

Employer Branding to Capture and Keep Top Talent in China

13th March - "There are many times company recruiters can't tell the difference between themselves and other companies. They all talk about the same things." Quoting a 23-year-old student from Shanghai, Sara Gao got straight to the point at the HR Workshop held at GCC • Beijing. Companies consistently report challenges when it comes to not only capturing, but also keeping talent given China's "shortage amid plenty" of the educational quality and level of potential employees. A specialist with Universum Asia, the world's employer branding leader, Ms. Gao clarified the meaning of the term "employer branding" and its statistical impact on companies' HR situations, as well as advice on what SMEs can do to help differentiate their brands. Potential employees, like the Shanghai student quoted in the above, underline its importance.



continuously and independently of recruitment needs. Employer branding is ongoing image management in its own right.

Important employer branding techniques, according to Ms. Gao, include researching your target group's motivations and preferences, being certain about your company's current and future corporate identity, making a plan to communicate points of interest to your target group and creating experiences that reflect your company's unique attributes. Finally, monitoring, measuring, and modifying your approach continually will sustain long-term success. Heino Dannemann of Würth put the theory into practice by discussing how employer branding could be integrated into a company's daily HR activities.

Employer branding is a process through which companies ultimately strongly appeal to their current and future ideal employees. It is different from recruiting in the sense that recruitment is a temporary and demand-driven HR activity, while employer branding is carried out

Event: HR Workshop - Building a Strong Employer Brand in China

Speakers: Sara Ying Gao | Employer Branding Specialist - Universum Asia; Heino Dannemann | Senior Vice President Human Resources - Würth China

Changchun Seminar: Quality is the Watchword

19th March - Quality was the watchword in Changchun, when over 70 participants joined a seminar at the Changbaishan Hotel Changchun discussing new trends and challenges in China's automobile industry.

Quality Management is of crucial importance in China. With the rapid development and internationalization of the Chinese automobile industry, more and more international OEM's and suppliers have settled here. However, improving and ensuring product quality is still a very important subject. In times of severe competition, it is of crucial importance to create a competitive advantage to differentiate one's company from competitors and sustain the company's business.

During the seminar, many different facets were discussed, like the requirements for vehicles in the European market, the certification management system, product safety and liability, gap analysis and improvements to the supply chain. Additionally, two new standards were introduced at the seminar by VDA-QMC China: CDP (the Common



Development Process) and SPICE (Software Process Improvement and Capability Determination). These are applicable to new product development and software in the electronic parts sector. VDA-QMC China also used the platform to introduce its incoming General Manager, Mr. Helmut Stein, to its partners in Changchun. Mr. Wolfgang Wagner, who founded the VDA subsidiary in China in the spring of 2005, will leave the organization effective May 2008.

Event: Seminar - Quality Management in China's Automobile Industry

Speakers: Wolfgang Wagner | GM - VDA-QMC China, Mr. Helmut Stein | incoming GM - VDA-QMC China, Richard Feng | Vice GM - VDA-QMC China, Mr. Jan Sun | Management Services Manager of TÜV Süd Greater China, Mr. Feng Wan | Automotive Service Manager - TÜV Süd North China, Mr. Xiaohui Jiao | Management Services Training Manager - TÜV Süd North China

Moderator: Ms. Claudia Barkowsky | Regional Manager -North China
GCC •Beijing

