



Press Release

For more information, please contact:

Nicolas Bijuk: Nicolas.Bijuk@ipsos.com

+852 2839 0675

Wency Xie: wency.xie@mrhc.asia

+852 3656 5888

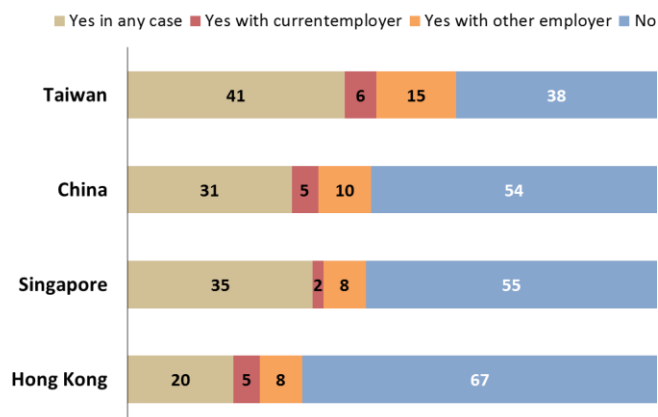
Manager Mobility: Changing Motivations, Changing Destinations

MRIC Group releases today the “2015 Talent Mobility Briefing” based on results of MRIC Group’s fifth annual Talent Survey, conducted in partnership with Ipsos. The survey compiles responses from more than 4,500 mid- to senior managers and professionals working in Greater China and Singapore.

Motivations to relocate: life and environment quality more important than ever

Compared with 2012 data, intent to relocate tends to be stable with 45% willing to consider a move in China and Singapore. Intentions remain lowest in Hong Kong albeit slightly on the rise and highest in Taiwan where 62% of respondents said they would actively try to move to another city, region or country.

Are you actively looking to relocate from your current office to a different city, region or country



The top reason to relocate is job promotion across all markets, industries and age groups. Career progression and international exposure remain key motivations for any professional move, but “quality of life” ranks higher among professionals under 40.

Top reasons to relocate by age

	<30 years old	31-40	41-50	>50
#1	Job promotion	Job promotion	Job promotion	Job promotion
#2	International exposure	International exposure	International exposure	International exposure
#3	Better quality of life	Better quality of life	Closer to husband/wife/partner	Center of excellence for my industry, business or profession
#4	Closer to extended family (parents, adult children)	Closer to husband/wife/partner	Better quality of life	Better quality of life
#5	Closer to husband/wife/partner	Healthier environment	Healthier environment	Closer to husband/wife/partner

“The search for better quality of life is actually disconnected from family life as illustrated by the fact that single professionals are particularly looking for this relocation benefit”, adds JB Aloy, Senior Vice President at Ipsos.

Looking for a “healthier environment” has become the third reason to relocate among respondents based in Mainland China. Improved quality of life is a top factor among Hong Kong respondents.

Top reasons to relocate by market

	China	Singapore	Hong Kong	Taiwan
#1	Job promotion	Job promotion	Job promotion	Job promotion
#2	International exposure	International exposure	Better quality of life	International exposure
#3	Healthier environment	Center of excellence for my industry, business or profession	Center of excellence for my industry, business or profession	Better quality of life
#4	Better quality of life	Better quality of life	Closer to husband/wife/partner	Healthier environment
#5	Closer to husband/wife/partner	Closer to extended family (parents, adult children)	Healthier environment	Center of excellence for my industry, business or profession

“Concerns about air pollution are not limited to expatriates living in PRC, respondents born in China express similar views and they do take more and more into account the environment quality when considering mobility options. This is especially true in Beijing where respondents placed healthier environment in second position”, comments MRIC Group CEO Christine Raynaud.

Preferred destinations: Singapore up, Shanghai and Hong Kong down

Evolving motivations to relocate translate into changes in destination rankings.

Although North America tops the list with half of professionals willing to relocate there, Singapore is a close second with 48% of mentions as a destination of choice. Europe and Shanghai are on par at 45%, followed by Hong Kong at 41% and Australia - New Zealand at 37%.

Where are you looking to relocate to?



Compared to 2012 Talent Report results, North America is up one spot in the destination ranking, Singapore is up 3 spots. Conversely, Shanghai moved from #1 to #3 and Hong Kong from #3 to #5 in the survey.

In line with the quality of life trend mentioned earlier, professionals under 30 now prefer Europe and North America over Shanghai and Hong Kong. In addition, Australia and New Zealand are increasingly popular among respondents under 40.

“Singapore is equally attractive across age groups -which is a unique asset. The city-state is perceived as a dynamic business hub, a family-friendly and a high quality of life destination” explains JB Aloy, Senior Vice President with Ipsos.

Hong Kong remains a destination of choice for financial industry and professional service managers, but Singapore performs very well among them.

Focus on professionals’ destinations of choice in each market

The overall ranking is logically influenced by preferences expressed by Mainland China respondents, due to the job market size and their weight in the survey sample.

Despite nuances detailed hereafter, key trends remain applicable to most markets:

- Singapore has become more attractive in Mainland China (moving from #5 to #3), remains as attractive in Hong Kong (#1 destination) and Taiwan (#2 destination)
- Shanghai has become less attractive in Mainland China (from #1 to #4), in Singapore (from #4 to #6), as well as in Hong Kong (from #2 to #5). Taiwan is the exception in this regard (Shanghai is the top destination over time).
- Beijing has become less attractive in Mainland China (from #6 to #8), in Hong Kong (from #6 to #9), in Singapore (from #9 to #11) and in Taiwan (from #6 to #9)

Where are you looking to relocate to?

	China	Singapore	Hong Kong	Taiwan
#1	N. America (52%)	Australia/New Zealand (56%)	Singapore (53%)	Shanghai (64%)
#2	Europe (47%)	N. America (47%)	N. America (42%)	Singapore (62%)
#3	Singapore (44%)	Europe (45%)	Europe (37%)	N. America (54%)
#4	Shanghai (41%)	Hong Kong (42%)	Australia/New Zealand (34%)	Hong Kong (48%)
#5	Hong Kong (40%)	Other ASEAN Countries (42%)	Shanghai (32%)	Europe (45%)

Mainland China professionals' preferences:

The destination ranking used to be dominated by Shanghai and Hong Kong: it is now more international with very positive ratings about Europe and Singapore.

There are some minor changes when it comes to mainland cities: Beijing remains the #2 destination in China but the capital city is distanced by Shanghai. Guangzhou, Zhuhai and Foshan are slightly up in the ranking, whereas Qingdao, Tianjin and Ningbo are slightly down.

Where are you looking to relocate to? (Mainland China Cities)

Mainland China Respondents			
#1	Shanghai	#6	Shenzhen
#2	Beijing	#7	Chengdu
#3	Suzhou	#8	Qingdao
#4	Hangzhou	#9	Wuxi
#5	Guangzhou	#10	Nanjing

“When we compare with 2012 data, we do not notice any marked increase of interest from Shanghai and Beijing respondents for other cities. Relocating people within China remains a challenge mainly for career promotion and compensation reasons” says MRIC Group China Managing Director Angie Eagan

Singapore professionals' preferences:

Australia - NZ continue to be the most attractive destinations. North America is up 4 spots compared to 2012. ASEAN countries rank traditionally higher as relocation options than in Greater China.

Singapore born respondents, regardless of their current work location, now place ASEAN countries in second position compared with 8th rank in 2012.

Hong Kong professionals' preferences:

Singapore is by far the preferred destination, 11 points ahead of North America. Europe moved from #7 to #3. Shanghai, Taiwan and Beijing are significantly down compared to 3 years ago.

Taiwan professionals' preferences:

The top 4 destinations are stable vs. 2012. Beijing, formerly #5, is now surpassed by Europe, Japan and Australia-NZ.

“Besides quality of life concerns, some rebalancing is also happening in the economy and job market opportunities. While Foreign Talent is needed in Mainland China for strategic or mission critical disciplines, sectors or projects, Chinese professionals now occupy middle to senior management positions. In Singapore, Business and Talent are increasingly turning their eyes to South Asia”, concludes MRIC Group CEO Christine Raynaud.

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About MRIC

MRIC Group’s long history and deep cultural roots in Asia, coupled with our global best practices gained through leveraging the MRINetwork, make us ideal recruitment partners.

Pioneers: Founded in Hong Kong in 1998, MRIC was among the 1st international executive recruitment firms to enter Mainland China in 2000.

Track record: We have placed more than 5000 professionals region-wide since 1998 and now fill more than 500 professional positions per year.

Specialized: We offer deep expertise in four sectors – Banking & Financial Services, Consumer & Retail, Life Sciences, Industrial & Technology – as well as Functional Finance, Functional HR.

Recognized: Creators of the annual MRIC Talent Report: Greater China & Singapore – the region’s most influential annual HR report (developed from 5000 survey respondents).

Award winning: 9 time winner/finalist in the annual CCH China Staff Awards since 2003; finalist “Most in Demand HR Recruitment Firm, China” for 2013.

About Ipsos

Founded in 1975, Ipsos is the only independent market research company that is controlled and managed by research professionals. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world’s third largest market research company.

With offices in 84 countries, Ipsos has the resources to conduct research wherever in the world our clients do business.

Ipsos professionals deliver insightful expertise across six research specializations: customer and employee relationship management, advertising, marketing, media, public affairs research, and survey operations.

Ipsos has been listed on the Paris Stock Exchange since 1999.

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