Most employer compensation and benefits (CbB) strategies are driven by the same basic aims, which are to attract, retain, and motivate employees.

With this in mind, "Future Trends of Compensation and Benefits" today "淮安特区" Conference, offers a broad range of insights on how to use digital platforms to boost CbB strategy engagement, and how communication is more impactful on CbB.

The conference is organized by Classified Post.

The conference, which takes place at the Ronnie's Kowloon Hotel & Towers in Tin Shui Wai, will feature interactive panel discussions and informative presentations.

Speakers include senior HR executives and professionals in the field, as well as representatives from leading global organizations and the worlds of academia.

The conference will provide attendees with the opportunity to network with peers and discuss current CbB trends, issues, and challenges.

Today's conference is designed to address the high-level insights and information that conference participants can use to make informed CbB decisions that deliver a positive return on their organizations and the employees within them.

Our speakers are drawn from a wide range of industries, sectors, so we are excited by the rich perspectives they will offer about creative ways of CbB package to help employees attract and retain talent," says Mr. Lin, head of strategy development at the South China Morning Post Publishing.

The demographics of Hong Kong's workforce is becoming increasingly multi-generational. With this in mind, he says the conference will highlight some of the challenges and solutions of tailoring CbB strategies to the different values, skills and aspirations of multi-generational employees during the different stages of their career.

With no such thing as a one-size-fits-all package to attract and retain generations on the boardroom, thoughtful planning is needed to ensure talent and digital engagement are in the organization's productivity goals on target," says Mr. Lin.

New technology means that everyone company can currently undergo some kind of digital transformation. He says successful speakers will offer insights on how to use technologies such as artificial intelligence (AI), automation and robotic are having on jobs, and the world of academia.

The "Future Trends of Compensation and Benefits" conference discusses how to attract and retain staff, writes Chrise Davis.

**Conference Rundown**

**Opening Remarks**
Cecil Tsui, Ming Ying, Under Secretary for Labour and Welfare, Government of the Hong Kong Special Administrative Region

**Retaining Joys**
Wen Wan, Six Sigma, Research Associate, Civil Finance, and Derivatives, Six Finance

**Why We're Important to Today's Workforce**
Evelyn Lo, Chief Corporate Officer, HR, HK P&G

**Attracting & Retaining A Players**
Kai Lo, Chief Business Development Officer, Asia Pacific, China Resources

**The ABCD of HR in China and its impact on the Millennial Market**
Evelyn Lo, Chief Corporate Officer, HR, HK P&G
how they are influencing Call offerings.

Besides offering a competitive salary, employers need to consider incentives to attract, motivate and retain talent, says Li. The innovative use of well-skilled Call staff can significantly enhance customer experience and lead to long-term relationships, he says.

Opening the morning session with a keynote presentation that focused on “Befriend the Future,” Yuen, Wan, Willis Towers Watson’s (WTW) Hong Kong talent and research leader, says L&D and automation options have created a framework and perceived job-related skills that took definition. Wan says it is a challenging landscape to navigate and it’s difficult to determine what lies behind the buzzwords to future-proof jobs. “We need to be able to identify where automation will replace, augment, augment work or define work, and define the precise skills that will be required for each task,” explains Wan.

Wan also points out that new jobs and initiatives in the L&D sector show that learning and development can strengthen the organization’s portfolio of talent. With that in mind, Wan introduces four key points: keeping the customer at the heart; learning to learn; learning with others; and learning to lead.

In his keynote, Ng, director of Human Resources at Fergui Sino-Hong Kong, who focuses on how cash can no longer be considered “king” in a call strategy. He says, “We should decide our Employee’s Life-Opportunity. Vitality, Engagement prevalence will emphasize how benefits can make employees more productive and attraction to present and future employees.

According to Ng, this means employers need to balance their compensation and benefits offerings to appeal to employees. “Looking at the ‘Attracting and Retaining Talent Market Leadership’ presentation to look back to Fergui China, we found that Asian Chinese employees are a very important aspect of our company. Asian Chinese employees are a very important aspect of our company. We found that money is not the only factor that influences their decision,” says Li.

The “Healthier Workplace by AIA Vitality” survey was conducted to examine the current state of workplace wellness programs in Australia, Hong Kong, Malaysia, and Thailand. The survey findings revealed that the benefits provided for employees are less than expected, and there is a need for improvement. In the last few years, employers need to ensure their employees find full time in their work. It is essential to ensure that employees are engaged and motivated. This is a year on average of 4-6 weeks.

There are many technological ‘fixes’ that are making it easier to deliver compensation and benefits solutions.

In summary, the key findings of the survey are:

- Employees need to ensure their employees find full time in their work. It is essential to ensure that employees are engaged and motivated.
- There is a need for improvement, and there is a need for improvement, and there is a need for improvement.

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A Remarkable 2018

Classified Post and cpjobs.com are hand in hand to serve the HR community. This year, we have had a remarkable year, in which we organised a number of large-scale events with positive feedback received from both recruiters and jobseekers. In 2019, we will continue to connect you to elite jobseekers. Stay tuned!
A s digital technology becomes ever more a part of our daily lives, companies need to think about new ways of working and HR departments must be ready for a time of profound change. If not, they will find it difficult to keep pace, never mind stay ahead, and today’s ultra-competitive business environment.

“Digital transformation is imperative for all businesses and it has become a key item on every CEO’s agenda,” says Edward Lau, the Asia-Pacific General Manager for Kingdee International Software Group. The firm has won multiple awards and accolades for its enterprise management platforms such as “Cloud Hub.

In Lau’s view, companies must take steps to enhance efficiency and effectiveness, and that means investing in digital technologies like artificial intelligence (AI), big data and cloud technology. In tandem, employers should also build a strong digital-based human resources management system. That is necessary because organisational structures have changed from hierarchies to models emphasising collaboration. Workplace communication has become more open and dynamic, with fewer face-to-face meetings and much greater use of mobile devices. Employees look to encourage ideas, and employees expect instant feedback and less formal lines of reporting.

“Undoubtedly, a shift in the use of technology is needed to cope with these changes,” Lau says. In addition, the future workforce will increasingly be made up of millennials, many of whom are ‘digital natives’. To attract and retain talent, companies must be able to connect with and engage them effectively.

“As companies become more like social network structures with the younger generation entering the workforce, new approaches are needed in almost every area of HR,” Lau says.

For instance, the desire for flexible hours and greater mobility, seen everywhere in today’s “new economy” require a rethink of management methods, communication tools and much else. Indeed, the HR function in most organisations is already switching to more automated data-driven operations, with systems and online devices playing a bigger role.

“Using mobile applications has become an essential skill for employees,” Lau says. “It is also a way for enterprises to develop faster and keep costs under control.”

As an example, Kingdee Group has more than 9,000 employees spread across China, Hong Kong and other countries in the Asia region. With an integrated ‘employee experience platform’, which makes full use of digital apps, it is possible to support many of the ongoing HR and administration needs.

Using a ‘Cloud Hub’ staff can connect to the company’s HR system, which is in many ways a self-service platform.

“With their mobile, staff can get answers to general inquiries, make HR-related applications and get approvals,” Lau says. “Also, things like employee polls and questionnaires can be conducted faster than before and in a more effective way.”

Such development has improved staff engagement and strengthened corporate culture. Using the system like a social media platform, employees can share good news, complement each other and share store feedback. “This helps to bring positive energy to every department and motivates everyone,” Lau says.

“And discussion forums are an effective way to enhance skills and performance in different areas.”

Another result is that senior management can more easily keep an eye on developments, a big plus when it comes to strategic planning. With digital devices, they can also collaborate and communicate more closely with stakeholders - at any time and from anywhere.

For the HR department, the expected outcome is that this will help to optimise productivity, engagement, teamwork, and opportunities for career growth. And to staff, it provides the chance to save time, achieve more, and have a greater sense of engagement.

“We believe digital HR management is the key to enterprises to achieve greater success, and this is why Kingdee’s ‘Cloud Hub’ is being used so widely by enterprises in China and Hong Kong,” Lau says. According to the latest data, the cumulative number of registered users has reached 240 million in large and medium-sized enterprises, giving the largest share of the social mobile application market in China.
Tech-savvy talent in demand for 2019

As 2018 draws to a close, Hong Kong finds itself in the comfortable position of enjoying strong economic growth and one of the lowest unemployment rates in about 20 years. According to industry experts, this trend is expected to remain well into next year, with technology driving much of the growth.

Recruitment demand is expected to expand further in 2019, stemming from key growth drivers, including the acceleration of technological development, digitalisation, and government initiatives on innovation and technology,” said Tiffany Wong, associate director of human resources and transactional services divisions at Robert Walters Hong Kong.

According to the recruitment company's latest salary survey ("The Report") showing the most up-to-date salary information and employment trends, the acceleration of technology and digitalisation are driving forces across industries and will encourage companies to hire tech-savvy individuals.

"Businesses are looking to improve efficiency through the integration of technology, leading to a continued demand for professionals with technology-related skills to waive sharply," Wong said. One of the biggest industries to experience this demand, according to the Report, will be the financial services industry, as Hong Kong shows remarkable progress in fintech development, from the launch of faster payment systems to virtual banking license applications.

This rapid development of fintech has spurred the hiring of talent related to blockchain technology, big data, machine learning, and artificial intelligence (AI) specialists. Beyond the financial services, professionals experienced in e-commerce, AI, digital marketing, blockchain, web development, and machine learning are also sought after in a range of sectors, including technology, sales and marketing, supply chain, and logistics.

Aside from financial services and technology, another role that will see a surge in demand is human resources (HR). This is largely backed by the upswing in the economy, Hong said.

"Business expansion from the growing economy has fuelled the hiring of HR professionals,” she said. “In Hong Kong, the extremely low unemployment rate has also made hiring even more difficult.” According to Wong, HR candidates with training and development, talent retention and smart workplace capabilities are the most desirable.

And while advancements in technology have spurred industries to look for new tech-savvy talent, it has also had a remarkable impact on workplace transformation. Companies that want to attract the best talent will have to consider this in future.

"Smart workplaces are being adopted that promote mobility, flexibility and efficiency,” said Wong. "In turn, employees are attempting to develop soft technology skills and prefer jobs that have a better work-life balance through a smart workplace.”

The new Report shows not only do professionals believe better work-life balance will increase their job satisfaction, increasing, they are prioritising work-life balance when choosing a role.

Due to continuing skills shortages, operating rapid hiring processes will be vital to avoid losing desirable professionals to competitors, the Report showed.

"Turnover is salary growth. 2018 was a healthy growth year, with an average increase of 10 to 25 per cent for jobs across, with premiums paid for niche skills or industry-specific knowledge. Looking ahead to 2019, salary growth is expected to be stable in most roles, the Report showed, with technology-related salaries being an exception. Professionals possessing niche skills will be able to command premium pay rates of 30 per cent or more when they change roles.

While the market looks pricey for job seekers, the talent crunch will be slowly felt in the new year. The global demand for digital and technology skill sets continues space and shows no signs of slowing in 2019; the demand for top-tier talent experienced in emerging technology and digital transformation projects has outstripped supply,” Wong said.

"Therefore, in order to attract and retain talent, companies need to focus a little more on offerings other than salaries. Companies can consider offering working style initiatives such as remote working. Wong suggested.

Companies are also advised to streamline their recruitment processes to avoid losing out on top talent.

“Hiring managers should clearly articulate the company’s mission, strategy and values at the interview stage to differentiate themselves from competitors”, Wong said. "For scarce skill sets, employers are advised to hire ambitious, fast learners, even if they are not an exact fit for the job description."

Ultimately, retaining staff will remain a top priority in 2019 and employers will need to continue to invest in learning and development, benefits packages, flexible working, and employer branding.

And for new job seekers, especially in the tech field, Wong suggested they "advocate their achievements in their CVs by highlighting any key skills, technical expertise and qualifications they have that are relevant to the roles they are applying for.”
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**CLASSIFIED POST**
**2018 December**

Organiser

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Poor health costs companies
Wellness Initiatives Are a Key Business Strategy

Hong Kong has some of the unhappiest employees in the Asia-Pacific region and it is costing companies, according to the most recent "Healthiest Workplaces by AIA Vitality" survey.

The survey, which is conducted across a broad range of industries in 14 countries, finds that Hong Kong employees miss 78.5 days a year on average due to health reasons, with 82.3 per cent of employees reporting that workplace stress is a major issue. This is the highest percentage of any country in the survey, and it is a cause of concern for employers.

"Hong Kong people are known for their diligence, and according to the data from Census and Statistics Department, full-time employees work an average of around 45 hours per week," said Elaine Lau, Chief Corporate Solutions Officer at AIA Hong Kong and Macau.

Recent AIA survey shows HK's high absentee rate linked to long working hours and bad lifestyle habits.

"The combination of long working hours and unhealthy lifestyle habits is taking its toll on the employees and consequently lowering the overall productivity of companies. So what this survey is telling us is that more needs to be done to pay attention to the health condition of their employees."

The survey showed there is very low awareness of this issue among Hong Kong employers, with more than 20 per cent of respondents claiming they do not even give attention to their employees’ health. The survey also found that while 60 per cent of interviewees claimed they do not follow a healthy diet. Around 45 per cent of employees less than seven hours a night and 39 per cent of respondents revealed they do not do enough exercise.

Even more ominous is that around 21 per cent of employees are suffering from a much higher percentage than other markets in Asia-Pacific, which average around 10 per cent, while a shocking 93 per cent of employees reported symptoms of one or more musculoskeletal conditions, which shoulder and neck pain are the most commonly reported symptoms.

"Suffering from mental health, more than half of employees are subject to at least one dimension of work-related stress, and around 12 per cent have moderate or severe depression. Additionally, 22 per cent of employees reported they have been bullied in the workplace."

"These unhealthy lifestyles and health problems are not only affecting people’s health, but also lowering the productivity of the company consequently. So it needs to be addressed," Lau said.

However, there is a silver lining in all of this, according to the survey. The implementation of these conditions can be modified and addressed. "Companies can help to make changes to behaviour to help improve employer’s health," she said.

Survey shows HK employers must do more to avoid absenteeism

For starters, Lau says companies, big or small, can begin by fostering sustainable workplace wellness through a proactive and systematic approach, and all efforts should encompass three equally important aspects, which are: caring for employees’ health, ensuring they are covered by group insurance and helping them to strengthen their retirement protection.

"These unhealthy lifestyle and health problems are not only affecting people’s health, but also lowering the productivity of the company consequently."

As caring employees, we can start by taking proactive measures to improve the health of employees and provide them with medical protection. By providing employees with peace of mind it could ultimately enhance the company’s productivity," she said.

And this is where AIA feels it can play a role. Firstly, the company offers a one-stop solution comprising pension, group insurance and employee voluntary solutions to suit employer’s budget and employees’ retirement and medical protection needs. Secondly, in order to help employers develop a healthy and energetic workforce, AIA Hong Kong last year launched an industry-first corporate wellness programme called ‘AIA Vitality’. In a nutshell, the programme offers fabulous incentives that encourage employees to get healthy. Employees start off by getting their overall health assessed, and then choose from an array of an array of health and fitness programmes and programmes, and pick an activity or programme that interests them. Every activity they participate in earns them points and rewards.

This programme has proved hugely effective and AIA’s clients applied it to the mobility, ability to reach and bring staff together from various offices, and create a talking point for employees.

"For the employer, they get an overview of how healthy their workforce is and can establish a strategy or how to help their employees. For example, if a big portion of them are overweight, then maybe you can organise a health talk with a nutritionist, or if many of your staff suffer from back pain, you could organise a yoga session," said Lau.

“Understanding what employees’ needs are and helping them to tailor-made wellness programmes, can make a big difference.”

AIA survey highlights importance of ensuring staff’s well-being

Lau also suggests there are many other less expensive ways to help employees.

"I know many companies offer orange or drinks for staff in the office, make sure these snacks are healthy, she said.

Other low-cost ways to improve employee health include promoting a better work-life balance. These could include offering flexible arrangements, introducing birthday leave, and a once-a-month leave-early programme.

"So it’s not like it’s something that is monetary or out of your pocket, but it can boost a lot of staff morale and engagement," said Lau.

Another area employers should focus on is the mental aspects of well-being by fostering a positive work environment which is open to discussing issues of mental stress and health, as well as ensuring there is good support in cases of workplace bullying and harassment.

Lastly, encourage employees to do more exercises, Lau urges. Studies have shown that good nutrition and exercise are key to improving health. Exercise can boost endorphins, which helps to reduce employee’s focus on daily worries to more positive activities and helps reduce their risk of depression, so it can be good for an employee’s mental well-being as well. Secondly, studies showed exercise can help to boost the risk of other illnesses such as heart and lung diseases, and reduce the incidence of obesity and some kinds of cancer.

Added to this, employees should encourage employees to spend more time with friends and family, as studies show a strong social support network can help people manage stress better. According to Lau, this is where executive leadership plays a very important role.

"If a leader is supporting and promoting health and mental health, then it can lead the whole team and company to go that way," she said. Leaders are in a position to establish guidelines, foster a caring and supportive workplace culture, as well as organize wellness programmes and encourage employees to seek professional help if there is a need.

“Educate your staff, organize mental health days and anti-stigma workshops, these can all help,” she said.

“So it’s not like it’s something that is monetary or out of your pocket, but it can boost a lot of staff morale and engagement.”

While the survey has painted quite a dire picture of the Hong Kong worker based on the response from 41 organisations representing 2,187 employees across all industries, Lau said companies should not look down on the survey.

"I’m encouraged by the AIA survey findings that show that more and more people are pursuing a healthy lifestyle," she said.

Only 29.8 per cent of interviewees reported they did less than 180 minutes of exercise per week. The survey was down from 62.9 per cent last year, and is much lower than the regional average of 38.6 per cent.

Similarly, the number of employees who get less than 7 hours of sleep per night has also decreased from 49.7 per cent last year to 44.7 per cent this year.

The survey also suggested technology is helping people to change their poor habits.

"Forty per cent of respondents who have used wearable health devices, understanding technology’s potential as a positive force helping people to change their habits are a positive finding," she said. "If we can proactively manage the situation, we can really help to reduce the sickness absence, increase productivity, and save time and costs for employees, and their lower staff turnover rate and costs related to recruitment."
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