

Hamburg, 14th June 2016

Mid-sized Employers in China: Potential Employees Expect Career Opportunities

How do applicants feel about mid-sized Chinese and European employers? The specialty job marketplace SinoJobs asked its users.

They have it hard: The right applicants are not just in demand in Europe, but in China, too, foreign companies are fighting for new employees. More and more European mid-sized companies are left standing - even though they are well-perceived. But Chinese mid-sized employers are becoming increasingly attractive.

Be it Porsche, Audi, BMW, or Siemens - if you're a Chinese applicant who can list renowned foreign companies in your resume, you'll do well with local Chinese employers. Because even though mid-sized companies abroad offer good career opportunities, employer image is important in China - but many foreign companies in China lack in this department.

Applicants have a different view of potential mid-sized employers with overseas headquarters than they do of purely Chinese companies. So these mid-sized companies are expected to offer good career opportunities, good advancement into one's career, interesting tasks, good compensation, and a good employer image. The companies are weak in terms of lateral thinking, central location, innovative strength, financial performance, and flexible work hours / family-friendly structures.

Chinese mid-sized companies, on the other hand, earn points with interesting tasks, good career advancement, central location, good career opportunities, and flat hierarchies. The companies are weak in terms of quality / attractiveness of products and services, internal training

opportunities, financial performance, good compensation, and a good employer image.

When asked what they want from their potential employer, those polled listed good career opportunities, good compensation, a good corporate atmosphere, interesting tasks, and internal training opportunities. A secure position, good corporate image, central location, financial performance, and flat hierarchies are considered less relevant.

Mussenbrock & Wang GmbH Company Profile:

Mussenbrock & Wang is a leading supplier of recruitment solutions in the European-Chinese context. We operate offices in both China and Europe. Through our job portal, SinoJobs, and our career and recruiting fair, SinoJobs Career Days, we deliver specialized solutions to European and Chinese companies seeking to recruit Chinese and European professionals and managers for positions in Greater China and Europe.

Our annual Sino HR Conference, German Chinese Human Resources Conference, has become firmly established as the leading event on the topic of German-Chinese HR management. This conference, held in Frankfurt am Main, attracts more than 120 participants from management and HR divisions each year.

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