

SALES & MARKETING 08/09

Salary

SALARY & EMPLOYMENT FORECAST

Michael Page
SALES & MARKETING

WELCOME

Welcome to the 2008/2009 Michael Page Sales & Marketing Salary & Employment Forecast for Greater China.

Michael Page International is a world-leading specialist recruitment consultancy. Growing entirely organically, rather than by mergers or acquisitions, we now have over 5,500 people in 166 offices in 28 countries worldwide. Coming from all industry sectors, our clients range from market-leading multinationals to small and medium sized firms.

Our consistent organic growth strategy and continued investment through business cycles is driving our growth in the specialist recruitment market in Greater China. Since opening our first office in Hong Kong in 1994, we have expanded significantly with offices currently in all of the main business centres including Hong Kong, Sha Tin, Shanghai, Shenzhen and Beijing.

This year, the format of our Salary Survey has changed to reflect our business growth and make it easier for employers and employees to stay abreast of current employment market and salary trends across key industries.

While most industry surveys provide qualitative insight on hiring intentions and salary levels, the Michael Page Sales & Marketing Salary & Employment Forecast combines both quantitative and qualitative research, derived from our survey of employers and job seekers and our extensive involvement in the professional labour market in Hong Kong and Mainland China.

The survey, completed by approximately 450 employers and 1600 employees, covers a range of issues and trends relevant to today's corporate sector and establishes the Salary & Employment Forecast as a highly reputable report, based on in-depth industry research.

The Sales & Marketing Salary & Employment Forecast provides employers and employees with useful insights into the hiring expectations, recruitment challenges and salary forecasts of key hiring managers over the coming year and covers eight key industries as detailed below:

- Finance
- Financial Services
- Legal
- Retail & Sourcing
- Human Resources
- Engineering & Supply Chain
- Property & Construction

I wish to thank everyone who contributed to this year's Salary & Employment Forecast and trust you find the new report helpful and informative. We welcome your feedback and encourage you to contact us for further information or market specific advice.



Dan Chavasse
Managing Director, Greater China
& Southeast Asia

MARKET OVERVIEW

Business confidence levels are high due to strong economic growth and companies are looking to capitalise on this by bringing new products and services to market. These initiatives are leading to significant headcount growth across the sales and marketing functions. Our survey results support this with 69% of employers planning to increase their staff numbers over the next 12 months and 46% of companies citing new services or products as the main reason for increasing headcount.

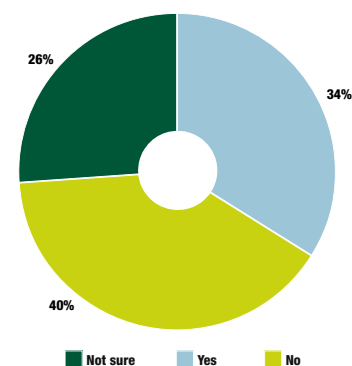
There are an increasing number of multinationals establishing regional head offices in Hong Kong to leverage the continued strength of the Asian economy. At the same time, domestic demand for products and services is increasing because of the growing Chinese middle class. This translates into a positive employment market for sales and marketing professionals, particularly across the IT&T, consumer goods, industrial and manufacturing sectors which are experiencing strongest growth.

High quality sales and marketing professionals are hard to come by and competition amongst employers is intense. Local candidates who have been educated overseas are highly desirable and are likely to receive multiple job offers. However,

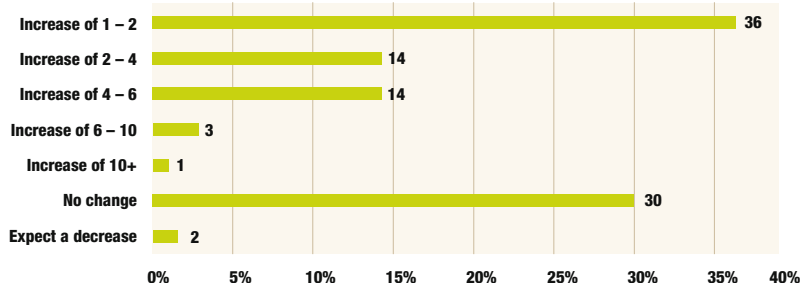
the number of Chinese returnees is limited so companies also need to invest in the training and development of junior staff to address the skills shortage.

Market conditions are favouring candidates and employers need to move quickly to secure talent ahead of their competitors, particularly executive level professionals who are highly sought after to lead new teams and drive business expansion. Employers also need to take a long-term view of how to attract and retain talent in the current competitive employment market.

Employers' perceptions of whether wages growth over the past 12 months is in line with increased employee productivity



Employers' hiring expectations over the next 12 months



SKILLS IN DEMAND

Widespread investment in the sales and marketing function combined with the growing recruitment needs of multinationals, Chinese SMEs and large conglomerates is fuelling demand for high calibre sales and marketing professionals. However, as with many other sectors in the professional labour market, there is a shortage of suitable candidates to fill the available roles.

Employment growth has been most pronounced in the consumer goods and IT&T and industrial and manufacturing sectors. Expansion of the consumer durables market, particularly electronics, is contributing to the increased demand for quality candidates. However, we have also seen consistent demand in some key areas within the financial services and media sectors. Consumer confidence is strong and growing demand for retail, FMCG and luxury goods from local residents and tourists is leading to an increased number of sales and marketing roles in both Hong Kong and China.

Similarly, there has been strong employment growth in the industrial and manufacturing

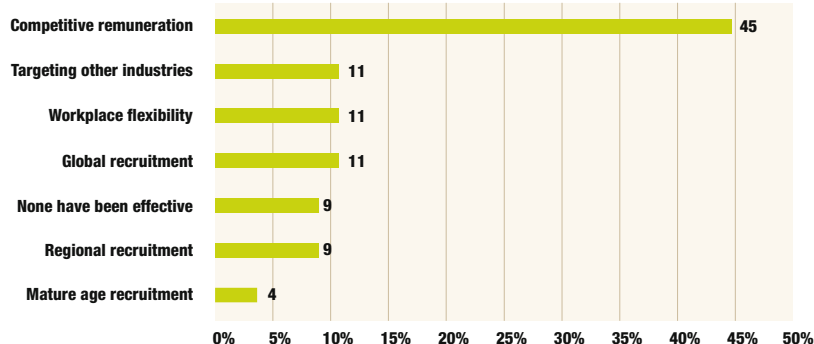
sector as companies establish or grow their manufacturing operations in China.

Multinational companies that are not experiencing growth in the United States or Europe are looking to increase their revenue in Asia, and are establishing regional offices in Hong Kong to take advantage of Asia's economic boom. This is directly leading to demand for senior sales and marketing professionals to build and lead

regional sales and marketing teams and drive business expansion. As a result, the number of strategic business development and brand marketing roles has increased.

Candidates with regional experience and Chinese language skills are still preferred over expatriates, although some companies will look overseas to secure talent for specialist roles, particularly at the senior end of the market.

The strategy that has proven most successful for employers in attracting talent



RECRUITMENT CHALLENGES

The greatest challenge for employers continues to be the shortage of quality candidates. Although the shortage of skilled staff is a global issue, it is exacerbated in Hong Kong by high turnover rates and the specific recruitment needs of multinationals which are among the largest recruiters of sales and marketing talent.

Retaining top sales and marketing professionals is critical to business success and 97% of employers surveyed see staff retention as a major focus for the year ahead. Companies need to look at the reasons employees leave and invest more heavily in career progression, work-life balance and training and development, rather than focusing just on salary. It is vital for employers to get this right, as it is expensive and difficult to replace valued staff in the current competitive labour market.

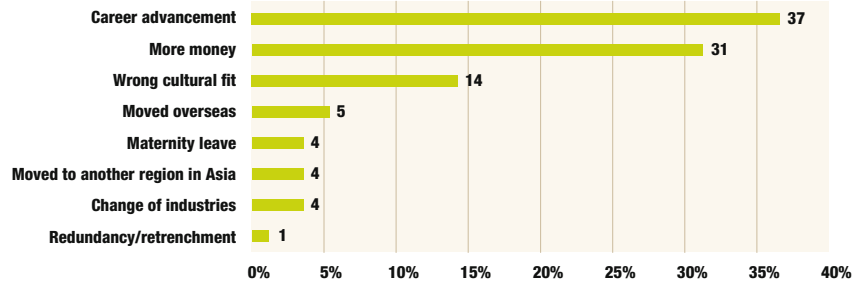
Employers should also engage potential employees early on in the recruitment process and be proactive in communicating their corporate culture and vision to secure sales and marketing professionals ahead of competitors. This is important because sales and marketing professionals typically want to work for brands they are passionate about.

Given the shortage of adequately experienced local candidates, employers will need to broaden their selection criteria to secure talent. This is particularly

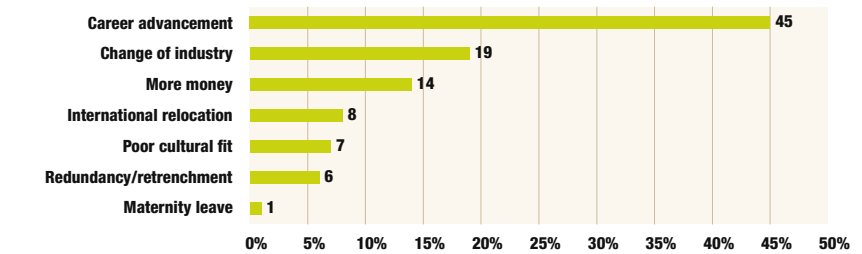
true for companies who are looking to hire candidates with a very specific skill set including fluency in Chinese and English, an international outlook and local knowledge. We encourage employers to partner with global recruitment firms to

broaden their talent pool by considering overseas professionals. Hong Kong is an attractive career destination for international candidates with its large number of multinational companies, low tax rates and regional business exposure.

Employers' perceptions of the major contributing factors in people leaving



Employees' main reason for changing jobs

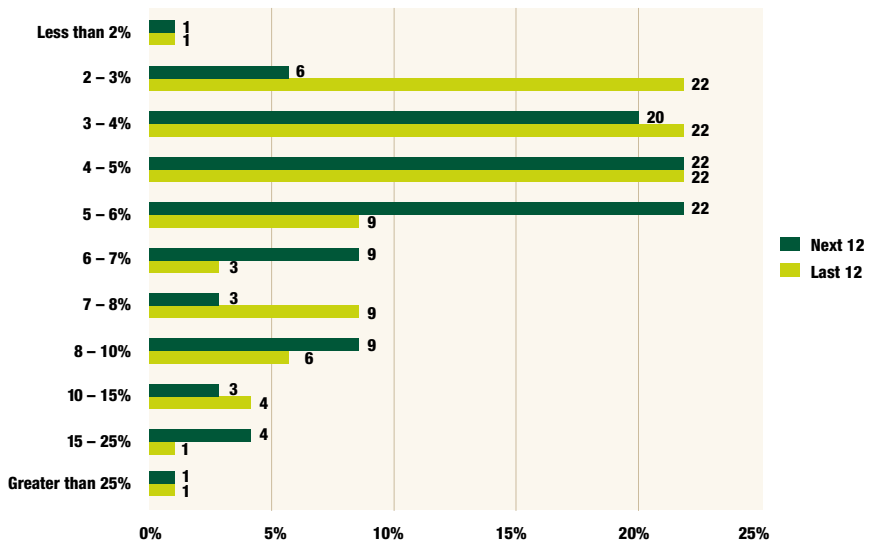


SALARY INFLATION

There will continue to be strong competition for sales and marketing professionals over the next 12 months and employers will remain under pressure to find innovative ways to attract and retain top talent. We anticipate average salary increases of 3–5% across the board for professionals remaining in the same job, with typical increases of 10–15% for candidates with sought after skills sets, or for those changing jobs. There are occasions where outstanding candidates are able to command increases significantly higher than this.

Bonuses and other incentive programs are becoming more important as a retention strategy and there is a growing trend towards companies providing performance based incentive schemes to attract and retain sales and marketing talent.

Employers' salary predictions next 12 months vs. last 12 months



SALARY TABLES
HONG KONG

ROLE	EXPERIENCE	HK\$'000
CONSUMER PRODUCTS		
General Manager	10–12+ years	1.4–1.8 million+
Marketing Director	8–12 years	900–1.4 million+
Marketing Manager	6–8 years	600–800
Senior Brand Manager/Senior Product Manager	4–6 years	500–700
Brand Manager/Product Manager	3–4 years	350–600
Assistant Brand Manager/Assistant Product Manager	2–3 years	300–400
Manager – Research/Product Development/Planning	6–10 years	700–900
Public Relations Director	8–12 years	800–1.4 million
Public Relations Manager	6–8 years	500–800
Sales Director	10+ years	1–1.4 million+
General Sales Manager	7–10 years	800–1 million
Business Manager	7–10 years	800–1 million
Key Account Manager	3–6 years	500–700
Assistant Key Account Manager	1–3 years	400–550
Trade Marketing Manager	4–6 years	550–750
Category Manager	2–6 years	550–750
MEDIA – PUBLISHING		
Circulation/Marketing Director	7–11 years	650–1.3 million+
Circulation/Direct Marketing Manager	4–6 years	500–700
Advertising/Media Sales Director	8–12 years	800–1.4 million
Advertising/Media Sales Manager	4–8 years	600–900
MEDIA – ENTERTAINMENT		
General Manager	10+ years	1.5 million+
Marketing Director	6–10 years	900–1.4 million+
Marketing Manager	4–6 years	500–900
Assistant Marketing Manager	2–4 years	400–800
Sales Director	8+ years	800–1.4 million
Sales Manager	4–6 years	600–900
Account Manager	2–4 years	400–600
MEDIA – ADVERTISING AGENCIES		
Managing Director/General Manager	15+ years	1.7 million+
Business Director	10–15 years	900–1.4 million+
Group Account Director	10–12 years	650–900
Account Director	8–10 years	450–750
Account Manager	5–8 years	350–500
MEDIA – PR AGENCIES		
Managing Director/General Manager	15+ years	1.5 million+
Executive Director	10–15 years	1–1.5 million
Director	10+ years	800–1 million
Account Director	8–10 years	450–750
Account Manager	5–8 years	350–500
IT & TELECOMMUNICATIONS		
Managing Director/General Manager	12+ years	1.5 million+
Vice President Marketing/Marketing Director	10+ years	1.5–2 million
Marketing Manager	6–8 years	650–900
Senior Product Manager/Product Manager	4–6 years	550–800
Public Relations Director/Communications Director	9+ years	1–1.4 million
Communications Manager/Public Relations Manager	5–8 years	700–1 million
Assistant Marketing Communications Manager/ Assistant Public Relations Manager	3–4 years	400–500
Vice President Sales/Sales Director/Business Development Director	12+ years	1.2–1.8 million
Sales Manager/Global Account Director/ Business Development Manager	6–12 years	800–1.2 million
Channel Account Manager/Account Manager	3–5 years	500–750

Notes:

- Salaries indicated are based on basic salary, excluding bonus/incentive schemes.
- Market rates are becoming much less uniform. While we have taken great care, these salary ranges can only be approximate guides, as there are often specific circumstances relating to individual companies. Please call us for additional information.

HONG KONG

ROLE	EXPERIENCE	HK\$'000
FINANCIAL SERVICES		
Marketing Communications Director	10+ years	900–1.5 million
Marketing Communications Manager	4–9 years	500–900
PR/Corporate Communications Director	8–12 years	1–1.6 million
PR/Corporate Communications Manager	4–8 years	600–1 million
Market Research Director	10+ years	900+
Market Research Manager	4–8 years	550–900
Corporate Sales Manager	5–8 years	800–1.4 million
Philanthropy/Corporate Social Responsibility	4–8 years	500–800
Media Relations Manager	6–8 years	500–850
Internal Communications Manager	6–8 years	500–850
Event Manager	6–8 years	500–900
Product Development Director	10++ years	1.2 million+
Product Development Manager	3–6 years	500–700
PROFESSIONAL SERVICES		
Marketing Director	10+ years	900+
Marketing Manager	6–8 years	500–850
Public Relations/Media Communications Manager	6–8 years	500–850
Business Development Director	10+ years	1 million+
Business Development Manager	8–10 years	600–800
MANUFACTURING/INDUSTRIAL		
General Manager/Director	12+ years	1.3–1.8 million+
Marketing Director	8–12 years	1– 1.5 million
Sales Director	8–12 years	800–1.4 million+
Sales Manager	6–8 years	450–700
Marketing Manager	5–8 years	400–650
Sales Engineer	3–5 years	300–500
Marketing Specialist	3–5 years	350–450

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