

# DIGITAL CHINESE TALENT DAY 2021

The digital Job Fair for  
Chinese Students, Graduates  
and Professionals, graduated in the EU

APRIL

15th

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

Get Your Talents!

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

#### ORGANIZED BY



#### REFERENCES

4flow  
BMW  
Bosch  
BSInprocon  
Covestro  
CRRC ZELC  
Daimler  
EFS  
Faurecia  
Hikvision  
Karl Dungs  
Karl Wörwag  
Knorr-Bremse  
Kratzer  
Laserline  
OMP  
Plansee  
Schaeffler  
Tenneco  
Thyssenkrupp  
TRUMPF  
Volkswagen ...

#### CHINA HR NETWORK





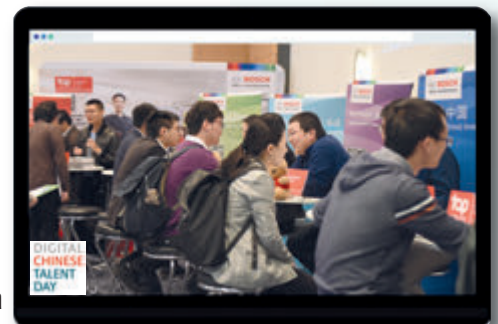
## Chinese Graduates and Professionals

During the job fair **DIGITAL CHINESE TALENT DAY** on **April 15th, 2021** for the 3rd time employers from industries like **automobile, consulting, electronics, energy, engineering, FMCG, finance, health, IT, logistic, mechanic, mechatronics, pharmaceuticals and tourism/travel** will meet with highly qualified Chinese graduates and professionals with technical, scientific and economic backgrounds.

The **DIGITAL CHINESE TALENT DAY** follows the event in October 2021 and also the physical CHINESE TALENT DAYS normally held in Cologne, CongressCentrum for more than 10 years.

Candidates, who graduated in Germany/Europe, are an essential source for companies operating in China. The **DIGITAL CHINESE TALENT DAY** provides new and efficient services to approach this exclusive group of highly qualified candidates.

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 2020

Beside numerous medium sized companies, HR managers from global players like **4flow, Audi China, Bosch China, Boschrexroth, BSH Home Appliances, CRRC ZELC Verkehrstechnik, Dompatent, Faurecia, 4flow, Heraeus, OMP, Thyssen, TRUMPF, Volkswagen (China) Investment, Volkswagen Automatic Transmission Dalian, Volkswagen Automatic Transmission Tianjin** were represented.

### Feedback from a client one week after the fair:

- In just one day, we had 28 interviews thanks to the DIGITAL CHINESE TALENT DAY
- from which we spoke to 15 different candidates (excluding short chats in entertainment room)
- 11 candidates went to the next round: Job Day + Presentation Challenge
- 8 candidates made it until the last application step
- 2 Consultants for Germany: 1 will receive a proposal
- 2 Consultants for China: 1 will receive a proposal + the other one will also receive a proposal if willing to start up in Belgium (approx. 1 year, later on move to Shanghai)
- 4 Support Engineers for Belgium: 1 will receive a proposal + 3 others are still in the running

## Candidates Structure

More than 15,000 **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%

### Top10 Universities

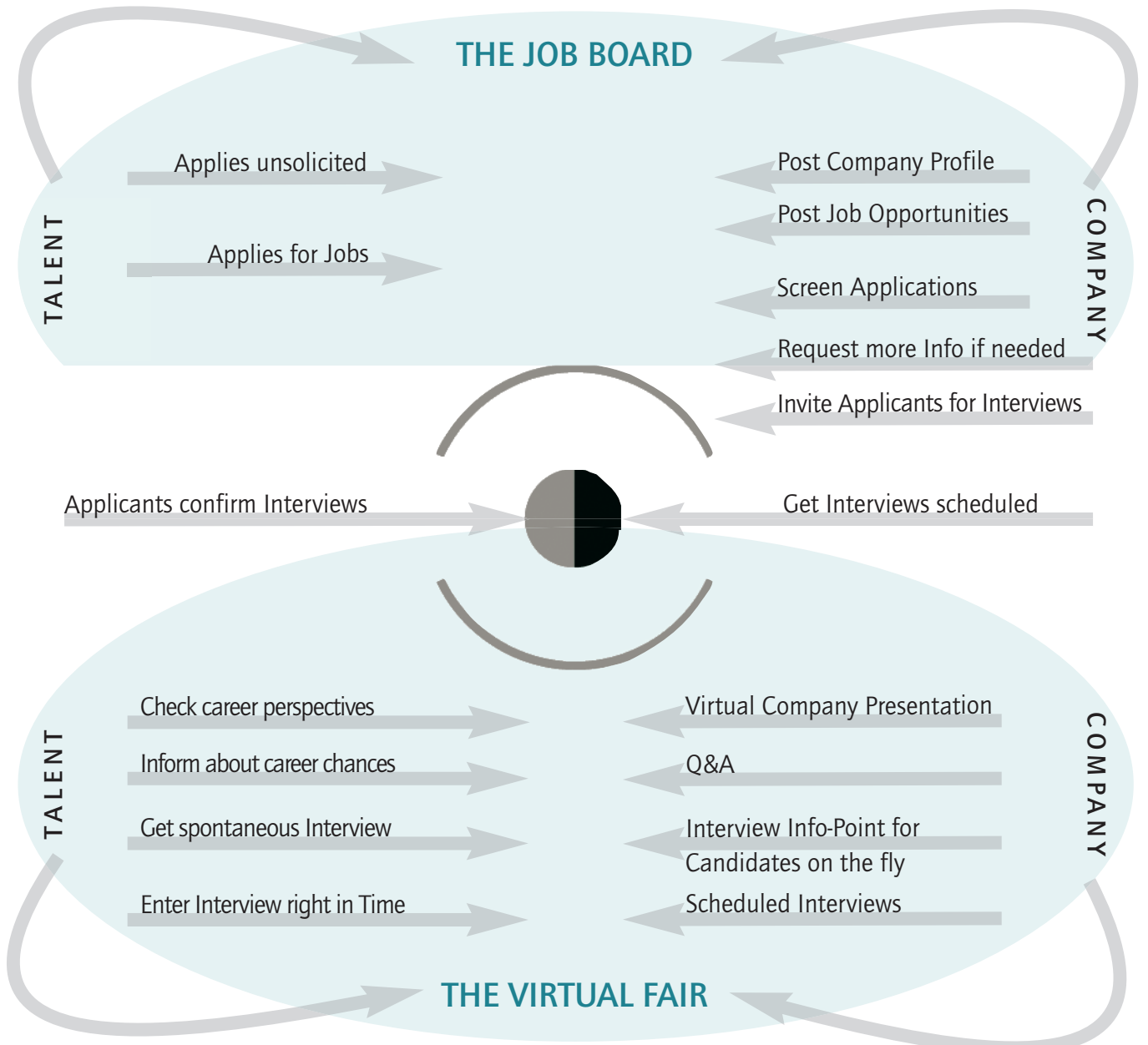
Munich  
Cologne  
Berlin  
Frankfurt  
Stuttgart  
Aachen  
Dusseldorf  
Dresden  
Amsterdam

The screenshot displays a search interface for finding talents. On the left, there are several filter sections: 'Search for Talents by' with a keyword input and a checkbox for 'Include fulltext search'; '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 a text input for 'Others' containing '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, showing '15281 profiles matching your search' and 'You are viewing 1 to 10'. The results are paginated with links for 'Previous', '1', '2', '3', '4', '5', and 'Next'. Each candidate profile includes an ID, name, studies, university, languages, and a 'Profile' link. The 'CAREER' section for each profile shows a progress bar.

ID	Name	Studies	University	Languages	Profile
9239	Li Duan	Business Management	Changsha / Central South University	Mandarin, English, German	<a href="#">Profile</a>
9238	Ran Zhuo	Engineering	Berlin / TU-Berlin	Mandarin, English, German	<a href="#">Profile</a>
7866	Sinan Koca	Business Management	Duisburg / Duisburg University	Mandarin, English, German	<a href="#">Profile</a>
5309	SHI Xueyi	Jurisprudence / Law	Beijing / Beijing Technology and University/Beijing	Mandarin, English, German	<a href="#">Profile</a>
7046	Weiliang Guo	Information Technology	Hamburg / Pusan University of	Mandarin, Cantonese, English	<a href="#">Profile</a>
6014	Yabei Zhang	Logistic	Rotterdam / Erasmus University	Mandarin, English	<a href="#">Profile</a>
1022	Till Engelhard	Other/Not Classified	Cologne / University of Cologne	Mandarin, English, German	<a href="#">Profile</a>

You can use our job board to manage important workflows:

- Post your company profile and vacancies.
- Screen and select of appropriate talents within the system.
- Prioritize candidates by four grades.
- Invite and follow-up with candidates.
- Schedule video interviews in a shortlist per recruiter
- Access candidate profiles and CV during video interview
- Introduce your company and career perspectives via company presentation.

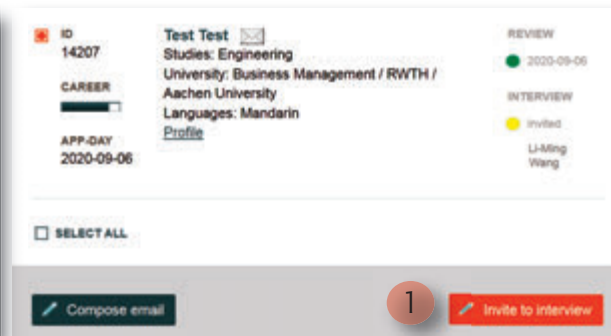


Beginning of March	Ongoing	Before the Event	The Virtual Fair
<ul style="list-style-type: none"> <li>Post Company Profile</li> <li>Start Posting Job Opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Screen incoming Applications</li> <li>Invite Candidates for Interviews</li> <li>Set-up your Interview Schedule (eg, using integrated Interview Schedule Tool)</li> <li>Prioritize Applicants by Grades</li> <li>Request more Info or or invite for an Assessment</li> </ul>	<ul style="list-style-type: none"> <li>Invite Talents to select available Interview Slots</li> <li>Define HR Managers to conduct Interviews</li> <li>Got Video Tool / Device in Place?</li> <li>Prepared your Company Presentation?</li> <li>Have all Info / Login Data at Hand?</li> <li>Are all your Colleagues on Track?</li> </ul>	<ul style="list-style-type: none"> <li>Attend your Virtual Booth</li> <li>Stay prepared for Conversation</li> <li>Watch the Time of your Company Presentation</li> </ul>

## Interview Scheduler (Workflow & Management)

TALENT  
Account

EMPLOYER  
Account



### How does it work?

#### Employer:

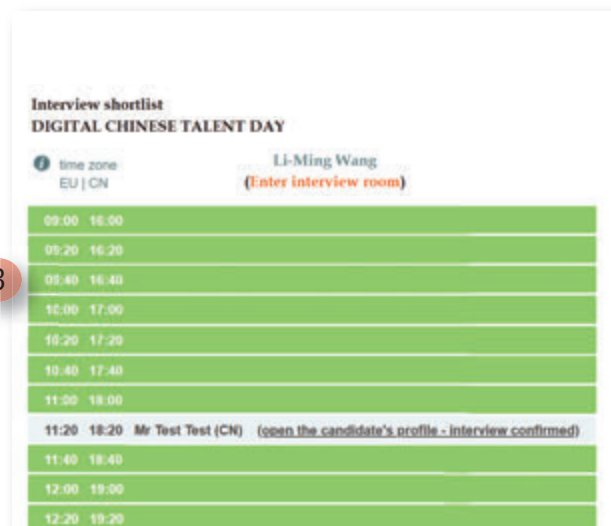
- 1 - Select applicant and invite talent for an interview.
- Get interview confirmed

#### Talent:

- 2 - Gets a notification that he/she is invited for an interview.
- Chooses an interview slot from employer's scheduler (green slots are still available)
- Gets reminder to enter the interview right in time.

#### Set-up:

- 3 - Tell us from when to when you are available
- Tell us the length of your interview slots



EMPLOYER

## References/Feedback



"Thanks again for doing a great job! We had a very good experience and talked to many good candidates. We hired our first candidate within 2 weeks and we offered 6 contract proposals".  
Iris Van Aert, Talent Acquisition Professional, OMP

After the CHINESE TALENT DAYS we have interviewed 15 candidates and even invited some of them to our plant in Germany. Now we are going to recruit two or three. Overall, the event was very successful for Wörwag."  
Kemin Chi, General Manager, WÖRWAG

"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

# Your Participation

## Option 1: PREMIUM PARTNER

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

### The Fair

- Free participation of up to 8 persons
- Virtual booth
- Interviews in up to 4 interview rooms with integrated interview scheduler
- Interviews on the fly in your virtual booth
- Company presentation
  - Up to 45 minutes including Q & A
  - Announcement at event agenda

### The Job Board

- Immediate access to the Jobboard until May 15
- 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)
- Unsolicited applications (from the time of registration onward)
- Access to the profiles of qualified Chinese candidates (unlimited)
- Up to 400 CV downloads
- Free use of up to 4 integrated interview schedules
- Candidate management (from applicant screening to interview invitation)
- Your job vacancies published in 4 jobletters sent to 15,000 talents

### 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

### Additional Option

- Group account for corporations showing all participating entities
- There are even more additional options.  
Please double check the order form.



## Your Participation

### Option 2: BASIC PACKAGE

#### The Fair

- Free participation of 2 persons
- Virtual booth
- Interviews in 1 interview room with integrated interview scheduler
- Interviews on the fly in your virtual booth
- Company presentation
  - Up to 45 minutes including Q & A
  - Announcement at event agenda

#### The Job Board

- Access to the job board from March 1st until May 15th
- Posting of the company profile on the Chinese Talent Board from March 1st
- Up to 12 job postings on the job board from March 1st
- Unsolicited applications (service free of charge)
- Access to the profiles of qualified Chinese candidates (unlimited)
- Up to 50 CV downloads
- Free use of 1 interview schedule
- Candidate management (from applicant screening to interview invitation)

### Option 3: EDUCATIONAL INSTITUTION

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

#### The Fair

- Free participation of 2 persons
- Virtual booth
- Interviews in 1 interview room with integrated interview scheduler
- Interviews on the fly in your virtual booth
- Company presentation
  - Up to 45 minutes including Q & A
  - Announcement at event agenda

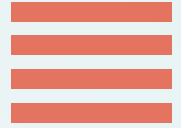
#### The Job Board

- Access to the job board from March 1st until May 15th
- Posting of the institution profile on the Chinese talent board from March 1st
- Up to 12 programs on the job board from March 1st
- Unsolicited applications (service free of charge)
- Access to the profiles of qualified Chinese candidates (unlimited)
- Up to 50 CV downloads
- Free use of 1 interview schedule
- Candidate management (from applicant screening to interview invitation)





**Additional Options: EXTEND YOUR PRESENCE  
(Services to book separately)**



**Extended use of job board:** - Extended access to the job board until the end of 2021  
Show permanent presence at the Chinese community in Germany/Europe and benefit from six additional job postings to address talents right in time.

**Persons at virtual stand:** - Additional persons at your stand  
Do you want to involve more than two colleagues at your stand e.g. to represent another entity within your company? Just choose according option while your booking.

**Direct mailing:** - Direct Mailing to 15,000 registered Chinese talents  
You might want to give your brand and/or job opportunities an additional push. We will send your news to every Chinese talent that has registered at CAMPUS CHINA.

**Additional company presentation:** - Introduce your company in front of Chinese Talents  
Do you represent a group of companies? We might set-up additional company presentations for each of your entities attending the fair.

**Additional interview schedule:** - Online recruiter accounts for virtual interviews  
You might want to get interviews scheduled for more than one recruiter. Just let us know. We will set-up additional schedules according to your individual needs: recruiters availability, time slots to offer, interview room and the contact name that talents meet and address.



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.

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.

## **DIGITAL CHINESE TALENT DAY 2021**

at April 15th 2021

Virtual Fair: 9 a.m. to 4 p.m. (CET)

### **Contact**

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Venue

Online: time zone: Germany (CET)