

JobNet.com.mm

Great Careers. Start Here!

Myanmar's # 1 Online Recruitment Solution



Recruitment Dynamics in Myanmar

**22nd January 2020
Rose Garden Hotel, Myanmar**

JobNet.com.mm

Great Careers. Start Here!



Matt De Luca
Managing Director
JobNet.com.mm

JobNet.com.mm

Great Careers. Start Here!

Great to meet you !

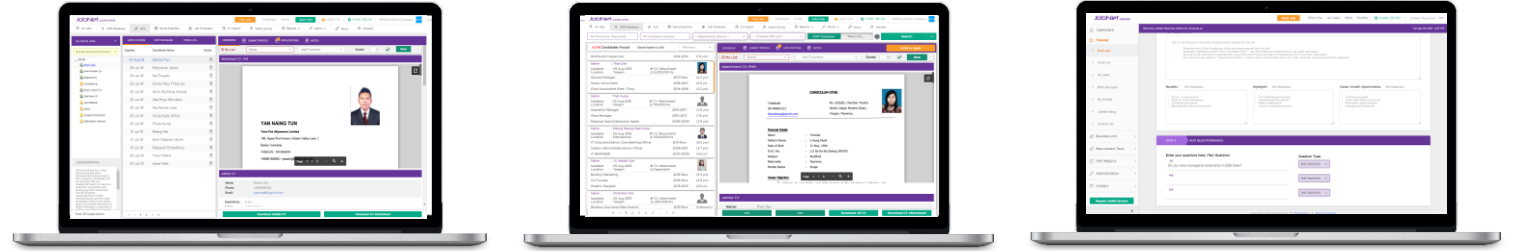
- *New to Myanmar?*
- *Corporate/SME*
- *Foreign/Local*



- **750,000+**
Visitors per month
 - **120,000+**
Applications per month
 - **10,000+**
New Registrations per month
 - **400,000+**
Searchable CV Database
- Experienced non manager, Manager & Director
 - Bachelor Degree, Master & PhD



Online Recruitment and Talent Management Platform



Biggest Premium Job Fairs for Professionals



Leading HR Industry Support Events



- 25+ years of continuous experience in 15+ countries
- Operated some of the largest specialized #1 HR Technology businesses in the region
- International investment group



- Worked with the largest companies in the world





> 900 more...

JobNet.com.mm

Great Careers. Start Here!



Objectives for today

- *Overview of job market in Myanmar*
- *Overview of challenges for recruiters*
- *Myanmar Market Data*
- *Help you think more accurately about recruitment strategy*
- *Provide you interesting insights that you didn't know of*

JobNet.com.mm

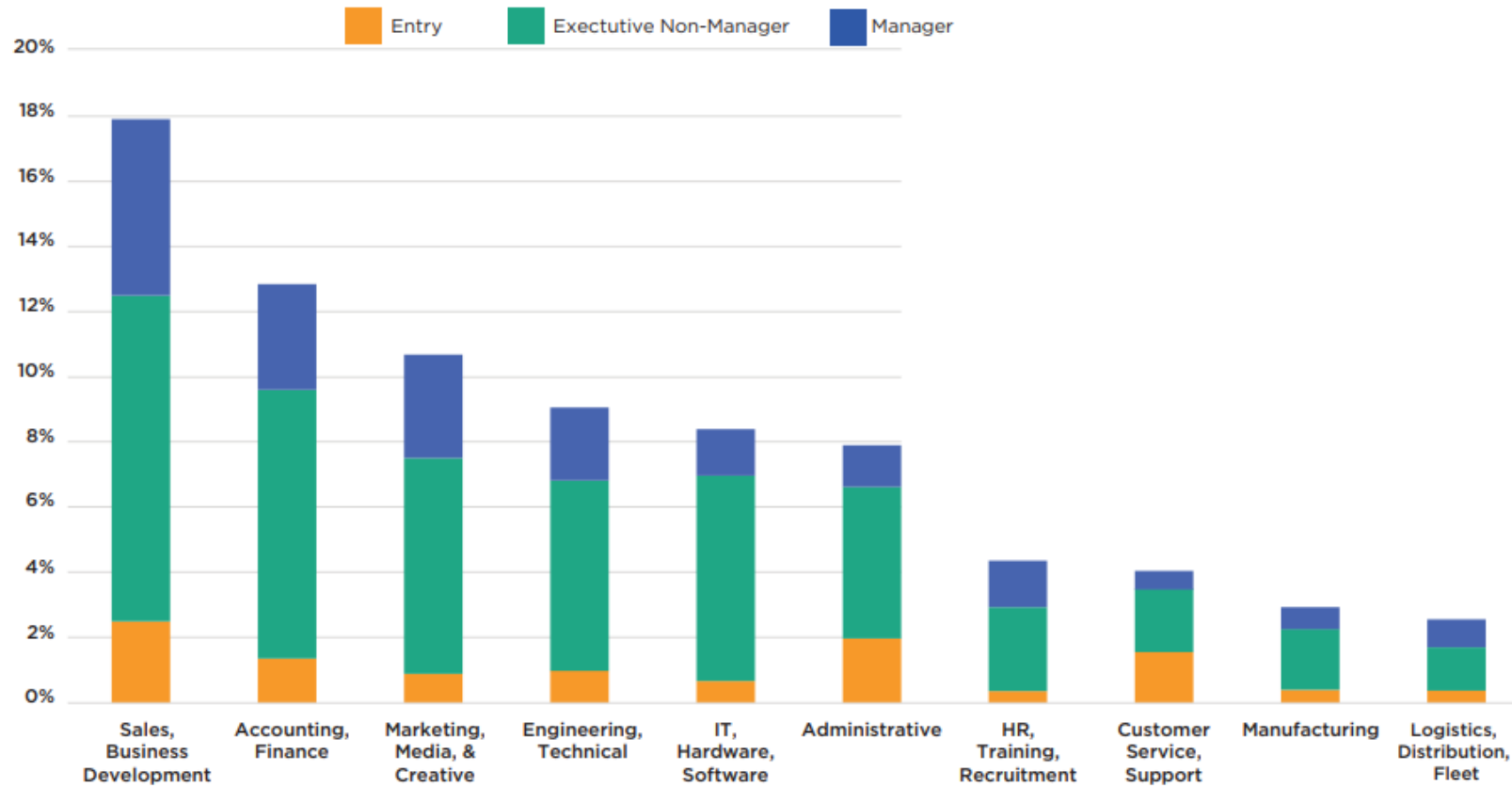
Great Careers. Start Here!



Myanmar Employment Market

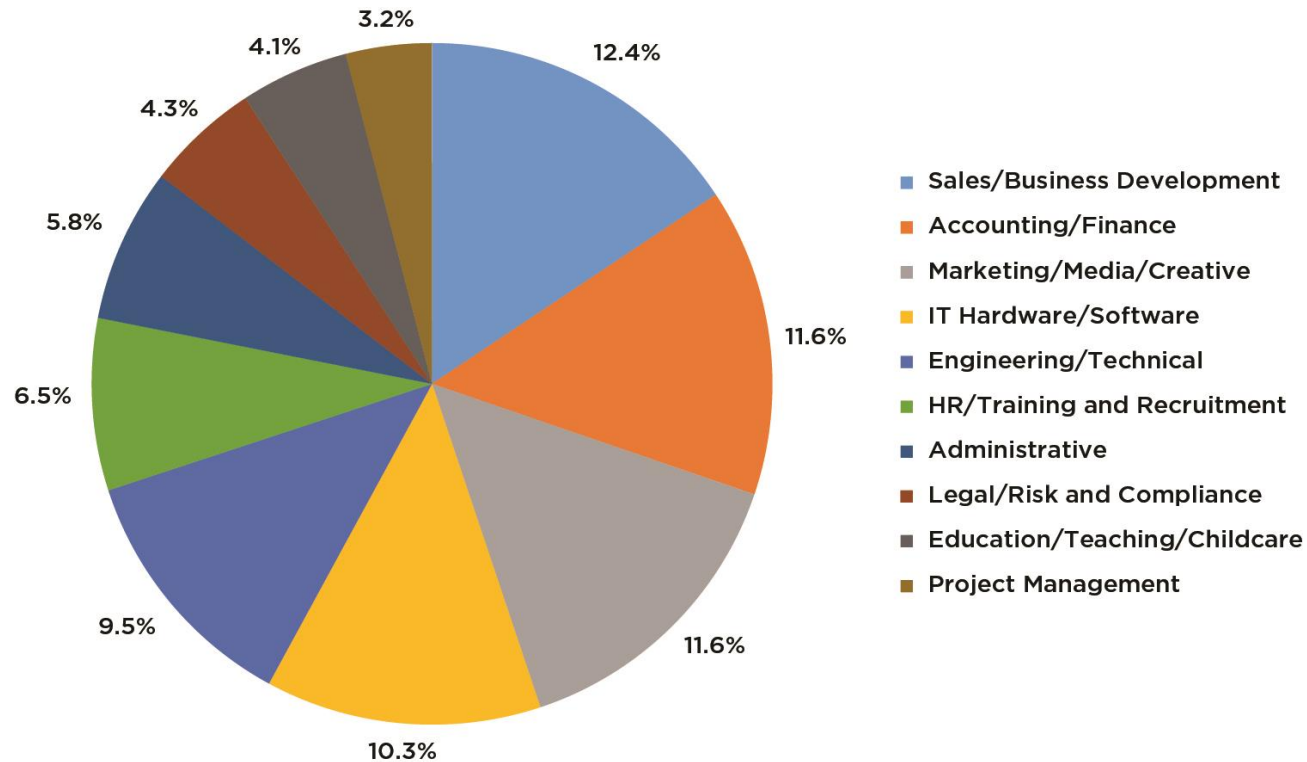
*Being aware of job market trends
improves your recruitment strategy
and overall success rate.*

Top 10 job functions with highest demand



- 18% of all labour demand is in Sales and BD
- Trading and Distribution biggest industry
- Less demand in manufacturing and logistics

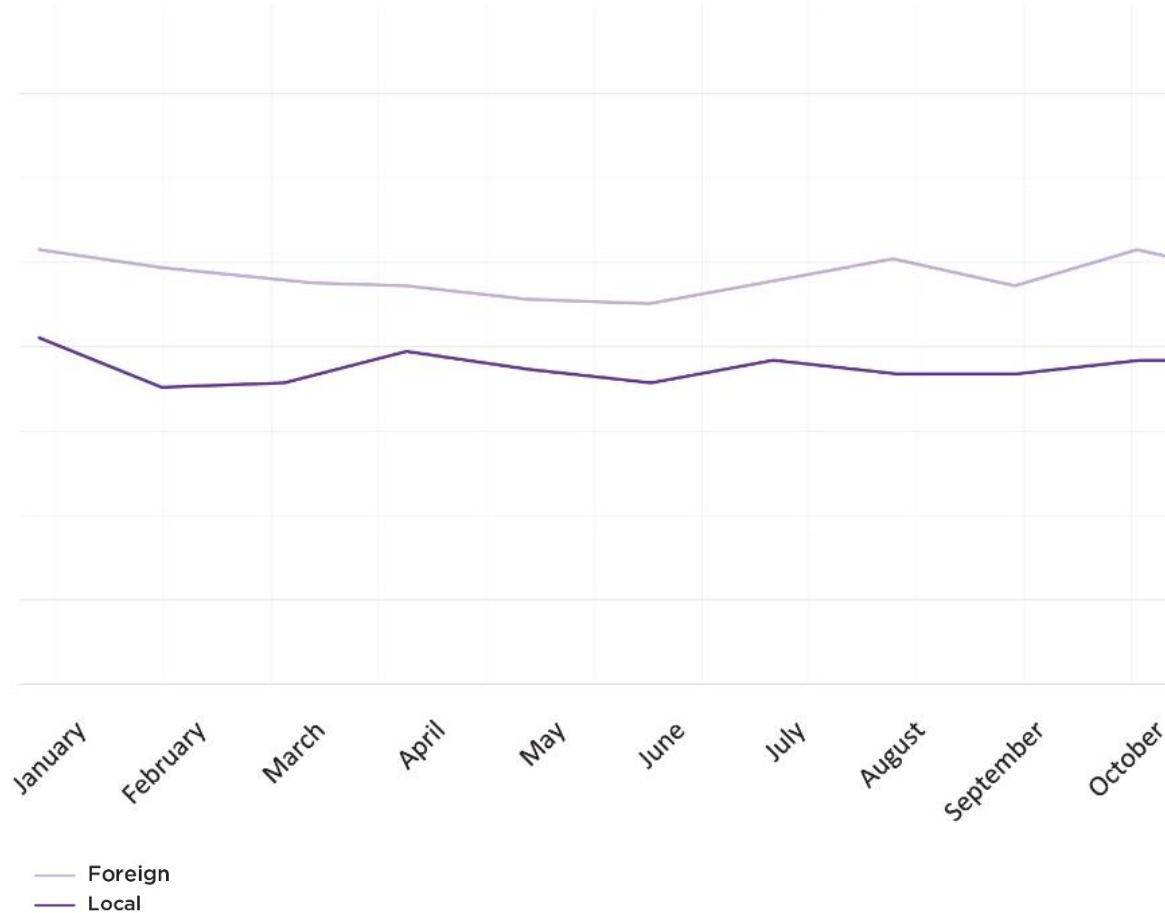
Top job functions open to repatriates



- Key trend: demand for repatriates
- High demand in sales management, accounting and IT particularly due to international standards

Reference: JobNet's Q4 2018 Market Report

Overall median salary difference in 2019: Local/Foreign



- Premium average salary paid by international employers, average +25%
- Gap is bigger between for entry level or mid-management level

JobNet.com.mm

Great Careers. Start Here!



Understanding the hiring market

There is no silver bullet in recruitment success. Being aware of the most important trends helps you design an effective strategy.

- Significant gap between growth of demand and supply of labor
 - Supply is limited as a result of decades of ineffective educational reforms
 - Opening of Myanmar economy and FDI is increasing demand





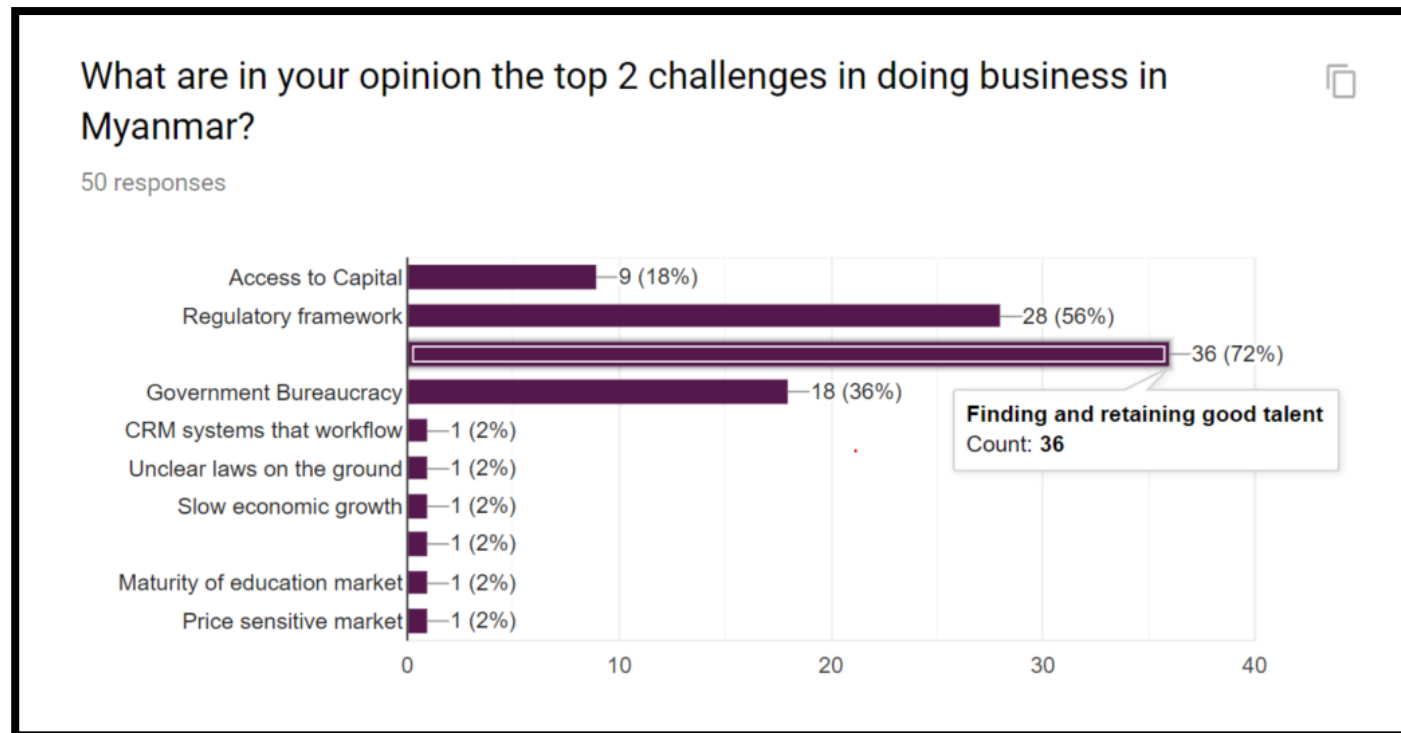
JobNet.com.mm

Great Careers. Start Here!

Trends and Analysis



- The #1 challenge according to CEOs
- October 2019 survey results:



- Everyone says it's the biggest challenge. But how many are fixing it properly?

- Transient job market puts leadership and management skills to a real test.





HR Community is still largely administrative, but there are strong signs of change

- Adoption of HR technology tools (software based solutions)
- Shift from Administrative to Strategic
- The first companies that will implement this will attain competitive advantages
 - Better strategy
 - Better attraction and retention
- What you can do: adopt technology where possible to reduce administrative burden



Significant Difference between local and international employers compensation

- Don't be surprised
- Brand Manager median salary;
 - Local firm: 900,000 MMK
 - Foreign Firm: 1,700,000 MMK
- While salary is not the primary driver, you have to know what are the median market rates



Not yet well established industry compensation benchmarking.

- Very little transparency or clarity among industry players.
- Sometimes hard to compare responsibilities and titles
 - Layers vs grades
- Don't get fooled by titles



Very little attention paid to Employer Branding

- Why should a candidate choose to work with you vs another company?
- Benefits of strong employer brand:
 - Lower hiring costs
 - Greater employee engagement
 - Higher productivity and lower turnover
- Showcasing a unique company culture is important in attracting and retaining the best talent



Average annual salary increase range across the board: 4-9%

Tenure comes at a price, but mostly dependent on performance

UK: 2-3%

Asia-Pacific average: 5-6%

Source: Willis Towers Watson

(insurance, retail/wholesale, telecom, oil & gas, banking etc.)

- Salary Inflation
- Poaching of best talent



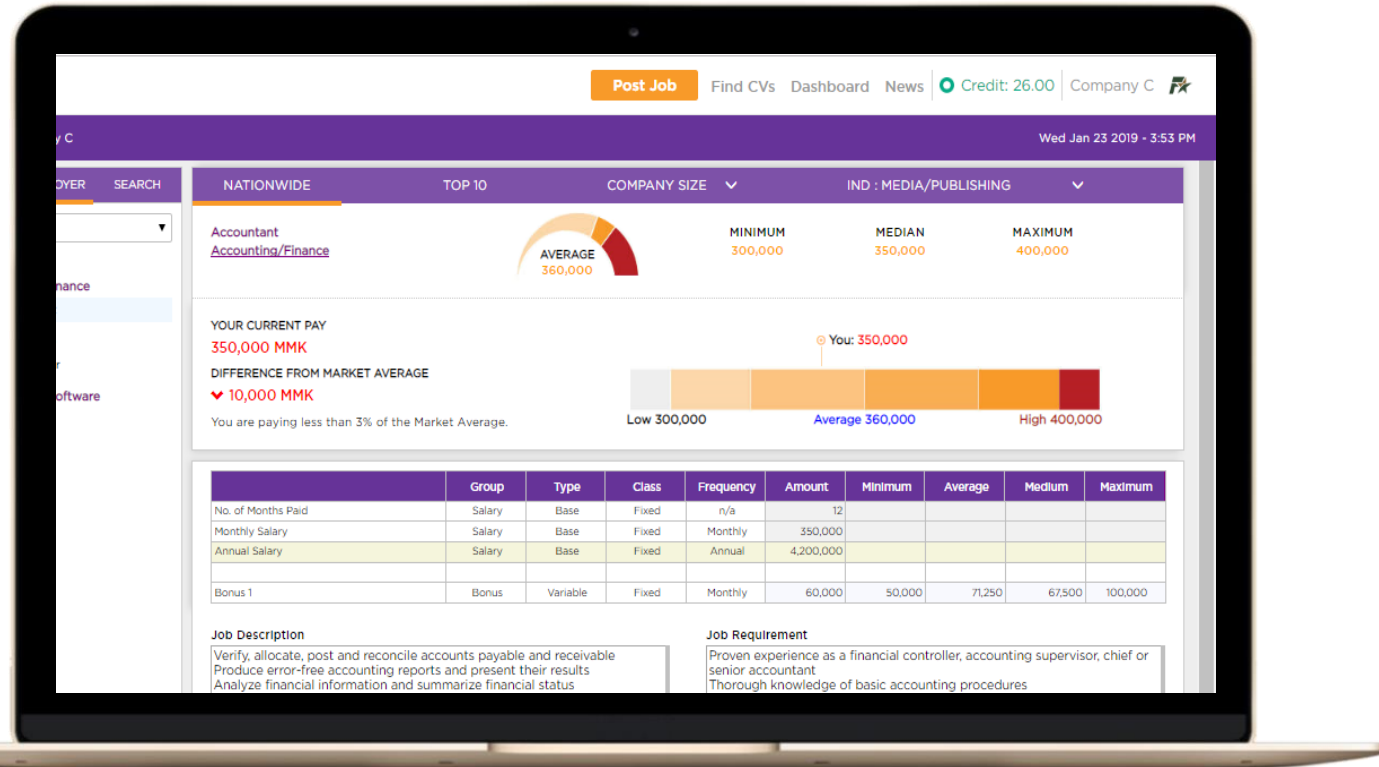
JobNet.com.mm

Great Careers. Start Here!



What is the role of JobNet in this competitive environment?

- Available Online, Real-Time with live data
- Totally customizable with filters
- Data can be shared with selected media partners
- >100 companies





- Recognize the best companies in Myanmar for HR and Talent Management excellence
- Award Gala Night December 7th (>500 CEOs, MDs, HRDs)



Thank you for attending.



January 2020
Rose Garden Hotel, Myanmar