



**ASIA JOB INDEX Q1 2016**  
A TRUSTED SOURCE ON ASIA'S JOB MARKET

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ROBERT WALTERS

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# ROBERT WALTERS ASIA JOB INDEX Q1 2016: ASIA AT A GLANCE

The technology boom in Asia has shown more signs of progression as IT becomes increasingly integrated within every facet of an organisation's day to day processes and operations. This has created a large demand for professionals with data protection, cyber security and project implementation expertise. As these remain niche skill areas, such talent are highly sought after in Asia. The popularity of social media and e-commerce has also impacted the digital landscape. Businesses are constantly enhancing their consumer relationship strategies in order to better engage with their audience and build an online presence.

## KEY HIGHLIGHTS OF THE QUARTER:

# +36%

Increased regulatory scrutiny on all financial services organisations drove the demand for legal and compliance professionals in order to ensure adherence.

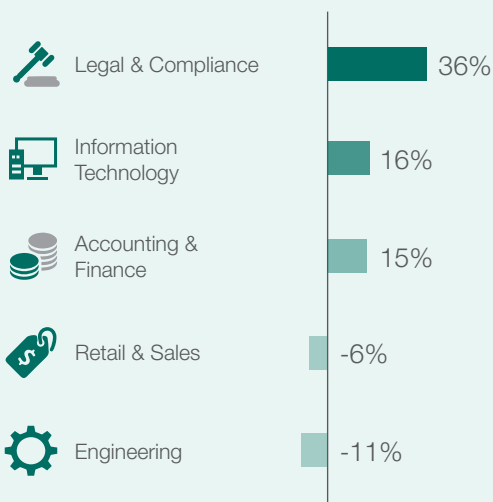
# +16%

As more companies integrate technology into every facet of their daily operations and implement large-scale IT projects, job advertising volumes for professionals skilled in cyber security, FinTech and e-commerce have shown particularly strong growth.

# +7%

With tougher competition for the best professionals, job volumes within HR saw an uplift as organisations strengthened their talent retention efforts to include more learning and development as well as leadership training.

## PERCENTAGE CHANGE BY PROFESSION Q1 2015 VS Q1 2016



# CHINA: SERVICES INDUSTRY THE KEY ENGINE FOR GROWTH



Matthew Bennett  
Managing Director  
Greater China

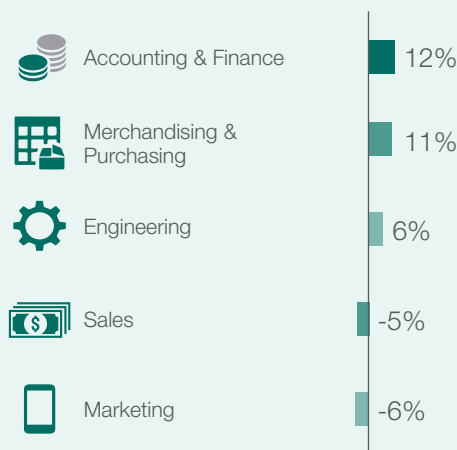
China overall  
**-0.2%** | Annual  
change in job  
advertisements

**“There has been some tightening in the job market due to a cautious view towards the economy and a volatile stock market in the second half of 2015 which is still affecting business confidence. However, it is important to note that China remains a candidate-short market and there is still promising growth in the services, consumer and IT industries. To support their growth in an evolving business landscape, companies now have more complex and sophisticated hiring requirements, and focus on recruiting talent who are more senior and can contribute strategically. Professionals who have an in-depth understanding of China and can balance that with international best practices are the most sought after.”**

## MARKET COMMENTARY

- With the shift of the Chinese economy into a consumption and services-led environment, companies placed an increased focus on sourcing and merchandising to improve the overall quality of goods. Traditional industries also sought to improve their procurement efforts to achieve cost-savings. This led to an 11% growth in the number of merchandising and purchasing job advertisements.
- Accounting and finance job advertising saw a 12% increase from Q1 2015 as a result of more shared services centres moving to China and a strong demand for commercially-minded accountants to help companies identify growth areas.
- As companies outsourced certain sales functions (such as sales and distribution channels) to third parties, there were fewer direct hiring needs and this resulted in a 5% year-on-year drop in sales job advertisements.

## PERCENTAGE CHANGE BY PROFESSION Q1 2015 VS Q1 2016



# HONG KONG: TOP TALENT REMAIN IN DEMAND DESPITE MARKET CONCERNS



Matthew Bennett  
Managing Director  
Greater China

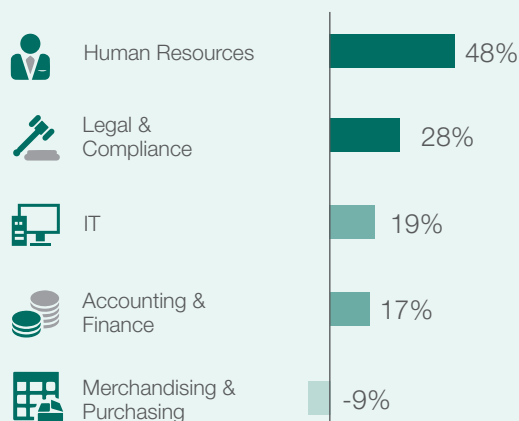
Hong Kong overall  
**+14%** Annual  
growth in job  
advertisements

**“Compared to a relatively steady job market in the first half of 2015, companies were more active in hiring in Q1 2016 and this led to the healthy year-on-year growth in the number of job advertisements. Despite the slowdown in certain areas such as retail, hospitality and construction, organisations in most sectors continued to look for strong talent, particularly for business critical functions such as finance, compliance and IT. Looking ahead, we expect market sentiment to remain cautious yet positive. With Hong Kong being a confidence-based economy, there might be further uplift in hiring in the second half of the year if the global economy is able to sustain its growth.”**

## MARKET COMMENTARY

- HR job advertising grew a significant 48% from Q1 2015 as companies sought to take previously outsourced functions back in-house. This led to a strong demand for HR professionals in areas such as recruitment, training and development.
- Legal and compliance job advertising saw annual growth of 28% as banks continued to grow their compliance functions and buy-side firms continued to develop their internal compliance capability due to increasing regulatory pressure.
- IT professionals remained in demand with a 19% year-on-year increase in the number of job advertisements. The market remained candidate-short, particularly for professionals with experience in growth areas such as FinTech, e-commerce and IT security.

## PERCENTAGE CHANGE BY PROFESSION Q1 2015 VS Q1 2016



# MALAYSIA: TECHNOLOGY TO CONTINUE DRIVING RECRUITMENT



Sally Raj  
Managing Director  
Malaysia

Malaysia overall  
**+11%**

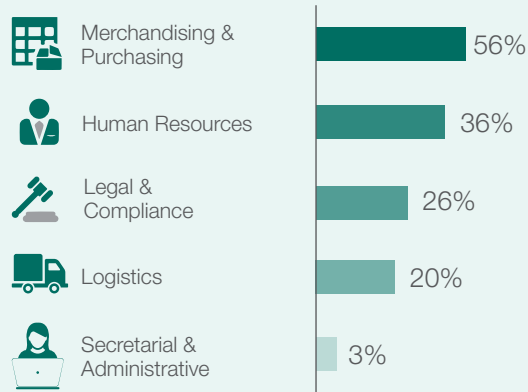
Annual  
growth in job  
advertisements

**“Despite the downturn within Malaysia’s oil & gas and manufacturing sectors, job advertising saw a surprise rebound this quarter from other key growth areas of technology, sales and marketing. These sectors have been driven by the popularity of e-commerce and consumerism, opening opportunities for skilled professionals. In particular, digital marketing has continued its upward trend and in turn created positions for the technology infrastructure required to run these marketing activities. In addition, the strategic move by multinational corporations to hub global procurement functions in Malaysia has driven the demand for professionals skilled in supply chain and logistics.”**

## MARKET COMMENTARY

- The merchandising and purchasing sector saw a strong 56% hike in tandem with the growth of e-commerce. These professionals are required for firms seeking stronger digital capabilities as they implement more creative and interactive online footprints.
- Companies built their internal talent acquisition teams in order to support the large number of businesses entering and expanding within Malaysia. This drove job advertising in HR up 36%.
- The traditionally strong legal and compliance sector experienced a further 26% increase in job advertising as organisations outside of banking such as commerce and technology saw a growing need for strengthening internal controls.
- The technology sector’s focus on information security has driven the demand for cyber security and data protection services in Malaysia.

## PERCENTAGE CHANGE BY PROFESSION Q1 2015 VS Q1 2016



# SINGAPORE: MARKET CAUTION EXTENDS HIRING PROCESS



Toby Fowlston  
Managing Director  
Southeast Asia

Singapore overall

## +11%

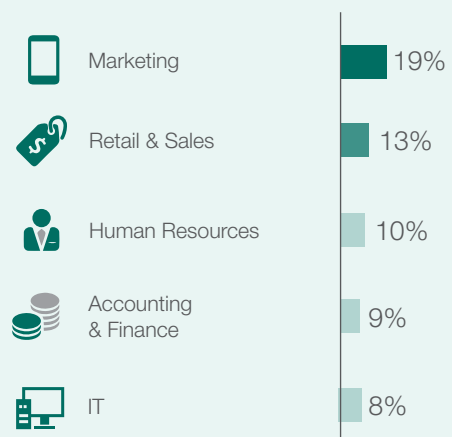
Annual  
growth in job  
advertisements

**“The increase in job advertising was more positive than expected given that Singapore’s GDP is currently growing at 2%. While employment demands within the digital, e-commerce and cyber security sectors remained strong, we saw an increase in the length of time required to successfully hire. Caution in the market caused delays in hiring decisions, which led to positions left unoccupied for longer periods of time and repeated job advertising. As employers became more invested in making the right hires and retaining talent, the strategic role of human resources remained critical to organisations.”**

## MARKET COMMENTARY

- As professionals’ aspirations to advance their careers and skill sets increased, companies implemented learning & development programmes as part of talent retention strategies. Job advertising for human resources professionals grew 10% from Q1 2015 to support such initiatives.
- Continued investment and interest from venture capital companies in technology start-ups drove job volumes for IT professionals up 8%.
- Demand from the mushrooming e-commerce and digital sectors saw a 19% spike in marketing job advertisements as companies sought to utilise more creative channels to connect with consumers.
- A surge in demand for sales professionals saw a 13% growth in advertised jobs as businesses aimed to boost their revenue streams and improve bottom lines.

## PERCENTAGE CHANGE BY PROFESSION Q1 2015 VS Q1 2016



# TAIWAN: STABLE BUSINESS OUTLOOK SUPPORTS JOB MARKET GROWTH



John Winter  
General Manager  
Taiwan

Taiwan overall

## +5%

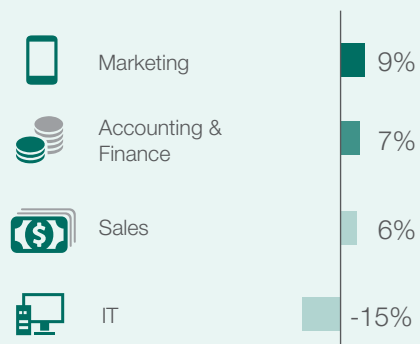
Annual  
growth in job  
advertisements

**“The growth in job advertisements was reflective of an optimistic recruitment market in Taiwan. There was a steady stream of replacement roles in most sectors as companies continued to hire strategically. We have also seen a continued trend of new companies, mostly international SMEs, entering the market which has created additional headcount requirements. As the business outlook will likely remain positive and the demand for high-calibre talent outstrips supply, it is important for organisations to come up with a comprehensive talent attraction strategy and engage with top candidates from early on to build a strong employer brand.”**

## MARKET COMMENTARY

- Companies continued to increase their investment in the digital and e-commerce space and sought marketing professionals with these skills and experience, driving the number of job advertisements up 9% from a year ago.
- Sales job advertising grew 6% as companies actively hired strong salespeople who could contribute to the bottom line. Account managers with strong business development and client relationship management skills were particularly sought after by consumer brands looking to expand in the market.
- The 15% year-on-year dip in IT job advertisements was largely a result of the slowdown in hiring by large manufacturers in the semiconductor industry which are some of the biggest employers in Taiwan. However, the negative impact was somewhat offset by growth in other areas such as software development and R&D.

## PERCENTAGE CHANGE BY PROFESSION Q1 2015 VS Q1 2016





# ROBERT WALTERS ASIA JOB INDEX Q1 2016: METHODOLOGY

Robert Walters is an award-winning business and one of the world's leading professional recruitment consultancies with offices in 24 countries and regions. The Asia Job Index tracks advertisement volumes for executive appointments across the leading job boards and national newspapers in the following:

## China

51job.com  
Efinancialcareers.com  
Liepin.com  
Linkedin.com  
Zhaopin.com

## Hong Kong

Classified Post  
Recruit (Tuesday, Friday edition)  
Cpjobs.com  
CTgoodjobs.hk  
Efinancialcareers.com  
Jobmarket.com.hk  
Jobs.gov.hk  
Jobsdb.com.hk  
Linkedin.com  
Monster.com.hk

## Malaysia

The Star  
Efinancialcareers.com  
Jobstreet.com.my  
Linkedin.com  
Monster.com.my  
Mystar.com.my

## Singapore

The Straits Times  
Efinancialcareers.com  
Jobscentral.com.sg  
Jobsdb.com.sg  
Jobstreet.com.sg  
Linkedin.com  
Monster.com.sg  
ST701.com.sg

## Taiwan

104.com.tw  
1111.com.tw  
Efinancialcareers.com  
Linkedin.com

# ROBERT WALTERS ASIA JOB INDEX Q1 2016: CONTACT US

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### NOTES FOR EDITORS

Robert Walters is the leading professional recruitment firm in the Asian market and currently has a network of offices covering China, Hong Kong, Indonesia, Japan, Malaysia, Singapore, South Korea, Taiwan, Thailand and Vietnam.

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FRANCE  
GERMANY  
HONG KONG  
INDONESIA  
IRELAND  
JAPAN  
LUXEMBOURG  
MALAYSIA  
NETHERLANDS  
NEW ZEALAND  
SINGAPORE  
SOUTH AFRICA  
SOUTH KOREA  
SPAIN  
SWITZERLAND  
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