The information in this leaflet has come from a variety of sources, most notably, visits to China conducted by the Careers Advisory Service and the International Office at the University of Bath, a research trip conducted by the Association of Graduate Careers Advisory Services and information from the British Council. In each instance advice was sought directly from employers, Chinese university careers services and recruitment agencies. Employers represented sectors including Aerospace Engineering, Banking and Insurance, Education, Energy, Steel Production and Telecommunications.

The Labour Market
Despite the global financial crisis, China has seen slower but continued economic growth. The economic downturn of 2009 saw recruitment freezes in China. In 2012 companies recognised that new skills were required to stimulate growth, which led to them making redundancies in order to be able to hire new recruits to support the country’s repositioning from “Made in China”, to “Invented in China” and “Serviced in China”.

Effects of the economy on graduates
Although the 2013 world economy is slowing down, China is still expecting a modest recovery with more jobs and higher salaries. This means that many Chinese students are happy to return to work in China. Most industries are planning on increasing staffing levels by 10%. Many of these new jobs will be graduate positions. Even though there were 7 million graduates in 2012, there will still be a need for large numbers of graduates.

According to Education UK the number of graduates returning from the UK has been increasing steadily over the past few years. The most common industries for employment for returning graduates have been consulting, export and import trading, finance, IT, language education, law and research. Although returners have traditionally moved to the major first tier cities, this trend may be changing. With the supply chain moving west, economic growth will next be in Tier 2 cities such as Chonqing and Tianjin and inland in provinces such as Sichuan.

Organisations in middle and south China have the biggest pressure to recruit talented workers in comparison with other regions. State-owned enterprises and multi-national organisations are competing for the best graduates and there are particular shortages of qualified staff in areas such as sales and marketing, plus research and development. Retention of staff is also reported to be a major concern for employers as many graduates change jobs in pursuit of higher salaries.

Key graduate labour market facts (Sources: AON Hewitt, NASES & HayGroup China Spot Survey)

<table>
<thead>
<tr>
<th>Average age at graduation:</th>
<th>24 years</th>
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| Annual graduate starting salaries | | |
|----------------------------------|-----------------|
| Average graduate salary: | 36,000 CNY (around £3600) |
| Average management trainee: | 50,000 CNY (for Bachelor degree holders)  |
| | 69,000 CNY (for Masters degree holders) |
| | 115,000 CNY (for PhD graduates) |
Number finding graduate level job: 68.5%
Average job offers per graduate: 2.12
Average working week: Monday – Friday, 8-9 hours per day, 08.00-17.00
Holiday entitlement: 5 days annual leave (increase depends upon years in service), 13 days national holidays

Of returning graduates surveyed in 2011
Number without work experience: 59%
Number working in financial sectors: 24%
Number enjoying salary premium: 27% (compared with graduates from China Universities)

Deciding Where To Work
Once you have decided what type of work you want to do, you can consider which location might suit you. To some extent, your choice of location could restrict the sectors open to you. Other factors such as the proximity of family, the lifestyle you want, the cost of living and residency status (Hokou restrictions) may also determine where you choose to find work.

Below is a brief introduction to three popular destinations for graduates as well as the potential benefits of considering traditionally less popular areas. (More information on job sectors is available from the Education UK official career guide for UK alumni in China http://viewer.zmags.com/publication/d5a19d6f#/d5a19d6f/1).

Beijing
- Political, cultural and industrial centre
- Key industries: bioengineering and new medicine, IT, automotive, finance, microelectronics
- At least 18 foreign bank branches and home to The People’s Bank of China.

Guangzhou
- Important economic development area and focus for many returners
- Key industries: high tech industry (software, new materials, renewable energy, digital media), automobiles, electronics manufacturing, biological medicine, the service industry (e.g. finance, insurance, real estate).

Shanghai
- Commercial and financial centre of China
- Key point of entry for multinationals
- Key industries: manufacturing, aerospace, petrochemical, automotive, finance, biomedical and the service industry.

Growing cities
- Government incentives for businesses to move to western and inland China e.g. ‘Go West’
- Preferential tax policies have opened up foreign investment in western China
- Benefits for jobseekers include a less competitive job market, lower cost of living and predictions of increasing job opportunities over the next few years.

Understanding Employers
What different types of employers offer and value
The types of employer in China can be split into three categories: Foreign Investment Enterprises (FIE), Privately-Owned Enterprises (POE) and State-Owned Enterprises (SOE).
Most organisations have some common attributes they are looking for in a ‘good graduate’:
- Sector knowledge and career focus
- Awareness of own strengths and weaknesses
- Relevant work experience (preferably paid)
- Team working and interpersonal skills in particular
- Prestigious university and good academic results
- Realistic salary expectations
- Respect for authority (particularly SOE)
- Diligence and hard work
- Adaptable, results-focused individuals, able to cope with pressure.

The three types of organisations also offer different features and have some different values which are helpful for you to understand before you start job-hunting.

<table>
<thead>
<tr>
<th>Features</th>
<th>FIE</th>
<th>SOE</th>
<th>POE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Leadership development</td>
<td>Job security</td>
<td>High earning potential</td>
</tr>
<tr>
<td></td>
<td>Access to knowledge</td>
<td>Good work/life balance.</td>
<td>Autonomy</td>
</tr>
<tr>
<td></td>
<td>Access to leading technology</td>
<td></td>
<td>Focus on career progression.</td>
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<td></td>
<td>Management systems</td>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Values</td>
<td>Transferable skills</td>
<td>Graduates from the best (211) Universities</td>
<td>POEs may value a combination of attributes from both lists, depending on their culture and the nature of their business.</td>
</tr>
<tr>
<td></td>
<td>Qualifications</td>
<td>Often personal connections &quot;guanxi&quot; are required</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Work experience</td>
<td>Job-related skills</td>
<td></td>
</tr>
<tr>
<td></td>
<td>English language skills</td>
<td>Job-related degree</td>
<td></td>
</tr>
<tr>
<td></td>
<td>UK experience</td>
<td>Paid job-related experience</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Awareness of foreign culture.</td>
<td>Respect for values, hierarchies and authority</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fit with the culture of the organisation.</td>
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</tbody>
</table>

**Employers’ opinions of graduates educated in the UK**

**Positive perceptions**
- Have good English language skills
- Gained international perspectives and cultural awareness
- Are open-minded, independent thinkers and work well in teams
- Can deal with problems/setbacks (greater independence)
- Are motivated to learn.

**Negative perceptions**
- Lack relevant experience and often don’t have clear career plans
- Returning graduates might not understand the workplace in China
- Can appear arrogant and unrealistic about salary levels
- Don’t always have superior English language skills
- A UK education is no longer considered prestigious by all.

There are different opinions amongst different types of employers. For example, there is some evidence of a perception that Chinese students who have not gained entry into the top Chinese universities may come to the UK because they can afford to. It is sensible to ensure employers are given details of qualifications you gained prior to your study in the UK as they may use this information as a benchmark of your abilities and be assured about your reasons for studying in the UK.

**Where To Find Vacancies**

**Graduate Schemes aimed at Chinese students**

**Unilever International Future Leaders Programmes**

Unilever offers two international programmes targeting UK graduates who are fluent in Mandarin and who have permission to work in China plus previous experience of Chinese culture. They are three-year programmes aiming to develop you into a manager in your chosen business area. The
programmes are called: the “China Overseas Programme” and “China Returnee Programme”.
www.unilever.co.uk/careers-jobs/graduates/uflp/international-programmes/china-programme.

Akzo Nobel’s China College Programme
Graduate recruits will undertake a 12-month structured assignment in one of their global business units outside China. The programme aims to develop a broad business understanding and build project management skills through a cross-business or cross-function project.

Deloitte Overseas Graduates Programme
Deloitte are recruiting UK graduates for all 5 functions including Audit, Tax, Enterprise Risk Services, Financial Advisory Services and Consulting for all branch offices in Mainland China and Hong Kong.
https://mycareer.deloitte.com/cn/zhs/students/overseas-graduates.

Multinational corporations
Many organisations who recruit for the UK will also recruit to other countries, e.g. British Council, Ernst &Young, GlaxoSmithKline, HSBC, IBM, L’Oreal, McKinsey, Oxylane (Decathlon), PwC, Rolls Royce, Standard Chartered Bank, and Swiss Re all advertise graduate vacancies based in China. You can check vacancy information on their websites and through the Careers Service’s “MyFuture” online vacancy database, accessed at https://myfuture.bath.ac.uk.

Online job portals & recruitment news
www.51job.com www.gradlinkuk.com (Managed by the University of the West of England)
www.chinahr.com http://jobonline.thecareersgroup.co.uk (Managed by the University of London)
www.cjol.com www.fesco.com.cn (Beijing)
www.yingjiesheng.com www.efesco.com (Shanghai)
www.zhaopin.com

Recruitment firms
Some offer recruitment for junior to mid-level positions, others experienced hire.
Bo Le www.bo-le.com
Chinese Graduate www.chinesegraduate.com
Global Career Company www.globalcareercompany.com
InternChina www.internchina.com/recruitment/chinese-graduate-index
Mandarin Consultants http://mcilcn.com
Manpower www.manpower.com.cn
Michael Page www.michaelpage.com.cn

Online newspapers
Beijing Review www.bjreview.com.cn
China Daily (Zhongzuo Ribao) www.chinadaily.com.cn
Guangming Daily www.guangming.com.my
People’s Daily english.peopledaily.com.cn
Shanghai Daily www.shanghaidaily.com

Job Fairs
In the UK
- www.careersinasia.com
This fair has been running for the last seven years. Registration is required to apply to attend.
- https://myfuture.bath.ac.uk
The University’s Careers Service has an online vacancies portal which advertises on-campus and UK-based events and fairs for international students. Registration is required. This could include virtual job fairs (i.e. talking to employers online) such as the Work in China/SE Asia Virtual Fair 21-25 October 2013
http://agcasscotland.prospects.ac.uk/fairs/chinasoutheastasia13/splash.html.
In China
- [www.alumniuk.org.cn/en](http://www.alumniuk.org.cn/en)
  The British Council organises a series of workshops on the Chinese job market and employability for returning graduates, plus a calendar of recruitment fairs across major cities. The events involve input from Chinese employers and Chinese alumni.
- [www.chinajob.com](http://www.chinajob.com)
  Provides details of fairs, events and vacancies.

Chinese universities
If you are already a graduate of a Chinese university, it would be worthwhile becoming an alumnus to gain access to their career services and job vacancies, plus alumni web-forums and networking events because some Chinese employers target specific Chinese universities.

Networking and speculative applications
Many jobs may not be advertised at all, or may be filled before they can be advertised. Be prepared to approach organisations speculatively. Networking and utilising contacts that you have is an important way to learn about job openings. The social networking site [www.weibo.com](http://www.weibo.com) may also reveal opportunities.

Another potential source of vacancies is the British Chamber of Commerce in China, [www.britishchamber.cn](http://www.britishchamber.cn). Their website advertises networking events, and a limited number of vacancies (including internships) for British and multinational organisations based in China.

The Recruitment Process
Individual employers differ in their recruitment methods, but in many ways the process in China is similar to the UK. The main similarity is that following the application stage (which is usually online), employers use a combination of interviews and other activities to assess candidates.

Timing
The timing of graduate recruitment appears to mirror that of the UK in some cases. Some employers recruit from September until December, but there are also recruitment fairs held in March and April. The majority of 325 Chinese employers surveyed by Tsinghua University (on behalf of Loughborough University) start recruiting graduates in March.

We cannot be definitive about the best time for you to apply for jobs, so you must be proactive by asking friends and other contacts at home. It might also help to make enquiries with employers that you are interested in to establish the timing of their recruitment, and also their preferred methods of advertising vacancies.

Stages
1. Application (usually online)
2. Aptitude tests
3. Face-to-face interviews and some assessment tests e.g. group exercises
4. Proof of resident ID may be required - especially for Shanghai and Beijing.

Some employers have explained their recruitment process can take around three months. A recorded interview with one employer is available as a Bath careers podcast within the China resource section of our catalogue [www.bath.ac.uk/students/careers/information-resources/catalogue/abroad](http://www.bath.ac.uk/students/careers/information-resources/catalogue/abroad).

Information gathered from a Chinese university careers service emphasised the high importance of the face-to-face interview. Good manners, a professional attitude and a smart appearance are also particularly important.
Chinese resumes

- A resume should be sent with copies of your education certificates
- Put the most recent information first in each section
- It is common to include a photograph on your resume
- Clearly state the skills you have to offer - be clear about your achievements but don't over-emphasise them
- References are not usually mentioned on the resume
- Resumes sent to multinational companies are usually accompanied by a covering letter. They are less common for Chinese and/or state owned companies, but a letter written by hand in Chinese characters might enable you to stand out from other candidates as good handwriting demonstrates diligence and patience. This is only recommended if you write Chinese characters well.

Include the following information:

**Personal details** - name, address, residency status (if appropriate), gender, date of birth, photograph.

**Career objective/profile** - (essential) indicating what you want to do.

**Education** - University courses plus senior and middle school. Include dates, university/school name, courses taken, dissertation/research projects undertaken, grade/outcome. Highlight any outstanding achievements such as scholarships, prizes, top grades etc.

**Additional skills/qualifications** - e.g. IT skills, languages skills, TOEFL/other English tests, plus any professional qualifications you hold (ACCA, CIPD etc). Highly-valued skills include team-working, communication, results-focused, innovation, ability to think outside the box, leadership, time-management and organisation.

**Work experience** - (preferably paid) include the dates of employment, job title, employer name and location, plus a brief description of activities and responsibilities (though less important to some employers e.g. SOE).

**Character description/interests** - qualities deemed important include: reliability, modesty, trustworthiness, hardworking, sense of duty.

**Top Tips for Success**

**Tips from our Graduate Case Studies and Contacts**

Some Chinese graduates from Bath have provided us with case studies describing their experiences of finding work. To find out more, go to [www.bath.ac.uk/students/careers/information-resources/catalogue/abroad](http://www.bath.ac.uk/students/careers/information-resources/catalogue/abroad) (click 'Countries & Regions', scroll down to 'China', and 'Case Studies').

We also have a growing number of Chinese graduates registered as **Graduate Contacts**. This means that they are available for you to contact with your questions about their experiences, including job search and the recruitment process. To view the Contact List, visit the Careers Advisory Service and ask at the enquiry desk.

**Maintain and develop your networks in China**

- Make visits home meaningful for networking and gaining experience and information.
- Maintain contact with your old university tutors and classmate.
- Join Facebook and LinkedIn alumni groups for the University of Bath as a current student or after you graduate (subject to access), e.g. Facebook groups - University of Bath alumni office, University of Bath MSc in Management alumni. LinkedIn - University of Bath alumni community.
Internships and paid placements
Gaining career related work experience offers valuable experience to help you find a job. For advice on where to find placements and internships in the UK, check our resources and online advice at www.bath.ac.uk/students/careers/get-work-experience.

In China there are more internships for postgraduates than undergraduates. Use your “guanxi” plus the resources in the section above “Where to find vacancies”, in order to find yourself an internship.

Explaining your UK degree and experiences
Many employers, particularly national or State Owned employers might not know much about what a UK qualification involves, what the University of Bath is like or what you gained from your studies in comparison with Chinese students who have studied in China. It will help if you are proactive in providing some of the details in which they would be interested:

1. A survey of Chinese employers undertaken by Loughborough University suggests that multinational employers in China often refer to the Times (UK) and Times World rankings. List the ranking for the university, department or course on your resume. For 2014, the Times Good University Guide and the Sunday Times University Guide are combining to become the Good University Guide. Bath has been ranked 7th out of the 121 UK universities and has been named the ‘Best Campus University in Britain.’ The Times World rankings 2013 lists Bath in position 276-300. The Shanghai Jiao Tong University rankings list Bath in position 301-400.
2. Write the full dates of your course on your resume.
3. Indicate the topics you studied to show the breadth of your course, and give details about your research/dissertation to demonstrate any specialisation.
4. Indicate on your resume if your work experience was paid. Paid experience is often preferred to unpaid work experience.
5. Get a translation of your UK degree to show employers how your results compare with a Chinese qualification. The Chinese Service Centre for Scholarly Exchange (CSCSE) www.cscse.edu.cn and Education UK www.educationuk.org both aim to support returning Chinese students and both can help you to interpret or translate your qualifications.
6. Take care of all your certificates and transcripts and keep copies so you can prove that your qualifications are legitimate. You may need to show proof of your qualifications before you can start a job.
7. Avoid using words or phrases that do not translate well, or have different meanings in China e.g. volunteering could be confused with unpaid work experience.

Letters of recommendation/references
Before you leave the UK, consider who might be able to provide a reference for you. Choose two people who can talk about your abilities and your work (such as an academic supervisor or employer). Ideally, contact them at least one month before your departure, perhaps giving them ideas about the sort of information they might provide about you to satisfy a potential employer.

Making yourself employable
There are plenty of useful activities to spend your time on in the UK that will enhance your employability:
- Establish clear career aims
- Take time to find out about employers in China
- Consider the sort of employer you aspire to work for
- Keep up to date with the Chinese recruitment market
- Pay attention to your skills and strengths; develop any areas where you lack key skills
- Aim to find some relevant experience
- Take part in extra-curricular activities (widely-valued)
- Work hard on developing your English language skills
- Maintain your networks in China
- Establish realistic salary expectations for your chosen career area.
Realistic expectations
A key weakness amongst graduates is a lack of clarity over the career path they want. Employers feel it is unrealistic that graduates expect to be able to find a job when they haven’t clearly positioned themselves in the job market. Employers we spoke to also felt that graduates often have high expectations of the salary they could earn.

We gathered information and advice about how you can establish realistic expectations:
• Position yourself clearly: consider what you want to do, what your strengths are and find out what sort of jobs are available.
• Don’t overestimate your capability.
• Don’t assume you will earn a high salary straight away. A UK qualification doesn’t mean you can expect a higher salary than Chinese university graduates. Use your networks at home to find out about salaries.
• Start looking for vacancies online while in the UK. Having up-to-date information about job opportunities and the labour market are important if you want to be realistic about your options.
• Be prepared to consider opportunities outside the major cities.
• Be aware that the rewards of your UK experiences may not be immediately evident when you start your career.

Key Issues
Be aware of these issues facing many employers and returning students and try to address them proactively.

Employers’ perspective
• They lack understanding about UK qualifications.
• Are concerned about attracting and retaining the best talent from the recruitment market.
• ‘Job hopping’ (where employees move jobs frequently, often for small increases in wages) is common but unpopular with employers.
• Candidates often have salary expectations which are too high.
• Graduates may face reverse culture shock affecting their ability to fit into the workplace.

Graduates’ perspective
• Competition - there were 7 million new graduates in 2012 and over 200,000 who returned from overseas.
• Adapting to the different requirements of state, private and multinational employers.
• Keeping up-to-date whilst in the UK.
• Knowing what to expect in terms of job opportunities and salaries.
• Timescales for recruitment - the consideration of the timing of the recruitment process may be important for your decision-making about when to return home, either during your course, or after you have finished. MSN is an example of a multinational that allows UK-based students to attend interviews in the New Year holiday.
• Residency issues - your residency status might affect your opportunities to work in different areas. Some government initiatives encourage returning graduates to settle in the main cities, whereas others might encourage graduates to work in other areas. It will be helpful to explore this issue in plenty of time.

Further information
Education UK produces an official career guide for UK alumni in China each year for Chinese students in the UK. The guide contains job sector information, some employer profiles and advice about entering the job market. You can download a copy from our catalogue at www.bath.ac.uk/students/careers/information-resources/catalogue/abroad. A reference copy is also available in the information room of the Careers Advisory Service. Ask at the enquiry desk for the green ‘Overseas’ files.

A country guide for China is also available in the information room of the Careers Advisory Service and online www.prospects.ac.uk/study_in_china.htm. You can find a reference copy in the green ‘Overseas’ files.
**Multinational employers in China**

Multinational organisations are certainly not the only choice for returning graduates but here is a selection of the multinationals based in China:

Beijing – Motorola, Nokia, Microsoft, Cisco, SAP  
Shanghai – Barclays, PWC, Nomura, McKinsey, KPMG  
Chengdu – Alcatel, Coca-Cola, Intel, Toyota  
Dalian – Accenture, GE, Panasonic  
Tianjin – Hyundai, Samsung, Yamaha  
Nanjing – Ericsson, Fiat, Toshiba  
Chongqing – Ford, Honda, Metro  
Hangzhou – Bayer, IBM, Danone, Electrolux.

Careers Service  
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If you need this information in another format, please contact us. [www.bath.ac.uk/careers](http://www.bath.ac.uk/careers)