



ROBERT WALTERS **ASIA JOB INDEX** Q2 2011

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# +48%

Year on year growth in job advertising

Robert Walters, the international recruitment consultancy, publishes its Asia Job Index for the second quarter of 2011 today. The Robert Walters Asia Job Index tracks advertisement volumes for professional positions across the leading job boards and national newspapers in China, Hong Kong, Japan, Korea, Malaysia and Singapore.

## KEY FINDINGS:

- Levels of job advertisements have increased across the region by 20.6% from Q1 to Q2
- Significant year-on-year growth of 48% in job advertisements volumes across the region
- Following a particularly strong first quarter, recruitment activity began to flatten towards the end of the quarter in some regions such as Hong Kong and Korea
- In Malaysia, job advertisements rose 27.3% during the quarter as international companies set up operations in order to take advantage of the country's growth potential
- Rising consumer confidence in Singapore resulted in an increased demand for retail, merchandising and design professionals
- Demand for roles within property management rose across all regions, particularly in China where job advertisements increased by 46% despite government action to curb property inflation
- The earthquake and tsunami in Japan has unsurprisingly affected recruitment advertising levels, with job advertisements declining by 7.3% from Q1 to Q2. However, IT and construction services recruitment have seen positive trends

# ROBERT WALTERS ASIA JOB INDEX Q2 2011

## +20.6%

increase in job advertising volumes  
over the quarter

### THE ROBERT WALTERS ASIA JOB INDEX

The Robert Walters Asia Job Index indicates that the total number of advertisements for professional positions in Q2 2011 rose by 20.6% from Q1 to Q2. Year-on-year growth continued to be strong, most notably in China and Singapore, where candidate and employer confidence remained relatively strong.

#### Month by month analysis of job advertisements for professional positions placed in Q1 2011 / Q2 2011:

	Hong Kong*	Singapore	Japan	China	Malaysia	Korea	TOTAL
Jan-11	107,560	90,243	181,644	3,868,716	17,632	135,313	4,401,108
Feb-11	122,579	83,372	155,624	3,560,721	17,325	117,929	4,057,550
Mar-11	159,809	115,182	182,047	4,945,187	23,210	230,613	5,656,048
<b>Total in Q1 2011</b>	<b>389,948</b>	<b>288,797</b>	<b>519,315</b>	<b>12,374,624</b>	<b>58,167</b>	<b>483,855</b>	<b>14,114,706</b>
Apr-11	135,909	116,557	182,410	4,943,604	23,707	214,303	5,616,490
May-11	146,844	117,570	132,193	5,073,168	24,619	211,427	5,705,821
Jun-11	151,532	124,370	166,985	5,080,327	25,738	145,242	5,694,194
<b>Total in Q2 2011</b>	<b>434,285</b>	<b>358,497</b>	<b>481,588</b>	<b>15,097,099</b>	<b>74,064</b>	<b>570,972</b>	<b>17,016,505</b>
% change Q1 2011 – Q2 2011*	11.4%	24.1%	-7.3%	22.0%	27.3%	18.0%	20.6%
% change Apr 2011 – Jun 2011	11.5%	6.7%	-8.46%	2.8%	8.6%	-32.2%	1.4%

**Quarter on Quarter analysis of job advertisements for professional positions placed in Q2 2011 / Q2 2010:**

	2010	2011	% change
<b>Hong Kong *</b>			
April	124,927	135,909	9%
May	129,633	146,844	13%
June	134,979	151,532	12%
<b>HONG KONG TOTAL Q2</b>	<b>389,539</b>	<b>434,285</b>	<b>11%</b>
<b>Singapore</b>			
April	83,350	116,557	40%
May	80,373	117,570	46%
June	83,090	124,370	50%
<b>SINGAPORE TOTAL Q2</b>	<b>246,813</b>	<b>358,497</b>	<b>45%</b>
<b>Japan</b>			
April	122,670	182,410	49%
May	142,415	132,193	-7%
June	173,295	166,985	-4%
<b>JAPAN TOTAL Q2</b>	<b>438,380</b>	<b>481,588</b>	<b>10%</b>
<b>China</b>			
April	3,379,975	4,943,604	46%
May	3,473,473	5,073,168	46%
June	3,536,522	5,080,327	44%
<b>CHINA TOTAL Q2</b>	<b>10,389,970</b>	<b>15,097,099</b>	<b>45%</b>
<b>Malaysia</b>			
April	N/A	23,707	N/A
May	N/A	24,619	N/A
June	N/A	25,738	N/A
<b>MALAYSIA TOTAL Q2</b>	<b>N/A</b>	<b>74,064</b>	<b>N/A</b>
<b>Korea</b>			
April	N/A	214,303	N/A
May	N/A	211,427	N/A
June	N/A	145,242	N/A
<b>KOREA TOTAL Q2</b>	<b>N/A</b>	<b>570,972</b>	<b>N/A</b>
<b>TOTAL ASIA**</b>			
April	3,710,922	5,616,490	51%
May	3,825,894	5,705,821	49%
June	3,927,886	5,694,194	45%
<b>TOTAL Q2</b>	<b>11,464,702</b>	<b>17,016,505</b>	<b>48%</b>

\*Hong Kong figures have been adjusted to reflect the inclusion of Career Times advertisements.

\*\*Total excludes Malaysia and Korea, which were added to the Asia Job Index in January 2011

HONG KONG	HONG KONG Q1 2011				HONG KONG Q2 2011				% CHANGE
	Jan	Feb	Mar	Q1 Total	Apr	May	Jun	Q2 Total	Q1/Q2
Retail Servicing / Sales / Business Development	16,139	23,720	30,124	69,983	24,321	26,374	27,769	78,464	12%
Property Management	1,850	3,095	4,019	8,964	3,230	3,311	3,766	10,307	15%
Operations (Product, Logistics)	6,983	9,504	12,380	28,867	10,648	12,028	12,293	34,969	21%
Merchandising / Purchasing	5,172	5,930	7,953	19,055	6,985	7,474	7,039	21,498	13%
Medical Service	1,133	1,261	1,768	4,162	1,469	1,544	1,612	4,625	11%
Lawyer / Solicitor / Barrister / Compliance Officer	1,394	1,408	1,792	4,594	1,490	1,734	1,639	4,863	6%
IT Supervisor / Manager / Programmer / Database Administrator	9,111	8,751	11,126	28,988	10,321	10,922	11,109	32,352	12%
Human Resources / Training	564	588	643	1,795	659	773	746	2,178	21%
Engineer / Surveyor / Architect / Technician	12,875	13,346	17,050	43,271	14,776	15,748	16,226	46,750	8%
Editor / Reporter	133	120	184	437	162	156	178	496	14%
Customer Service / Account Servicing	984	1,614	2,153	4,751	1,797	1,865	1,826	5,488	16%
Consultant / Analyst	554	768	881	2,203	809	865	886	2,560	16%
Art / Design / Creative	3,156	3,786	4,948	11,890	4,338	4,715	4,436	13,489	13%
Advertising / Marketing	6,703	8,579	10,823	26,105	9,724	10,147	10,506	30,377	16%
Administration / Clerical / Secretarial	12,284	14,061	19,555	45,900	15,983	17,212	18,070	51,265	12%
Accounting / Finance	14,762	15,997	19,964	50,723	17,629	19,296	19,126	56,051	11%
Others	18,113	14,477	18,983	51,573	15,510	16,257	17,779	49,546	-4%
<b>Average</b>									<b>12%</b>

SINGAPORE	SINGAPORE Q1 2011				SINGAPORE Q2 2011				% CHANGE
	Jan	Feb	Mar	Q1 Total	Apr	May	Jun	Q2 Total	Q1/Q2
Retail Servicing / Sales / Business Development	17,705	16,787	23,395	57,887	23,645	24,890	26,633	75,168	30%
Property Management	506	457	741	1,704	695	614	644	1,953	15%
Operations (Product, Logistics)	7,057	6,585	8,887	22,529	9,034	9,102	9,819	27,955	24%
Merchandising / Purchasing	865	762	1,135	2,762	1,219	1,099	1,201	3,519	27%
Medical Service	1,864	1,681	2,245	5,790	2,416	2,228	2,358	7,002	21%
Lawyer / Solicitor / Barrister / Compliance Officer	865	839	1,056	2,760	1,039	1,132	1,254	3,425	24%
IT Supervisor / Manager / Programmer / Database Administrator	8,081	6,768	8,902	23,751	8,758	8,756	8,972	26,486	12%
Human Resources / Training	4,836	4,495	6,018	15,349	5,990	6,583	7,011	19,584	28%
Engineer / Surveyor / Architect / Technician	14,361	12,861	17,324	44,546	17,734	18,577	18,719	55,030	24%
Editor / Reporter	59	50	44	153	32	40	39	111	-27%
Customer Service / Account Servicing	2,195	1,391	2,008	5,594	1,869	2,125	2,172	6,166	10%
Consultant / Analyst	332	225	225	782	309	304	308	921	18%
Art / Design / Creative	2,069	2,178	3,263	7,510	3,273	2,999	3,355	9,627	28%
Advertising / Marketing	4,064	3,979	5,357	13,400	5,528	5,169	5,702	16,399	22%
Administration / Clerical / Secretarial	8,980	8,271	11,291	28,542	11,137	10,713	11,866	33,716	18%
Accounting / Finance	12,383	10,979	15,263	38,625	15,495	15,347	15,744	46,586	21%
Others	7,309	7,253	10,235	24,797	10,771	10,219	10,669	31,659	28%
<b>Average</b>									<b>19%</b>

JAPAN	JAPAN Q1 2011				JAPAN Q2 2011				% CHANGE
	Jan	Feb	Mar	Q1 Total	Apr	May	Jun	Q2 Total	Q1/Q2
Retail Servicing / Sales / Business Development	57,234	47,785	59,410	164,429	55,086	39,783	49,025	143,894	-12%
Property Management	52	65	51	168	55	66	110	231	37%
Operations (Product, Logistics)	198	193	159	550	204	201	494	899	63%
Merchandising / Purchasing	2	2	2	6	3	4	89	96	1492%
Medical Service	66,199	56,433	60,210	182,842	47,479	45,960	47,246	140,685	-23%
Lawyer / Solicitor / Barrister / Compliance Officer	612	609	618	1,839	588	519	684	1,791	-3%
IT Supervisor / Manager / Programmer / Database Administrator	8,177	7,427	9,560	25,164	14,292	6,877	11,660	32,829	30%
Human Resources / Training	202	345	206	753	216	226	348	790	5%
Engineer / Surveyor / Architect / Technician	27,621	23,357	29,938	80,916	29,481	21,852	26,479	77,812	-4%
Editor / Reporter	96	79	56	231	67	78	194	339	47%
Customer Service / Account Servicing	81	64	76	221	83	81	188	352	59%
Consultant / Analyst	1,706	1,682	1,917	5,305	3,854	1,618	2,826	8,298	56%
Art / Design / Creative	2,546	2,310	2,634	7,490	6,303	1,843	4,319	12,465	66%
Advertising / Marketing	1,407	1,396	1,361	4,164	1,269	1,169	1,539	3,977	-4%
Administration / Clerical / Secretarial	9,025	8,089	9,301	26,415	13,917	6,490	10,536	30,943	17%
Accounting / Finance	4,602	3,968	4,306	12,876	5,193	3,733	4,725	13,651	6%
Others	2,201	2,066	2,447	6,714	4,524	2,006	6,528	13,058	94%
<b>Average (excluding Merchandising / Purchasing)</b>									<b>27%</b>

CHINA	CHINA Q1 2011				CHINA Q2 2011				% CHANGE
	Jan	Feb	Mar	Q1 Total	Apr	May	Jun	Q2 Total	Q1/Q2
Retail Servicing / Sales / Business Development	1,030,765	967,243	1,299,415	3,297,423	1,301,129	1,318,218	1,317,618	3,936,965	19%
Property Management	40,708	32,575	59,923	133,206	61,555	66,342	66,116	194,013	46%
Operations (Product, Logistics)	446,664	447,546	564,850	1,459,060	560,074	574,584	574,455	1,709,113	17%
Merchandising / Purchasing	25,708	17,311	31,018	74,037	31,428	32,142	31,727	95,297	29%
Medical Service	26,214	16,314	29,509	72,037	29,536	29,835	29,639	89,010	24%
Lawyer / Solicitor / Barrister / Compliance Officer	9,323	5,247	10,624	25,194	10,758	11,140	11,299	33,197	32%
IT Supervisor / Manager / Programmer / Database Administrator	477,122	453,784	625,232	1,556,138	638,509	665,757	680,209	1,984,475	28%
Human Resources / Training	217,815	246,279	300,764	764,858	287,730	295,944	298,398	882,072	15%
Engineer / Surveyor / Architect / Technician	477,237	407,246	585,152	1,469,635	578,101	590,827	582,943	1,751,871	19%
Editor / Reporter	60,680	64,479	77,562	202,721	78,452	78,570	79,570	236,592	17%
Customer Service / Account Servicing	60,060	39,652	74,684	174,396	77,613	83,293	82,346	243,252	39%
Consultant / Analyst	89,693	94,709	118,728	303,130	118,636	122,625	124,220	365,481	21%
Art / Design / Creative	57,745	35,722	72,234	165,701	74,070	75,644	74,156	223,870	35%
Advertising / Marketing	386,959	379,945	524,642	1,291,546	520,571	530,960	528,135	1,579,666	22%
Administration / Clerical / Secretarial	94,681	55,910	110,963	261,554	112,591	116,594	115,191	344,376	32%
Accounting / Finance	246,123	218,714	314,923	779,760	314,846	323,727	320,947	959,520	23%
Others	121,219	78,045	144,964	344,228	148,005	156,966	163,358	468,329	36%
<b>Average</b>									<b>27%</b>

MALAYSIA	MALAYSIA Q1 2011				MALAYSIA Q2 2011				% CHANGE
	Jan	Feb	May	Q1 Total	Apr	May	Jun	Q2 Total	Q1/Q2
Retail Servicing / Sales / Business Development	3,797	3,196	4,688	11,681	4,815	4,967	5,573	15,355	31%
Property Management	230	208	269	707	312	295	319	926	31%
Operations (Product, Logistics)	2,272	2,138	2,833	7,243	2,830	2,972	3,186	8,988	24%
Merchandising / Purchasing	48	50	40	138	39	30	39	108	-22%
Medical Service	182	145	245	572	240	280	307	827	45%
Lawyer / Solicitor / Barrister / Compliance Officer	191	160	258	609	235	260	252	747	23%
IT Supervisor / Manager / Programmer / Database Administrator	2,155	1,944	2,432	6,531	2,557	2,684	2,580	7,821	20%
Human Resources / Training	78	46	37	161	63	43	55	161	0%
Engineer / Surveyor / Architect / Technician	3,595	3,740	4,373	11,708	4,440	4,572	4,603	13,615	16%
Editor / Reporter	81	70	100	251	99	95	102	296	18%
Customer Service / Account Servicing	645	559	794	1,998	741	804	799	2,344	17%
Consultant / Analyst	65	12	41	118	30	34	28	92	-22%
Art / Design / Creative	59	30	19	108	30	11	14	55	-49%
Advertising / Marketing	607	620	821	2,048	862	920	936	2,718	33%
Administration / Clerical / Secretarial	2,568	2,578	3,301	8,447	3,305	3,669	3,677	10,651	26%
Accounting / Finance	2,884	2,714	3,888	9,486	3,842	3,661	3,773	11,276	19%
Others	1,487	1,040	1,314	3,841	1,297	1,326	1,145	3,768	-2%
<b>Average</b>									<b>12%</b>

KOREA	KOREA Q1 2011				KOREA Q2 2011				% CHANGE
	Jan	Feb	Mar	Q1 Total	Apr	May	Jun	Q2 Total	Q1/Q2
Retail Servicing / Sales / Business Development	26,899	22,638	44,934	94,471	41,842	42,125	28,302	112,269	19%
Property Management	1,883	1,291	2,797	5,971	2,637	2,934	3,052	8,623	44%
Operations (Product, Logistics)	20,187	17,232	33,573	70,992	27,427	27,136	17,518	72,081	2%
Merchandising / Purchasing	2,760	2,881	5,455	11,096	4,650	4,548	2,990	12,188	10%
Medical Service	1,841	822	3,311	5,974	2,793	2,774	2,232	7,799	31%
Lawyer / Solicitor / Barrister / Compliance Officer	2,829	2,992	5,800	11,621	6,237	5,961	3,534	15,732	35%
IT Supervisor / Manager / Programmer / Database Administrator	16,960	13,917	25,832	56,709	26,138	26,388	16,717	69,243	22%
Human Resources / Training	1,508	1,387	2,998	5,893	2,897	2,672	1,694	7,263	23%
Engineer / Surveyor / Architect / Technician	9,733	8,990	18,351	37,074	17,983	17,369	12,905	48,257	30%
Editor / Reporter	902	783	1,575	3,260	1,586	1,794	1,393	4,773	46%
Customer Service / Account Servicing	4,718	3,991	7,968	16,677	6,570	6,387	4,428	17,385	4%
Consultant / Analyst	853	887	1,825	3,565	1,860	1,543	1,379	4,782	34%
Art / Design / Creative	8,648	7,144	14,098	29,890	13,732	13,809	8,906	36,447	22%
Advertising / Marketing	5,365	4,888	9,446	19,699	9,633	9,173	6,436	25,242	28%
Administration / Clerical / Secretarial	6,777	7,121	14,458	28,356	13,356	13,245	8,643	35,244	24%
Accounting / Finance	8,094	8,083	16,040	32,217	16,086	14,920	10,862	41,868	30%
Others	15,356	12,882	22,152	50,390	18,876	18,649	14,251	51,776	3%
<b>Average</b>									<b>24%</b>

## MARKET COMMENTARY REGIONAL OVERVIEW

### **INCREASED RECRUITMENT ACTIVITY SEEN IN RETAIL SERVICES AND PROPERTY MANAGEMENT**

The Robert Walters Asia Job Index for Q2 2011 indicates that the increased level of job advertisements witnessed at the end of Q1 continued into the second quarter, as the recruitment activity across the region remained positive. Increased recruitment advertising activity was seen across all sectors particularly within industries such as retail services and property management which directly benefit from rising consumer confidence and spending.

The effects of the Japanese earthquake coupled with the weaker than expected economic figures from the US and Europe may have a negative impact on advertising activity levels in the later part of the year, as companies assess the effects of wage inflation and productivity of existing staff. Job churn is likely to continue however as candidates feel more positive about moving roles, incentivised by attractive financial packages.

“Q2 is a historically strong quarter in terms of job advertisements and this year in particular saw the region benefiting from the positive client and candidate sentiment that we saw at the end of Q1. ”

**MARK ELLWOOD,  
MANAGING DIRECTOR,  
ROBERT WALTERS ASIA  
(EX. JAPAN & KOREA)**

## HONG KONG: RECRUITMENT MOMENTUM CONTINUED THROUGHOUT Q2

# +21%

Demand for logistic and operational roles increased by 21% as export levels remained high

Recruitment momentum continued throughout Q2 in Hong Kong following particularly high volumes of job advertisements at the end of Q1. The slight slow down experienced at the beginning of April coincided with the effects of the Japanese earthquake, negative US economic data and the implementation of monetary tightening policies in China, following which levels began to increase in May and June. The region continued to see year-on-year growth in job advertisements with sectors such as retail services benefiting from an influx of tourists from China. In May alone, retail sales grew by 27% year-on-year. Demand for logistics and operational roles also increased during the quarter by 21% as export levels remained high. Similarly, growing property prices which are currently 5% above their 1997 peak have resulted in an increased demand for associated roles.

“Recruitment activity in Hong Kong got off to a slow start at the beginning of April following weak US and European economic data. Despite this, growth over the course of the latter quarter indicates that confidence is high, both at a company and consumer level.”

**MATTHEW BENNETT,  
 MANAGING DIRECTOR,  
 ROBERT WALTERS HONG KONG**

## SINGAPORE: RECRUITMENT LEVEL IN FINANCIAL SERVICES INCREASED SIGNIFICANTLY

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# +24%

Number of job advertisements rose by 24% quarter-on-quarter

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# +21%

Job advertisements in the retail sector increased by 21%

In Singapore the number of job advertisements grew by 24% quarter-on-quarter as companies in both commerce and financial services enjoyed a healthier quarter following the more cautious outlook throughout Q1. This is further reflected in the significant 45% year-on-year growth experienced across the region. Recruitment levels in financial services in particular increased significantly by 21% on the back of positive banking results and increased market activity. Demand for luxury brands and consumer items remained high as indicated by the number of shopping centres under construction in the region, increasing job advertisements by 21% in the retail sector. This in turn had a knock on effect within the buoyant engineering and construction market which saw a 24% rise in job advertisements as infrastructure projects fuel demand for facilities and construction managers.

“Recruitment activity within Q2 benefited from a renewed level of confidence as companies released better than expected results and the market experienced more activity. The outlook for upcoming months is broadly positive, particularly within those sectors that are directly fueled by increased consumer spending such as property management and retail services.”

**ANDREA ROSS,  
MANAGING DIRECTOR,  
ROBERT WALTERS SINGAPORE  
AND MALAYSIA**

# MALAYSIA: INCREASED DEMAND FOR SENIOR ROLES WITHIN FINANCIAL SERVICES

**+20%**

Increase in job advertisements within Malaysia's IT sector over the quarter

Job advertisements in Malaysia grew steadily during Q2, as the region started to show signs of growth. Finance and IT services in particular saw increased demand as growing numbers of overseas companies look to move into Malaysia for shared services. This resulted in an increase of 19% and 20% in finance and IT services job advertisements respectively. Renewed market confidence resulted in the market has resulted in an increase in demand for senior roles, particularly within financial services, where local banks invested in governance departments such as compliance and internal audit in order to mirror more mature market players. This in turn increased demand within HR services, as companies look to develop talent and retain valued employees.

“During Q2, levels of job advertisements increased substantially continuing with the positive outlook experienced at the start of the year. Companies are now beginning to move from being purely operational to being more strategically focused. This in turn requires finding more senior talent through job advertisements who can support this transition.”

**SALLY RAJ,  
COUNTRY MANAGER,  
ROBERT WALTERS MALAYSIA**

## CHINA: STRONG RECRUITMENT DEMAND FROM CHINESE DOMESTIC COMPANIES AND VENTURES

# +46%

Increase in job advertisements within the booming property management sector

Hiring levels across China grew significantly during Q2 in what is a traditionally strong quarter across the country. With auditing complete and New Year celebrations over, recruitment activity levels were high. Property management in particular, saw significant hiring activity over the past quarter, with job advertisements rising 46% from Q1 to Q2 as the sector continues to boom. The economy remained healthy and whilst hiring predominantly came from multinational organisations, approximately 40% of recruitment demand is now coming from Chinese domestic companies and ventures. Candidate confidence has risen in conjunction with salary expectations. Candidates can now expect wage increases of between 20% and 30% when moving jobs or increases of between 10% and 15% within current employment. This is particularly evident within the financial services and IT sectors whereby companies are increasing wages in order to attract and retain the right employees.

“Recruitment activity levels continued to rise during Q2 in China, with strong growth seen across all sectors. Wage inflation has increased in parallel with living costs and the booming property market. This in turn drove demand for account servicing and business development roles within organisations looking to increase market share.”

**CARTER YANG,  
MANAGING DIRECTOR,  
ROBERT WALTERS CHINA**

# JAPAN: MARKET SENTIMENT WITHIN JAPAN REMAINS POSITIVE

**-7.3%**

Decrease in job advertisements in Japan from Q1 to Q2, resulting from the March earthquake and tsunami

**+63%**

Increase in job advertisements in the operations & logistics sectors due to continuing reconstruction efforts

Market sentiment in Japan during Q2 has remained optimistic, despite the impact of the March earthquake and tsunami which inevitably affected recruitment advertising activity during May and the beginning of June. The fall in job advertisements of 7.3% from Q1 to Q2 reflected the uncertainty following particularly strong levels of hiring in March. Whilst the outlook from many international head offices is that of caution, the sentiment within Japan remains positive and much of the caution has abated as indicated by the upturn in advertising levels in June. One sector that still suffers from a degree of conservatism is the medical industry. Recruitment activity fell by 23% over the quarter as many biotech companies reassessed their Japanese operations and considered opportunities for relocation. The country is also witnessing a “Patent Cliff” as large international drug companies put hiring on hold whilst awaiting the outcome of major drug patent expirations. In contrast, job advertisements in operations and logistics in particular increased by a significant 63% due to continuing reconstruction efforts and the rebuilding of supply chains.

The increased focus on business continuity planning has also led to an increased demand for IT professionals to support and provide data centres and cloud computing services, leading to an increase of 30% in job advertisements.

“The March earthquake clearly had an impact on recruitment in the region, not only in terms of the number of job advertisements but also the relevance of certain sectors, as demonstrated by the demand for construction and IT professionals. The upswing in June suggests a positive outlook going forward, as companies begin to replace those roles within administration and account servicing that were cut back during the downturn. The rise in job advertisements within creative industries such as art and design is further evidence of the renewed consumer spending which companies are keen to take a share of.”

**DAVID SWAN,  
MANAGING DIRECTOR,  
ROBERT WALTERS JAPAN & KOREA**

## KOREA: INCREASE IN JOB ADVERTISEMENTS IN LEGAL AND IT SERVICES

# +35%

Job advertisements in legal services have risen by 35% to meet outsourcing demands

Comparable data for Korea remains limited but it is clear that job advertisements within Q2 increased significantly from Q1 across most industries as Korea continued to attract interest from multinational companies looking to take advantage of the growth potential within the area. As a result, job advertisements in legal services and IT services have risen by 35% and 22% to meet these outsourcing demands. Similarly, Korean companies buoyed by improving market sentiment are increasingly looking to expand internationally, increasing recruitment activity across a range of sectors. Financial services in particular has benefited from increased company and candidate confidence, fuelling an increase of 30% in job advertisements on account of higher levels of attrition and job churn.

“Job activity within Korea continued to benefit from Korea’s positioning as a growth market and the recent signing of a Free Trade Agreement between the EU and Korea is indicative of this. The region holds attractive opportunities for international companies and Koreans working abroad are increasingly looking to return home to take advantage of new roles.”

**ANTHONY MODRICH,  
COUNTRY MANAGER,  
ROBERT WALTERS KOREA**

# METHODOLOGY

Robert Walters specialises in recruitment at a mid-senior executive level and is able to provide commentary on key trends across this segment of the market. The Robert Walters Asia Jobs Index tracks advertisements by number in the executive appointments sections of the following:

## HONG KONG

Classified Post  
 Career Times (Friday Edition)  
 Fuel Magazine  
[www.careertimes.com.hk](http://www.careertimes.com.hk)  
[www.monster.com.hk](http://www.monster.com.hk)  
[www.jobmarket.com.hk](http://www.jobmarket.com.hk)  
[www.jobsdb.com.hk](http://www.jobsdb.com.hk)  
[www.classifiedpost.com](http://www.classifiedpost.com)  
[www.jobs.gov.hk/eng](http://www.jobs.gov.hk/eng)

## SINGAPORE

Straits Times (Daily)  
[www.jobstreet.com.sg](http://www.jobstreet.com.sg)  
[www.monster.com.sg](http://www.monster.com.sg)  
[www.jobscentral.com.sg](http://www.jobscentral.com.sg)  
[www.jobsDB.com.sg](http://www.jobsDB.com.sg)  
[www.ST701.com.sg](http://www.ST701.com.sg)

## CHINA

[www.51job.com](http://www.51job.com)  
[www.chinaHR.com](http://www.chinaHR.com)  
[www.zhaopin.com](http://www.zhaopin.com)  
[career.ceonline.com](http://career.ceonline.com)  
[www.jobchina.net](http://www.jobchina.net)

## JAPAN

Asahi Shinbun  
 (Sunday & Monday morning edition)  
 Nihon Keizai Shinbun (Sunday morning edition)  
[rikunabi-next.yahoo.co.jp](http://rikunabi-next.yahoo.co.jp)  
[doda.jp](http://doda.jp)  
[www.dajjob.com](http://www.dajjob.com)  
[www.indivision.jp](http://www.indivision.jp)  
[www.careercross.com/en](http://www.careercross.com/en)

## MALAYSIA

The Star  
[www.monster.com.my](http://www.monster.com.my)  
[www.jobstreet.com.my](http://www.jobstreet.com.my)

## KOREA

<http://www.myjobs.kr/en/ui/landingpage.aspx>  
<http://www.peoplenjob.com/home>  
<http://www.scout.co.kr/>  
<http://www.incruit.com/>  
<http://www.jobkorea.co.kr>

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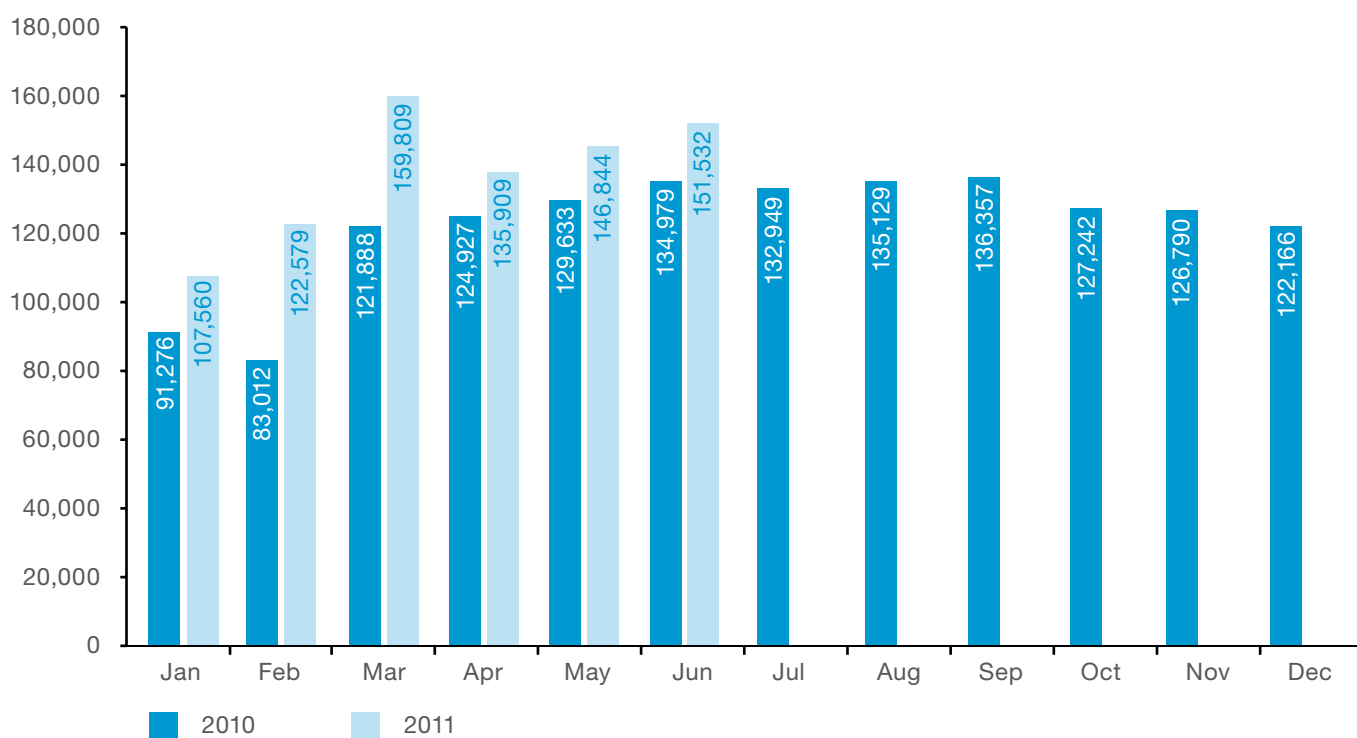
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T. +82 (0)2 6030 8811

For further information on the Asia Job Index or to subscribe to future releases, please visit our dedicated micro-site at [www.asiajobindex.com](http://www.asiajobindex.com)

# APPENDIX

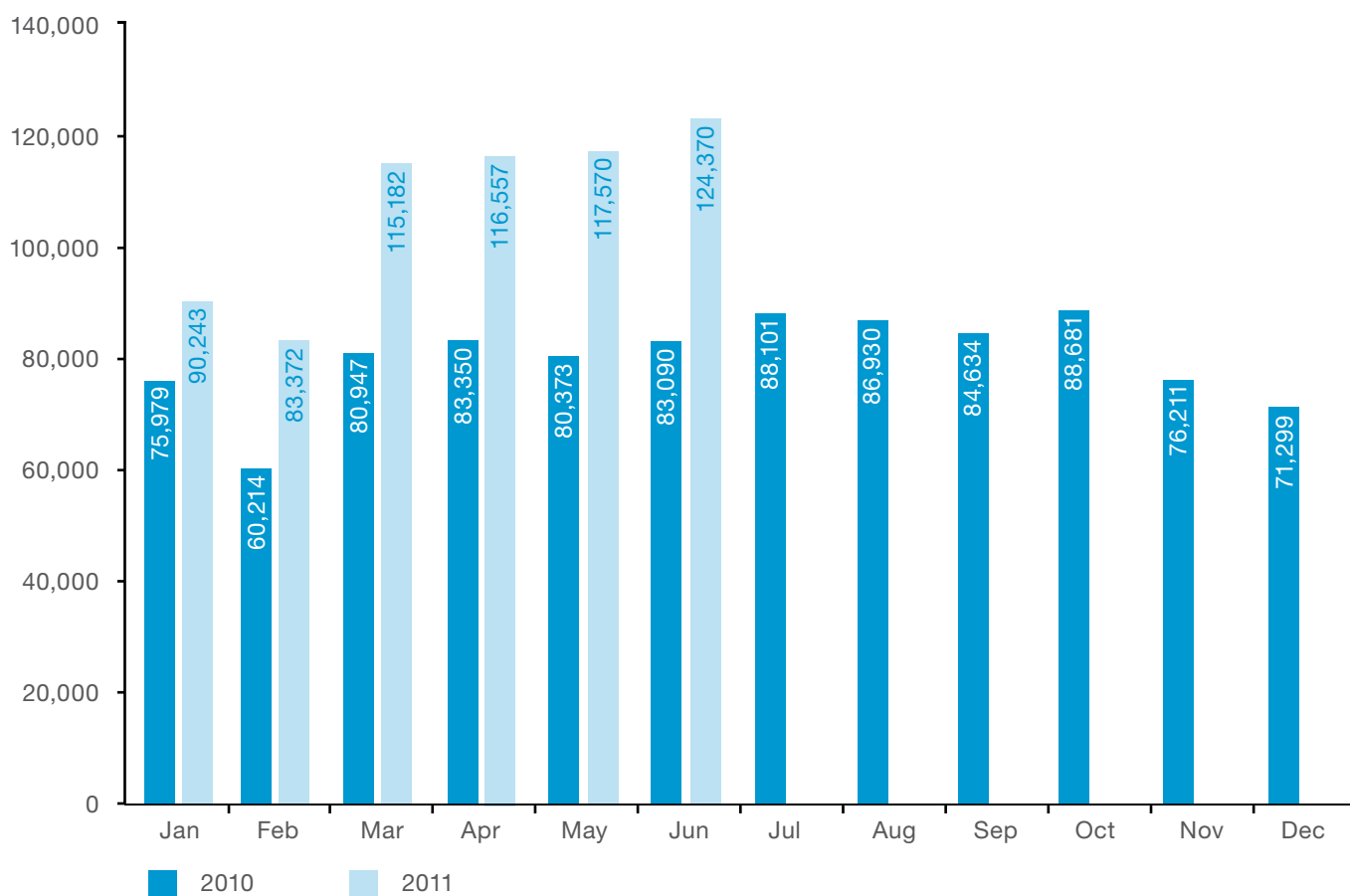
### HONG KONG:

Job advertisements for professional positions placed in print and online media, 2010 / 2011



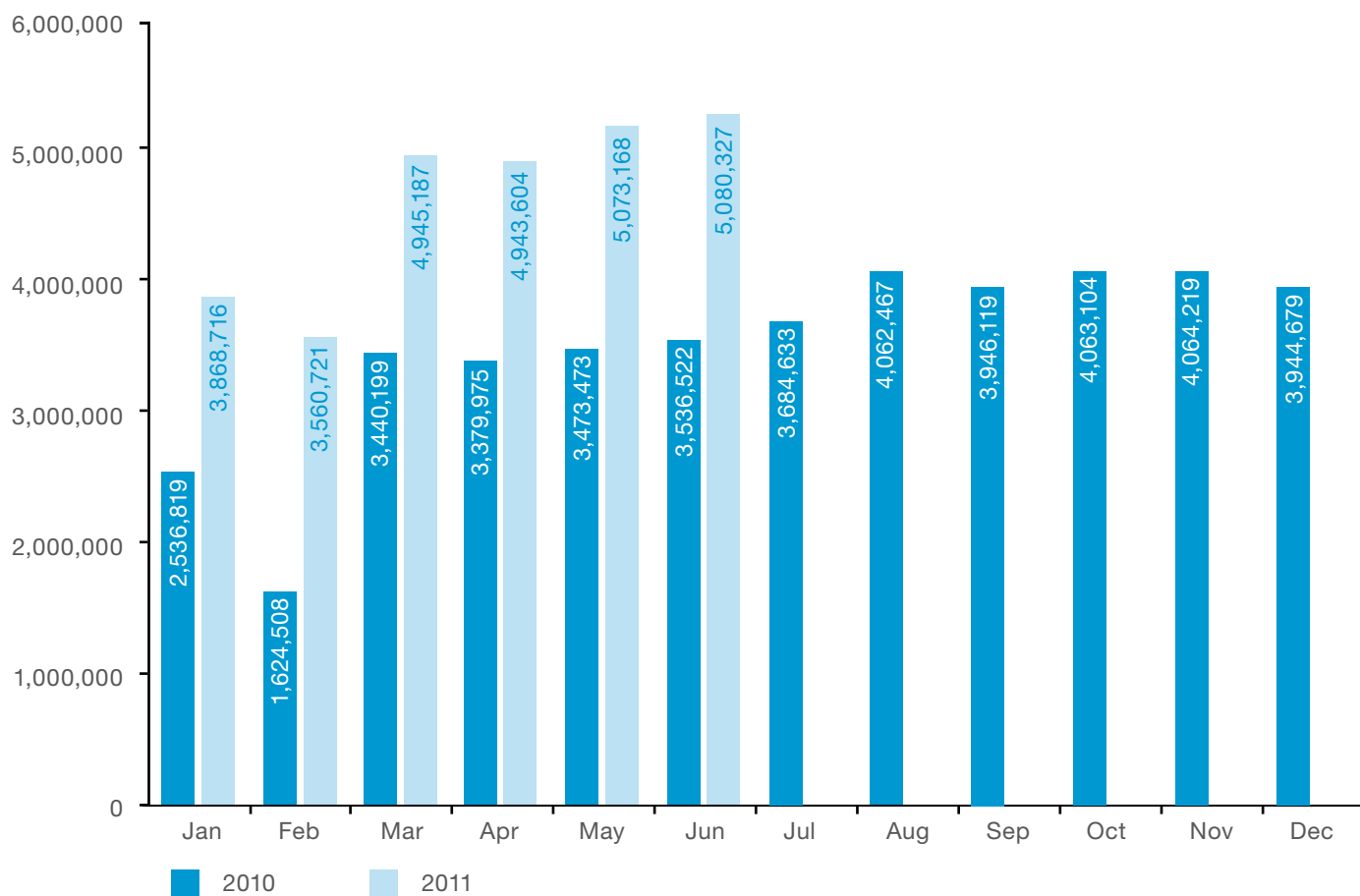
### SINGAPORE:

Job advertisements for professional positions placed in print and online media, 2010 / 2011



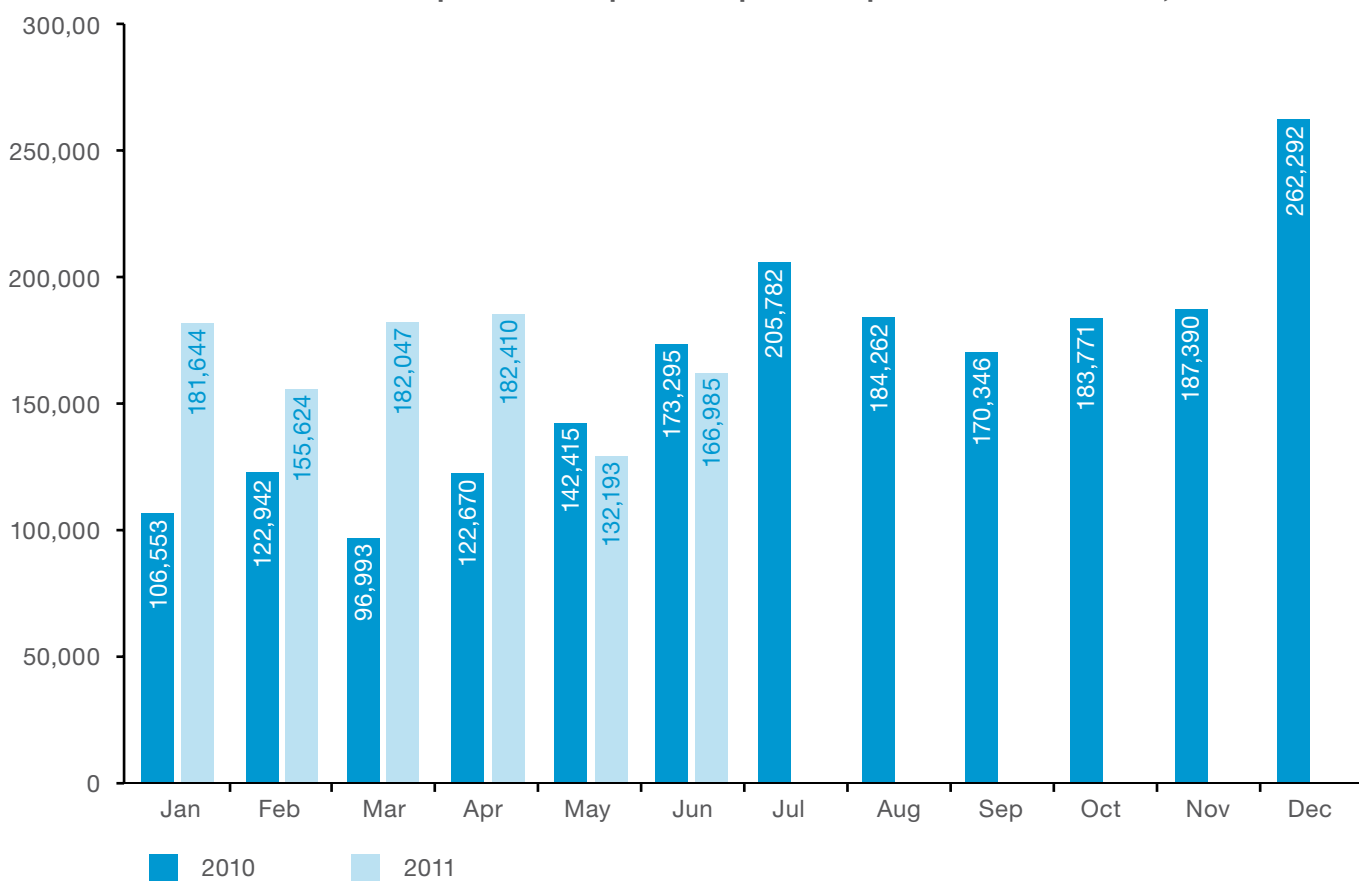
### CHINA:

Job advertisements for professional positions placed in print and online media, 2010 / 2011



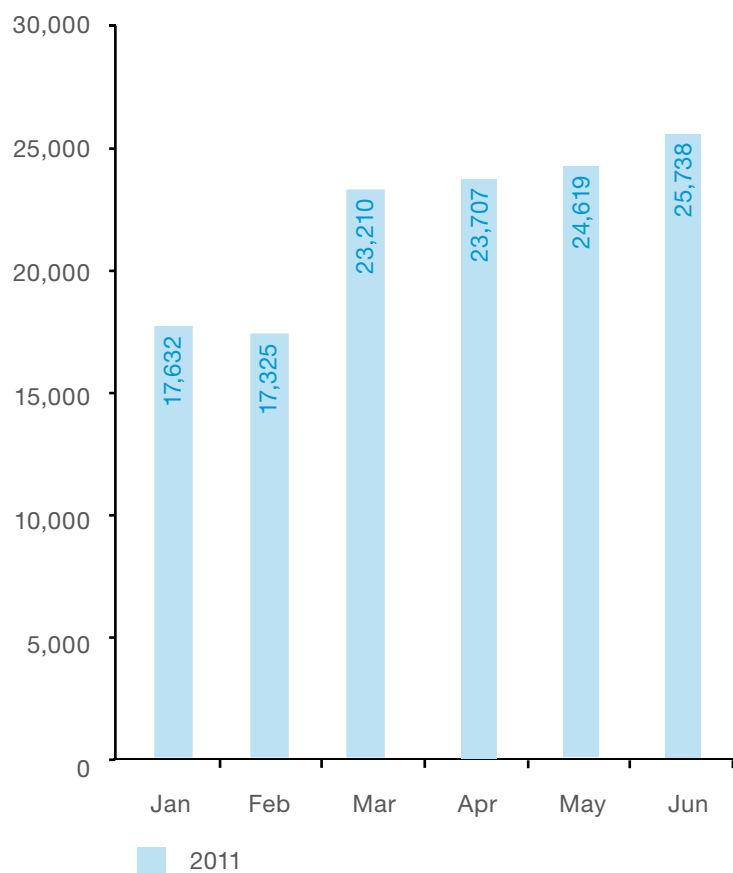
### JAPAN:

Job advertisements for professional positions placed in print and online media, 2010 / 2011



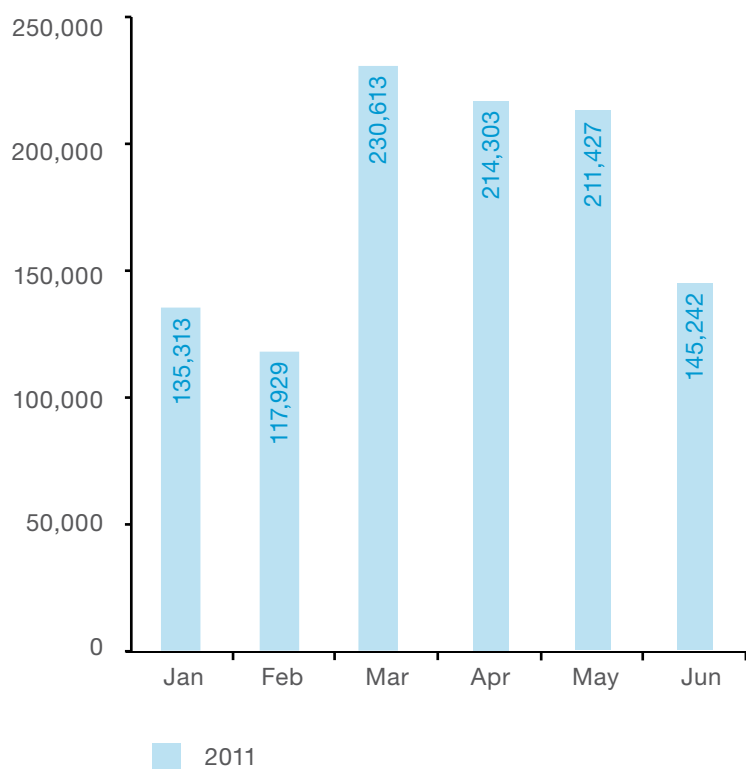
**MALAYSIA:**

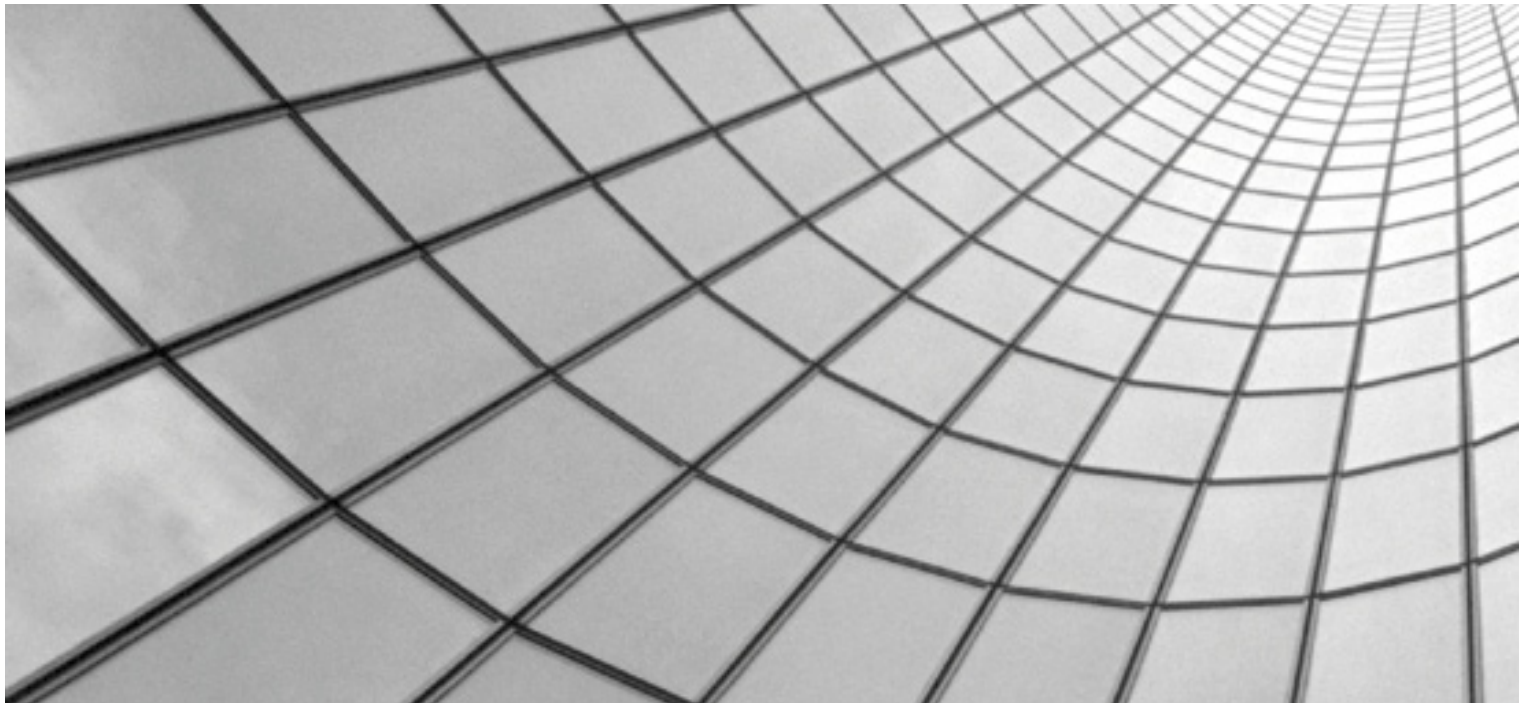
**Job advertisements for professional positions placed in print and online media, 2011**



**KOREA:**

**Job advertisements for professional positions placed in print and online media, 2011**





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