

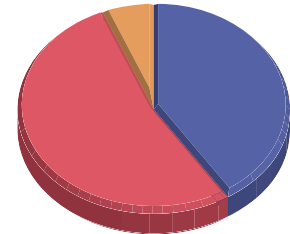
# Michael Page Employment Index

Employment market forecast for Hong Kong & Southern China, August 2010

## Summary of key findings

- 41% of companies surveyed are increasing their staff numbers in August, with 53% maintaining existing levels and 6% anticipating a decrease.
- Of the companies hiring new staff in August, 46% are recruiting for front line positions in areas such as sales and customer service. Some 19% are hiring for operational functions like purchasing and engineering, whilst 18% are increasing their back office capabilities across areas such as accounting and human resources.
- The majority of companies plan to hire junior level employees (39%) followed by mid-level (28%) and senior professionals (16%).
- Almost half of the companies surveyed expect business operations will remain stable for the remainder of 2010. A further 44% of respondents expect an improvement, with only 7% predicting business operations will weaken.

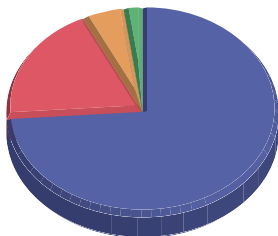
Predicted staff numbers for August.



- 41% Increase
- 53% Remain stable
- 6% Decrease

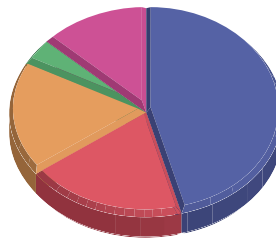
## Companies planning to increase headcount in August

Anticipated headcount increase.



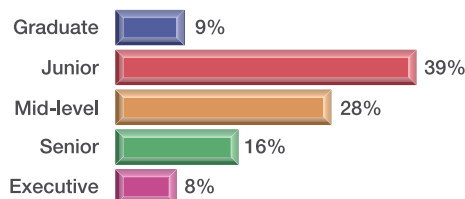
- 0-5% 74%
- 5-10% 19%
- 10-15% 5%
- 15-20% 2%
- 20%+ 0%

Hiring focus by business function.



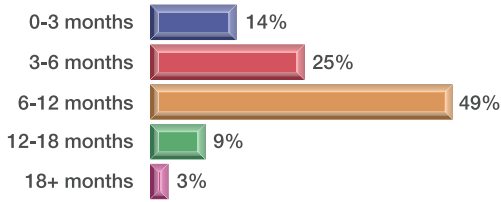
- 46% Front Line (sales, account management, customer service, etc.)
- 19% Operational (purchasing, supply chain, engineering, construction, etc.)
- 18% Back Office (accounting, HR, marketing, legal, etc.)
- 4% Administration (secretarial, office management, etc.)
- 13% Management (strategic)

Hiring focus by level of experience.

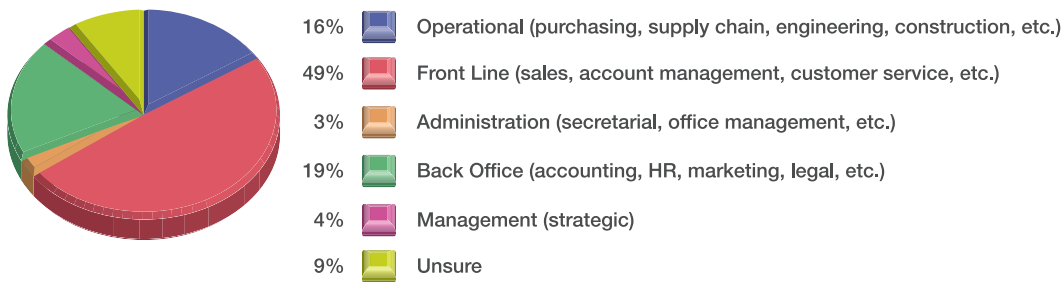


## Companies maintaining current staffing levels in August

When do you anticipate increasing headcount again?

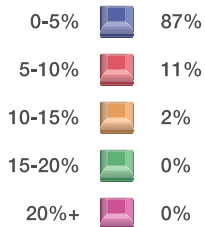
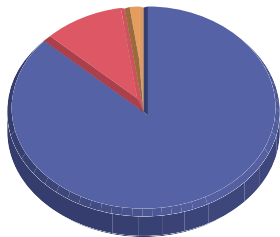


Anticipated hiring focus by business function.

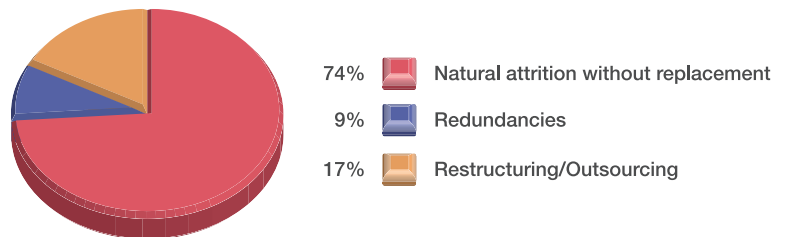


## Companies decreasing headcount in August

Anticipated headcount decrease.

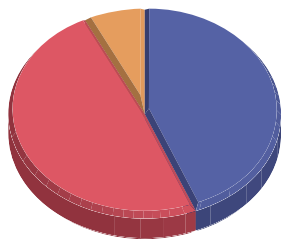


Main reason for headcount reduction.



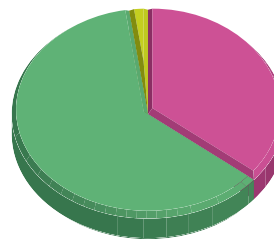
## Topical Issues





What is the outlook for your business operations for the remainder of 2010?



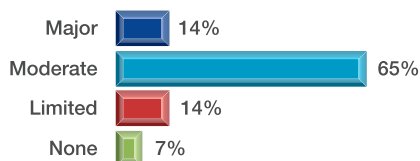
- 44%  Improve
- 49%  Remain stable
- 7%  Weaken

What focus is your company placing on the retention of staff?



- 36%  Major
- 62%  Moderate
- 2%  Limited
- 0%  None

What focus is your company placing on the recruitment of new staff?



## About the Michael Page Employment Index

The Michael Page Employment Index provides a snapshot of hiring and business confidence trends for the employment market in Hong Kong and Southern China. The report is predictive and focuses on anticipated trends for the month ahead, rather than an analysis of historical employment data such as job advertisement numbers. The online survey is distributed monthly to a group of more than 100 executive level human resources professionals and hiring managers who have agreed to participate in the research.

## About Michael Page International

Michael Page International is a leading professional recruitment consultancy specialising in the recruitment of permanent, contract and temporary positions on behalf of the world's top employers. The Group operates through 135 offices in 28 countries and has 3,702 employees worldwide.

First established in London in 1976, we've been bringing job seekers and employers together for more than 30 years. We opened our first office in Hong Kong in 1994 and currently have offices in Hong Kong, Kowloon, Shenzhen, Shanghai, Beijing, Singapore and Tokyo.

## Do you have employment questions you want answered?

If you have any feedback on the Michael Page Employment Index or suggested questions for future surveys, please contact us via email at [employmentindex@michaelpage.com.hk](mailto:employmentindex@michaelpage.com.hk)