

Hamburg, April 10, 2014

Current developments in Sino-German human resource management

Sino HR Conference – 3rd Sino-German Human Resource Conference in May 2014

More than 8,200 German businesses have branches in China. For years companies have complained about a shortage of skilled labor, rising wages and salaries, as well as high turnover ratios. The 3rd Sino-German Human Resource Conference will offer new approaches.

After two highly successful conferences in 2012 und 2013, the Sino HR Conference this year will again provide a comprehensive picture of current developments in Sino-Chinese human resource management. „The goal,“ says Dirk Mussenbrock, CEO of Mussenbrock & Wang GmbH, „is to present current developments in the PRC to German HR heads and CEOs. At the Conference we’re going to address in particular the issues that are emerging dynamically in China.“ Mussenbrock & Wang GmbH will host the Sino HR Conference.

„Owing to salary adjustments as well as the growing number of localized Westerners, there will be a rethinking of localization in China,“ says Martin Tjan of DEININGER Consulting, a recruitment agency located in Germany and China. „The fundamental question—whether to have a Chinese or a Western executive—will become largely superfluous, and technical skill will gain center stage in the selection criteria. Having said that, there will also be a future demand for expatriates (in the original sense).“

Frank Dissen, WTS, director of Global Expatriate Services in Frankfurt, agrees. „Without doubt,“ he explains, „China is among the favorite investment objectives of international 2

companies. But whoever sends employees there to establish or develop business is confronted with numerous challenges. That's why good preparation with respect to culture, but also to taxes, social security, and right of residence, is indispensable."

From the viewpoint of Rainer Burkardt of Burkardt & Partner, a law firm located in Shanghai, which primarily counsels medium-sized businesses from Germany, Austria, and Switzerland in their investments in China, the implementation of the new Contract Worker Provision is one of the most pressing issues in 2014-2015. "Many companies in China," he says, "permanently employ up to 100% contract workers, not only for auxiliary activities, but also for core functions. Combined with the prevailing labor laws in China, which are very employee-friendly and make it almost impossible for employers to legally issue dismissals without compensation, human resource planning, especially for the stronger foreign-invested companies controlled by the authorities, will become a balancing act between profitability and conformity to the law."

Additional topics on the agenda are: the results of current studies, human resource and organizational development, trends in recruiting and compensation, labor and social security legislation, employee loyalty, and expatriate management in China. These topics will be presented by experts who have worked in their field for years—many of them based in the PRC.

The conference will be held on May 14, 2014 at Fleming's Conference Hotel Frankfurt. Registration can be made at www.sino-hr-conference.com.

Mussenbrock & Wang GmbH Company Profile:

Since its foundation in 2008 Mussenbrock & Wang has developed into the leading supplier of recruitment solutions in the European Chinese context. With the job portal SinoJobs and the recruiting event SinoJobs Career Days, we offer specialized solutions for the recruitment of Chinese and European professionals and managers in Greater China and the EU to European enterprises.

The Sino HR Conference – the German-Chinese Human Resources Conference – and special seminars on the subject of the German-Chinese HR management are offered to executives and human resource managers having a focus on China.

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