

2018 Greater China Senior Talent Survey results

At GMPTALENT, we conduct this survey to MNC Leaders end of each year with the purpose of identify trends, get a feel of business sentiment and provide market insights to senior talents in the Greater China region.

The general message we've received is **"2018 will be a better year for China business compare to 2017 with increase of hiring for senior talent"**.

About **45%** of companies plan to hire senior executives in 2018, good to see the improvement from 33% in 2017 and 30% in 2016. Another **45%** of companies plan to retain the same headcount. And **10%** of companies indicate they will reduce headcount in 2018.

In term of overall business sentiment, **65%** of Leaders believe 2018 will be a better year compare to 2017 for their China business -an increase from 40% in 2017 and 30% in 2016. **20%** indicate "no change / hard to say" in 2018, and the remaining **15%** don't think 2018 will be a better year because of change of government policies, increase of domestic competition and operating costs in China, etc.

95% of MNCs see China as their key market to be, which is slightly increased from 90% in 2017.

"We are in a very good position in the (Greater China) market; and we have many new exciting news, new routes, new product upgrades, new technology", commented by a Managing Director of Greater China in Airlines sector;

"Construction market is recovering compared to lows in 2015 and 2016", commented by a Head of Global HR in Chemical sector;

"The changing and evolving route-to-market for consumer goods opens new large opportunities for growth. Reduction of import regulation especially in China opens doors for more direct route-to-market and hence lower cost, this results in greater consumer demand", commented by a Managing Director of APAC in Consumer Goods sector;

"The challenges and opportunities are from our corporate 2018 business theme, which is "transformation, customer centric company, sustainability. We expect the business model transformation, design changes, and product transformation can drive new business opportunities", commented by a HR Head of Greater China in Luxury Goods sector;

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Question: Does your company / department plan to hire senior executives in 2018 in the Greater China region?

Survey Result:

- (1) **45%** of companies plan to hire; of which
 - 44% of companies will hire new positions;
 - 56% of companies will make replacement hiring;
- (2) **45%** of companies will retain the same headcount;
- (3) **10%** of companies plan to reduce headcount;

Most the hiring positions fall into the *Sales, Marketing, Operations and General Management* job functions; and expect more hiring activities in the *Consumer Goods, Healthcare, Transportation, Technology, Industrial and Sharing Economy* sectors in 2018.

Survey results indicate that the major talent related challenges in 2018 are: *recruit and attract top talents in business development; enhance employee engagement & improve team morale; improve efficiency and work smarter; retention and succession planning.*

Question: In your view, what will be the impact of “AI”, “big data” and “digitalization” to executive jobs?

Survey Results:

- Big data will greatly assist the executives on decision-making, rather than a replacement for the executives;
- Executives have to keep abreast with the trend and equip themselves as earlier as possible;
- Executives should be forward thinkers and need more strong ability of data analysis;
- It will increase productivity and in long run reduce manpower needs;

Question: Do you think 2018 will be a better year for your overall business in the Greater China region compare to 2017?

Survey Result:

Yes	65%
Same/Hard to say	20%
No	15%

Question: Is Greater China region still a key market for your business and to continue investing in 2018?

Survey Result:

Yes	95%
No	5%

Besides Greater China, other Asia countries / regions are key focus in 2018: *Japan, South Korea, SEA (Vietnam, Indonesia, Thailand, Philippines) and India.*