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Please download 2018 Talent Shortage Survey Report through ManpowerGroup China Website:

[Thought-leadership-Survey Report](#)

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**ManpowerGroup China's Annual Talent Shortage Survey Reveals More than one in four Chinese employers enhance upskilling their existing workforce to address talent shortages**

- 13% of Mainland China employers report talent shortages, up 3%, compared with 2016.
- The top 3 jobs employers are having difficulty to fill in 2018 in Mainland China are Sales Representatives, Technicians and Engineers.
- Nearly half of Chinese employers say the main reason they can't fill roles is a lack of experience.
- Higher salary packages for recruits and upskilling existing staff are main strategies to address talent shortage.
- Globally, employers report the greatest talent shortages since 2006. Employers in Japan (89%), Romania (81%) and Taiwan (78%) report the most difficulty filling positions.

**July 25<sup>th</sup>, 2018 China-Shanghai**—ManpowerGroup, the world leader in innovative workforce solutions, released 2018 talent shortage survey result, revealing that 13% of Mainland China employers report talent shortages, up 3%, compared with the 2016. 47% say candidate lack of experience is the top reasons employers can't fill positions.

ManpowerGroup surveyed 39,195 employers across 43 countries and territories, including 1,121 from Mainland China. It's the 12<sup>th</sup> annual Talent Shortage Survey hosted by ManpowerGroup, to find out how much difficulty they are having filling jobs, which job categories are particularly hard to fill and why, and dig out what strategies they are adopting to overcome these challenges.

**Talent Shortage in Mainland China Rose Slightly**

"After decades of speedy advances, China is shifting its economic focus to innovation-driven development. More knowledge-intensive high-tech and equipment industries develop rapidly with most workplaces escalating their skill requirements, this will exacerbate the current talent shortage in professional and creative fields," said Mr. Jacky Qian, Vice President of ManpowerGroup Greater China. "not just that, the speed of technological advancement is becoming so fast and is getting so much faster as the weeks go by, that employers and employees need to understand what is going on now and keep up-to-date than ever before."

The top 3 jobs employers are having difficulty to fill in 2018 in Mainland China are Sales Representatives, Technicians and Engineers. It should be noted that Restaurants/Hotel staff category ranked in the top ten this year for the first time.

"China has shifted to a consumption-driven economy. Demand for restaurants/Hotel staff remains strong fueled by the rise of consumerism and service upgrades. Yet these roles are different to how they looked a decade ago and continue to change, requiring new skills and training." said Mr. Jacky Qian.

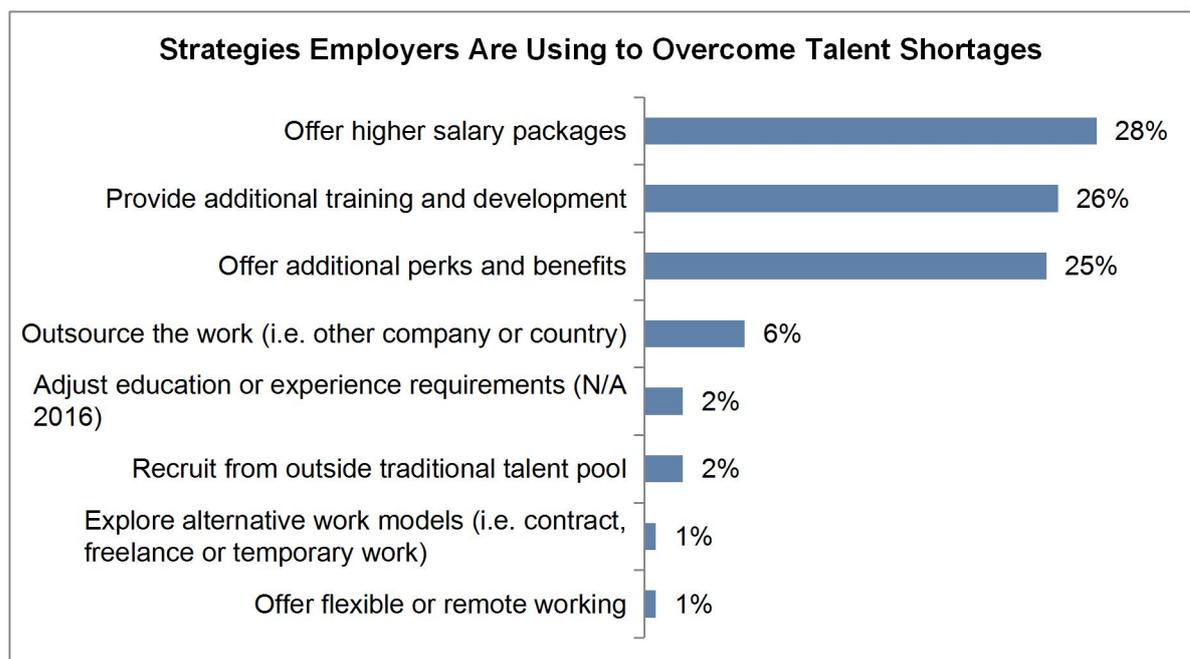
**Top 10 jobs employers are having difficulty filling in Mainland China as follows  
(Ranking according to the difficulty):**

2018 Top 10 jobs employers are having difficulty filling	2016 Top 10 jobs employers are having difficulty filling
<ol style="list-style-type: none"> <li>1. Sales Representatives</li> <li>2. Technicians</li> <li>3. Engineers</li> <li>4. Skilled Trades</li> <li>5. Professionals</li> <li>6. Management / Executive</li> <li>7. Office Support</li> <li>8. Manufacturing</li> <li>9. Accounting &amp; finance</li> <li>10. Restaurants/Hotel staff</li> </ol>	<ol style="list-style-type: none"> <li>1. Sales Representatives</li> <li>2. Technicians</li> <li>3. Management/Executive</li> <li>4. Engineers</li> <li>5. Skilled Trades</li> <li>6. IT</li> <li>7. Sales Managers</li> <li>8. Manufacturing</li> <li>9. Accounting &amp; finance</li> <li>10. R&amp;D</li> </ol>
Source: ManpowerGroup China	

As for the Top 10 jobs employers are having difficulty filling stated above, lack of experience are the top reasons employers can't fill positions. 47% say candidate lack of experience is the most noteworthy obstacle when recruiting staff.

## More than one in four Chinese employers enhance upskilling their employees

Chinese employers adopt a range of strategies to address talent shortages. Almost three in ten of Mainland China employers (28%) are seeking to address talent shortages by offering higher salary packages – by far the most common approach to tackling the problem. The second most popular strategy is to provide additional training and development (26%), up 5%, compared with 2016.



Source:  
ManpowerGroup China

"Today, in the situation of science and technology on fast forward, enterprises have none of creative spirit could not survive in the market," Mr. Jacky Qian said, " When a set of technologies are replaced by the another set of technologies, employers realize that what employees are likely to learn is becoming more important than what they already know. Companies are beginning to tackle talent shortages by upskilling their own workforce."

## Growing talent shortage in Hong Kong and Taiwan

In Greater China region (Including Mainland China, Hong Kong and Taiwan), 76 percent of employers in Hong Kong are experiencing difficulty finding staff with the right skills (up from 69 percent in 2016). The top 3 jobs employers are having difficulty

to fill in 2018 in Hong Kong are Sales Representatives, IT and Engineers. And lack of applicants is the main reason for difficulty filling jobs in Hong Kong, accounting for 40%. To address the challenges, surveyed employers are offering higher salary packages to recruits (51%). In Taiwan, 78% Taiwan employers are suffering talent shortage. The top 3 jobs employers are having difficulty to fill in 2018 in Taiwan are Sales Representatives, Engineers and IT. The largest proportion (51%) cited lack of applicants is the key reason for them to find talents in difficulties. And one of the major strategies leveraged by employers is to recruit from outside your traditional talent pool (e.g. older/younger workers), accounting for 42%.

Ms. Lancy Chui, Senior Vice President, ManpowerGroup Greater China said, "Talent shortage are growing in Hong Kong and Taiwan and rose to a 12-year high. The most common reason employers are facing difficulty filling vacancies is lack of applicants as the primary explanation for their talent shortage. While in Taiwan it reflects the upward trajectory of nearshoring and offshoring over recent years. The result is that employers are left with unfilled roles, threatening growth and operational efficiency."

#### 2018 Top 10 Jobs Employers Are Having Difficulty Filling-Greater China

Mainland China 13% (↑3% Y-O-Y)	Hong Kong 76% (↑7% Y-O-Y)	Taiwan 78% (↑5% Y-O-Y)
1. Sales Representatives	1. Sales Representatives	1. Sales Representatives
2. Technicians	2. IT	2. Engineers
3. Engineers	3. Engineers	3. IT
4. Skilled Trades	4. Management/Executive	4. Professionals
5. Professionals	5. Professionals	5. Technicians
6. Management/Executive	6. Accounting & Finance	6. Skilled Trades
7. Office Support	7. Customer Support	7. Manufacturing
8. Manufacturing	8. Technicians	8. Management/Executive
9. Accounting & Finance	9. Skilled Trades	9. Accounting & Finance
10. Restaurants/Hotel staff	10. Office Support	10. Restaurants/Hotel staff

"More than half of Hong Kong employers(51%) and More three in ten Taiwan employers(31%) are seeking to address talent shortages by offering higher salary packages. More to the point, the upskilling existing workforce should be encouraged for employers in Kong Hong and Taiwan to support sustainability as central to their business." said Ms. Lancy Chui.

Global Talent Shortages Reach 12-Year High

Globally, forty-five percent of employers say they can't find the skills they need – the highest in 12 years. From manufacturing to mining, transport to trade, employers cannot find the people they need with the right blend of technical skills and human strengths.

Large firms have twice as much difficulty filling roles: 67% report hiring challenges and nearly a quarter say they're having more difficulty now than a year ago. Thirty-five percent say a lack of applicants is their biggest challenge and that jobseekers expect higher pay than what they are willing to offer (14%) compared with micro employers (9%).

Employers in Japan (89%), Romania (81%) and Taiwan (78%) report the most difficulty filling positions, while those in China (13%), Ireland (18%) and the UK (19%), report least difficulty. In Japan, the lack of labor supply, aging demographics and immigration restrictions continue to fuel the problem.

Skilled trades top the list of hardest to fill roles – one in four employers say they're harder to fill this year than last. Skilled trades – electricians, welders, mechanics, etc. – and sales representatives, engineers, drivers and technicians have ranked among the top five hardest roles to fill for the past ten years, which shows the problem isn't going to fix itself.

Lack of applicants, experience and skills are the top drivers of talent shortages. Nearly one-third of employers say the main reason they can't fill roles is a lack of applicants. Another 20% say candidates lack the necessary experience. Twenty-seven percent of employers say they talent shortages are due to candidates' lack of either hard or soft skills.

Over half of employers are investing in learning platforms and development tools to build their talent pipeline, up from just 20% in 2014. Sixty-four percent are upskilling people in hard skills like technical certifications, apprenticeships and programming courses and 56% in soft skills including customer service, sales and communications.

Companies are also trying to reach new talent pools and attract more people on the margins into the workforce. Thirty-three percent are looking at different demographics, age ranges or geographies, looking at groups like retirees, returning parents and

part-timers. More than one third (36%) are being more flexible about the education or experience requirements for the role.

"We continue to see increasing demand for skilled workers across all sectors, employers cannot find the people they need with the right blend of technical skills and human strengths." Mr. Jacky Qian said, "It's time for a new approach to attract, recruit and retain talent. Employers need to buy skills where necessary, borrow from external sources and help people with adjacent skills bridge from one role to another. We need to value potential over performance. Above all, we need to be builders of talent, rather than consumers of work to create a workforce with the skills companies and individuals need to thrive today and tomorrow."

#### **Solutions to Build, Buy, Borrow, Bridge:**

- **BUILD.** Invest in learning and development to grow the talent pipeline and upskill the existing and potential workforce.
- **BUY.** In a tight labor market, go to the external market to find the best talent that cannot be build in-house in the timeframe required to fill immediate openings.
- **BORROW.** Cultivate communities of talent inside and outside the organization including part-time, freelance, contract and temporary workers to complement existing workforce.
- **BRIDGE.** Help people move on and move up to new roles inside or outside the organization.

Full results of ManpowerGroup's 12th annual Talent Shortage Survey, can be downloaded at:

[http://www.manpower.com.cn/Research\\_Report.html](http://www.manpower.com.cn/Research_Report.html)

For more details on the talent shortages around the world, visit ManpowerGroup's new [Talent Shortage microsite.](#)

#### **Note to Editors**

ManpowerGroup surveyed over 39,195 employers in 43 countries and territories to explore the extent of talent shortages within the global labor market, how much difficulty they are having filling jobs, which job categories are particularly hard to fill and why, and how employers are responding to the challenges raised by the lack of available talent in specific job categories.

In this survey, skilled trade workers vary widely. They must obtain unique techniques, only through practical operations for a period of time. **Skilled trades** include: bakers, chefs, electrician, carpenter, welder, bricklayer, tiler, plasters, plumbers, cabinet makers, masons, tanners. Many such occupations are connected with the building and construction industries. **Technicians** usually relates to technicians in engineering/technical, production/operations or maintenance roles. **Professionals** include: project managers, lawyers, researchers.

### **About ManpowerGroup Greater China**

ManpowerGroup opened its offices in Hong Kong and Taiwan in 1997 to accelerate its global footprint to offer workforce solutions through family of brands, ManpowerGroup® Solutions, Experis®, Manpower®, and Right Management®, with 1,500 professionals in over 20 direct-operating cities. In 2015, ManpowerGroup and CITICPE have announced a joint venture to expand ManpowerGroup's business in the Greater China region to combine both organizations' specialist knowledge and deep expertise in these markets. Powering the world of work, ManpowerGroup continues to develop the dynamic workforce platform to integrate workforce solutions including Recruitment Services, Employment Services, Talent Management and Workplace Expertise to better serve our clients and candidates. We serve more than 10,000 companies and millions of individuals in Greater China. Our business has extended into 20 direct-operating companies over 100 cities covering all first tier cities and mostly emerging cities. ManpowerGroup is recognized as "Asia-Pacific Human Resources Service Leading Enterprise Award" and "Customer Satisfaction Award for HR Service in Greater China".

For more information about ManpowerGroup Greater China, please visit:

[www.manpower.com.cn](http://www.manpower.com.cn)

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