



ROBERT WALTERS SALES & MARKETING MARKET UPDATE QUARTER TWO 2009

MARKET UPDATE

There is an increasing demand within FMCG for market/business development professionals, particularly to cover emerging markets. Junior sales candidates (where turnover tends to be higher) remain in demand as do senior candidates with a China focus. The demand for FMCG marketing candidates is still low, but more companies are looking to establish or strengthen the trade marketing function and candidates with good experience in this area are sought after despite the global slowdown. We see many candidates without local market exposure, but with good marketing experience, strong track records and excellent educational credentials keen on opportunities based in Hong Kong. However, without Chinese language skills it is very difficult to break into the Hong Kong or Greater China market.

The luxury market continues to be sluggish and with slow sales many employers are reluctant to expand in Hong Kong; most hiring at the high-end is China-based or with a Greater China focus. The general apparel market is relatively stable, but with a decline in the number of visitors to Hong Kong retail sales have dropped across the board. Whilst there is some consensus that the worst is over, there are still concerns that the retail market has not yet bottomed out and as such employers are cautious. Opportunities within the retail sector are more marketing focused than sales or operations and these are a combination of new and replacement positions. Forward-thinking companies are also meeting available candidates to be prepared for the market when it turns to secure top talent.

RETAIN TOP PERFORMERS – HIRE A CONTRACTOR

Despite the many redundancies that have affected most organisations across Hong Kong, people who have remained employed are typically staff worth retaining. However, the detrimental impact of downsizing on these employees include a significant increase in workload; feelings of disenchantment with employers; loss of motivation due to uncertainty over the future of their role in the organisation; and a weakening of company culture.

How do contractors help? There are a number of benefits offered by contract resources. Firstly, after the initial ramp-up period contractors can significantly reduce the volume of work being managed by individuals. Secondly, contractors free up high performers to spend more time on strategic initiatives rather than routine tasks. Thirdly, the fact that senior management has invested in additional help sends a clear message to staff that their struggle has been noticed. Last but not least, contractors can provide a much needed lift to morale by bringing fresh ideas into the team.

Hence by utilising contract staff, firms can emerge from the current resource dilemma with a stronger company culture and ideally retain their top performers.

CONTACT US

To discuss the sales & marketing function in the luxury, retail and FMCG sectors or your general recruitment needs, please contact:

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Robert Walters is a leading, international recruitment consultancy placing high calibre professionals into permanent, contract and temporary positions at all levels of seniority. In Hong Kong we specialise in the accounting, banking & finance, business support, human resources, information technology, sales & marketing, supply chain, logistics & procurement sectors. With a developed network of offices spanning five continents, we work with leading financial institutions, multinational corporations, smaller enterprises, business start ups and the public sector.

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HOT SALES & MARKETING CANDIDATES

A selection of our currently available sales & marketing professionals in the retail and FMCG sectors is included below. If you would like to discuss these candidates further, please contact **Christy Wong** on **+852 2103 5359** or **Thavy Chea** on **+852 2103 5323**.

GROUP BRAND MANAGER – FMCG

\$900,000

This candidate has demonstrated talent for dramatically improving high-level marketing initiatives that enhance growth while effectively managing tight deadlines. She has a record of achievement in managing complex projects from inception to completion and motivating others to ensure streamlined operations, process improvement and increased efficiency. She has demonstrated success in building partnerships and maintaining business relationships, and possesses exceptional communication and strong leadership skills, with the ability to effectively resolve problems. Recently relocated to Hong Kong, this candidate is fluent in English and Chinese, and well-versed in Japanese.

MARKETING DIRECTOR

\$800,000

This degree holder is currently working for one of the world's most renowned luxury brands. He is responsible for strategic planning for all sales, marketing and campaign related activities for China. With event management responsibility, this candidate also explores and develops different sales opportunities and marketing support for both retail and wholesale in China. Fluent in English, Cantonese and Mandarin, this well-networked candidate is looking for new challenges.

REGIONAL PR MANAGER

\$600,000

This MBA qualified candidate from the UK has worked for both agencies and in-house brands, and has experience managing communication campaigns for some of the most prestigious luxury fashion brands and leading retail stores in Hong Kong. With over seven years' experience in the luxury retail industry, this candidate has outstanding leadership and communication skills. Strong in brand building, this candidate was able to increase editorial presence for one of his clients by 500 per cent within one year.

KEY ACCOUNTS MANAGER

\$480,000

This candidate has over five years' exposure to trade marketing and key accounts within a multinational FMCG company. He has experience in developing and managing strong relationships with all the major retail/supermarket outlets in Hong Kong. He has also demonstrated the ability to work in a challenging and high-paced environment. Currently with three direct reports, he is looking to explore a more senior role in other leading FMCG companies.

FINDING IT HARD TO SOURCE CONTRACT PROFESSIONALS FOR YOUR BUSINESS REQUIREMENTS?

WE HAVE THE ANSWERS FOR YOU.

In response to volatile market conditions and stringent cost control initiatives, contracting has become a popular staffing solution in Hong Kong. This is part of an overall resourcing strategy by multinationals to employ a flexible talent workforce. At Robert Walters, we have a large selection of high calibre candidates who are immediately available for sales & marketing contract assignments.

For more information or to discuss your temporary recruitment challenges, please contact the Contract Division Manager **Sommer Owens** on **+852 2103 5343** or **sommer.owens@robertwalters.com.hk**

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