

# ROBERT WALTERS CHINA SALES & MARKETING

## MARKET UPDATES QUARTER ONE 2009

### MARKET UPDATES

As China is one of the fastest growing countries in the world, many foreign companies are starting to invest more in this country. Clients rely on market research agencies when they execute their marketing programmes, and as a result, the market research sector has become more popular in Shanghai. By bringing advanced technologies and techniques into the country, global market research agencies have expanded their businesses rapidly. This has led to a demand for high calibre talent, especially those with overseas experience and knowledge.

On the other hand, due to the global financial crisis, the sales & marketing sector in general has shifted from a candidate driven market to a more client focused one. Pre-2009, salary increments were between 20% to 30%. With the current economic conditions however, employees should not be expecting such increases as employers have started to take a more cautious stance to hiring. As a cost cutting measure, some companies are restructuring or promoting their existing workforce instead of hiring new staff.

### SALARIES OF SALES & MARKETING ROLES

ROLE	2009 PERMANENT SALARY PER ANNUM ¥RMB
Managing Partner	¥1.8 – 2.2m
Client Service Director	¥1.0 – 1.3m
Account Director	¥550 – 600k
Associate Account Director	¥350 – 400k
Research Manager	¥180 – 200k
Associate Account Manager	¥120 – 150k
Senior Research Executive	¥100 – 110k

NB: Figures are basic salaries exclusive of benefits/bonuses unless otherwise specified.



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Our sales & marketing team in Shanghai has a team of experienced specialist consultants focusing on the recruitment of sales & marketing professionals across various sectors. These sectors include apparels, fashion, watch & jewellery, retail, cosmetics & personal care, wine & spirit, food & beverage as well as professional services.

Robert Walters Plc is one of the world's largest professional recruitment consultancies with 38 offices in 17 countries spanning five continents. The China office specialises in placing candidates on a permanent basis in the following specialities: accounting, banking & finance, human resources, information technology, sales & marketing, and supply chain & logistics.

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