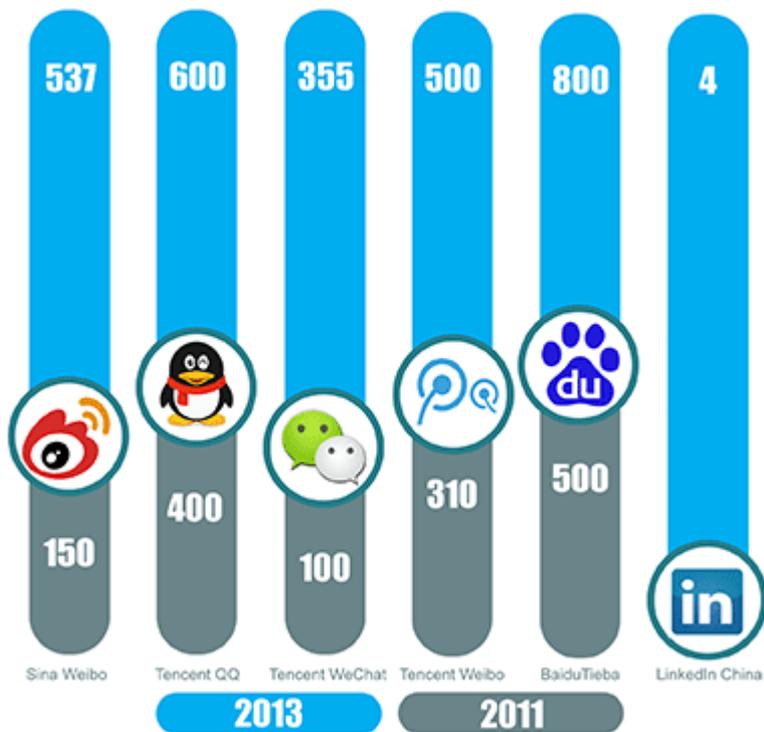
Face-to-face meetings may seem obvious, but we recommend not depending solely on phone interviews when hiring even the more junior roles, as it has been known for a stand-in to be used. We also recommend not negotiating directly with candidates

depends on the job requirements and where the best candidates can be found.

if you are unfamiliar with their culture - use an intermediary.

## GROWTH OF SOCIAL NETWORKS IN CHINA

Number of users in Mainland China (million)



According to SocialBakers, In 2013 there were 4 million LinkedIn users in China, which represents 0,29% of the population and 0.81% of the online population. Facebook only has 515,380 registered users due to censorship by the government, evidence, if it were needed, that China requires different channels and a different approach.

China is an extremely important player in the world market, knowing the key differences can be crucial in approaching the market. Insight into the Chinese business environment is essential to a new business venture. Your knowledge will be your differentiating strength in working in China.