

DIGITALISATION & SOCIAL MEDIA WHAT DOES IT MEAN FOR HR & BUSINESSES ?



CELINA KWONG

TALENT SOLUTIONS MANAGER

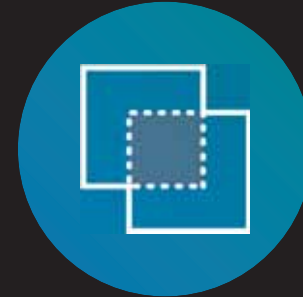
Three macrotrends



AI &
automation



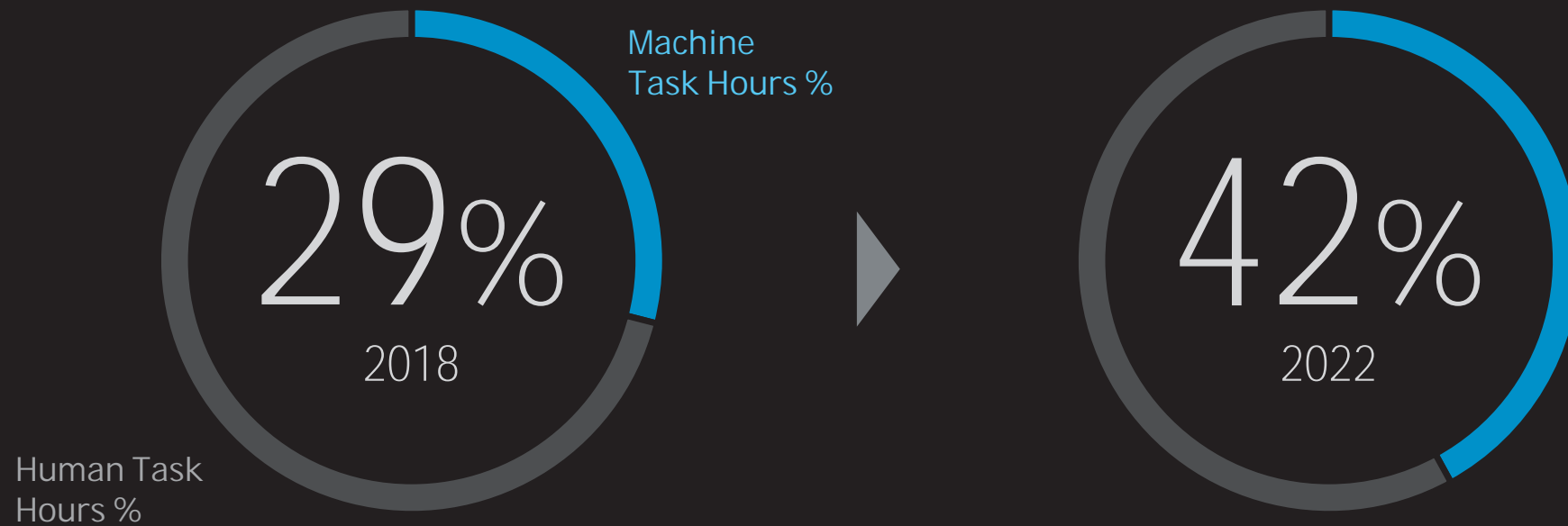
Independent
work



The
skills gap

AI & Automation

AUTOMATION OF TASKS BEING DONE BY HUMANS EXPECTED TO RISE TO 42% IN 5 YEARS





“Companies are targeting to automate around 80% of their finance activities. Tasks that are done by people today will soon be done by machines”

DAVID AXSON, MD ACCENTURE STRATEGY

Hong Kong is stepping up in investments in AI

Hong Kong's tech ambitions given major boost with AI lab funding

Launch of AI lab comes as Hong Kong government looks to step up innovation in areas like AI, biotech and fintech to prevent the city from falling behind

PUBLISHED : Monday, 21 May, 2018, 2:30pm
UPDATED : Monday, 21 May, 2018, 11:41pm



China tests facial recognition at border crossing of Hong Kong-Zhuhai-Macau Bridge

- Facial recognition and fingerprint matching being tested at Zhuhai border crossing of world's longest bridge
- AI-backed system can complete immigration clearance in under a second with up to 99.5 per cent accuracy, according to technology supplier Intellifusion

PUBLISHED : Wednesday, 24 October, 2018, 12:42pm
UPDATED : Wednesday, 24 October, 2018, 1:15pm

COMMENTS: 26



CHALLENGE

75M global jobs expected to be displaced by 2022



13% of Hong Kong's workforce are independent workers



500K+ independent
workers

13%

of the HK labour workforce are
independent workers

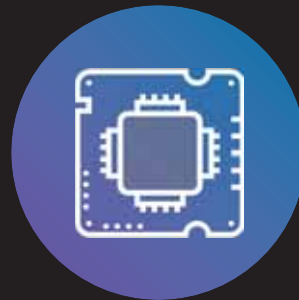
Rising Tech Trends in Hong Kong

#1



Hybrid Roles

#2



Full Stack
Developers

#3



Mobile
Development

#4



Big Data

How will you prepare
your organization for the
disruption ahead?

Talent Intelligence

Rise of HR Analytics in Hong Kong

63%

Increase in HR analytics
professionals in HK
over past 5 years

WHY?

- Lack of talent threatens business
- Growth in HR technology
- Increasing competitive landscape



THE ECONOMIC GRAPH



610M
MEMBERS



30M
COMPANIES



20M
JOBS



50K
SKILLS



84K
SCHOOLS

HONG KONG



THE ECONOMIC GRAPH



1.8M
MEMBERS



110K
COMPANIES



243K
JOBS



8K
SKILLS



19K
SCHOOLS

Members



Governments



Companies



The way we make decisions has changed



Career decisions are no different





Cold Member

610M+ Members on LinkedIn

Build Awareness

CAREER PAGE

- WHO ARE YOU ?
- EMPLOYER BRANDING

Create Interest

RECRUITMENT CAMPAIGNS

- WHY YOU ?
HOW IS YOUR COMPANY DIFFERENT ?
WHAT IS YOUR CULTURE?

Convert to
Leads / Hires

ACTIVE AND SUCCESSFUL CONVERSIONS

- CONVERTING INTERESTS INTO HIRES



And we recently welcomed a new partner that is close to us all...



Scope of Study:

Extent of Talent and Skill Gains and Losses in Hong Kong

Talents and Skills Coming to and Leaving Hong Kong

Sectors Gaining and Losing Talents in Hong Kong

Difference between Local and Foreign Talents based in Hong Kong

Deep Analysis on the Workforce Composition of Multiple Key Industries

Transforming Business Strategies with Talent Insights

In just a few clicks, we found out...

- Beijing, Shanghai and Shenzhen have the biggest supply of Software Engineers in HK & China
- While Beijing and Shanghai have the biggest supply, it is most difficult to hire software engineers in these cities
- Hong Kong has a moderate supply but even higher demand than Beijing and Shanghai
- Both supply & demand, and migration trends of Software Engineers to HK suggest that Shenzhen is a good place to source candidates

Overview Location Company Industry Education Skills Titles Employer brand Profiles

What companies are employing this talent? ⓘ

Company (100) ↕	Professionals ↕	1y growth ↕	Jobs ↕	Attrition ↕
	6,760	▼ 6%	—	■ 11%
	6,652	▼ 8%	1	■ 12%
	3,620	▼ 10%	—	■ 13%
	2,657	▲ 8%	503	■ 15%
	2,378	▲ 1%	114	■ 12%
	2,331	▲ 8%	16	■ 13%
	2,297	▲ 8%	383	■ 7%
	2,272	▲ 18%	90	■ 13%
	2,248	0%	79	■ 15%
	2,199	0%	1	■ 9%

SHOWING DATA FOR

Skill Clear

INCLUDE at least one of the following

Computer Security +

Exclude | And include

Job Title +

Location Clear

INCLUDE at least one of the following

United States +

Exclude

Industry +

Build your report by:

Skill or Title



Talent Pool Report

We'll help you answer questions like:

Where does this talent sit?

What schools are producing this talent?

How does this talent engage with my company?

[Get started](#)

Company name



Company Report

We'll help you answer questions like:

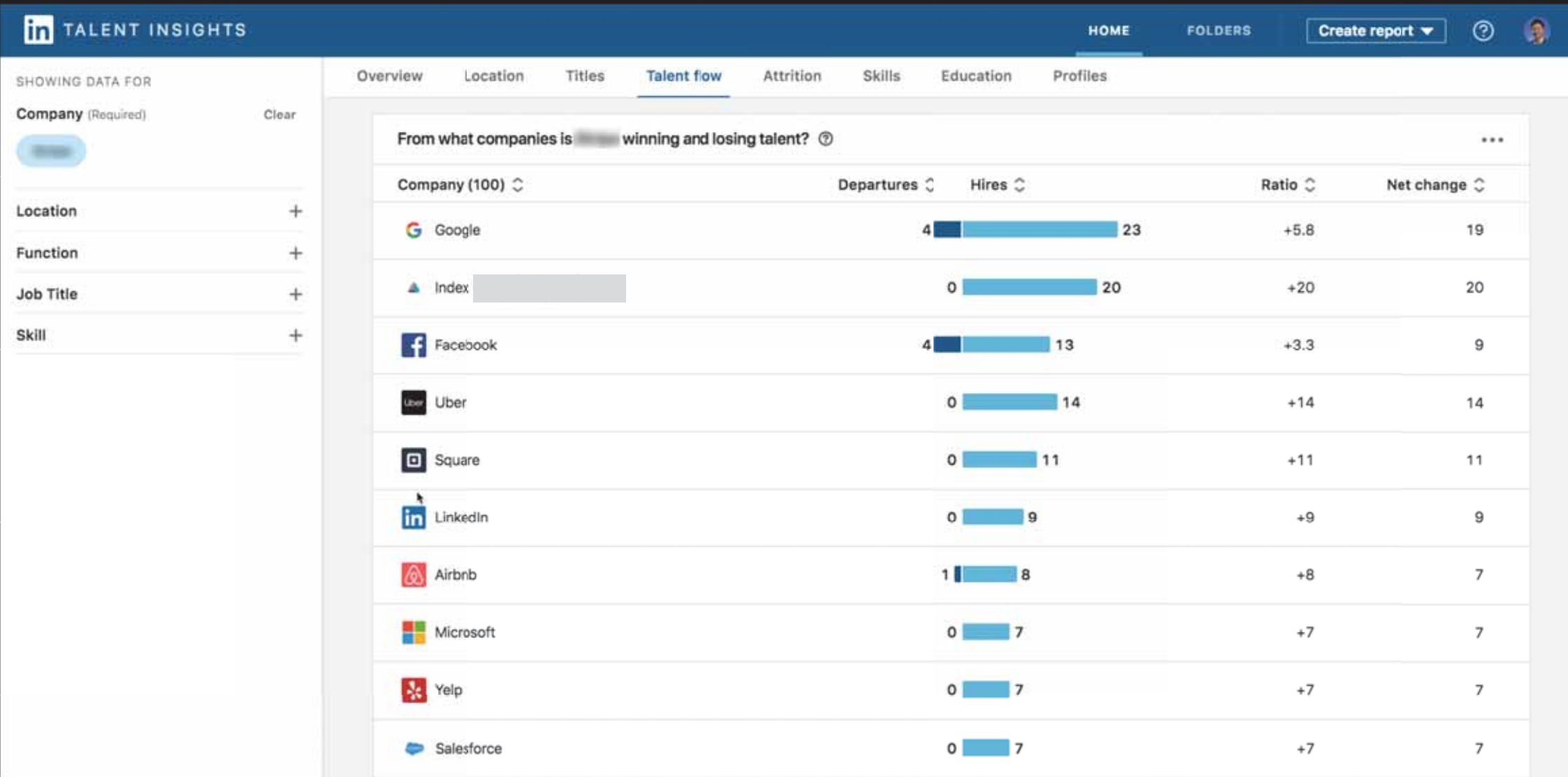
Where is this company winning & losing talent?

What workforce segments are most at risk?

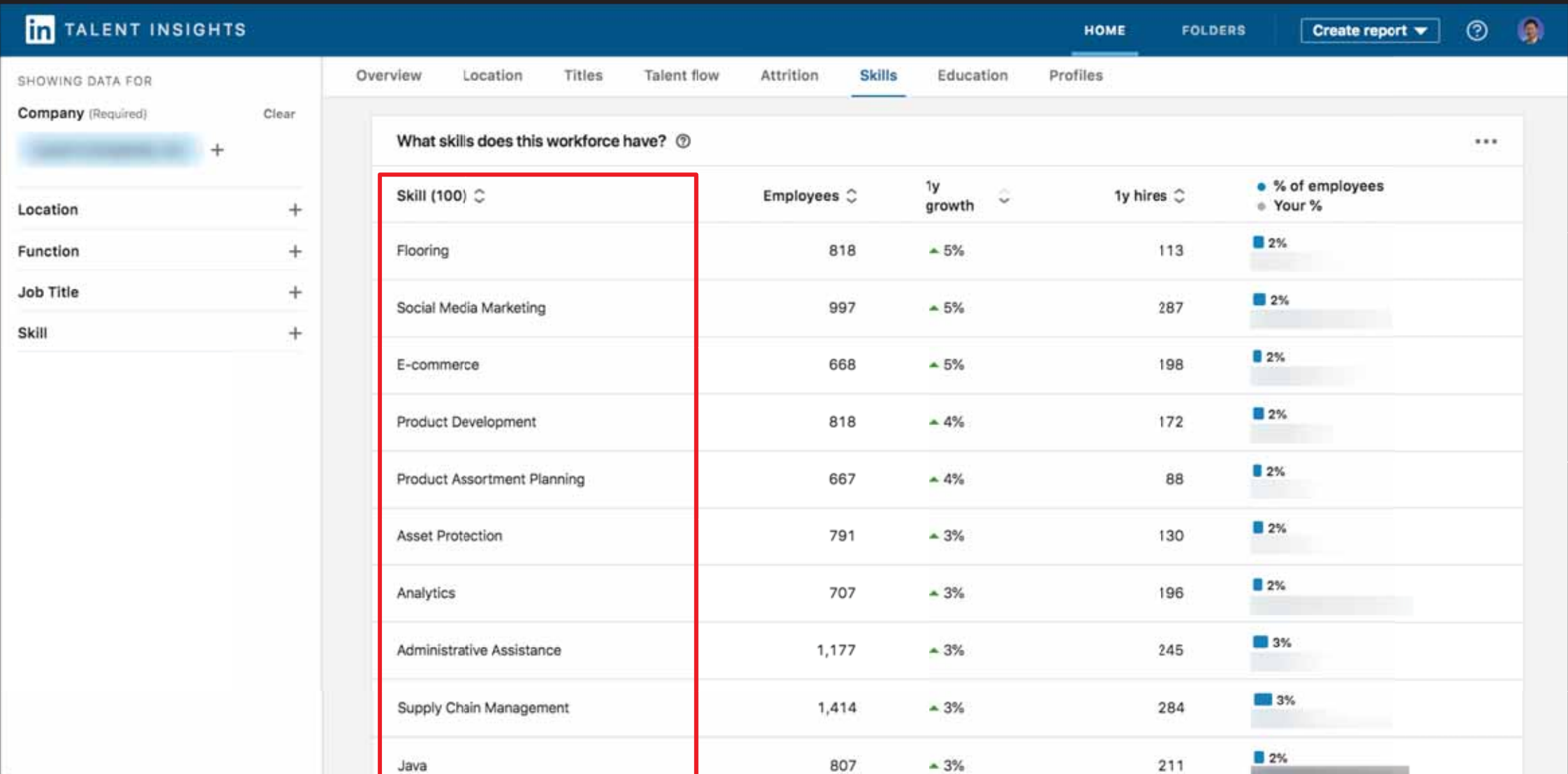
What skills does this company have?

[Get started](#)

1. Assess how well you are competing for talent



2. Compare skills profile against other companies



3. Know your competitors' moves

The screenshot displays the LinkedIn Talent Insights interface. The top navigation bar includes the LinkedIn logo, 'TALENT INSIGHTS', and links for 'HOME', 'FOLDERS', 'Create report', a help icon, and a user profile. The main content area is titled 'SHOWING DATA FOR' and features a company profile with a blurred name and '55 professionals on LinkedIn'. Below this, there are tabs for 'Overview', 'Location', 'Titles', 'Talent flow', 'Attrition', 'Skills', 'Education', and 'Profiles'. The 'Titles' tab is active, showing a table titled 'How is this workforce distributed by title?'. The table has columns for 'Title (40)', 'Employees', '1y growth', '1y hires', and '% of employees' (with a sub-column for 'Your %'). The table lists various job titles with their respective counts, growth rates, and hire counts. A red box highlights the 'Titles' tab and the first nine rows of the table. On the left sidebar, the 'Location' filter is set to 'Hong Kong', which is also highlighted with a red box.

SHOWING DATA FOR

Company (Required) Clear

55 professionals on LinkedIn

Export Save to folder

Overview Location **Titles** Talent flow Attrition Skills Education Profiles

How is this workforce distributed by title? Title ▾ ⋮

Title (40) ⌵	Employees ⌵	1y growth ⌵	1y hires ⌵	% of employees Your %
Software Engineer	5	▲ 400%	4	9%
Manager	4	0%	0	7%
Project Manager	3	▲ 200%	2	5%
Product Manager	2	▲ 100%	1	4%
Operational Specialist	2	—	4	4%
Data Analyst	2	—	2	4%
Java Specialist	2	—	2	4%
Senior Manager	2	▲ 100%	1	4%
Java Software Engineer	2	—	2	4%
Electronic Specialist	1	—	1	2%

Location Clear

INCLUDE at least one of the following

Hong Kong +

Exclude

Function +

Job Title +

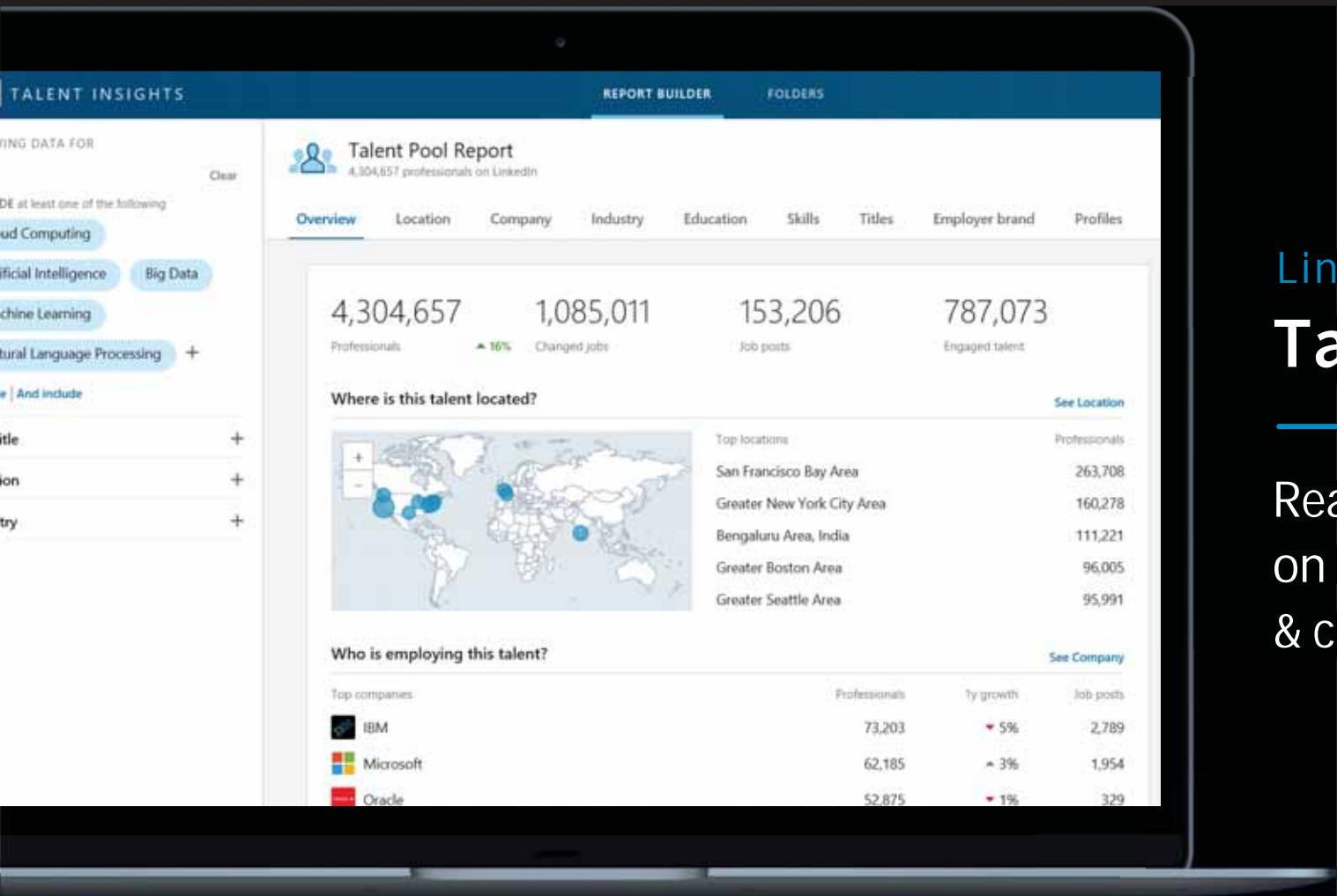
Skill +



Intersection of Talent Intelligence & Business Strategy

have a company
that can help you
with your computer
and network
data skills. Sales





LinkedIn

Talent Insights

Real-time insights
on the global workforce
& competition landscape

