

# CHINESE TALENT DAYS

# 2018

The Job Fair  
for Students, Graduates  
and Professionals

APRIL  
27/28  
COLOGNE

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

Find Your Talents!

[www.campus-china.de](http://www.campus-china.de)

#### ORGANIZED BY



#### REFERENCES

ABB  
BASF  
Benteler  
Bosch  
Continental  
Daimler  
Grammer  
Heraeus  
Laserline  
MAHLE  
Mubea  
Schaeffler  
Selzer  
Spheros  
Sodecia  
Tenneco  
ThyssenKrupp  
TÜV Rheinland  
Valeo  
Voestalpine  
Volkswagen  
Würth

#### CHINA HR NETWORK



## Chinese Graduates and Professionals

During the job fair **CHINESE TALENT DAYS** on **April 27 and 28, 2018** for the 8th 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 economical backgrounds.

For employers established in China those candidates graduated in Germany/Europe are an essential source. Due to the valuable experiences and skills they are optimally qualified to assume responsibility in Europe or China.

Prior to the job fair the job board **Chinese Talent Board** is available to post vacancies, to select appropriate candidates and to invite them to interviews.



## Review 2017

Beside numerous medium sized companies global players like **BASF, Bosch, C.D.Wälzholz, Contemporary Amperex Technology, Continental, Daimler, Faurecia, FAWER, Feintool, Global Castings, Hilti, Hirschvogel, Hüttenes-Albertus, Kautex, Laserline, MANN+HUMMEL, Mubea, Schaeffler, Shanghai Huizong Automotive Manufacturing, Staufen, STIWA, TENNECO, Thyssen-Krupp, Trumpf, TÜV International, Volkswagen and Würth** were represented.



### Companies and candidates interacted intensively:

More than 70% of the employers each interviewed more than 30 candidates.

All employers held further 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.

About 70% 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 career profiles as well as to establish some initial contacts.

4 weeks after the event already 66% of the candidates were invited to further interviews.

In the same timeframe 21% of all candidates received a specific job offer.



## Candidates Structure

More than 11.500 **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 have been met.

### Professions (distribution)

43,91%	Engineering
16,09%	Business Management
6,67%	Information Technology
5,59%	Finance
4,54%	Language- / Cultural Studies
3,99%	Chemistry
3,40%	Logistic
2,56%	Marketing & Communications
1,33%	National Economy
1,26%	Jurisprudence / Law
1,08%	Physics
1,07%	Mathematics
0,65%	Educational Science
0,48%	Geography / Geoscience
0,36%	Medicine
0,24%	Pharmaceutics
4,20%	Other / Not Classified

### Career Level

Expert	8%
Young Professional	22%
Graduate	47%
Student	23%

### Features & Tools

- Post company profile and vacancies.
- Search for and select appropriate talents.
- Route candidates into your own application system.
- Invite and follow-up with candidates.
- Manage recruiting process with our solution.

The screenshot displays a search interface for finding talents. On the left, there are several filter sections: 'Search for Talents by' with a 'Keyword(s)' input 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 listing 'French, 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 under the heading '11761 profiles matching your search' and 'You are viewing 1 to 10'. A pagination bar shows '« Previous 1 2 3 4 5 Next »'. The list of candidates includes:

- Li Duan** (ID: 9239): Studies: Business Management; University: Changsha / Central South Univ; Languages: Mandarin, English, German; Profile link.
- Ran Zhuo** (ID: 9238): Studies: Engineering; University: Berlin / TU-Berlin; Languages: Mandarin, English, German; Profile link.
- Sinan Koca** (ID: 7866): Studies: Business Management; University: Duisburg / Duisburg University; Languages: Mandarin, English, German; Profile link.
- SHI Xueyi** (ID: 5309): Studies: Jurisprudence / Law; University: Beijing / Beijing Technology and University/Beijing; Languages: Mandarin, English, German; Profile link.
- Weiliang Guo** (ID: 7046): Studies: Information Technology; University: Hamburg / Pusan University of; Languages: Mandarin, Cantonese, English; Profile link.
- Yabei Zhang** (ID: 6014): Studies: Logistic; University: Rooterdam / Erasmus Universit; Languages: Mandarin, English; Profile link.
- Till Engelhard** (ID: 1022): Studies: Other/Not Classified; University: Cologne / University of Cologne; Languages: Mandarin, English, German; Profile link.

Each candidate entry includes a 'CAREER' progress bar.

## References

"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 years 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 with a focus on employer branding:

- Exhibition area of about 15 sqm (individual stand construction)
- Free participation of up to eight people
- Separate interview room of about 15 to 20 sqm
- Posting of the company profile on the job board Chinese Talent Board (at the time of registration)
- Unlimited number of job postings (at the time of registration)
- Publication of the job titles in the job fair catalogue
- Unrestricted access to the 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
- 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

### 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 1st of March 2018)
- Up to 12 job postings (from the 1st of March 2018)
- 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 1st of March 2018)
- Up to 12 offers on the job board (from the 1st of March 2018)
- 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 1st of March 2018)
- Up to 12 offers on the job board (from the 1st of March 2018)
- 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

### More Options: ADDITIONAL SERVICES (please book separately)

- Extended use of the job board
- Registration of additional persons \*
- Additional stand area \*
- Full-page advertisements (coloured) in the job fair catalogue
  - > Advertisement outside back cover
  - > Advertisement inside back cover
  - > Advertisement inside pages

\* The information stand (option 2, 3 and 4) is extendable up to 10 sqm.

\* With participation of four persons we recommend a stand size of at least 10 sqm.

Registration before 31.12.2017 will benefit from an additional marketing push. (Your jobs are manually published on all relevant Chinese social networks in Germany.)

## Your Registration

**CHINESE TALENT DAYS, April 27 and 28, 2018** in Cologne, Germany, Congress-Centrum Nord.

Please mark the applicable option and select additional services if needed. All prices quoted exclude the legally imposed value-added tax. The amount is due immediately upon receipt of invoice. Registrations are welcome until March 31, 2018. Due to the large interest we recommend an early registration.

Please use the following form for your registration and send it by email to [falk.westarp@campus-china.de](mailto:falk.westarp@campus-china.de) or by Fax to +49-621-180 683 849.

### PARTICIPATION OPTIONS (please choose)

<b>Option 1: PREMIUM PARTNER</b>	12,800 EUR
<b>Option 2: EMPLOYER (6 sqm, 2 persons)</b>	3,900 EUR
<b>Option 3: EDUCATIONAL INSTITUTION</b>	3,900 EUR
<b>Option 4: HR SERVICE PROVIDER</b>	6,300 EUR

### ADDITIONAL SERVICES

#### Information Stand

Additional persons at stand	600 EUR/person
Additional sqm stand area	900 EUR/2 qm
Interview room (22 - 34 sqm)	1,200 EUR

#### Job Board

Use of the job board from the time of registration	800 EUR
Use of the job board until December 31, 2018 (recommended)	1,200 EUR *
Additional job posting and 10 CV downloads	250 EUR

#### Job Fair Catalogue (full-page advertisement) [preview/format](#)

Advertisement outside back cover	1,500 EUR
Advertisement inside back cover	1,000 EUR
Advertisement inside pages	750 EUR
<b>Meal Voucher</b> (coloured advertisement)	1,000 EUR

The voucher will be distributed to all candidates.

\* Additional 6 job postings and 50 CV downloads included. Regular price: 1,800 EUR

Surname/Name:

Company:

Department/Position:

Street:

Postcode/City/Country:

Tel./Email:

Date:

Remarks:

NOTE: In case the invoice address is different to the above one please send it by email.

Your signature is binding. In case of cancellation until February 15, 2018 40% of the total amount, for a later cancellation 80% of the total amount will be charged.



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**

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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



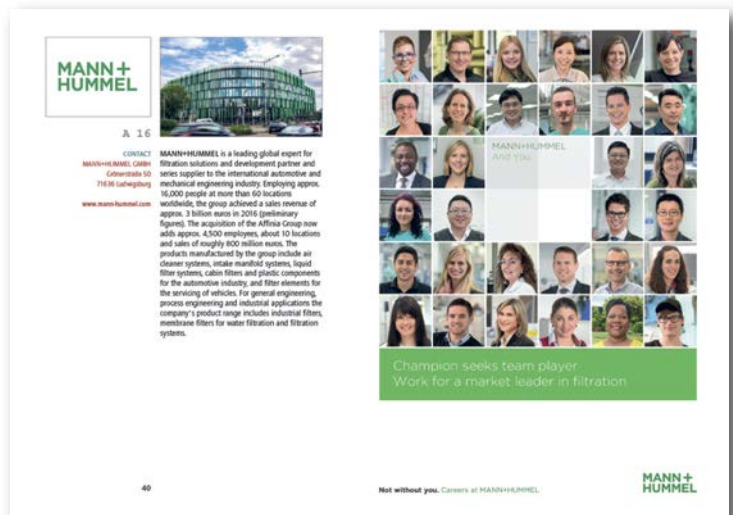
## Inside back cover

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

