



How to Grow HR Excellence in China?

Sharing Best Case Practices: Creating an
HR Benchmarking Network in China
In 2009: Focus on **Recruitment & Retention**

HR Strategy

HR Operational
Excellence

Talent & Performance
Management

Compensation
Management

Benchmarking

Creating an HR Best Practice forum in China

Baumgartner & Partner is renowned to be one of the largest providers of HR-Benchmarking community programs in Europe. HR-Benchmarking enables you to find strengths and weaknesses of your HR processes compared to your peers. This March 24th, we invite HR Managers of multinational companies to discuss cooperation possibilities and sharing of Best Practices through an integrated Benchmarking in Shanghai. The focus this year will be on Recruitment and Retention.



Burning Platform in Recruiting & Retention

A McKinsey survey of April 2008 stated that 37% of companies in China name “**recruitment and retention of talents**” to be their biggest operational challenge, even bigger than “bureaucracy” or “copyright infringement”.

Recruiting and retention challenges in China:

- Demand for higher qualification
- Little multilingual and international expertise
- High fluctuation
- Fierce competition for limited number of capable candidates

Need for HR professionals to continuously identify and apply the latest **recruiting and retention best practices** in a market that is likely to change from a “superheated” to a “cool down” status.

The leading European HR Benchmarking network “HR Benchmarking Online” builds up a **Recruiting & Retention Benchmarking Community** in China in 2009

Companies in China face **new economic challenges** due to the global economic crisis and the resulting **cutback of recruitment and retention budgets**.

In the last years, recruiting and retention have been the number **1 operational challenges in Chinese business for western companies**: Demand for qualification grows, whereas employee commitment is still low, leading to high fluctuations. Today, the global economic weakness leads to cost cutting programs in nearly all multinational companies. The results are budget cutbacks for recruiting and retention. This disables companies to simply “buy” talent or to start more and more recruiting activities (“more is better” strategy).

In this situation, the proven concept of Baumgartner & Partners’ **HR benchmarking communities** will now build up a network of HR professionals in China. By comparing recruiting and retention operations, we enable you to identify best practice solutions.

Strong Foundation for the HR Benchmarking Network

Extract from the actual list of HR Benchmarking participants

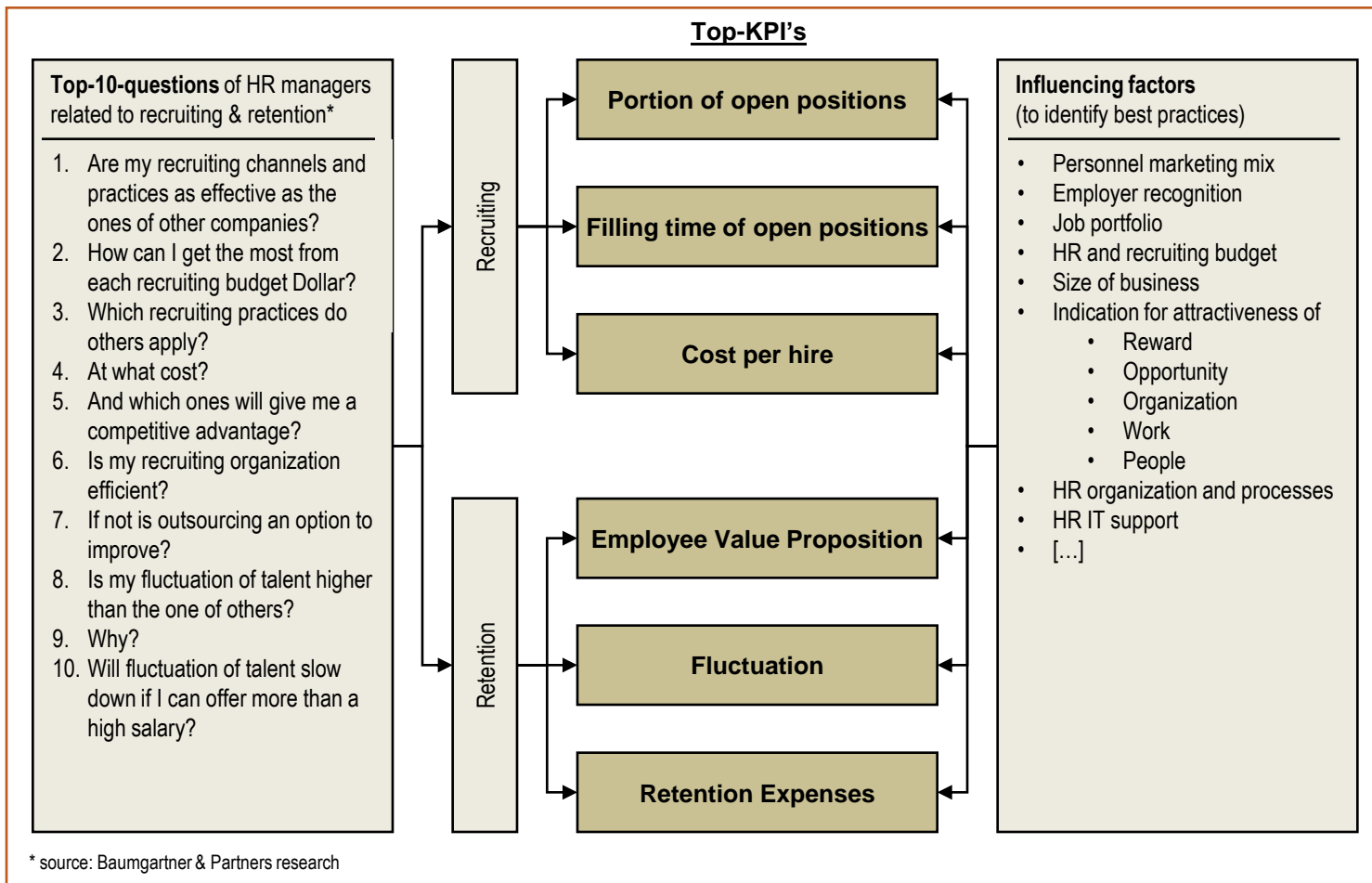


Virtually every multinational European company uses HR benchmarking to gain HR excellence.

More than 100 of Europe's leading companies (among them 10 of the EUROSTOXX-50 and 23 of the DAX-30 companies) continuously participate in Baumgartner & Partners' HR Benchmarking network.

The experience of these companies builds a strong foundation and gives the Recruiting & Retention Benchmarking Community in China a head start.

Questions to the Recruiting & Retention Benchmarking Community

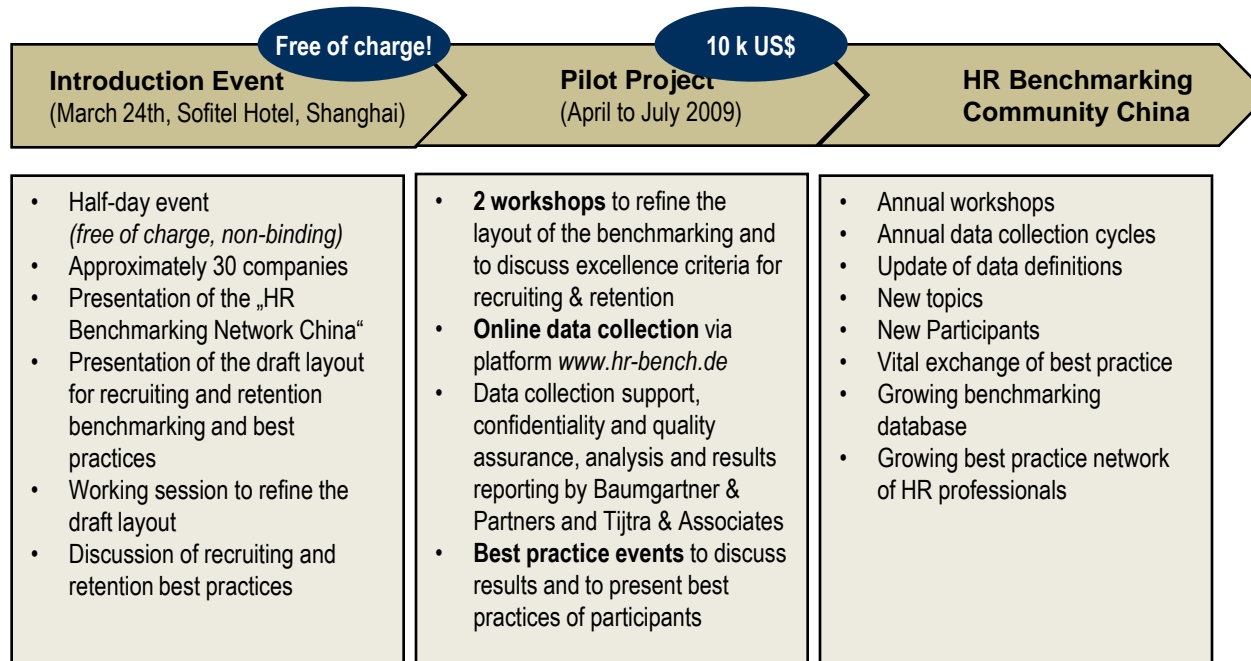


The design of the benchmarking is based on the top questions HR managers raise when it comes to recruiting and retention.

These questions lead to KPI's which then will not only need to be measured but even more need to be discussed via best practice exchange on the "influencing factors" of those KPI's.

Thus, the recruiting & retention benchmarking community will start a comparison of robust performance indicators and at the same time identify best practices to improve these indicators.

3 Steps to start the Best Practice Sharing–HR Benchmark Community



Please register to join the event by February 28th!

Please provide formal declaration of participation by April 15!

The European market leader in HR Benchmarking, Baumgartner & Partners together with their local partner Tjitra & Associates are now introducing the HR Benchmarking Network in China, starting with Recruiting & Retention. The mission is to establish an exclusive network of HR managers in China to share expertise and experience via an integrated HR benchmarking approach.

The first step to start this the Best Practice Benchmarking Community will be an introduction event with some 30 companies on March 24th at the Sofitel Hyland Hotel in Shanghai.

This event will start a pilot project to refine a benchmarking layout for recruiting & retention, to compare practices and measures and to discuss and exchange best practices.

Baumgartner & Partner Management Consulting

Kurze Muehren 13, D-20095 Hamburg, Germany
www.baumgartner.de

To join in the free Information and Network – Event on March 24th in Shanghai, please contact us:

Lothar Sommer

Managing Director, Baumgartner & Partner

Former Senior-Manager with PriceWaterhouseCoopers in Service-Line
Global Human Resource Solution and member of the Management Board of PWC Strata GmbH.

E-Mail: lothar.sommer@baumgartner.de

Phone: +49 (40) 28 41 64 - 24

Denis Hartmann-Blath

Consultant, Baumgartner & Partner

Working on HR Development in several International Organizations for the past 5 years.
Since 2002 guest lecturer on management techniques and professional trainings skills at the Leuphana University.

Email: denis.hartmann-blath@baumgartner.de

Phone: +49 (40) 28 41 64-16



Tjitra Consulting

World Trade Center, Office Building D709, 122 Shuguang Road, Hangzhou 310007, P.R. CHINA
www.tjitra.com

Dr. Hora Tjitra, Ph.D.

Executive Director and Senior Consultant

- Fourteen years responsible for global diversity and Asian business and management development practices of leading HR consulting companies in Germany.
- Associate professor for applied psychology at the Zhejiang University (China).
- Dr.-Phil. in cross-cultural psychology and strategic management from the University of Regensburg (Germany)
- Certification in Hogan Assessment System (China/US), Strategic Management from McKinsey&Co (Italy/Germany) and HR Management from INSEAD (Singapore/France)
- Member of the International Academy for Intercultural Research and International Association for Cross-Cultural Psychology.

Email: h.tjitra@tjitra.com

Phone: +86 571 8763 1203

