

# Asia Strategic Recruitment and Retention 2008

October 23<sup>rd</sup> & 24<sup>th</sup>, 2008

Kowloon Shangri-la



## PROGRAM OVERVIEW

HR strategies evolve as the world revolves. The engine of international business is roaring in Greater China, yet its colossal population refuses to believe the fact that the country lacks qualified workers to meet both foreign and domestic employers' demand. As a result of severe talent shortages, high attrition rates, migration of people and the incredible easiness with which skilled employees can leap from one job to another, companies are struggling to attract, develop, and retain the workforce that they need to gain a competitive edge in human capital. With intensifying competition your HR capability has to be always kept updated and forward looking. Are you ready to rise to the new challenges of Greater China's rapidly changing corporate life? Have you positioned your HR management as one of the most important factors for your business growth? What are effective recruitment and retention strategies to attract the best talent? How to successfully manage, train and engage talent? Learn from the region's leading organisations and rewarded HR experts.

## WHY SHOULD YOU ATTEND

- Develop an effective strategy for employee attraction and retention
- Enhance retention and job satisfaction by customizing the right opportunities and compensation & benefits for the existing talent pool
- Get updated on the latest rules and regulations in new Chinese labor law
- Manage graduate and generation Y recruitment and development
- Gain a deeper understanding of career development in the organization
- Understand the importance of work-life balance and how to manage it well for your organization
- Network with renowned speakers, thought leaders and fellow Human Resource professionals

**10% off for members of COPA.**

## SPEAKERS INCLUDE

- **Chairman**  
Francis G.L. Mok  
Group Human Resources Director  
Jebsen & Co Ltd
- **Sandy Fok**  
GM, Staff Development  
John Swire & Sons (H.K.) Ltd
- **Denny Chan**  
AVP, Human Resources, Asia  
Sun Life Assurance Company of Canada Asia  
Regional Headquarter
- **Elsie Hui**  
Human Resources Director, North Asia  
Jones Lang LaSalle Ltd
- **Werner Krieger**  
Senior Vice President, Human Resources and  
Corporate Communications  
Henkel Asia-Pacific Ltd.
- **Amy Li**  
Human Resources Director  
Hewlett-Packard HK SAR Ltd.
- **Ricky Long**  
Senior Director, Human Resources, Asia Pacific  
Sybase Hong Kong Ltd
- **John Nesheim**  
Director Human Resources, Asia Pacific  
3M Asia Pacific
- **Florence Ng**  
Senior Director, Human Resources, Asia Pacific  
Philips Electronics HK Ltd
- **Chona Sunico**  
Chief Human Resources Officer, Asia Pacific  
Nielsen
- **Kam W. To**  
Director, Human Resources  
Manulife (International) Limited
- **Karen Zong**  
Director, People and Organization Capability  
Greater China Region  
Microsoft

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# Programme Outline

## Day 1

### Engaging Gen-Y Employees' in Today's Multinational Workplaces

- Understanding the motivations and aspirations of Gen-Y employees
- Life is work and work is life- what makes Gen-Y tick?
- Creating a Gen-Y friendly environment: open culture and reducing hierarchy
- Impact of the Gen-Y workshop on Asian businesses

**Sandy Fok**

GM, Staff Development

John Swire & Sons (H.K.) Ltd

### Striving to Have Impact on Innovation

- Recruiting for creativity
- Knowing and sharing
- Non-job related learning
- Team size and change matter
- The physical environment

**Florence Ng**

Senior Director, Human Resources Asia Pacific

Philips Electronics HK Ltd

### Brand – A Key in Attracting and Retaining Finest Talent

- Understanding your company's position in the industry before you strike
- Learn how the alignment of your organization's brand can drive people strategy
- Building a brand that creates trust to attract and retain skilled workers
- Reaping the maximum benefit from your brand in attracting and retaining the best talent

**Elsie Hui**

Human Resources Director, North Asia

Jones Lang LaSalle Ltd

### Next Generation Human Resources Business Partnership: Bringing HR into the Boardroom

- Utilizing HR in corporate strategic decision making
- What the board needs to know about HR

**Ricky Long**

Senior Director, Human Resources, Asia Pacific

Sybase Hong Kong Ltd

### Is the talent war over and has the talent won?

- Drivers of the talent shortage in Asia
- Impacts of the talent shortage on companies
- How companies manage their talent: Henkel as an example
- The role of HR in attracting, developing and retaining talent

**Werner Krieger**

Senior Vice President, Human Resources and Corporate Communications

Henkel Asia-Pacific Ltd

### Leadership as a Crucial Part of Retention

- Human relations and building trust in the China workplace
- Understanding the steps in creating "enablers" among your people
- Can excessive emotional intelligence make a weak leader?
- Why is succession planning important?

**Chona Sunico**

Chief Human Resources Officer, Asia Pacific

Nielsen

## Day 2

### Bring It On: Fighting to Retain Great Talent

When times are good, people appreciate their value and so do their employers' competitors. With salary increase offers of up to 30%, and a chance to start afresh with a new set of faces and rules, what can HR do to stop the corporate talent bleed? Organizations can lose their competitive advantage with every executive loss - retention and attrition is now at the top of the agenda, and it is HR's chance to shine.

- Creating a differentiated employee value proposition and experience
- Controlling attrition - understanding Gen-Y
- How does a holistic approach do you good?

**Kam W To**

Director, Human Resources

Manulife (International) Ltd

### Creating a Sustainable Retention Plan

- Benchmarking your organization's retention strategies against industry standards
- Using incentives and recognition programs to retain top performers
- Implementing a proactive employee career development program

**Denny Chan**

AVP, Human Resources, Asia

Sun Life Assurance Company of Canada Asia Regional Headquarter

### Are We Getting the Best of Our Employees? Strategies to Keep Your Workforce Motivated

HP helps great people grow. This case study of Hewlett-Packard Hong Kong will discuss their efforts in developing strong leaders who trust and respect their people, give them opportunities to stretch and achieve, and reward those who focus on the customer, drive innovation and help HP win. The speaker will also share how they built a committed workforce in Hong Kong via talent management and performance culture to set the strategy and enable the businesses to run and growth faster the market.

- Implementation of People Promise
- Develop the pipeline of talent in Hewlett Packard Hong Kong via talent management programs
- Enable our employees to grow and win with HP through Career Development Framework
- Create the unique team culture by employee culture program
- Getting feedback via Employee survey – Voice of the workforce

**Amy Li**

Human Resources Director

Hewlett-Packard HK SAR Ltd.

### Best Practices in Developing and Retaining Talented Employees

- Identifying key talents in the organization through rigorous and consistent process;
- Developing holistic development model, incorporating various models of learning
- Integrate the needs of employees and organizational objectives
- Measuring and enhancing talent development and retention initiatives

**Karen Zong**

Director, People and Organization Capability Greater China Region

Microsoft

### Establishing strategic alignment between talent development and talent competence

- Using informal learning to successfully underpin performance culture
- Evaluating how learning techniques can dramatically boost performance
- Understanding how to effectively apply learning to enhance leadership development
- Measuring the impact of your training and development programs on retention and talent management

**John Nesheim**

Director Human Resources, Asia Pacific

3M Asia Pacific



# Registration Form

**YES, I would like to register:**  
**Asia Strategic Recruitment and Retention 2008**  
**October 23<sup>rd</sup> & 24<sup>th</sup>, 2008, Kowloon Shangri-la, Hong Kong**

- Standard Price HK\$ 4,800 / Person (Including participation fee, course materials, lunch & refreshments)
- COPA Members' Discount HK\$ 4,320 / Person (Including participation fee, course materials, lunch & refreshments)

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Email		Mobile/Pager	
Tel (Office)	Fax	Signature	

## Person 2

Family Name	Given Name		
Job Title		Profession	
Firm/Company			
Firm/Co. Address			
Email		Mobile/Pager	
Tel (Office)	Fax	Signature	

## Person 3

Family Name	Given Name		
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