

CHINESE TALENT DAYS

2019

The Job Fair for Chinese
Students, Graduates
and Professionals

APRIL
12/13
COLOGNE

- Top Candidates
- Top Employers
- Direct Contacts
- Employer Branding

Find Your Talents!

www.campus-china.de

ORGANIZED BY



REFERENCES

4flow
BASF
BMW
Bosch
Continental
Covestro
Daimler
Faurecia
Grammer
Hirschvogel
Laserline
Mubea
P3 Group
Schaeffler
Sodecia
Staufen
SW Asia
Tenneco
ThyssenKrupp
TÜV Rheinland
Volkswagen
Wörwag

CHINA HR NETWORK



Chinese Graduates and Professionals

During the job fair **CHINESE TALENT DAYS** on April 12 and 13, 2019 for the 9th time employers from industries like automobile, consulting, electronics, energy, engineering, FMCG, finance, health, IT, logistic, mechanic, mechatronics, pharmaceuticals and tourism/travel will meet with about **1,800 Chinese graduates and professionals** with technical, scientific and economic backgrounds.

For employers established in China candidates, who graduated in Germany/Europe, are an essential source for employers operating in China.

Prior to the job fair, the job board **CHINESE TALENT BOARD** can be used for selecting appropriate candidates and for inviting them to interviews.



Review 2018

Beside numerous medium sized companies, global players like **BASF, BMW, Bosch, C.D.Wälzholz, Continental, Covestro, CRRC ZELC Verkehrstechnik, Daimler, EFS, Faurecia, FAWER, Grammer, Greiner, HIKVISION, Hilti, Hirschvogel, innomatec, Julius Blum, Kautex, Laserline, MANN+HUMMEL, Mubea, P3 Group, Plansee, Schaeffler, Schlemmer, Sodectia, Staufen, TENNECO, thyssenkrupp, Trumpf, TÜV, Volkswagen and WÖRWAG** were represented.

Companies and candidates interacted intensively:

More than 75% of the employers interviewed more than 30 candidates each.

All employers held additional interviews with candidates after the event. More than 90% of them with 10 or more candidates.

More than 90% of the employers want to participate again.

More than 75% of the employers used the job board prior to the fair to contact candidates.

76% of the candidates made use of our job board to check job offers, to receive more information about the participating employers and to establish some initial contacts.

4 weeks after the event already 69% of the candidates were invited to further interviews.

In the same timeframe 24% of all candidates received specific job offers.



Candidates Structure

Almost 13,500 **Chinese students, graduates and professionals** are currently registered at the job board. The applicant profile of each candidate is reviewed by our team and only accepted if the requirements are met.

Professional background

45%	Engineering
30%	Business Management
7%	Natural Sciences & Mathematics
7%	Information Technology
11%	Others

Career Level

Expert	8%
Young Professional	22%
Graduate	48%
Student	22%

The screenshot displays a search results interface for a job board. On the left, there are several filter categories: 'Search for Talents by' with a 'Keywords(s)' field and an 'Include fulltext search in' checkbox; 'Field of studies' with a 'Select Options' link; 'Career interest' with a 'Select Options' link; 'Current Career status' with a 'Select Options' link; 'Willing to work' with checkboxes for 'Germany', 'China', and 'Other Countries', each with a 'Select Options' link; 'Languages' with checkboxes for 'Mandarin', 'Cantonese', 'English', and 'German', and an 'Others' section with 'French' and 'Spanish'; 'Place of Birth (by Region)' with a 'Select Options' link; and 'Desired salary' with a 'Select Options' link. At the bottom of the filters is a red 'Search Talents' button. On the right, the search results are displayed, showing '13461 profiles matching your search' and 'You are viewing 1 to 10'. The results are paginated with 'Previous' and 'Next' links and numbers 1 through 5. The first six candidates are listed with their ID, name, studies, university, languages, and a 'Profile' link. Each candidate also has a 'CAREER' progress bar. The candidates shown are: Li Duan (ID 9239, Business Management, Changsha / Central South Univ), Ran Zhuo (ID 9238, Engineering, Berlin / TU-Berlin), Sinan Koca (ID 7866, Business Management, Duisburg / Duisburg University), SHI Xueyi (ID 5309, Jurisprudence / Law, Beijing / Beijing Technology and University/Beijing), Weiliang Guo (ID 7046, Information Technology, Hamburg / Pusan University of), and Yabei Zhang (ID 6014, Logistic, Rooterdam / Erasmus Universit).

You can use our job board to manage important workflows:

- Post your company profile and vacancies.
- Screening and selection of appropriate talents within the system.
- Prioritize candidates by four grades.
- Route candidates into your own recruiting environment.
- Invite and follow-up with candidates.
- Manage recruiting process with our solution.

References/Feedback

"It is impressive that we had so many applicants registered for the talent days. Schaeffler is a technology oriented company, 50% engineering candidates means we absolutely chose the right recruitment platform. Thank you very much for all your support during the event!"

Cao Yueyan, HR Manager - Employer Branding & Recruitment, Schaeffler Greater China

"Thank you for the great support during the job fair Chinese Talent Days. We have selected 47 candidates for face to face interviews."

Kevin Yuan, HR Marketing and Recruiting, Daimler Greater China Ltd.

"Thanks for the preparation of the Chinese Talent Days. During the job fair we have selected at least 20 resumes for next round interviews. Thanks again and keep in touch in future."

Robin Hao, Director HR, Benteler Automobiltechnik

"We have invited 26 candidates for a 2nd interview after the job fair CHINESE TALENT DAYS."

Zhao, Weiwei, HR Talent Acquisition Team, BSH Home Appliances Holding (China) Co., Ltd.

"Thank you so much for the systematic organization & comprehensive preparation. I'm very pleased with the result Kern-Liebers has achieved during the two days."

Sarah Tong, HR Manager - China, KERN-LIEBERS (TAICANG) CO., LTD

"The Chinese Talent Days has been a great success from our point of view. Thank you for your perfect organization."

Volker Bleischwitz, Technical Sales Tube + Pipe Plants, SMS Meer GmbH

"We have already closed nine offers for our China plants. And we are still interviewing more potential candidates. This is the 5th year we successfully recruited candidates from the Chinese Talent Days."

JingXian (Jean) Xi, Human Resources Manager, thyssenkrupp Presta Steering China

"We have already issued our offers to our preferred candidates. Thanks a lot for your organization of such big events. Both firms and candidates gained great benefits from it!"

Ken Yin, TENNECO Shanghai Tech Center

Program (on both days)

Welcome

Representatives of the City of Cologne and the Embassy of the People's Republic of China.

Interviews (all day)

We expect about 1,800 Chinese candidates.

Introduction of Top Employers (parallel)

Premium Partners introduce themselves to the candidates.

Your Participation

Option 1: PREMIUM PARTNER

For companies with extensive recruiting activities and focus on employer branding:

- Exhibition area of about 15 sqm (for your own stand construction)
(Alternatively you might order a booth construction directly at Koelnmesse)
- Free participation of up to eight people
- Separate interview room (max. 4 interview spots)
- Posting of the company profile on the Chinese Talent Board (from the time of registration onward)
- Unlimited number of job postings (from the time of registration onward)
- Publication of the job titles in the job fair catalogue
- Unrestricted access to profiles of qualified Chinese candidates
- Up to 400 CV downloads
- Invitation of promising candidates to interviews
- Scheduled and ad-hoc interviews with promising candidates on both days
- Lunch in the restaurant on both days

Employer Branding

- Preferable positioning of the company logo on the website
- Preferable positioning of selected job postings on the job board
- Highlighting of selected job postings on important Chinese social media platforms in Germany and at WeChat
- Highlighting of the company logo and selected job postings in our newsletter CAMPUS CHINA NEWS
- Preferable positioning of the company logo on the cover of the job fair catalogue
- Highlighting of the company profile in the job fair catalogue
- Full-page advertisements (coloured) in the job fair catalogue
- Introduction (presentation) of the company on both days

Your Participation

Option 2: EMPLOYER

- Information stand of 6 sqm for conduction of interviews (without equipment)
- Free participation of two people
- Posting of the company profile on the job board Chinese Talent Board (from the 18th of Feb. 2019 onward)
- Up to 12 job postings (from the 18th of Feb. 2019 onward)
- Publication of the company profile in the job fair catalogue
- Publication of the job titles in the job fair catalogue
- Access to the profiles of qualified Chinese candidates
- Up to 50 CV downloads
- Invitation of promising candidates to interviews
- Scheduled and ad-hoc interviews with promising candidates on both days
- Lunch in the restaurant on both days

Option 3: EDUCATIONAL INSTITUTION

For Educational Institutions / Universities that offer Bachelor and/or Master degrees, MBA programs, language courses, or studies abroad

- Information stand of 6 sqm for conduction of interviews (without equipment)
- Free participation of two people
- Posting of the company profile on the job board Chinese Talent Board (from the 18th of Feb. 2019 onward)
- Up to 12 offers on the job board (from the 18th of Feb. 2019 onward)
- Publication of the institution profile in the job fair catalogue
- Publication of the job titles in the job fair catalogue
- Access to the profiles of qualified Chinese candidates
- Up to 50 CV downloads
- Invitation of promising candidates to interviews
- Scheduled and ad-hoc interviews with promising candidates on both days
- Lunch in the restaurant on both days

Option 4: HR SERVICE PROVIDER

- Information stand of 6 sqm for conduction of interviews (without equipment)
- Free participation of two people
- Posting of the company profile on the job board Chinese Talent Board (from the 18th of Feb. 2019 onward)
- Up to 12 offers on the job board (from the 18th of Feb. 2019 onward)
- Publication of the company profile in the job fair catalogue
- Publication of the job titles in the job fair catalogue
- Access to the profiles of qualified Chinese candidates
- Up to 50 CV downloads
- Invitation of promising candidates to interviews
- Scheduled and ad-hoc interviews with promising candidates on both days
- Lunch in the restaurant on both days

Additional Options: EXTEND YOUR PRESENZ (Services to book separately)

- Extended use of Job Board:**
 - Instant access to Job Board (until the end of May 2019)
 - Extended access to Job Board until the end of 2019
 - Additional job postings & CV Downloads
- Advertisement in job fair booklet:** - See Illustration Employer Branding
- Additional stand space:** - Extended stand area up to 10 sqm
- Stand personnel:** - Extended number of persons at the job fair
- Interview room:** - Your own interview space with 1-4 interview spots

EMPLOYER BRANDING: Full-page advertisements (coloured) in the job fair booklet



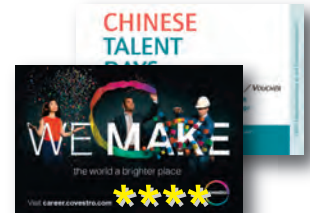
Advert inside page next to company portrait



Advert inside back cover



Advert outside back cover



Advert at beverage-voucher

STAND AREA: Extendable stand area up to 10 sqm.



Standard: 3x2 meters (Option 2 - 4)



Extended: 4x2 meters (optional)



Extended: 5x2 meters (optional)

STAND PERSONNEL: Additional persons at the job fair



With participation of four persons we recommend a stand size of 10 sqm (2 persons included).

INTERVIEW ROOM: Extended conversation facilities



Interview room including conversation units (max. 4 units) exclusively for your company.



Thomas Graf supports German and international employers in the recruitment of talents for many years. Prior to his PhD, he was responsible for the talent pool development at e-fellows.net, a subsidiary of McKinsey Germany.

Dr. Falk von Westarp is an experienced expert in international recruitment. He held Senior Management positions in one of the largest international recruiting service companies. He also was in charge for different country organizations and successfully managed many national and international recruiting projects.

Franz Waizmann, social scientist and specialised journalist, has focused on the e-recruitment market since the 1990s. In an executive position at Monster Germany he helped shaping the modern e-recruitment market.

The following institutions and associations support CAMPUS CHINA

FORUM CHINA

Forum China under the leadership of Dirk Meyer supported more than 150 European companies on their way to China.

DAAD

The German Academic Exchange Service is the biggest organization worldwide promoting international exchange of students and scientists.

Chinese Student Associations

Chinese student associations at Universities in Aachen, Berlin, Bonn, Düsseldorf, Essen, Hamburg, Hannover, Hohenheim, Kaiserslautern, Karlsruhe, Köln, Leipzig, Mainz, München, Potsdam, Stuttgart, Ulm as well as **Chinese Social Media Networks** and **Chinese Associations in Germany**.

VDA und VDMA

The Association of German Automotive Industry represents the interests of German automobile producers and suppliers. The German Engineering Federation represents over 3,000 member companies in the engineering industry.

CHINESE TALENT DAYS

Contact

CAMPUS CHINA
Thomas Graf, PhD
thomas.graf@campus-china.de
Tel. +49-621-180 683 841
Mobil +49-179-1222275
Fax +49-621-180 683 849

Venue

Koelnmesse/KölnKongress
Congress-Centrum Nord
Deutz-Mülheimer-Straße 111
50679 Köln

Appendix:

Advertisement - preview/format
Job fair catalogue

Outside back cover

Artwork format: 216x151 mm
Finished format: 210x148 mm
Resolution: 300dpi
Format: PDF
Color: CMYK



Inside back cover

Artwork format: 216x151 mm
Finished format: 210x148 mm
Resolution: 300dpi
Format: PDF
Color: CMYK



Inside page

(parallel to company profile)
Artwork Format: 216x154 mm
Finished Format: 210x148 mm
Resolution: 300dpi
Format: PDF
Color: CMYK



Meal voucher, backside
Artwork format: 96x66 mm
Finished format: 90x60 mm
Resolution: 300dpi
Format: PDF
Color: CMYK

