

# KOREA'S BEST EMPLOYERS 2020



HR Asia®  
BEST COMPANIES  
TO WORK FOR  
IN ASIA 2020

2020  
**TOGETHER  
WE THRIVE**

HR Asia®  
BEST COMPANIES  
TO WORK FOR  
IN ASIA 2020



**HR Asia**®

**BEST COMPANIES  
TO WORK FOR  
IN ASIA 2020**



# CONTENTS

5	FOREWORD
6	INTRODUCTION
7	HR ASIA BEST COMPANIES TO WORK FOR IN ASIA®
15	COMPANY SPOTLIGHT
16	COACH KOREA LIMITED
20	HP KOREA INC.
24	HP PRINTING KOREA
28	INGREDION KOREA



32	MAERSK KOREA LTD
36	ROBERT WALTERS KOREA
40	STANDARD CHARTERED BANK KOREA
44	SWAROVSKI KOREA LTD
48	UBASE.INC
52	YUHAN-KIMBERLY
57	<b>ABOUT BUSINESS MEDIA INTERNATIONAL</b>
66	<b>CREDITS</b>



COACH

# Together We Thrive



## DATO' WILLIAM NG

Group Publisher / Editor-in-Chief  
Business Media International

Since 2013, the HR Asia Best Companies to Work For in Asia® Awards has been a catalyst for best practices in employee engagement and workplace excellence in Asia.

It has become the industry's most anticipated awards; with the awards ceremonies fully sold out months in advance.

But 2020 is a special year for everyone.

From employees of participating companies and HR colleagues to the hundreds of production crew and vendors involved in the Awards – all of us have been impacted in one way or another by the COVID-19 pandemic.

As early as February, we took decisive actions to replicate the magic formula that made HR Asia Best Companies to Work For in Asia® Awards the industry's standards bearer – into a film. One that pays tribute to the companies that care and uncover the stories behind the challenges faced by these companies and their employees.

In times like these, we ask the all-important question of what separates the very best of employers from the good ones?

Over the past 11 years of running Asia's largest HR media brand, and 7 of those years surveying thousands of companies and millions of employees for the HR Asia Best Companies to Work for in Asia®; we distilled the shortlist of answers to only one:

**empathy**

This year, we are introducing the WeCare™ certification to honour companies that have demonstrated that empathy and care are not just calls-for-action but are part of their DNA.

Ten years from now, we will all look back at today's pandemic and appreciate the value of genuine care and of perseverance in overcoming one of our generation's darkest moments.

But today, let us rejoice in the belief that when employers and employees are united, even the impossible can be made possible.

**#togetherwethrive**



**“If you want to go fast, go alone. If you want to go far, go together”**

In this age of uncertainty and disruption, organisations need to embrace resilience and sustainability to survive and thrive. Organisations need to have qualities like creativity, agility, and innovativeness to rise above the competition.

Increasingly, such qualities reside in talents. Having good talents in the company never goes out of style. And the war for talent will only get hotter as time goes on. Good talent will become the most expensive commodity on earth. More than ever, being able to attract and retain good talents can mean the difference between business prosperity and decline.

Hence, it has become vital for organisations to not only be seen as a good employer, but also be the best in the industry. With expectations and standards rising every year, it is no surprise that employers out there are making every effort. Competitive compensation packages, fast track career development, and training and education opportunities are just some of the strategies employers are using to seek out, recruit, and retain talent.

These efforts are raising the bar in creating workplace excellence and promoting greater employee engagement. But with so many varied initiatives out there, who's to say which is the 'best' place to work for in Indonesia?

With this in mind, HR Asia, Asia's most authoritative publication for HR professionals, is pleased to present the Indonesia Best Employers 2020 Guide. The employers featured in this guide have scored highly in the Total Engagement Assessment Model™ (T.E.A.M.), which is a proprietary survey that studies not just how much an employee is engaged, but also how they are engaged differently in a group environment, and in response to corporate initiatives.

Presented in conjunction with the HR Asia Best Companies to Work For in Asia® Awards, the Indonesia Best Employers 2020 Guide provides a unique snapshot of the best practices and inner workings of the top workplaces in Asia, to understand what distinguishes them from the rest.

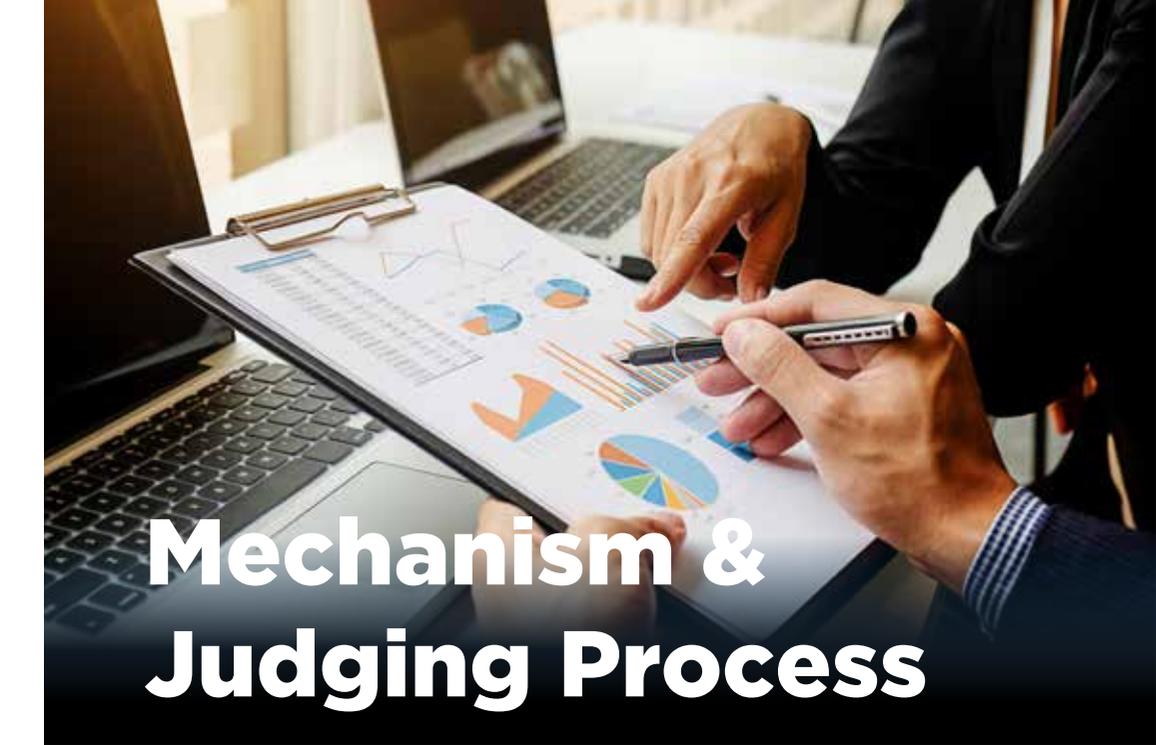
Whether you are a prospective employee, or an employer wishing to benchmark your organisation, we hope that this guide will serve as a useful reference.



# HR ASIA BEST COMPANIES TO WORK FOR IN ASIA<sup>®</sup> 2020

“I am convinced that nothing we do is more important than hiring and developing people. At the end of the day, you bet on people, not on strategies.”

— Lawrence Bossidy

A photograph showing several people in business attire gathered around a table. They are looking at a large document on a clipboard that features various charts and graphs, including pie charts and bar charts. One person is pointing at a specific data point on the chart, while another is holding a pen, ready to write. In the background, there are laptops and other office equipment, suggesting a professional meeting or collaborative work environment.

# Mechanism & Judging Process

## ELIGIBILITY

All companies in Asia with more than 100 full-time equivalent employees (in the manufacturing industry) OR 50 full-time equivalent employees (in non-manufacturing industries) and have been in operations for a minimum of 18 months at the time of submission are eligible to participate. However, as this is a market-specific programme, the company must meet the above criteria in the market for which it is submitting its nomination in.



## JUDGING

The HR Asia Best Companies to Work for in Asia® Awards 2020 reinforces its positioning as the only awards judged solely by employees based on the Total Engagement Assessment Model™ or T.E.A.M. Report. The judges were presented with an Executive Summary of each qualified participant anonymously, as well as the Report and Comparative Chart of the T.E.A.M. Scores to aid in their judging. Moreover, the results are rated against the industry average, and are adjusted based on findings from the site visits.



## TOTAL ENGAGEMENT ASSESSMENT MODEL™ (TEAM)

The Total Engagement Assessment Model™ or T.E.A.M. helps you to get a better understanding of your workforce across the dimensions of CORE, SELF and GROUP. The survey is specially designed to measure the employee engagement level of your company, thus aiding in the determination of the Best Companies to Work for in Asia.

Participants are required to nominate a minimum of 30 employees (or 30% of full-time headcount, whichever is lower) to participate in the Total Engagement Assessment Model (TEAM). There is no upper limit to the number of employees nominated to participate in the T.E.A.M. The selection of employees for the T.E.A.M. should reflect diversity in the following: job area/specialisation, age, ethnic background, seniority/pay grade, geographical assignment (if applicable). A detailed guide on the selection and employee communication process is provided to all participating companies. Employees that are in the employment of the participant for less than six (6) months or who do not constitute what is generally accepted as a 'full time employee' are not allowed to participate in the T.E.A.M.

T.E.A.M. surveys are confidential and self-administered by nominated employees via an online survey code provided by HR Asia. Individual replies are not provided to employers, although the aggregate result of the T.E.A.M., including comparative data is provided as part of the HR Asia Best Companies to Work for in Asia® Report.

The Survey is more than just about completing the requirement to be part of the Awards and Report. It is an insight into employees' motivation and is an important engagement tool. By following the selection and employee communication guide closely, employers will ensure better accuracy in the Report that will be returned to them. Importantly, the Survey is done entirely online. No paper surveys are accepted.

## CORE: COLLECTIVE ORGANISATION FOR REAL ENGAGEMENT

- Culture & Ethics
  - Cultural charity, ethics, social responsibility, diversity & inclusion
- Leadership & Organisation
  - Leadership quality, purpose, agility & adaptability, mutual respect & trust
- Active Initiatives
  - Wellness, realisation of true potential, meaning of work, learning & career pathing, empowerment & self-actualisation

## SELF: HEART, MIND & SOUL

- Emotional Engagement (Heart)
  - Ownership, belonging, emotional equity, pride, wellness & wellbeing (sub-conscious)
- Intention & Motivation (Mind)
  - Commitment, intention, motivation (conscious)
- Behaviour & Advocacy (Soul)
  - Behaviour, attitude, beliefs, active-promotion (unconscious)

## GROUP: THINK, FEEL & DO

- Collective consciousness (Think)
  - Collective opinion as a group (Mind + Soul)
- Workplace Sentiment (Feel)
  - Collective sentiment and emotional engagement as a group (Heart + Soul)
- Team Dynamics (Do)
  - Collective actions and behaviour as a group and intra-team dynamics (Heart + Mind)





# Summary Of Findings



This year, 3,361 employees from a total of 80 companies across Korea responded to the HR Asia Best Companies to Work for in Asia® Survey. As part of the judging parameters of the Awards, each participating company nominated at least 30 employees, or 30 percent of their workforce (whichever is lower), guided by an Employee Selection Guide to take the Total Engagement Assessment Model (TEAM). HR Asia developed this proprietary survey in consultation with a team of senior industry practitioners and leading thought leaders. The TEAM addresses issues of corporate culture, employee engagement, and team dynamics using a 5-point scoring scale.

The Summary of Findings is based on three main factors that determine the satisfaction of the individual in an organisation: **CORE, SELF and GROUP**. Survey questions are formed of statements of structures, activities or sentiments at the organisation. Various other key points from each company were also taken into account, so as to obtain as accurate a result as possible.

## **CORE, SELF and GROUP**

Respondents in this survey scored the highest in **GROUP: Think, Feel and Do**. 69.6 percent of respondents felt that their collective sentiment as a group had a positive impact on their colleagues. They expressed sentiments such as “We respect the expertise of other employees in the organisation” and “We encourage people to express dissenting / different opinions”.

**SELF: Heart, Mind and Soul** came a close second. 74.8 percent of employees felt engaged and motivated with the organisation they were with. They agreed sentiments like, “I believe that my job is meaningful to the goals and objectives of the organisation” and “I constantly look for ways I can improve my contributions and my role at this organisation”.

**CORE: Collective Organisation for Real Engagement** also scored high for employees’ perception of company leadership and culture. 84.8 percent of respondents agreed that corporate-level initiatives had effective outcomes for employee engagement. They responded favourably to statements such as “Our organisation has policies to encourage employees to gain additional skills/certifications” and “Our organisation allows / has flexible working arrangements”.

## WHAT EMPLOYEES ARE HAPPY ABOUT

The leading sentiment across all surveyed companies is “I will go above and beyond to achieve the goals of the” followed by “I am confident of the value of my contribution to the organization” and “I know clearly what is expected out of me at work.”

### **1. I will go above and beyond to achieve the goals of the organisation (Average score of 4.11/5)**

82.2 percent of respondents are willing to push themselves beyond their job scope. This shows not just increased productivity, but also a high level of engagement.

### **2. I am confident of the value of my contribution to the organization (Average score of 4.10/5)**

82 percent of respondents feel that their contribution is valued. Engagement is not just one way – employees need positive feedback to feel that their work is valued.



### **3. I know clearly what is expected out of me at work (Average score of 4/5)**

80 percent of employees know their job scope and responsibilities clearly. This shows good communication and will lead to greater productivity if each person knows their part.





## **2. Our organisation values flexibility over processes (3.1/5)**

38 percent of respondents feel that the organisation they work for is too rigid. In the age of highly-skilled talent, rigidity in process may hinder greater efficiency – while frustrating talent who may deem certain processes irrelevant or redundant.

## **3. I am usually excited to return to work after the weekend (Average score of 3.12/5)**

37.6 percent of respondents are not excited to return to work after the weekend. The dread of Monday morning is a common feeling among employees—but the underlying method behind this metric shows a lack of motivation among employees.

### **SUMMARY**

On a positive note and as a benchmark for other companies, the employers listed in this book scored significantly above the average across the board in the Total Engagement Assessment Model—demonstrating that they are a cut above the rest.

We would like to take this opportunity to thank all participating companies and survey respondents for taking part in the HR Asia Best Companies to Work for in Asia™ Survey. We are confident that through this, we have collectively raised the bar for workplace practices in Hong Kong and across the region.



### **ON THE EMPLOYEES' WISH LIST**

Rated lowest in the survey were sentiments such as, “Our organisation places people above profits”, “Our organisation values flexibility over processes” and “I am usually excited to return to work after the weekend”.

## **1. Our organisation places people above profits (Average score of 3/5)**

40 percent of respondents feel that the organisation they work for prioritises profits – at the expense of their people. This feeling is especially prevalent among millennials, and organisations should be paying attention to how genuine they are in treating their employees well.

**CORE:**  
Collective Organisation for Real  
Engagement

**84.8%** of respondents agreed that corporate-level initiatives had effective outcomes for employee engagement.



**SELF**  
Heart, Mind and Soul

**74.8%** of employees felt engaged and motivated with the organisation they were with



**GROUP**  
Think, Feel and Do

**84.8%** of respondents agreed that corporate-level initiatives had effective outcomes for employee engagement



**WHAT EMPLOYEES THINK**



**82.2%** of respondents are willing to push themselves beyond their job scope



**82.0%** of respondents feel that their contribution is valued



**80.0%** of employees know their job scope and responsibilities clearly



**40.0%** of respondents feel that the organisation they work for prioritises profits - at the expense of their people



**38.0%** of respondents feel that the organisation they work for is too rigid



**37.6%** of respondents are not excited to return to work after the weekend



# HR Asia

ASIA'S MOST AUTHORITATIVE PUBLICATION FOR HR PROFESSIONALS



## FINALLY A PUBLICATION TO CALL YOUR OWN

HR Asia is produced for the new breed of dynamic, mobile HR professionals that are now taking the HR scene in Asia by storm! No longer confined to the stereotypical supporting corporate roles, HR Asia readers are professionals who take leadership at strategic levels, beyond the traditional confines of human resource management functions. HR Asia goes beyond the customary who's who reporting to imparting strategic ideas and becoming your learning partner. We keep you informed of the latest benchmarks, best practices and happenings in the Asian HR scene, and empower you to make better decisions for yourselves and your organisations.



A PUBLICATION OF  
**HR Asia**  
**Media**  
**INTERNATIONAL**

[www.hrasiamedia.com](http://www.hrasiamedia.com)

# COMPANY SPOTLIGHT

"Human Resources Isn't A Thing We Do. It's The Thing  
That Runs Our Business."  
— Steve Wynn

# COACH KOREA LIMITED

**Chief Executive Officer**

Changbae James Lee

**Address**

6F Center Place, Da-Dong, 40 Namdaemun-ro 9-gil, Jung-gu,  
Seoul, Korea 04522

**Industry**

Fashion, Retail

**Vision**

There is no limit to our ability to become the trend leader  
creating happiness and passion all around us.

**Head Count**

450 Employees

**Website**

[www.tapestry.com](http://www.tapestry.com)



Founded in 1941, Coach is a leading design house of modern luxury accessories and lifestyle collections, with a long-standing reputation built on quality craftsmanship. Defined by a free-spirited, all-American attitude, the brand approaches design with a modern vision, reimagining luxury for today with an authenticity and innovation that is uniquely Coach. All over the world, the Coach name is synonymous with effortless New York style. For over 75 years, Coach has inspired the dreamer in all of us. As we write our next chapter, we are building on our heritage of craftsmanship and confident New York style to deliver a complete lifestyle brand for modern lives.

A member of the Tapestry family, we are part of a global house of brands that embrace the exploration of individuality. We believe that true luxury is a freedom of expression that ignites confidence and authenticity.





## VISION

There is no limit to our ability to become the trend leader creating happiness and passion all around us

## OUR VALUES

We are **Optimistic** ... we believe that with hard work and determination anything is possible. We foster and create opportunities for success and growth in everything that we do.

We are **Innovative** ... we believe in the power of individual and collective creativity and imagination! Our inquisitive approach enables us to create new ways of thinking that inspires the world around us.

We are **Inclusive** ... we warmly welcome all people, embracing our differences and inviting a diversity of perspectives. We believe there are no limitations on what you can achieve because of nationality, religion, race, sex, age, disability, sexual orientation or gender identity and expression.

## TALENT DEVELOPMENT

Talent Development is the framework for helping employees develop their skills, knowledge, and abilities, which in turn improves our organization's effectiveness. It is a key way to attract and retain talent within the organization. In Coach Korea, in order to maximize the effect

of learning and development, we offer various training programs and workshops, both within and outside of the workplace environment.

When it comes to internal training, The Korean HR Team has rolled out The Common Thread Program, which is a two-year leadership program, in addition to the Tapestry competency workshop. We conduct team effectiveness workshops using 'DISC tool', HR, and RT&D roadshows. The HR Team facilitates sessions with the RT&D Team to leverage internal resources.

The KR Leadership Team does an offsite workshop every year. At the most recent workshop, we developed a vision statement for the Korea Team, which states "There is no limit to our ability to become the trend leader, creating happiness and passion all around us."

After conducting a talent review at all levels, we analyzed data in order to discern common development areas for each level and set up external training to help employees move forward smoothly to the next level. For instance, strategic thinking training was provided to the management level staff.

## RECOGNITION AND ENGAGEMENT

The most commonly cited reasons for leaving a job are related to employee engagement. In other words, an employee's engagement level could be used to predict whether he/she would stay with the company. In FY20, our turnover rate for both corporate and field positions was well



controlled, which means that we target a turnover rate which is less than the market average of 25%.

To maintain these statistics, we conduct an engagement survey by asking questions to all employees and discussing actionable plans. With the survey, we develop Rookie Award for employees who had joined the company within the previous 12 months and had high performance levels. Furthermore, we promote a Coach Expectation Model by offering diversified recognition awards like employee of the year, Lew Frankford Awards, and million dollar club for top sellers in the field. We have thank you card winners for those who receive 2 recognition message cards in the same month.

## EMPLOYER BRANDING

According to the latest result of our Employee Engagement survey, 80% of employees were satisfied with their jobs. That compares favorably to last year's 67%. We would like to get recognition from not only internal clients, but also employees, potential employment candidates, and retail industry-related stakeholders so that people consider the company one of the best workplaces in Korea.

The first thing we enhanced was publishing the "Tapestry (Coach and Stuart Weitzman) super webpage" on Job Korea, which is the number 1 recruiting site in Korea. We share our values, benefits and corporate culture using various clips of staff interview articles and a company PR video.

In December 2019, Coach Korea was recognized as a "Best Family Friendly Management" by the Korean Ministry of Gender Equality and Family (MOGEF). The certification is given by the MOGEF after assessing companies and public institutions on their efforts related to child birth planning, child care support, flexible work arrangements and family-friendly workplace culture. Coach Korea is committed to providing an engaging and inclusive work environment where our people feel proud to work for a socially responsible company.

## CAREER DEVELOPMENT

From an employee career development perspective, we provide internal development opportunities through internal promotions, transfers across channels and brands, and new and significant projects or assignments.

In both corporate and field side, 70% of our leadership team members are promoted internally. By choosing to promote internally, we have become very adept at recognizing and developing our team members' talents. We strive to work with staff members to equip them with the right skillsets, knowledge and experiences by offering appropriate development programs and other relevant opportunities.

In terms of internal mobility, staff members in both corporate and store sides have been able to move to other places, as well. Over the last 3 years, the Korea marketing director moved to Japan as the local head of marketing there. The VM production manager was also transferred to Singapore, where she is responsible for handling Southeast Asian markets and ANZ markets. On the store side, one of our highly talented Korea duty free workers went to Japan's Gotenba Outlet for a short-term assignment and she earned a promotion from Assistant Store Manager to Store Manager as recognition for her successful assignment.

Within the Korea market, we try to make as many as cases for talent exchanges on the corporate side. This allows workers to move between KD and KDF, Stores and the corporate offices.

# HP KOREA INC.

**Country Managing Director**

Kim, Dae-Hwan

**Address**

Uisadangdaero 83, Yeongdeungpogu, Seoul, Korea

**Industry**

Information Technology

**Vision**

Create technology that makes life better for everyone, everywhere

**Head Count**

156 Employees

**Website**

[www.hp.co.kr](http://www.hp.co.kr)



Led by President and CEO, Enrique Lores, HP Inc. is a global leader in printing and personal systems, with a goal to push the boundaries of technology through its core, growth and future strategy. From its portfolio of printers, PCs, mobile devices, solutions and services, HP Inc. aims to advance, disrupt and transform industries.

**HP's areas of business include:****Personal Systems**

HP's devices are crafted with leading-edge technologies and offer powerful performance, as well as sleek style and design. Our personal systems portfolio includes consumer and commercial notebooks, workstations, convertibles and gaming laptops. We deliver the most secure business products in the market and drive the industry forward, by building a symbiotic relationship between digital life and security.

**Print**

HP delivers amazing experiences for customers by reinventing printing for an on-demand world, enabling businesses to stay a step ahead of an increasingly challenging threat landscape. Our commercial print portfolio provides trusted, resilient security that starts with endpoint devices.

제1회 디지털 비즈니스 교육나눔

# START 業 스마트스타터 멘토링



hp  
Making life better

Volunteer

이제부터  
HP와 함께  
봉사하는  
사람이  
되세요

이제부터  
HP와 함께  
봉사하는  
사람이  
되세요

이제부터  
HP와 함께  
봉사하는  
사람이  
되세요



### Graphics Solutions Business

On paper, canvas, synthetics, metal, textile, packaging, and more - HP's Graphics Solutions Business (GSB) is driving the transformation from analog to digital print. GSB provides digital print technology which helps brands enable digital transformation, levelling the playing field between small and larger businesses through labels and packaging, publishing, design, signage and more.

### 3D Printing

HP's Jet Fusion 3D printing solutions allow industries to rapidly move from radical prototyping to final parts manufacturing, giving a business the opportunity to create without any limits, thereby transforming how the world designs and manufactures. By democratizing 3D printing, HP aims to disrupt a \$12 trillion-dollar manufacturing industry, unleashing new possibilities for innovation.

### Services

HP Device-as-a-Service easily manages the diversity of multi-OS desktops, workstations, and mobile devices so businesses can operate at its full potential. The service boosts employee productivity and IT efficiency, with world-class computing solutions.

### WHAT WE STAND FOR

HP's vision is to create technology that makes life better for everyone, everywhere. This motivates us — inspires us — to do what we do - to make what we make. To invent, and to reinvent. To engineer experiences that amaze. HP continues to innovate and push ahead based on the needs of our customers. Through technology, HP reinvents how consumers and businesses work, play, and live.

### CREATING CULTURE - THE HP WAY

HP understands that its people are at the heart of its growth and innovation. Through our Intentional People Strategy, HP allows all employees to learn, grow and perform through the freedom to innovate while creating an industry-leading company. We achieve this through the cultivation of a growth mindset, managing and developing our talent, and embracing diversity and inclusion.

HP always places employee at the center of everything. During this COVID-19 pandemic situation, HP took employees' health and safety as its highest priority and allowed all employees to work from home. When the work-from-home period got prolonged, HP provided its employees with HP monitor/ergonomic chair so that they can maintain their productivity working from home. HP also places high importance on giving back to the society. HP annually implements diverse CSR activities including donation of money and products as well as volunteering. It is our way of demonstrating the HP Way to have the sustainable impact on the society.



## TALENT AT WORK

HP believes in hiring for the long term – looking for talented, driven employees who can rise to moments of leadership to imagine the future—and are able to inspire the team to make it happen. Our employees are committed to lifelong learning, continually advancing their skills and deepening their knowledge. They welcome challenges as catalysts for innovation and see failure not as a setback but as a source of wisdom and insight. They're irrepressibly curious and open minded, as interested in the "the how" as "the what." And they're resilient, able to anticipate and adapt to a rapidly changing world.

## HISTORY OF HP KOREA INC.

HP Korea Inc. started its business as the joint venture with Samsung Electronics (SEC) since 1984. In 1998, HP acquired the entire SEC's equity, and HP Korea Inc. became a wholly owned subsidiary of HP Inc. In 2015, HP determined to be separated by two different companies, HP Inc. dealing with PC, Printer and related business, and Hewlett Package Enterprise, dealing with server & storage area, so HP Korea Inc. runs its business as a new spin off company in Korea with the moto of 'keep reinventing'.

## PEOPLE IN HP KOREA INC.

Following the HP way, we are confident to say that we work in a trust and respect environment, practice growth mindset, and working fun. Also, we embrace diversity and inclusion. In HP Korea Inc., we demonstrate these values.

- HP Korea Inc. has employee clubs such as Photography, flower arrangement, Leisure and Golf. Employees love to participate to these club activities and have fun.
- HP Korea Inc. has BIN (Business Impact Network) for YEN (Young Employee Network). YEN drives lots of meaningful events for HP Korea Inc. employees and let them have loyalty to the company. Also, YEN serves to the community with various volunteering activities. 'Delivery Briquettes to the society' with voluntary employees in winter season is their signature item.
- HP Korea Inc. drives employees to be more engaged. HP Korea Inc. manages different type of monthly engagement activities such as 'Breakfast day' to celebrate employees' birthday; 'Energize Day' to select 1 employees who give positive influence to their respective colleagues and share delicious desert with all; 'Family day' to go home earlier every 3rd Friday; 'Movie Day' to watch a hot released movie together with colleagues.

# HP PRINTING KOREA

**Representing Director**

Kasey Kim

**Address**

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Republic of Korea 13529

**Industry**

Printing

**Vision**

Create technology that makes life better for everyone,  
everywhere

**Head Count**

1,500 Employees

**Website**

[www.hp.com](http://www.hp.com)

**ABOUT HP**

HP's vision is to create technology that makes life better for everyone, everywhere. With this vision, HP was founded by Bill Hewlett and David Packard in 1939 in a garage in Palo Alto, San Francisco, U.S. HP has provided amazing experiences to people around the world for the last 80 years. The company now provides a variety of services and products including PCs, printers, 3D printers, GSB, VR, and software solutions and has over 55,000 employees and 27,000 patents.

On November 2015, the company split into two separate organizations for efficient business operation: HP Inc. for PCs and printers and Hewlett Packard Enterprise (HPE) for corporate infrastructure such as servers and storages. After the division, HP Inc. has consistently targeted the Korean market by continuously releasing new products which include gaming laptops, desktops and a collection of new products for the corporate market.





## ABOUT HP PRINTING KOREA

HP as a world-leading company in printing and personal systems is strategically making an investment to leverage Korea's R&D expertise for future growth. As part of this effort, the company invested 1.05 billion dollars (KRW 1.19 trillion) back in 2017 to acquire Samsung Printing Solution business and this was how HP Printing Korea began. HP Printing Korea serves as a strategic hub for office printing solution business. We are committed to becoming a global leader in A3 printing by advancing its R&D capability.

HP Printing Korea contributes to HP as its Centre of Excellence (COE) for office printing products development, driving global innovation in our A3 business. R&D team of HP Printing Korea was heavily involved in the development of HP Never-stop, the world's first Toner Tank or Continuous Toner Supply System (CTSS). In addition to that, the team contributed to developing HP Work-path, a new cloud platform and developer ecosystem that enables print resellers, developers and customers to create applications.

## CREATING A GREAT PLACE TO WORK AND A SUSTAINABLE IMPACT

HP in Korea focuses on making sustainable impact for our employees and the community. Guided by HP's culture of ownership and accountability, HP Printing Korea runs a flexible working hours program for employees and also supports a broad range of personal skills and career enhancement programs including internal English education, regular trainings for managers, external lectures and more.

HP Printing Korea also focuses on creating sustainable impact for the community where it operates. With a purpose to grow together with the community, HP Printing Korea last November opened a new office at Pangyo in Seongnam City, known as Korea's Silicon Valley, as part of its initiative to build a strategic A3 hub. In addition, by 2022, HP Printing Korea will complete the construction of a state-of-the-art R&D facility at Godeung, a few kilometers away from Pangyo Site with close cooperation with Seongnam City and Gyeonggi Province.



HP Printing Korea is engaging actively with the local communities through a range of community outreach programs with four focus areas of talent development, STEM education, sustainability and charity. In April this year, HP Printing Korea launched a global mentoring program in partnership with Korea Center for Women in Science, Engineering and Technology (WISET) to strengthen the capabilities of female scientists and engineers.

During the pandemic, employees in Korea voluntarily raised funds and with HP Foundation's matching funds and grant, we have donated over US \$99,000 (approx. 121 million KRW) to the Korea National Disaster Relief Association to support medical professionals and volunteers. Another set of funds were raised and donated to visually impaired people in the community to support them in these challenging times. Further, education programs such as the Hour of Code event will be held in October to educate children and to raise their enthusiasm toward computer science.

## THE HP WAY

HP understands that its people are at the heart of its growth and innovation. Through our People Strategy, HP allows all employees to learn, grow and perform through the freedom to innovate while creating an industry-leading company. We achieve this through the cultivation of a growth mindset, managing and developing our talent, and embracing diversity and inclusion.

## REMARKABLE HR INITIATIVES

### Employee engagement:

As we have been integrated into HP, employee engagement strategies and initiatives focus around employee buy-in on HP's outlook, how we work (especially business acumen) and our winning culture.

We are particularly heavily investing in building leadership mindsets and behaviours targeting our managers who now have a different R&R in empowering, coaching and inspiring their teams. Employee-led activities are actively carried out, especially by the engagement teams under our Site council (Employee Relations, Employee Group, Managers Group, Site events & Celebrations, Employee Advancement) and the Culture Connectors group who are leading HPPK's cultural transformation.

### Workplace diversity:

As Diversity & Inclusion is the foundation of HP culture, we are trying hard to build awareness around D&I through year-round campaigns, trainings and events.

In 2020 we celebrated Pride Month and hosted a local event inviting a movie director who's also an LGBTQ activist. With these accumulated efforts, we are seeing the awareness around diversity increase over a couple of years from our internal survey.

The Ministry of Gender Equality and Family awarded HPPK with the Family-friendly Company Certificate, acknowledging our efforts to establish family-friendly culture, providing maternity and childcare support and adopting flexible work.

### Employee recognition:

In addition to the global recognition programs (Recognition@HP platform, give a Wow, etc), we have been training managers locally on the importance of recognition and how they can motivate their team.

Local recognition programs include quarterly recognition from the Employee engagement team, and monthly recognition from the Culture Connectors team.

# INGREDION KOREA

## HR & GA Director

Robert Kyucheol Choi

## Address

14F, Bojeon Bldg, 725 Eonju-ro, Gangnam-gu, Seoul,  
Korea 06050

## Industry

Manufacturing

## Vision

Ingredion brings the potential of people, nature, and technology together to create that make life better by combining our values which are Care First, Be Preferred, Everyone Belongs, Innovate Boldly, Owner's Mindset

## Head Count

272 Employees

## Website

[www.ingredion.co.kr](http://www.ingredion.co.kr)



# Ingredion

Ingredion is a leading global ingredient solutions company with more than 110 years history. We make sweeteners, starches and unique ingredients from plant sources such as corn, tapioca, rice and potato. Korea has successfully run the business with about 300 employees since 1998. Our head offices in Incheon and Bupyeong are producing over 2,000 tons of starch & sugar products per day and providing them to major domestic food companies. The average sales revenue is KRW 320 billion per year.

We are committed to unlocking the potential of people, nature and technology in every aspect of our business. We aim to drive the next generation of growth to lead the market and support customers in a changing business environment.

The company's strategic purpose and core values have been communicated to all employees through the global, regional and Korean Leadership Team. Culture ambassadors have been engaged to run a Value of the Month campaign between April and August 2019. Under the campaign, eight ambassadors from Korea have been engaged to present new values with diverse programs. These purpose and values reflect the company's DNA which aligns and connects everyone in the company to what and how it runs the business.



We bring the potential of people, nature, and technology together to create ingredient solutions that **make life better.**

**Purpose**





The average service years for employees in Ingredion Korea is about 15 years. For many of them, Ingredion is their first company and they have a high sense of loyalty with abundant experience. An important HR strategy is to respect and care for the career development of the younger generations.

HR Change Journeys with Global HR systems - Digitization & Future of Work is another priority of Ingredion HR. We have deployed 'Workday' as the single HR Data Management system for all Human Capital Management including recruitment, onboarding, performance management, talent & career management, learning & development, and leave management. This has enabled us to use big data and advanced HR analytics to deliver impactful HR interventions. Global Systems based projects of management have been implemented since 2012 and using technology has helped to streamline and improve efficacy of our HR processes, which allows Ingredion HR team to prioritize business needs and elevate employee experience with line manager/employee self-service.

Our HR Vision & Achievements are highlighted with CARE: Cultivate, Attract, Retain and Engage People.

### Cultivate

Diverse/Strategic Career Development Programs - Based on global digital HR systems, Korea HR programs are aligned to support talents to grow strategically. Internal employees are given priority to fill vacant positions in the company and job rotational programs. Lean Six Sigma has been successfully utilized to grow talents as well as to improve organizational capabilities. 100% of employees have received training since 2012.

An average of 2 talents per year have been given oversea opportunities to grow their capability from 2013. We have a global People & Capability Review and key talents and succession planning for our future business. Korea HR maximized this opportunity to leverage the talent pipeline to grow internationally. As a result, 8 employees have been given overseas assignments and 4 employees from USA & Singapore have worked in Korea. Another 2 employees have been promoted to management level in other countries.

### Attract

HR has executed a "Strategic Workforce Planning" workshop where we defined core roles and set development plans to grow future capabilities. One objective is to fill Young Talents in the organization to build up a pipeline and incorporate new changes in the organization. An Internship program has been implemented in 2013 and 50% of them were successfully recruited.





### Retain

Work-Life Balance is a priority and is highly encouraged for employees' safety, health and family. Employees can manage their working hours flexibly during the day based on PC off systems which monitor an employee's overtime work and annual leave. Employees are also given 3 additional summer leave days under their WLB under "CareFirst" of our core Value.

### Engage

"Recognition" program is an initiative for recognizing and rewarding employees who exemplify Ingredion's five Core Values. The program has four tiers of awards from a thank you note to various levels of financial incentives. It has been deeply embedded in our culture with 95% employees given recognition in 2019. In 2017, Korea was recognized in the Global Level of Award in Business Excellence category for its remarkable business growth and in Leadership category by Leadership, People Development as well as high level of employee engagement.

### Communications

We have set up a communication model that incorporates:

1. Yearly meeting with all employees: New year Kick off and Y-end meeting.
2. Monthly Operation Review Meeting: Korea Leadership Team and functional managers' meeting on functional excellence.
3. APAC Quarterly Employee Meeting: virtual meeting for APAC highlights.

4. Yearly Global Employee Satisfaction Survey: Listen to employees' opinions and take engagement improvement actions to build best place to work.
5. Special Incentive Meeting: Employees with outstanding performance, including union operators, are invited to participate in strategy meetings held overseas. Employees got motivated and engaged to create innovative ideas outside the workplace.

### Diversity, Equity and Inclusion

To create a Diverse, Equity and Inclusive (DEI) workplace, we have launched "Women Ingredion Korea Network" programs in 2019. DEI awareness training. Our goal is to have 30% female managers by 2025 and we are very confident of meeting our goal under "Everyone Belongs" of our core value.

We take CSR (Corporate Social Responsibility) as an important responsibility. We have been sponsoring a disabled protection facility near the Incheon Plant since 2012. Since 2016, we have been conducting the Sweet House campaign every year to improve the housing environment of low-income multicultural families.

In summary, Ingredion Korea is committed to ensure it's a Best Place to Work by adhering to the company's core values and introducing bold initiatives to make life better for its workforce and support the business to deliver the company's vision.

# MAERSK KOREA LTD

## Country Manager

Park, Jae Suh

## Address

18F, Twin City Nansam Bldg., 366, Hangang-daero, Yongsan-gu, SEOUL (04323)

## Industry

Logistics

## Vision

Maersk is an integrated container logistics company. Connecting and simplifying trade to help our customers grow and thrive.

With a dedicated team of over 76,000, operating in 130 countries; we go all the way to enable global trade for a growing world

## Head Count

230 Employees

## Website

[www.maersk.com](http://www.maersk.com)



# MAERSK

A.P. Moller - Maersk is an integrated container logistics company working to connect and simplify its customers' supply chains. With simple end-to-end offering of products and digital services, seamless customer engagement and a superior end-to-end delivery network, Maersk enables its customers to trade and grow by transporting goods anywhere in the world.

At Maersk, we have a distinctive set of Core Values, which drives the way we do business. They have been the guiding principles for the development of Maersk for over a century, they are: Constant Care, Humbleness, Uprightness, Our Employees and Our Name.

At Maersk, we want to build a culture that is inclusive, where new ways of thinking are encouraged, new skills and diverse talents are leveraged. Our employees will be empowered to innovate and collaborate to win together as one team. All our global principle business, core values and corporate culture have been well established into Maersk Korea.

## CAREER DEVELOPMENT AND IMPACTFUL LEARNING

Maersk Korea has various career development and learning programs for our employees. First, we have a 2-year entry level program called LEAD (Leadership Exploration and Development). LEAD welcomes and develops





## EMPLOYEE ENGAGEMENT

In Maersk, Employee engagement matters as we all admit that it impacts to the business directly. Therefore, we take Engagement Survey two times a year with active follow-up meetings to support our engagement.

During COVID-19, we launched NEA Contest via Yammer to make people feel engaged. NEA Contest is an event that people share their photos of daily life. While away from office, NEA Contests have been held for people working from home to make them stay-connected and support each other by sharing their times /beloved ones at home.

We also established Maersk Community Forum supported colleagues for wise WFH in COVID-19 situation with virtual magic show for children at home to give a spare time to working parents, sharing tips to take care of kids, comfortable home office ideas, and so forth.

Talent Speed Dating makes people feel connected with their leaders. Just like speed dating, employees can have a chance to talk with a leader, having fancy breakfast. During the Talent Speed Dating, employee and the leader will have candid and focused discussion about the employee's career and our business.

Additionally, Can We Just Talk? is a program to advocate speak-up culture and open communication in Maersk Korea. It is a monthly event that employees can have 1 on 1 meeting with an HR member or a leadership team member to share something or ask anything. Through the session, people can have clear understanding of our business and culture, and can share their feedbacks.

We also celebrate every new year and year-end with our employees. At the beginning of the year, every employee gathers together and wish the best to our business and employees' well-being. In December, we hold year-end party to celebrate successful one year with great foods and fun games. Also, once a year, people get close to each other with Outing program.

top-notch graduates by exploring different functions and learning opportunities to groom them to a higher-level specialist or a leader.

We also have an advanced leadership program, Leading Maersk, for first time leaders to strengthen their leadership capabilities and our leadership pipeline (virtual and classroom).

And with Short Term Assignments program, we have successfully accelerated employee experience and development through various short-term assignments (maximum 6 months) in and outside the country.

Furthermore, we have NEA U.P. (North East Asia Area Unlocking Potential) which is a learning program where internal instructors share knowledge, skills and experience with employees and employees can learn broader business perspectives.

During APAC (Asia Pacific Advancement and Career) Week, APA HR's collaborative program to provide employees with learning/career development opportunities including fun activities.

Besides above, we always hear our employees' voices and come up with new development program. As the result, we recently launched monthly NEA Clubs to study TED video or logistics trends.

## **EMPLOYEES HEALTH AND SAFETY**

At Maersk, we support our colleagues to feel healthy and safe in all ways with goal of 'a state of well-being in which they recognize their own potentials; can cope with normal stresses of life, can function fruitfully and productively'.

Employee Assistance Program (EAP) is a globally driven program accessible 24/7 by telephone, email, text and online, providing quality counselling services with confidentiality. Employees can have advice not only for their mental problems, but also for financial or legal issues.

We also provide medical check-up program and group term health insurance to employees that they can have well-being life while working in Maersk Korea.

Safety is always the top priority for all employees at Maersk. We run annual Global Safety Days to reiterate the importance of health and safety.

## **EMPLOYEES WELLBEING AND BENEFITS**

Maersk considers our rewards strategy important to create an environment for employees to take responsibility for their health and wellbeing, enabling them to be at their best for all the Moments that Matter.

Maersk provides extended maternity leave to all female employees and adopting employees. They are entitled to a fully paid maternity or adoption leave of 18 weeks which is 36 days longer than required under Korean Labor Law.

Return to Work program is one of our efforts to retain working moms' valuable experience through smooth landing back to work with shortened working hour after their long maternity leave.

Also, in welcoming new baby superstars of our employees, we give a baby clothes as a welcome gift, and it is called A Star Is Born.

Flexible Working is very common in Maersk Korea. Employees can do remote work according to their life style and can choose preferred working schedule starting from 7 am to 10 am.

For retirement pension, we provide 11% of total salary income for all employees which is higher than the legal minimum of 8.33%

Star Awards is a comprehensive rewards program including spot recognition (awarding the winner with a small gift) and discretionary bonus for employees who went above and beyond, on top of annual performance incentive scheme.

Besides, we support internal employee club activities that can connect and engage people together, and employees can use company's 16 condominiums at membership price anytime.

## **DIVERSITY AND INCLUSION**

Our diversity and inclusion cuts across different nationalities, genders, generations, religions, disabilities, sexual orientations, ethnicities and perspectives. We focus on two big tickets — building inclusion and driving diversity. NEA MIX is a committee comprising employee volunteers to run D&I agenda in Korea and Japan. Several activities have been organized including a Rainbow Contest (awareness of LGBTQ), Bring Your Kids To Work (support working moms) and Culture Survey (to enhance speak-up culture). There is also a Diversity and Inclusion Week aimed at strengthening understanding on D&I. Regional events are cascaded to local organization on top of local program during Women's Day week of the year.

## **EMPLOYER BRANDING AND VALUE PROPOSITIONS**

As part of our Corporate Social Responsibility activities, we have supported Holt Korea Children's Services more than ten years with volunteering activities and bazaar donations.

We have formed partnerships with local universities to prepare for the next generation by accommodating student interns.

Additionally, we are participating Job Fair For Foreign-Invested Compasses to meet and attract potential candidates.

## **COMMUNICATIONS**

Maersk Korea has established several best practices communications which allows us to connect and engage with our employees. These include a monthly HR Newsletter (NEAHR Times), weekly Employee Broadcast, regular Town Hall meetings per function, regular NEA Town Hall meetings for all employees hosted by NEA Managing Director and Yammer post for various information sharing.

# ROBERT WALTERS KOREA

## Country Manager

JunWon Choi

## Address

21F, East Center, Center 1 Building, 26 Euljiro 5 gil, Jung-gu,  
Seoul 04539 South Korea

## Industry

HR / Recruitment

## Vision

As leaders in specialist professional recruitment and recruitment process outsourcing, Robert Walters Korea goes beyond doing our 'job' and strives to have a positive impact on the prosperity of people, candidates, clients and the communities where we operate. It's the 'why' beyond what we do

## Head Count

50 Employees

## Website

[www.robertwalters.co.kr](http://www.robertwalters.co.kr)



ROBERT WALTERS

Robert Walters sources bilingual specialists for permanent placements to a broad range of businesses in various industries, ranging from major global companies to small and medium enterprises. Robert Walters Korea has been a driving force in the Korean bilingual recruitment market since 2010, providing high quality candidates for our clients and access to the best jobs. We specialize in recruitment across all industry sectors including finance & accounting, financial services & banking, human resources, information technology, consumer & retail, chemical, medical & healthcare, industrial, supply chain & procurement as well as automotive.

The establishment of a non-commission and team-based sales management system has helped us to provide greater benefits to our clients and candidates, enabling us to provide more opportunities to our candidates and more high quality candidates to our clients. As the demand for bilingual talent in Korea grows, Robert Walters Korea continues to evolve as a leading bilingual recruiting company. We have seen double digit revenue growth for five consecutive years. Delivering insight on job market trends and reports on key recruitment, Robert Walters Korea serves as a pioneer in the bilingual recruitment industry in Korea.





## **PROFESSIONAL DEVELOPMENT**

We are dedicated to ensuring the professional success of our staff at every step of their career and support the growth of our future leaders. We provide a comprehensive six-week training program for new hires encompassing all aspects of the business. Teams continually take part in peer-to-peer learning through our lunch & learn training sessions, which cover topics such as candidate care, consultative sales, developing strong client relationships, and building better pipelines to serve client needs. We also provide a global company-wide mentor system, allowing our staff to learn from experienced senior colleagues in different regions. Special offsite training initiatives are in place and managers and directors ensure that all levels of our management team are well prepared to perform their duties.

## **A SENSE OF REWARD**

Helping talented professionals find their ideal role is hugely rewarding but working with inspiring professionals to find their next role is only part of the picture. There's outstanding earning potential and benefits on offer for our consultants. We offer a highly competitive base salary, quarterly bonuses based on team profit share (rather than individual commission), a contributory pension/superannuation, share save schemes, and incentive trips to luxurious destinations for top performers.

## **TEAM-BASED PROFIT SHARE**

While an individual's contribution is critical, everyone gets rewarded as a team - it's at the heart of the business. Our team-based approach starts with giving staff support from the outset through our training and mentoring programs. A non-commission model is integral to this team-based ethos. We don't pay individual commission, unlike the majority of our competitors. Instead, we focus on team-based profit share. This is fundamental to our culture and success.

## **COHERENT CAREER PROGRESSION**

Consultants at Robert Walters have a clear career development path. Employees begin as Associates, and can be promoted to Consultant, Senior Consultant, and Manager/Principal Consultant. Promotions are based on performance rather than seniority. As an alternative to management, another promotion pathway for consultants was introduced: Principal Consultant, a position where the highest level consultants can continue performing consulting duties.

We promote long term, international careers, helping us to retain our top people, which provides continuity for our clients. We're proud to say all managers began as Associates at Robert Walters Korea. In addition, we support consultants who want to gain global experience by providing overseas transfers.



## DIVERSITY AND INCLUSION

At Robert Walters, we believe diversity is a key component of success. Consultants in our offices represent different nationalities including the UK, US and France, and our main language is English. We strive to create an environment that takes full advantage of the benefits of multicultural perspectives. In addition, we have implemented a diversity policy and efforts are made to disseminate this widely within the company, by publishing it on our website and incorporating it into the training program for new employees. We are dedicated to enhancing and promoting female participation and advancement in the workplace. There is a nearly equal number of men and women at Robert Walters Korea, and women hold 60% of all managerial positions.

## COMMITMENT TO SOCIETY

As a company, we are dedicated to giving back to the community in Korea. We believe in supporting people and organizations that reflect our multicultural ideals. We currently sponsor a homeless shelter for teenagers, continue to offer volunteer leave for employees and host a company-wide Charity Day every October.

Robert Walters Korea coordinates and participates in various HR seminars to deliver HR knowledge to organizations. We provide training to IT start-ups on the general terms and conditions of employment, essential policies and governmental regulations and guidelines regarding hiring and acquiring work permits for foreign passport holders. For HR managers and HRBPs, we run a seminar covering how to attract and retain top talent along with global HR trends and insights on the future of talent. These are great opportunities for networking and connecting with other innovators to bring their employee experience to the next level.

# STANDARD CHARTERED BANK KOREA

**Head of HR**

Lee, Se Won

**Address**

(03160) 14F, 47 Jongro, Jongno-gu, Seoul, Korea

**Industry**

Bank

**Vision**

Best International Bank in Korea

**Head Count**

4,409 Employees

**Website**

[www.sc.co.kr](http://www.sc.co.kr)



Korea is at the heart of Northeast Asia, one of the world's top three economic regions. With the strong and diverse purchasing power of more than 50 million consumers, Korea is now one of the world's top 10 economies in terms of foreign reserves, exports, and total trade. The country is a global market leader in IT products, automobiles, steel and shipping. Korea's largest companies, including Samsung, LG and Hyundai, are building global value chains across the world.

Standard Chartered Bank Korea has a proud heritage, dating back to 1929 founded as Chosun Savings Bank. Since Standard Chartered acquired Korea First Bank in 2005, it is operating as a licensed bank under the name of Standard Chartered Bank Korea Limited as one of the largest foreign investor in Korean financial service. Standard Chartered Bank Korea has strived to be the 'Best international local bank in Korea', combining Standard Chartered group's long standing expertise and global franchise with around 90 years of our history as a local bank.



Standard Chartered SC 제일은행

Standard Chartered



#### **SCB KOREA OVERALL STRATEGY**

- To be the "best international local bank in Korea" - SCB global capabilities with 90 years of local experience and expertise.
- To continue the path of reshaping its business, improving performance and overall returns, by focusing on our clients;

#### **RETAIL BANKING (RB) STRATEGY - "GROW AFFLUENT, ENHANCE PROFITABILITY AND DRIVE EFFICIENCY"**

- Pivot to affluent business
- Scale up business banking
- Reshape balance sheet mix to drive profitability
- Shift digital and partnership to drive personal balance sheet growth
- Tackle cost and improve productivity

#### **CORPORATE & INSTITUTIONAL BANKING (CIB) STRATEGY - "PROTECT AND GROW OUR ADVANTAGED CIB FRANCHISE"**

- Drive IC business expansion by going deeper with Corporate IC clients, positioned as a "solution partner of choice" in the key Network corridors.
  - Selectively on-board new multinational corporate to supplement the strong Korean 'chaebol' franchise.
- Drive FI business growth by closely looking after FI clients' strategy of global footprint expansion and increasing investment in overseas assets with high return products.
- While pushing core flow business, expand our corporate finance and structured solution capabilities customized to our client needs in and outside of Korea.

#### **COMMERCIAL BANKING (CB) STRATEGY - "OPTIMIZE RWA AND IMPROVE ROTE"**

Optimize Asset/RWA by reducing suboptimal RWA and running down low-returning assets in order to improve ROTE



## DIGITAL AGENDA

- We penetrate 23% of SCB's global digital active client and 33% of total digital sales performance across the SCB group.
- We have been successfully launched open banking enabled PFM and money transfer services within SC Mobile app.
- We are expanding our reach to clients through digital partnership; e-commerce platforms, payment platforms, fin-techs etc.

## INDUSTRY AWARDS

- Won the 'Best User Experience Mobile' from Digital CX Awards 2020 (Feb 2020)
- Won the 'Best Mobile Banking App' from Smart App Award 2019 of the i-AWARDS Committee and KIPA (Dec 2019)
- Won the 2019 Excellent corporate governance by KCGS (Oct 2019)

## SUSTAINABILITY / COMMUNITY ENGAGEMENT

- **Financial Education for youth:** Korea is offering financial education at around 20 elementary, middle schools and students at blind school every year, benefiting around 20,000 students until now.
- **Youth to Work:** Youth to Work is a Mentoring Program, part of the Futuremakers to strengthen skill for getting a job of youth who are interested in working at financial companies. SCBK launched it in

2019 and over 135 students were participated.

- **Typing books for the blind:** It is an employee volunteering program launched in 2019 to provide visually impaired youths with access to educational and cultural content. Employee volunteers type paper books recommended for youths to make e-books. A total of 832 volunteers engaged in the program until Q1 2020, donating 416 e-books to social welfare centers, learning centers and Braille libraries in Korea.
- **Employee Volunteering:** Various volunteer activities are organized for the disadvantaged in communities, recording around 832 employee volunteer days (as of end- Feb. 2020)

## PEOPLE OVERVIEW

Standard Chartered Bank Korea has a total of 4,287 staff as of 31 December 2019, including the colleagues at SCSK which is under SCB Korea's umbrella. Our gender diversity is 41% male and 59% female employees. The Bank also has staff working overseas, including 11 currently working across the SCB network as overseas assignees and 52 permanently transferred to other countries from Korea (2015-2019).

# SWAROVSKI KOREA LTD

## Managing Directors

Nami Sylvia Oh, Choungho Jason Lee, Seokhyun Ahn

## Address

10F-13F, Baekyoung Bldg, 456 Dosan-daero, Gangnam-gu,  
Seoul 06062 Korea

## Industry

Trading & Retail

## Vision

We create a more sparkling world turning light into delight  
since 1895

## Head Count

450 Employees

## Website

[www.swarovskigroup.com](http://www.swarovskigroup.com)

# SWAROVSKI

## OUR HISTORY

Swarovski roots go all the way back to 1895, when Daniel Swarovski, a Bohemian jeweler, founded Swarovski in the small town of Wattens, high in the Austrian Alps. Daniel's vision was to use crystal to create "a diamond for everyone."

Swarovski Korea started the business in Korea from the beginning of the new millennium and Korea and Japan, which have different locations and histories, have been integrated into a cluster just few years ago, creating synergy and contributing greatly to the East Asian market. Currently, we have about 450 employees, and we are working as One team not only for the success for our brand but also for "WELLNESS" in the company and individual lives.

## OUR PURPOSE

Purpose is the reason why our brand, and the company behind it, exists. It has always been there and gives us a sense of identity, motivation and inspiration. As Swarovski's unique talent, the mastery of light refraction enables us to achieve our unparalleled sparkle. For all those attracted to the power of sparkle, we create objects, designs and delightful experiences that illuminate the world. This is the true purpose of Swarovski that projects astounding radiance both inside and out.

125<sup>★</sup>  
YEARS  
SPARKING DELIGHT  
SINCE 1895



"We create a more sparkling world turning light into delight since 1895"

We all live and breathe this purpose and our video series "Masters of Delight" put the spotlight on remarkable stories of colleagues around the world.

### **LIFE IN SWAROVSKI KOREA: OUR COMMITMENT TO INSPIRING PASSION**

We are all different but we are united by our passion and purpose to be part of this family. When you join Swarovski, you embark on a journey where we grow together. We want to find the sparkle within you and help you turn your unique light into delight. We see every individual as talent. We care for your development and support you in various ways to grow. We recognize that the long-term success of our company is inseparable from the well-being of our customers, employees, the environment, and the society as a whole. As part of our family, we care for your well-being as our employees. In Swarovski Korea, we bring together a Be Well experience to support you to stay well and continuously inspire to bring out your passion and talent.

### **OUR EXCEPTIONAL EMPLOYEE EXPERIENCE- WE ENCOURAGE OUR EMPLOYEES TO BE WELL**

#Be Well in Swarovski is an exceptional experience we like to give to our employees as a part of our family. This supports us in different ways to grow our mind and stay balanced in our health and emotions. Be Well focuses on five "BE"s to promote life in Swarovski. The notion of wellness is not new but we are refreshing some existing programs to make this more meaningful, and to reach more of our employees. With this refreshed perspective as managers and colleagues, we support each other on our journey to Be Well, and hope to bring sparkle to our customers too.

#Be Curious - We encourage people in Swarovski to #Keep Learning. They are unique as individuals and so are their careers. In Swarovski, we offer different development opportunities and career moves to explore the aspirations. Our learning options range from lifelong self discovery e-learning to expand soft skills that are essential for both work and life, to in-house classes and leadership programs to support them in leadership roles. We enable our employees to grow their careers by recognizing and nurturing their potential.



#Be Connected - Our formal or informal platforms create opportunities to mingle and exchange information and ideas. Communication and networking through townhalls, team building, team meals and office events, we forge friendships and relationships that form an important part of being a family.

#Be Active - Be active physically, and proactive in spirit. A sense of wellbeing starts from taking charge and leading in our people's health and lives.

#Be Thankful - Delighting our consumers and customers is what we are here for. How we support and work towards this goal is important. We are thankful that you live Swarovski spirit every day. Swarovski Spirit and all year round recognition is our way of saying thank you for embodying our values - responsible, passionate, vigorous and imaginative.

#Be Generous - Giving back to make a positive difference in society. Being part of Swarovski means helping to contribute to a better world.

### **OUR COOPERATE SOCIAL RESPONSIBILITY - SUSTAINABILITY**

Swarovski is on a journey to performing more sustainably by managing social and environmental impacts across the business and making positive contributions to society and industry through our commitment to conscious luxury.

In 2017, it was globally announced a refreshed sustainability strategy, based around five priority areas which represent the areas where Swarovski can make the most positive impact.

1. Water Stewardship - We focus on managing water risks in our production locations, while aiming to better understand the freshwater challenges and the potential context-based and collaborative interventions we can make.
2. Women's Empowerment - From those who craft our products, to those who wear them, we aim to empower women across our value chain.
3. Fair Partnerships - We aim for colleagues in our production sites, and across our supply chain, to enjoy good conditions, benefits and opportunities in their working life. We also aim to have a positive impact on the wider local communities where we operate.
4. Conscious Design - We aim to use the strength of our business and brand to promote collective action and to nurture generations of mindful designers.
5. Sustainable Innovation - We aim to pursue innovative uses application for our crystals and seek influence the materials used within our products in ways that support people and planet.

By working across our value chain, we strive to remain true to our founder Daniel Swarovski's vision of a responsible company that not only has its employees' wellbeing at heart but also that of the environment and society as a whole to operate our sustainability strategy.



As part of our commitment to be a responsible company, we take equality, inclusion and diversity seriously. While Swarovski addresses the issue of diversity in all of its aspects, particular emphasis is placed on advancing gender equality, as in Korea we have committed under the theme of "To shine brighter together" to embrace the diversity and bridge the gap with areas that we've not seen before.

We have introduced many initiatives to promote equality and support the disadvantaged people in society. Coinciding with International Women's Day, Swarovski launched "The Future Is Equal" campaign to engage and inspire the people in Swarovski to become changed agents and advance gender equality. We had Swarovski a flea market in Korea with everyone's voluntary participation to enrich society in a way that we pursue "sustainability" for environmental resources and support people and the earth. The contributions were donated to the foundations to support social disadvantages, hoping our society to be sparkled altogether regardless of where they are.

All in all, Swarovski has achieved many sparkling successes, created a wealth of innovations and inspired a great number of people. Just as we start into our anniversary year, we would like to visualize our vision, use 2020 as a springboard to communicate all facets and strengths of Swarovski, by focusing on our past, present and future.



# UBASE.INC

## President and CEO

Daegun Hur

## Address

1126-1, UBASE Tower, Joong-Dong, Wonmi-gu,  
Bucheon-City, Gyeonggi-Do , 420-020 Korea

## Industry

Business Process Outsourcing

## Vision

"Satisfying partners by satisfying partner's customers."

UBASE We emphasize that the survival of the company depends on the customer's choice.

To maximize the happiness and satisfaction of our customers, we provide the best customer experience based on CRM experts, strong infrastructure and the best technology available

## Head Count

10,365 Employees

## Website

[ubase.co.kr](http://ubase.co.kr)

# U BASE

Ubase is a leading BPO service company with a contact center of 13,000 seats and 17 Apple repair centers ( IT equipment maintenance service ) nationwide.

Since its establishment in 1999, Ubase has been striving to provide the best customer experience services. We emphasize that the survival of the company depends on the customer's choice. To maximize the happiness and satisfaction of our customers, we provide the best customer experience based on CRM experts, strong infrastructure and the best technology available.

Ubase has provided services of 100+ clients in various industries including public organizations, finance, distribution, manufacturing, broadcasting, insurance and, ICT communications education,

Ubase has established a corporate philosophy of 'Good People, Good Company, Good News' to create a people-oriented culture that respects 'diversity'.





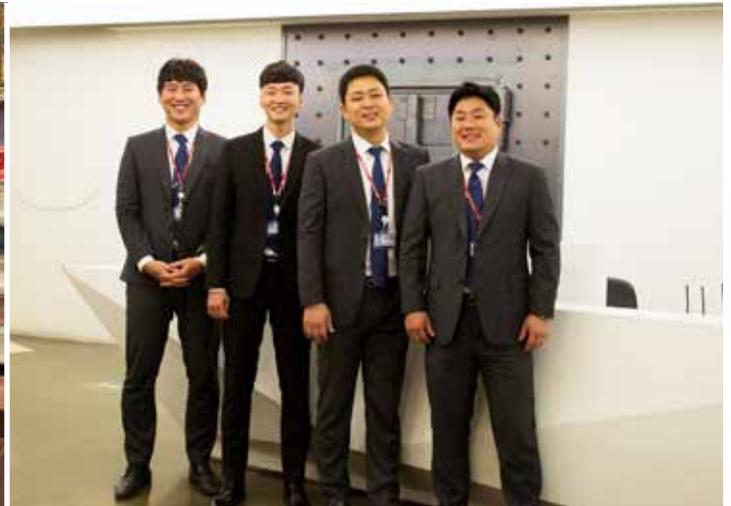
All employees have opportunities to expand their capability and develop career plans regardless of age, gender, title, and disability.

We provide various benefits to our employees. These include sleeping and health keeper rooms, health care center, resting place, feeding room and cafeteria. In addition, employees enjoy four major insurance coverage and paid annual and maternity leave.

We will continue to listen to our employees, clients, and customers and grow into a global outsourcing company that provides a higher level of service.

Vision Statement: Satisfying partners by satisfying partner's customers."

At Ubase, we believe that the future of the company depends on customers' satisfaction. To maximize the happiness and satisfaction of our customers, we provide the best customer experience based on CRM experts, strong infrastructure and the best technology available.



# YUHAN-KIMBERLY

**Chief Executive Officer**

Choe, KyooBok

**Address**

29F, Lotte Tower, 300, Olympic-ro, Songpa-gu, Seoul, Korea

**Industry**

FMCG

**Vision**

Our belief for a better life

**Head Count**

1,500 Employees

**Website**

[www.yuhan-kimberly.co.kr](http://www.yuhan-kimberly.co.kr)



Yuhan-Kimberly was incorporated in 1970 as a joint venture of Yuhan Corporation and Kimberly-Clark. Yuhan Corporation, which was established in 1926, and Kimberly-Clark, which was founded in 1872, are both long-standing companies with history of 94 years and 148 years respectively. They are both known for their culture, which values employees and corporate social responsibility, and this DNA also runs in Yuhan-Kimberly.

Yuhan-Kimberly manufactures essential products including strong brands such as Huggies (diapers), White (feminine sanitary pads), and Kleenex (tissue) as well as industrial goods, hygiene products, and healthcare products, which are mostly sold through B2B business. By turning diapers, feminine sanitary pads, and facial tissues into daily necessities, Yuhan-Kimberly contributed to improving Korea's health and hygiene, not to mention holding the top position in the market. In fact, Yuhan-Kimberly's almost all products took up the largest market share in 2020, even after 50 years have passed since incorporation. Korea Brand Power Index (K-BPI) named Huggies as the best product in its category for 22 consecutive years (since 1999), White for 20 consecutive years (since 2001), and Kleenex for 18 consecutive years (since 2003).



도청내로즈 / 유천강변리 숲, 생태체험관광지



In Korea, Yuhan-Kimberly is known for its management style, which emphasizes the importance of ethics and corporate social responsibility and has been selected as the most admired company in Korea for 17 consecutive years. Ranked with Yuhan-Kimberly are Samsung Electronics, LG Electronics, and Hyundai Motors, Korea's most representative companies that generate revenues beyond compare. Such remarkable result was possible thanks to Yuhan-Kimberly's pioneering CSR campaigns such as 'Keep Korea Green' and its efforts to resolve social issues through innovative policies such as ethical management, family-friendly management, and smart work system. Furthermore, through relentless efforts to improve company policies, Yuhan-Kimberly has not only created good working environment for its employees, but also acquired high scores in the bi-annual employee engagement surveys.

## CONTINUOUS POLICY IMPROVEMENT

### Smart work

Yuhan-Kimberly strives to establish a more innovative and creative corporate culture. For instance, it introduced 'Smart Work' in 2011 to enable employees to work in more effective and creative manner by providing a more autonomous environment. Furthermore, Yuhan-Kimberly established Smart Office in its Main Office and opened the Smart Work Centers. The Main Office is specially designed to improve spatial efficiency and boost open communication and collocation through an open seat system. Yuhan-Kimberly also introduced a

telecommuting system and flexible lunchtime system. Such efforts show the company's commitment to putting a greater emphasis on autonomy. Furthermore, Yuhan-Kimberly has implemented several flexible working systems, including the 4-team 2-shift system for production employees and the staggered office hour system for managerial positions, and the field commuting system for sales position. Thanks to these policies, Yuhan-Kimberly won the K-GWPI (Korea Great Work Place Index) for some years running.

### Promoting Women's Leadership and Diversity

As of 2020, female ratio is 18.9% of total employees (37.1% of office workers), and 66% of new hires. The female ratio at executives is 9.8%. Back in 2011, Yuhan-Kimberly appointed the Chief Diversity and Inclusion Officer and launched the Women's Employee Committee. In 2014, the Korea Women's Interactive Network (K-WIN) was established and has been operated in 4 locations. In 2018, the K-WIN conducted a variety of programs for employees with children (around 50 participated). For reference, as a corporate member of the MeeRae Forum, Yuhan-Kimberly supports the 30% Club Campaign aiming to 30% of female executives in the company. 30% is the minimum percentage required for minorities to voice their opinions in a decision-making group.



### Family-friendly Management

As of 2019, the average year of service of Yuhan-Kimberly's employees was 20.9 years. The rate of return from maternity leave was 100%, and that from childcare leave was 95.7%. Yuhan-Kimberly celebrates childbirth twice a year through pregnant women meetings and introduce family-friendly policies and programs. For employees who gave birth, Yuhan-Kimberly provides baby diapers worth KRW 1 million for one year along with congratulatory money. An in-house Daycare Center in Taejeon Mill has been in operation, receiving 99.37 points at the evaluation for recertification by the Ministry of Health and Welfare (2016) and 4.5 out of 5 points in a parent satisfaction survey.

## CONTRIBUTING TO THE COMMUNITY

### Keep Korea Green

Yuhan-Kimberly has carried out its social responsibility for protecting forests and the environment through the 'Keep Korea Green' campaign. From 1984, more than 50,000,000 trees have been planted through the campaign (based on the Korea Forest Service data, effect of absorbing 56,498 tons of carbon dioxide when converted). The total area of forestation is 1,096,520m<sup>2</sup>. Since its launch in 1984, the 'Keep Korea Green' campaign has grown into Yuhan-Kimberly's representative forest and environmental protection campaign. Employees and their families also actively participate in tree-planting, which drives up their pride and engagement in the company.

### Face mask donations

Yuhan-Kimberly donated masks and other items for the safety of Korean society and people in the COVID-19 crisis. Yuhan-Kimberly donated 1 million masks replacing the cost of 'YK 50th anniversary ceremony'. Donation of 1% from monthly salary and delivery of relief funds: In March, Yuhan-Kimberly's employees donated 1% of their monthly salary to help the vulnerable groups and medical staff in Daegu, the hardest-hit area by COVID-19.

### Conducting Employee Engagement Survey

With these efforts and activities, Yuhan-Kimberly has shown very good scores in employee engagement and enablement surveys. Yuhan-Kimberly has conducted employee engagement and enablement survey for a long time. In 2019, both engagement and enablement scores have been increased by 4 points and 5 points respectively compared to 2017. And these scores are much higher than the average of high performing companies and the general industry in Korea.

# WHY UBASE

**UBASE** has established itself as a leading company in the Korean domestic customer outsourcing service industry based on the knowledge accumulated through its experience in various business since its establishment in 1998. Based on the corporate slogan "Good People, Good Company," We created an optimal working environment for employees. We also try to make our employees feel satisfied, considering the work-life balance as our top priority and take the lead in ensuring that our employees make sustainable progress.

## Community



## Healing



## Entertainment



# Good People, Good Company

1 We encourage employees' active and voluntary participation in leisure activities, as well as to encourage positive experiences in volunteer and leisure activities through Community Program consisting U-Festival, Leadership Workshop, and Hanmaum Sports Competition. We want our employees to have a good experience of leisure through various classes and purposes.

2 Every month this program is flexibly operated by the needs of each team which is designed to increase happiness of employees, stress management, and promote leisure activities among colleagues. We are receiving positive responses from our executives and employees who needs healing energy that focuses on individual lives and motivating them positively.

3 It is a leisure program for employee's physical and mental health. By implementing team building programs in various fields, we encourage employees to unite with each other through leisure activities and provide them with a good experience to the world through overseas benchmarking trips.

UBASE focus on 'People'  
to be a 'Good Company' where  
'Good People' are gathered.

# BUSINESS MEDIA INTERNATIONAL

The single biggest driver of business impact is the strength of an organization's learning culture.”  
— Josh Bersin

# Connecting Businesses

As one of Asia's largest business-to-business media publishers and events properties, BMI is uniquely positioned to offer business owners and senior business executives the latest in business intelligence across the region.

BMI offers timely, cost effective competitive intelligence for the millions of senior business executives - those who subscribe to its publications obtainable at newsstands across Asia, patronise its Internet properties, visit one of BMI's many exhibitions, or participate in its strategic business conferences and summits - to identify and develop new opportunities.

With BMI's assistance, decision makers of all levels are able to make informed decisions based on hard facts and the best advice. In a boundaryless world, BMI believes that it should not limit its brand footprint to just one particular media. Instead, content should be delivered across multiple platforms, be it online, print or events.

AIC Exhibitions, founded in 2002, is one of Southeast Asia's leading exhibition and conference organisers. AIC Exhibitions joined the Business Media International group in 2011 and provides the much needed events component to our business intelligence portfolio.

Some of the award-winning and category leading events owned and operated by AIC Exhibitions include the annual Malaysia Career & Training Fair (now known as JobStreet.com MCTF), Post Graduate Education Fair, SME Solutions Expo, Entrepreneurship Expo, ITX Asia, Malaysia Showcase, and much more.



**Business  
Media  
International**

[businessmedia.asia](http://businessmedia.asia)

The group's key proposition across all its media brands is this: Business Intelligence Made Simple. This is a promise to readers and partners that they will acquire actionable information, a more efficient experience and through its magazines, events and portals - indispensable knowledge.

With its extensive reach to business decision makers, BMI is able to connect brands to a highly mobile and evasive audience that very few other media can reach. While others only promise numbers, BMI delivers both numbers and results. By partnering with BMI, organisations are investing in quality, engaged audience with minimum wastage, the lowest CPM in the industry for decision makers, and a media company with a do-or-die attitude to quality and relevance. In addition, BMI offers a versatile, multi-platform approach to generating the desired eye-ball and face-to-face time.

**AiC**  
EXHIBITIONS • SUMMITS • EVENTS • PUBLICATIONS

[aicone.com](http://aicone.com)

As a turn-key exhibition and conference organiser, we have been engaged by various local and international organisation to conceptualise, execute and manage exhibitions and conferences of various scales. These include the Prime Minister's Department, the Ministry of International Trade and Industry, and many others.

## OUR OTHER MEDIA TITLES

**HR Asia**  
ASIA'S MOST AUTHORITY PUBLICATION FOR HR PROFESSIONALS



[hrasiamedia.com](http://hrasiamedia.com)

HR Asia is a publication that keeps its readers informed of the latest benchmarks, best practices and happenings in the Asian HR scene. It is people-focused and forward-thinking, catered to business leaders who are looking for insights and examples of business contextualised HR in order to develop high-performing organisations.

No longer confined to the stereotypical supporting corporate roles, HR Asia readers are professionals who take leadership at strategic levels, beyond the traditional confines of human resource management functions. HR Asia goes beyond the customary who's who reporting to imparting strategic ideas and becoming a learning partner.

HR Asia features news, trends, interviews, columns and in-depth examination of major current issues in the HR industry. With relevant and timely issues, HR Asia is tailored to the needs of its high level readership in Asia.

**SME**



[smemagazine.asia](http://smemagazine.asia)

As the first publication dedicated to Small & Medium Enterprises (SMEs), SME & Entrepreneurship Magazine is the fastest growing magazine in Asia since its commencement in March 2007. It reaches out directly to decision makers, and speaks to business owners and entrepreneurs – those at the helm of their own businesses.

Every month, over 300,000 business owners and entrepreneurs across Southeast Asia rely on the magazine to keep them updated in the market. The magazine provides doses of current news, in-depth analysis, practical and powerful how-to articles, insightful interviews and coverage of business owners, and feature articles in simple layman language.

Driven by an excellent pool of correspondents and contributors, the magazine's high quality articles are diversified, detailed and written in a way that gives readers a global perspective whilst maintaining unique local insights.

**资本**  
CAPITAL ASIA



[capitalmagazine.asia](http://capitalmagazine.asia)

With the rise of Asia as the new economic superpower, an elite group of wealth and influential individuals has emerged from this new socioeconomic and political balance. As the first and only publication for Chinese-speaking business leaders, Capital Asia is a regional business and investment publication that targets these business leaders.

With coverage of a wide range of topics in economics relating to Asia, Capital Asia features articles that focus on personal money, investment, properties as well as interviews and columns from industry experts.

Combined with business-to-business events, Capital Asia offers unmatched exposure to advertisers and a unique understanding of the pulse of business throughout Asia like no other.

**真相**



[truthtv.asia](http://truthtv.asia)

As a pioneer in Chinese-language breaking coverage, Truth.tv targets the Chinese-speaking audience with trending news, news analysis, and lifestyle coverage.

Focused on covering breaking topics and creating shareable content, Truth.tv's remit features hot Asian stories and happenings that are being widely talked about.

Discover new stuff and know what people are saying about the latest news and trends with Truth.tv.

# OUR TRADE AND CONSUMER EXHIBITIONS



The SME Solutions Expo 2016 is a trade-show established specifically for the interest of Small and Medium Enterprises (SMEs), allowing both exhibitors and visitors alike to forge new business opportunities. Serving as a platform for networking and product showcasing, the event aims to give existing SMEs a higher market presence in today's competitive economy.

Focusing mainly on quality networking, this exhibition platform has demonstrated its capacity in attracting attendance ranking among the highest-tiered of decision makers. Regardless of size, industry, or sector, exhibitors are given a platform for business pitching. This generates an opportunity for ROI that far exceeds advertisements when performed adequately. Unlike any other promotional mediums, an exhibition is the only platform for a two-way communication between buyer and seller.



ITX Asia 2016 is the only B2B ICT and ERP Trade event connecting technology vendors, suppliers and consultants across Asia. Capitalise on this unique opportunity to experience seamless on-boarding to the latest IT innovations. ITX Asia 2016 is the meeting place and open market for IT vendors and buyers, delivering both current and future products and solutions. The ICT industry is in the midst of unprecedented evolution, charting new achievements every day.

The objective of ITX Asia 2016 is to usher businesses, regardless of size, towards a commercial platform of higher technological capacity. The event will focus on the digital aspects most crucial to business sustainability of 2017, namely the Internet-of-Things (IoT), cloud computing, electronic commerce, and cybersecurity. If you belong to or provide any of the following services, we would like to hear from you!

[smeexpo.asia](http://smeexpo.asia)

The SME Solutions Expo has previously enjoyed over 100 booths participating from 8 different countries. Attendance saw over 7,000 visitors over a span of 3 days, an inclining track record over the past 7 years. Featuring the CEO-Forum as its co-event this year, the SME Solutions Expo 2016 hopes to attract like-minded business-owners to congregate and devise stratagems most suitable for respective industries. In an ideal setting, visitors and exhibitors alike will be able to meet decision-makers with a business structure sharing the same vision and objective.



[itxasia.com](http://itxasia.com)

- Big Data / Data Centre & Hosting Services.
- Cloud Computing.
- Digital Office & Virtualization.
- Smart Devices / M2M Technology
- Telepresence / Video Conferencing
- Mobile Applications & Security.





[jobstreet.com.my/mctf](http://jobstreet.com.my/mctf)

Engaging top talents in any industry can be a daunting task to some, and even more so for those looking to be part of a top-notched organisation. On that account, MCTF was conceived to bring working professionals and business owners together at one strategic venue. Since 2002, MCTF has attracted close to a million graduates and experienced professionals, filling out thousands of positions for hundreds of participating companies. With unparalleled track record and with absolutely no comparison in terms of participation, MCTF is open to the general public who are interested in employment, training and education, and career development.

MCTF employs a powerful strategy comprised of a potent mix of print, broadcast and outdoor advertising, combined with a planned web campaign that is second to none. As a result, it attracts and delivers thousands of high quality, focused visitors to its doorstep.



[pgef.asia](http://pgef.asia)

PGEF is Southeast Asia's longest organised post graduate education fair. An increasing number of business owners, professionals, entrepreneurs and senior executives are pursuing postgraduate education. This is reflected in the growing enrolment in part-time and weekend programmes in almost every discipline. Despite their busy schedules, these adult learners are taking up a postgraduate course to further their knowledge and keep their skills relevant in the rapidly evolving economy.

Over the years of success in providing a fair and positive experience amongst participants, PGEF is now the most recognised post graduate education fair in the region, attracting more than 100,000 visitors each year.



[careerfair.asia](http://careerfair.asia)

The Mega Career Fair is Malaysia's only career fair with a commitment to matching experienced talents with fantastic job opportunities. With specialised pavilions for Engineering, Technology, Accounting and Management professionals, Mega Career Fair helps bridge the talent gap for employers and employees alike.



# OUR INDUSTRY AWARDS



Better understanding of your employees means better able to plan and execute your employee engagement, resourcing and retention plans. Most companies would have surveys and other feedback mechanism in place. But nothing beats an independent report-driven survey, which not only tracks your employees' input, but also measure it against your industry, your market and across the entire participant-base. The key benefit is hence: benchmark, benchmark, benchmark!

HR Asia - Asia's most authoritative publication for senior HR professionals - presents the HR Asia Best Companies to Work in Asia. The Awards will cover 12 markets across the region, and will

culminate with market-specific reports and country-level Awards gala luncheons.

Nothing's more powerful than an independent endorsement based on solid research data in helping you build your brand as a strong employer - and one of the Best Companies to Work For.

[awards.hrsiamedia.com](http://awards.hrsiamedia.com)



The Asia Spa and Wellness Gold Awards is organised by Asia Spa and Wellness Promotion Council and managed by Business Media International. Since the introduction of the Awards in 2006, the industry has rallied behind this momentous annual event, and the Awards have raised the bar for the spa and wellness industry. At the same time, greater recognition both locally and internationally for Asian spas bodes well for Asia's aim to be the World's Wellness CapitalTM.

The winners are selected from a large pool nominations, and are judged by a panel of independent judges comprising spa personalities, travel and lifestyle magazine editors and celebrities.

The gruelling nomination and adjudication process take a minimum three months, and comprises of mystery visits and spa audits. In deciding the winner, the judges take into consideration both the 'hardware' component - ambience, design and equipment, and 'software' component - therapist skills and qualifications, treatment menus, and service quality.

[aswpc.org](http://aswpc.org)





[goldenbullaward.com](http://goldenbullaward.com)

The Golden Bull Award is one of the first and most representative annual business awards in the region, honouring the best of SMEs by recognising their hard-earned success and outstanding achievements.

The awards were first organised in 2003 in Malaysia, introduced into Singapore in 2018, and will be making its debut in China (Pearl River Delta Region) in 2019 - in partnership with Lianhe Zhabao 联合早报 and Sphere Exhibits.

The awards are divided into three categories based on revenue of the winning companies. Super Bull, Outstanding Bull and Emerging Bull.



[cxp.asia](http://cxp.asia)

CXP Best Customer Experience Awards 2020 is the first and only regional award for excellence in customer experience as judged by your own customers. Customer Experience is seeing rebound in importance, as it rightly should. The Internet, e-commerce, mobile commerce and social media has flattened the value proposition for brands. Products and services and brands by extension has become increasingly commoditised. The Key differentiator for most companies and all brands has shifted to customer experience. Customer Experience is the new Marketing. CXP Best Customer Experience Award 2020 is judged not by any industry peers, gurus, or consultants but by your own customers. The result is not only an endorsement of the recipient company as a leader in customer experience, but also an important feedback loop on their CX performance. The award is currently held on three markets: Malaysia, Singapore and Hong Kong.



[sme100.asia](http://sme100.asia)

SME100® Award is an annual recognition award organised by SME & Entrepreneurship Magazine - Southeast Asia's best selling business magazine. The Award identifies and recognises fast moving Small & Medium Enterprises (SMEs) with a focus on growth (turnover, profit and market share) and resilience (best practices, sustainability and vision).

Independently researched, ranked and published by SME & Entrepreneurship Magazine, SME100 ranks the top 100 fast moving companies in each of the country the Awards are in, based on both quantitative and qualitative criteria. Questionnaires and participation forms are sent to between 3,000 to 5,000 pre-selected SMEs based on a proportionate representation of the 20-industry grouping using the SME100 Scorecard™. After intricate compilation and analysis, the final 100 SMEs are determined by the highest weighted average score with heavy weightage on "fast moving".

The 20 industries are:

- |  |  |
|--|--|
| 1. Agriculture, Livestock, Plantations & Commodities       | 11. Healthcare, Pharmaceutical & Biotechnology |
| 2. Automotive  | 12. Hospitality, Food Service & Tourism        |
| 3. Chemical and Plastics                                   | 13. Industrial and Commercial Products         |
| 4. Construction, Property Development & Building Materials | 14. Oil & Gas, Mining & Energy                 |
| 5. Consumer Goods  | 15. Personal Services                          |
| 6. Education and Training                                  | 16. Professional and Business Services         |
| 7. Electrical and Electronics                              | 17. Retail                                     |
| 8. Financial Services                                      | 18. Telecommunications and ICT                 |
| 9. Food & Beverage   | 19. Trading and Wholesaling                    |
| 10. Furniture and Woodbased Manufacturing                  | 20. Transportation and Logistics               |



# OUR CONFERENCES AND WORKSHOPS

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Leveraging on our proprietary research work and industry knowledge, our conferences and workshops deliver business intelligence that are filtered for relevance, timeliness and are market specific.

As a result, many of our branded knowledge events such as the SME CEO Forum and our one-off trend-leading events, feature not just industry gurus and thought leaders, but also attract high selective and focused audiences.

Our dedicated conference producers and directors, and our team of research analysts and customer acquisition professionals, bring together movers and shakers in their respective industries to share, to learn and to build lifelong relationships.



# IN THE WAR FOR TALENT: ARE YOU AHEAD?



We're in a state of flux. The economy has played mayhem to the best built plans, the climate has gone upside down, and talents have become the most expensive commodity on earth. More than before, it is important to be seen as not only as a good employer. You have to be the best. Even the definition of the best has shifted, along with the raised expectations and performance standards required across the region. HR Asia – Asia's most authoritative publication for senior HR professionals, presents the HR Asia Best Companies to Work for in Asia Awards. The Awards will cover 12 markets across the region, and will culminate with a Report to be published in HR Asia's bumper issue and an award ceremony where the Report will also be presented.



[awards.hrasiamedia.com](http://awards.hrasiamedia.com)



Organiser

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ASIA'S MOST AUTHORITATIVE PUBLICATION FOR SENIOR HR PROFESSIONALS

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[marketing@businessmedia.asia](mailto:marketing@businessmedia.asia)



# THANK YOU

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