

CHINESE TALENT DAYS

The Job Fair
for Students, Graduates
and Professionals

APRIL 2015
21/22
COLOGNE

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

Find Your Talents!

www.campus-china.de

ORGANIZED BY



REFERENCES

BASF
Benteler
Bosch
Daimler
Grammer
Merck
MintH

Saarstahl
SCA Schucker
Schaeffler
ThyssenKrupp
TÜV Rheinland
Voestalpine
Volkswagen

CHINA HR NETWORK



Chinese Graduates and Professionals

During the job fair CHINESE TALENT DAYS on **April 21 and 22, 2015** for the 5th 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 2014

Beside numerous medium sized companies global players like **BASF, Benteler, BMW, Bosch, Daimler, Grammer, Merck, Minth, Saarstahl, SCA Schucker, Schaeffler, ThyssenKrupp, TÜV Rheinland, Voestalpine** and **Volkswagen** were represented.

Companies and candidates interacted intensively:

64% of the candidates made use of our job board prior to the event to check the about 700 job offers, to receive more information about the participating employers and career profiles as well as to establish some initial contacts.

About 1.800 Chinese graduates, young professionals and professionals talked to about 60 participating employers at the fair.

More than 80% of the employers each interviewed more than 30 candidates.

All Employers held further interviews with candidates after the event. More than half of them with 20 or more candidates.

62% of the candidates were invited to further interviews after the event.

4 weeks after the event already 21% of all candidates received a specific job offer.



Chinese Talent Board

More than 6.500 **Chinese students, graduates and professionals** are currently registered at the job board and we expect about 8.500 until the end of 2015. The applicant profile of each candidate is reviewed by our team and only accepted if the minimum requirements have been met.

Professions (distribution)

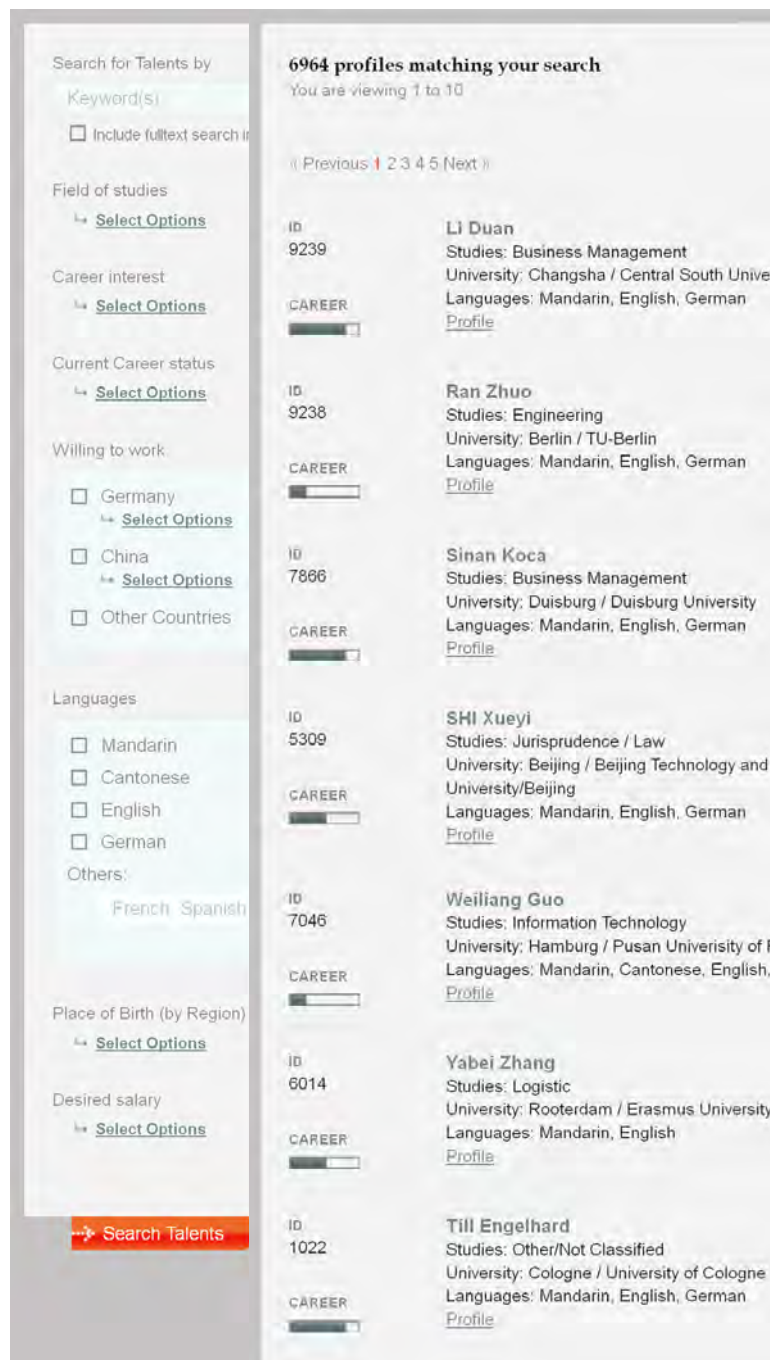
- 38,30% Engineering
- 17,59% Business Management
- 6,60% Finance
- 5,05% Language- / Cultural Studies
- 4,19% Information Technology
- 3,85% Chemistry
- 3,39% Logistic
- 3,31% Marketing & Communications
- 3,01% Computer Sciences
- 1,47% National Economy
- 1,44% Jurisprudence / Law
- 1,27% Mathematics
- 1,17% Pharmaceuticals
- 1,06% Physics
- 0,78% Educational Science
- 0,53% Geography / Geoscience
- 0,47% Medicine
- 4,52% Other / Not Classified

Career Level

- Student 19%
- Graduate 43%
- Young Professional 28%
- Expert 10%

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.



References

"From the 24 candidates that we invited for interview 19 received a job offer."
Sng Yih, Director Business Development, Tenneco GmbH

"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&GA Department, BSH Electrical Appliances (Jiangsu) 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

"Thank you for the organization of such a good job event. In total, around 100 CV were collected and another 100 applications were received online at your online job board. More than 10 telephone interviews have been conducted until now. And more candidates are waiting for interviews. Last year we hired 8 candidates."
JingXian Xi, Human Resources Manager, ThyssenKrupp Presta Shanghai Co., Ltd.

"Especially for our colleagues from China the job fair was a great success."
Stefan Cassel, Corporate Center Human Resources, ThyssenKrupp AG

Program

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.

Workshop

Success Factors for Career Planning in International Companies.

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)
- Separate interview room of about 15 to 20 sqm
- Free participation of up to eight people
- 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 2015)
- Up to 12 job postings (from the 1st of March 2015)
- 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 2015)
- Up to 12 offers on the job board (from the 1st of March 2015)
- 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 2015)
- Up to 12 offers on the job board (from the 1st of March 2015)
- 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 8 sqm.



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

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