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Shortage of skilled labor in China hinders foreign companies

Recruiting fair in Germany offers companies contact to European-trained Chinese Nationals

The Chinese work force is struggling under a weak economy, and there are nearly eight million university graduates. Still, it is reported that 35% of Chinese enterprises are experiencing a short of skilled workers – 12% more than in 2012. These economic circumstances make it increasingly appealing for foreign companies to seek Chinese talent.

The situation itself is a paradox – there are millions of Chinese graduates unable to find suitable positions in the tech industry, while both Chinese and foreign companies report problems filling vocational and managerial positions.

Experts estimate that only roughly 10% of Chinese university graduates are qualified to work in multi-national companies (MNCs.) The university training in China is often impractical, or inadequate compared to other international standards. Additionally, foreign companies set high standards for recruits: Foreign languages, immediate availability without long training periods, as well as high mobility.

The influxes within the Chinese economy also impact the recruitment profiles within companies. The focus is no longer on unskilled migrant workers for low-skilled work. The development of advanced production equipment, local development, sales and marketing departments have all led to increased recruiting efforts for skilled workers, engineers, and marketing experts.

To fill these vacancies, companies are increasingly looking to foreign-trained Chinese workers. There are approximately 120,000 Chinese students enrolled in universities of EU member countries. With 25,000 studying in Germany, these students boast a good educational foundation, language skills, intercultural experience and competence.

Making contact with the ideal candidate is difficult though. Job fairs, such as the SinoJobs Career Days, try to accommodate these clients and to provide a platform to connect European companies with Chinese workers.

“Since the first SinoJobs Career Days in 2011, we've seen an increasing interest on behalf of European companies trying to win over Chinese talent at our recruiting events” reported organizer Dirk Mussenbrock. His company, Mussenbrock & Wang, specializes in assisting European companies with their recruiting process through the job portal SinoJobs and SinoJobs Career Days. Large companies like Volkswagen and Daimler, and also several smaller companies, continue to use these fairs and recruit openings for specialists and managers in Germany directly through China-focused agencies.

The SinoJobs Career Days take place annually in Germany, and have attracted thousands of Chinese visitors in recent years. More than 100 German and European companies have attended with recruiting materials.

Similar events have already been planned for the 6th and 8th of November in Dusseldorf, as well as in Munich. Companies like Daimler, Linde, and Schott, as well as many small and medium-sized companies have registered.

These recruiting efforts have gained political support as well. Supporters include Dirk Elbers, the current mayor of Dusseldorf, and Johannes Pflug, member of the German Bundestag, as well as chairman of the German-Chinese Parliamentary Group within the Bundestag.

Mussenbrock & Wang GmbH Company Profile:

Since its foundation in 2008 Mussenbrock & Wang has developed into the leading supplier of recruitment solutions in the European Chinese context. With the job portal SinoJobs and the recruiting event SinoJobs Career Days, we offer specialized solutions for the recruitment of Chinese and European professionals and managers in Greater China and the EU to European enterprises.

The Sino HR Conference – the German-Chinese Human Resources Conference – and special seminars on the subject of the German-Chinese HR management are offered to executives and human resource managers having a focus on China.

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