

2018 GREATER CHINA SALARY GUIDE 大中華薪資指南

OFFICES IN GREATER CHINA

• 台灣 Taiwan www.adecco.com.tw

Taipei (Head Office) 台北 (總公司)
Tel +886 2 5552 6168

Tainan Science Park 台南
Tel +886 6 510 6999

Hsinchu 新竹
Tel +886 3 620 1558

Kaohsiung 高雄
Tel +886 7 226 2060

Taichung 台中
Tel +886 4 2301 0781

• 中國 China www.fescoadecco.com

Shanghai 上海
Tel +86 21 6358 9999

Shenzhen 深圳
Tel +86 755 6685 6999

Chengdu 成都
Tel +86 28 6535 7007

Zhejiang 浙江
Tel +86 571 8505 9669

Suzhou 蘇州
Tel +86 512 6285 5061

Chongqing 重慶
Tel +86 23 6399 9000

Guangzhou 廣州
Tel +86 20 8385 3227

• 香港 Hong Kong www.adecco.com.hk

Wanchai (Head Office) 灣仔 (總公司)
Tel +852 2895 2616
hongkong@adecco.com

Fortress Hill 炮台山
Tel +852 2899 6100
hongkong@adecco.com

Lai Chi Kok 荔枝角
Tel +852 2412 0001
kowloon@adecco.com

Macau 澳門
Tel +853 2832 2901
macau@adecco.com

ADECCO IN ASIA PACIFIC

• Australia 澳洲
adecco.com.au

• India 印度
adecco.co.in

• Japan 日本
adecco.co.jp

• Malaysia 馬來西亞
adecco.com.my

• New Zealand 紐西蘭
adecco.co.nz

• Singapore 新加坡
adecco.com.sg

• South Korea 南韓
adecco.co.kr

• Thailand 泰國
adecco.co.th

• Vietnam 越南
adecco.com.vn



研究方法

8大關鍵領域薪資指南完整收錄大中華區域人力市場發展狀況，由Adecco藝珂專業顧問團隊就產業觀察、薪資變化與趨勢預測等三大面向，提出2018年最新調查數據與前瞻意見，讓客戶提早掌握市場變化，制定優質用人與人才留任策略，迎接嶄新的一年！

8大關鍵領域包括

- 會計、財務及金融
- 行政管理
- 業務及行銷
- 零售
- 產品採購和物流
- 醫藥
- 資訊科技
- 工程技術

免責聲明

- 以下數據根據2016-2017年期間Adecco和FA Talent (FESCO Adecco)各專業領域的徵才職缺之平均薪資所得，其超時工資、佣金、各項津貼與獎金，均不列入計。
- 薪資以大中華當地居民的薪資為依據。
- 本薪資指南內的資訊，是蒐集並彙整中國大陸FA Talent、香港和台灣Adecco之客戶和求職者。其資料僅供參考，未經本公司同意，嚴禁複製或轉發。
- 本指南所載的資料及內容由Adecco及FA Talent編製，僅供參考。對於因使用或因使用/引用本指南的資料或內容，或因關乎本指南所載的任何陳述、聲明或資料而直接或間接導致的損失、損害、費用或開支，Adecco不會承擔任何法律責任。

Methodology

The Adecco Greater China Salary Guide provides complete coverage of developments in the human resource market in the Greater China Region. In it, Adecco's team of professional consultants provides the latest survey data for 2018 and their insights based on industry observations, salary changes, and trend forecasts. This allows customers to get a head start on market changes, and formulate excellent strategies for talent recruitment and retention as they welcome the new year!

THE 8 KEY FIELDS OF THE SALARY GUIDE INCLUDE

- ACCOUNTING, FINANCE & BANKING
- ADMINISTRATION & MANAGEMENT
- SALES & MARKETING
- RETAIL
- MERCHANDISING & LOGISTICS
- PHARMACEUTICALS
- INFORMATION TECHNOLOGY
- TECHNICAL ENGINEERING

Disclaimer

- The information provided in this guide represents averages salaries derived from positions that Adecco and FA Talent (FESCO Adecco) recruited from 2016-2017. The salaries exclude overtime, payment, commissions, allowances and bonuses.
- Salaries are based on the salaries of local citizens in Greater China.
- The salary guide is representative of data that Adecco has collected and compiled from clients and candidates in Mainland China, Hong Kong and Taiwan. The information should only be used as a guideline and should not be reproduced without written prior permission of Adecco and FA Talent.
- The materials and information provided by the Adecco & FA Talent on this guide is for reference only. We shall not be liable for any losses, damage, costs or expenses howsoever caused, arising directly or indirectly from the use of or inability to use this guide or use of or reliance upon any information or material provided on this guide or otherwise in connection with any representation, statement or information on or contained on this guide.

MAKING THE FUTURE WORK



王喆 Raymond Wang
FA Talent General Manager



陳玉芬 Cindy Chen
Regional Head of
Adecco Taiwan & South Korea



劉秀紅 Audrey Low
Managing Director of
Adecco Hong Kong & Macau

前言 FOREWORD

擁抱未來人才！

二十一世紀以來，數位革命為企業營運帶來新的挑戰，從人工智能、大數據、物聯網、新零售、共享經濟、金融科技 (Fintech) 到社群直播等，各式科技革命顛覆傳統企業營運，更為組織運作、人才管理帶來新的挑戰。

我們在變革中看見機會，更在數位轉型中看見經濟的快速成長。因為每一次的技術革新，都是推動市場成長的動力。尤其臺灣、中國、香港等地，受政府和相關產業的影響，各式科技熱點與新創事業聚落在整個大中華地區，創造了人才需求。現今產業間的人力空缺，往往都與科技息息相關，企業對數位人才的需求更顯迫切。如何在茫茫人海中找到對的人才、投入對的資源，成為產業轉型的最大挑戰。

臺灣因為過去3~5年來的新創事業快速擴張，少部分新創企業已逐漸邁入軌道，不僅在市場中找到可獲利的商業模式，更持續穩定成長。許多傳統中小企業近年來也力求轉型，在數位化時代中，善用物聯網、行動開發等軟體整合實力，試圖在網路產業中找到立足點。

中國產業更是創造許多科技熱點，像是傳統產品製造業轉型工業4.0、大規模共享單車的應用、新零售電子商務、人工智能等趨勢，為中國諸多城市創造工作機會，更引領整個大中華區邁入新的商業環境。

香港這一年來金融環境大致平穩，讓各產業發展有改善的空間，經濟環境普遍向好，因此整體人力市場亦相對穩健。尤其金融、零售貿易、數位行銷等產業職務對人才持續有需求。另外金融業對科技人才的需求尤其高，因此也有機會開拓更好的薪資環境。

這些區域間的變化，顯示大中華區市場正逐漸走過低谷，迎接新的高峰，經濟狀況明顯復甦，再加上政府持續支持科技的發展，正面影響企業投入數位轉型的意願。

「可以預見，2018年對於求職者和企業顧客來說，是尋求轉

型的年」，藝珂台灣及南韓區總經理陳玉芬說，雖然傳統企業在轉型的過程中，面對數位衝擊，人力資源配置、團隊技能等問題都將持續擴大，但科技革新的速度不容小覷，持續引領市場往前邁進。在此局勢之下，我們勢必要更積極擁抱未來人才，才能迎接跨領域整合的新世代。不管企業顧客是透過員工教育訓練重新培育人才、連結招聘管道從外部引入新技術人力、又或者透過外包派遣來滿足間歇性的非核心業務，藝珂專業團隊均做好準備，提出前瞻經營策略與產業分析報告，希望能助您在未來的數位浪潮中，及早轉型並引領創新，找到合適的人才。

FA Talent (FESCO Adecco) 旗下專注於人才選用與育留的專業品牌) 總經理王喆則表示，科技與產業的發展速度太快，創造出許多新的市場挑戰，因此不管是對求職者還是對企業來說，都要學習從零開始把握新機會。尤其像是人工智慧、新零售等創新發展，需要更多跨領域人才來解決產業問題。「我們希望可以更積極替企業客戶建立人才資源之間的強關係，用更智能化的方式從人才數據庫中篩選匹配的人選，以迎戰產業間的科技變化，找到未來人才」，王喆表示，企業客戶需要持續關注人力變化，建立自己強而有力的人才數據庫，才可以解決招聘效率的問題。

而在香港部分，目前香港政府已提出不同的的金融市場計劃，預計在未來一年將會有更多元的發展。零售與相關產業也將隨著中資與外資業者注入，讓香港成為未來兩岸三地發展的重要跳板。Adecco香港及澳門董事總經理劉秀紅表示：「協助企業優化招聘速度與流程，並提供保留及發展人才的建議，是我們的專業使命。未來一年我們也將跟隨新科技趨勢，跟著企業顧客一同成長。」

數位時代的齒輪已經開始轉動，科技變化萬千，未來人才正等著被發掘。2018年，讓我們一起乘著科技浪潮，迎接下一個黃金世代，引領科技爆炸的新潮流。

Making the future work: Embrace tomorrow's talent!

Since the beginning of the 21st century, the digital revolution has brought about new challenges for businesses. Technological innovations ranging from artificial intelligence (AI), Big Data, the Internet of Things (IoT), New Retail, the sharing economy, and FinTech to social media streaming have overturned the traditional ways of running a business. With them have arrived new challenges for organizational operations and talent management.

We see opportunity in these changes, as well as rapid economic growth through digital transformation. That is because every technological breakthrough creates momentum for market growth. In Taiwan, China and Hong Kong, the influence of government and related industries has created demand for talent in technology hotspots and startup clusters throughout the Greater China Region. Current human resource shortages in industry are closely related to technology, which further highlights the urgent enterprise demand for digital talent. Finding the right person in a sea of people and investing the right resources have become the greatest challenges to industry transformation.

Due to the rapid expansion of startups in Taiwan over the last three to five years, some startups have gradually got on track, not only finding profitable business models in the market, but also achieving steady growth. Many traditional small and medium enterprises (SMEs) have been striving to transform in recent years. In this digital era, these enterprises are utilizing integrated software and hardware capabilities, such as the IoT and mobile development, as they attempt to find footholds in the Internet industry.

Chinese industries have created many technology hotspots, such as the transformation from traditional product manufacturing to Industry 4.0, large-scale bike-share applications, New Retail e-commerce, and AI. This has created work opportunities in many cities in China and led the entire Greater China Region into a new business environment.

The financial environment in Hong Kong has generally been stable over the past year, which has given industry room for improvement. Overall, the economic environment is improving, and the employment market has been stable as well. The banking, retail, trade, and digital marketing industries, in particular, will continue to experience demand for talent. The banking industry has an especially high demand for technology professionals and, thus, has the chance to create a better salary environment.

Changes in these areas show that the worst has passed in the Greater China market, and that there are new peaks to come. The economy is clearly recovering. Coupled with governments' continued support for technological development, there has been a positive impact on enterprises' willingness to participate in digital transformation.

"We can foresee 2018 being a year of transformation for both job seekers and corporate customers," said Cindy Chen,

Regional Head of Adecco Taiwan and South Korea. Even though issues such as digital impact, human resource allocation, and team skills will become more important in the transformation process for traditional enterprises, the speed of technological breakthroughs is not to be underestimated, as it will continue to guide the market forward. In this situation, we must even more actively embrace the talent of the future to welcome a new generation of interdisciplinary integration. Whether corporate customers cultivate talent through employee training, bring in professionals through recruitment channels, or use outsourcing and temporary workers for intermittent non-core business, Adecco's team of professionals is always ready. We have future-facing business strategies and industry analysis reports, and we look forward to helping you transform with the times, lead the way in innovation, and find suitable talent to support you through tomorrow's digital technology trends.

Raymond Wang, General Manager of FA Talent (a TESCO Adecco brand that specializes in talent recruitment and retention), said that technology and industries are developing too quickly, which has created many market challenges. Hence, both job seekers and enterprises must learn to start from the beginning and seize new opportunities. Developments such as AI and New Retail, especially, require more interdisciplinary talent to resolve industry issues.

"We hope to more actively build a strong connection with human resources for our corporate customers and use smarter ways to find suitable candidates from our talent database, so that we will be able to face the challenges of industry technological changes and find the talent of the future," said Wang.

Corporate customers should continue monitoring changes in human resources and build their own robust talent databases to resolve efficiency problems in talent recruitment.

Hong Kong's government has proposed a different plan for the banking market, and more diverse developments can be expected in the year ahead. The investment of Chinese and foreign capital will make Hong Kong an important springboard for retail and related industry expansion around the Taiwan Strait.

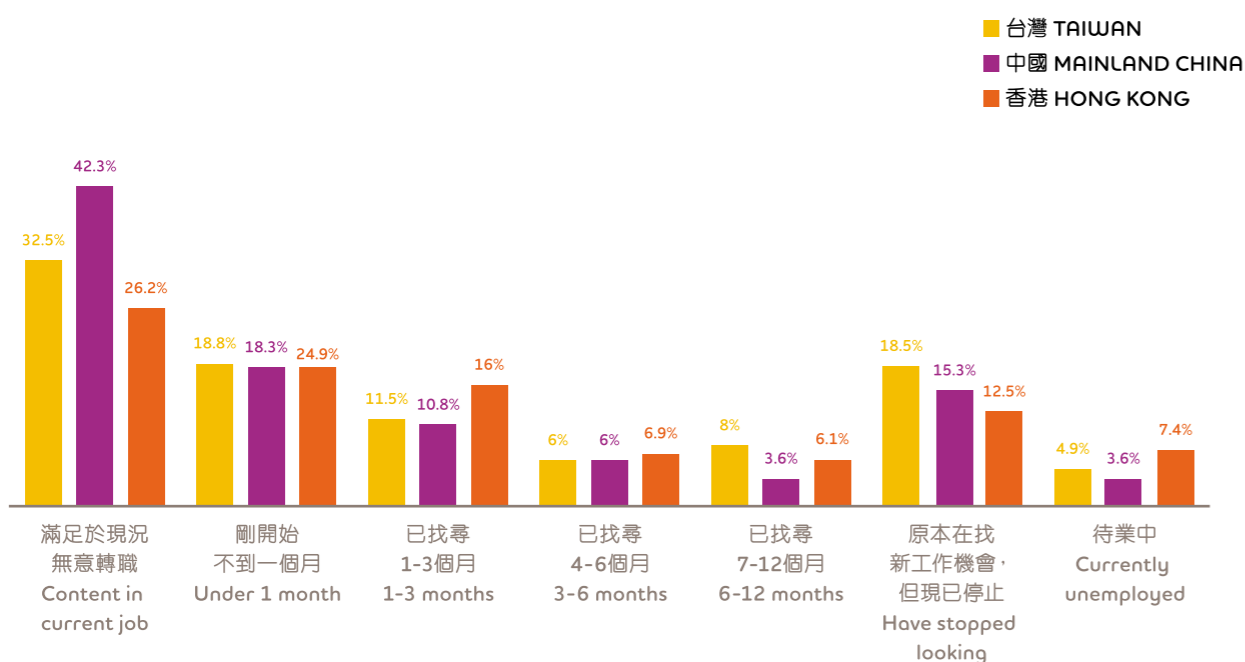
Audrey Low, Managing Director of Adecco Hong Kong and Macao said: "Our mission is to help enterprises optimize their recruitment speed and processes, and to provide recommendations for talent retention and development. In the year ahead, we will grow together with our corporate clients in line with new technology trends."

Thus, the wheels of the digital era have begun turning, and tomorrow's talent for ever-changing technology is waiting to be discovered. In 2018, let us ride the waves of technology to welcome in the next golden age and show the way toward exciting new trends in technology.

ANALYSIS 分析

The Adecco & FESCO Adecco Candidate Survey 2018

Q01 請問你是否正在找下一個工作機會? 如果是, 請問有多久?
Are you looking for a new role? If so, how long have you been looking for?

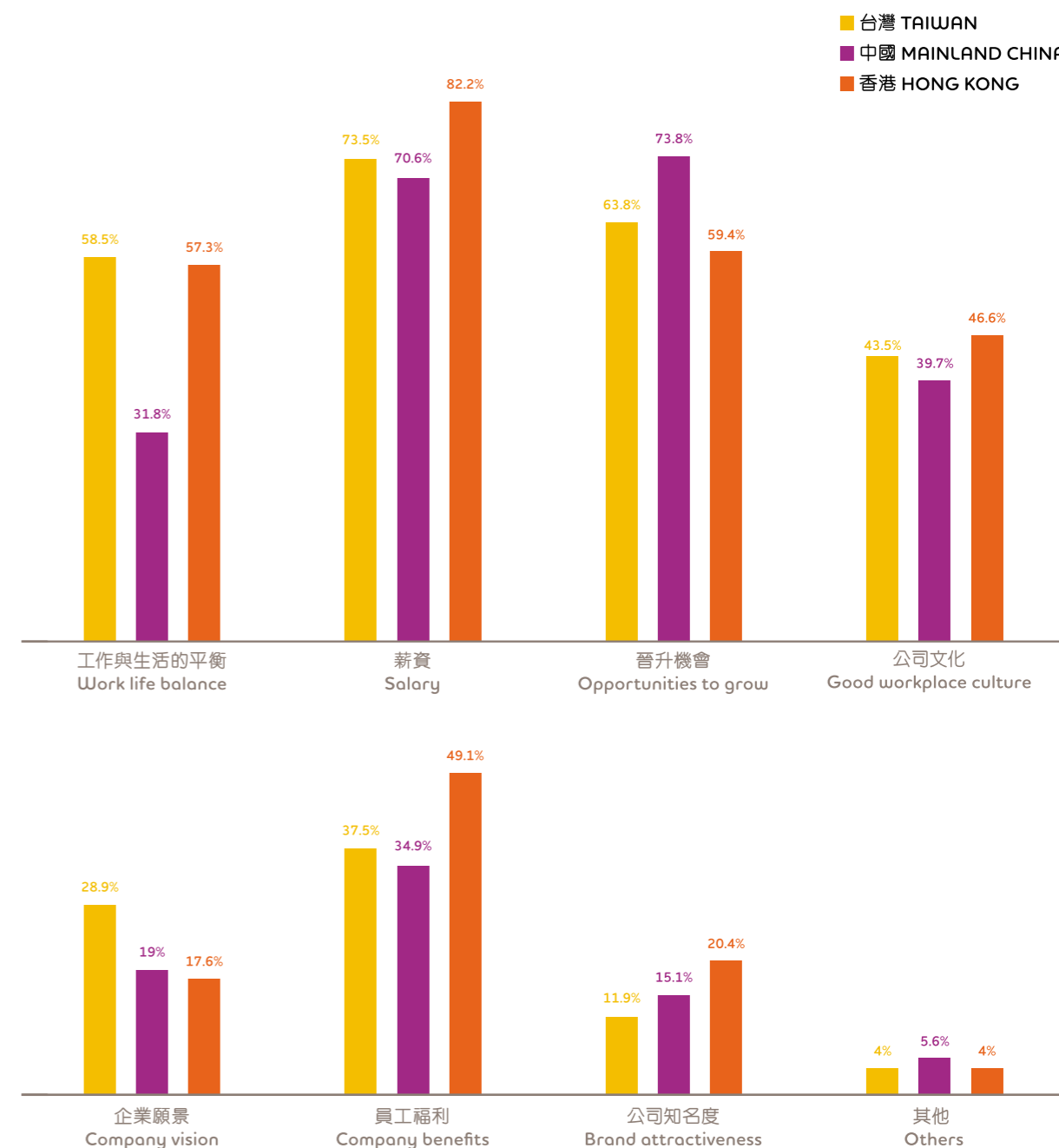


分析 ANALYSIS

多數求職者滿足於現況, 並沒有轉職打算。但其中仍有約2成嘗試從這一個月來尋找新工作機會。臺灣求職者中7.95%持續約一年時間尋找新工作機會; 香港6.11%; 中國則約4%, 尋求轉職機會已一年時間。

The majority of the people surveyed were happy with their current position. Starting from the current month, few people - around 20% - were planning to look for a new job. In Taiwan, 7.95% of job-seekers had been looking for a new job for the past year; the corresponding percentages for Hong Kong and China were 6.11% and 4% respectively.

Q02 請問哪些原因會讓您想找新工作呢? (複選)
What attracts you to find a new role? (multiple-choice)



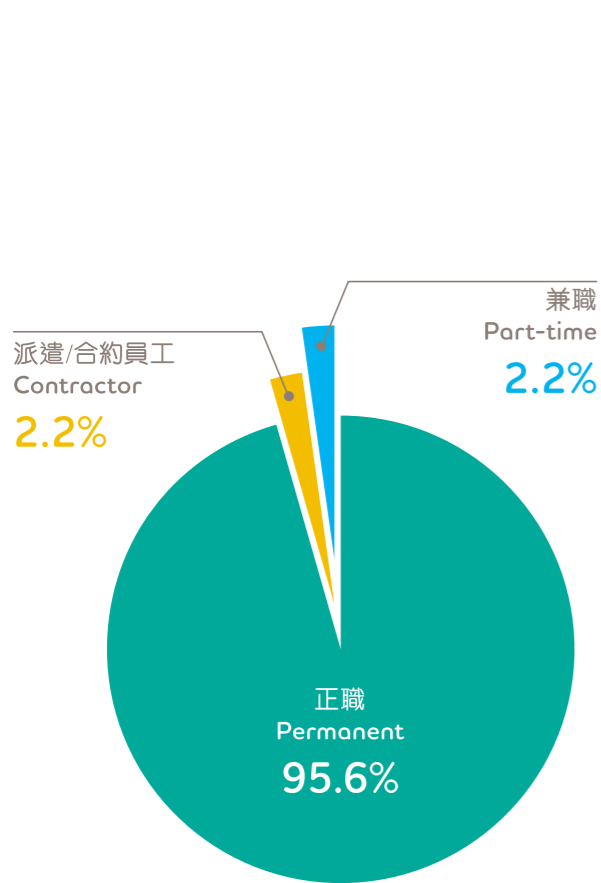
分析 ANALYSIS

薪資、工作成長機會等原因是求職者轉換工作的主要原因, 其他像是工作與生活的平衡、企業文化、員工福利等, 也會吸引求職者轉換跑道, 尋找新的工作機會。

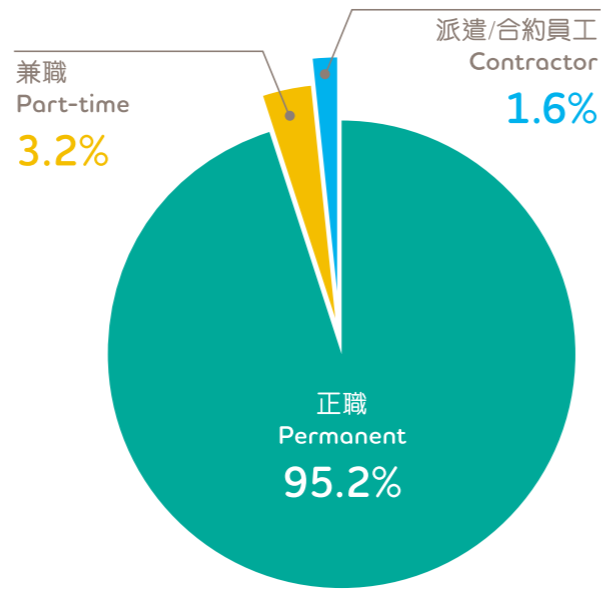
Concerns with salaries and opportunities for career development were the main factors explaining why respondents desired a job change. Other factors included work-life balance, corporate culture, employee welfare provision, etc.



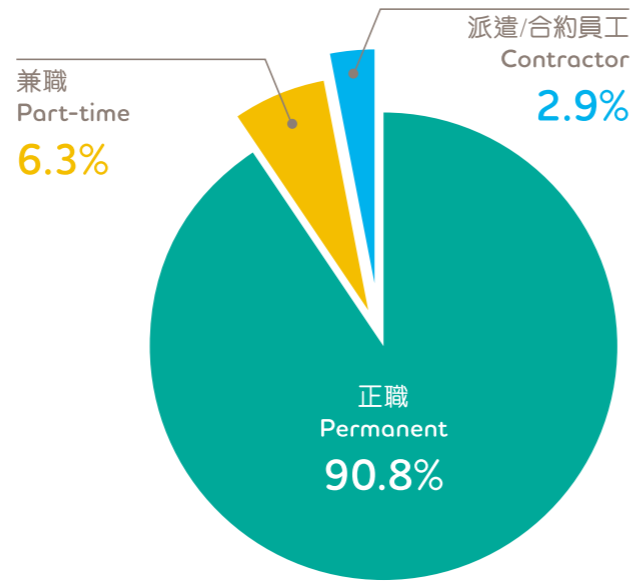
Q03 請問您理想的工作類型為?
What is your ideal form of work engagement?



台灣 TAIWAN



中國 MAINLAND CHINA



香港 HONG KONG

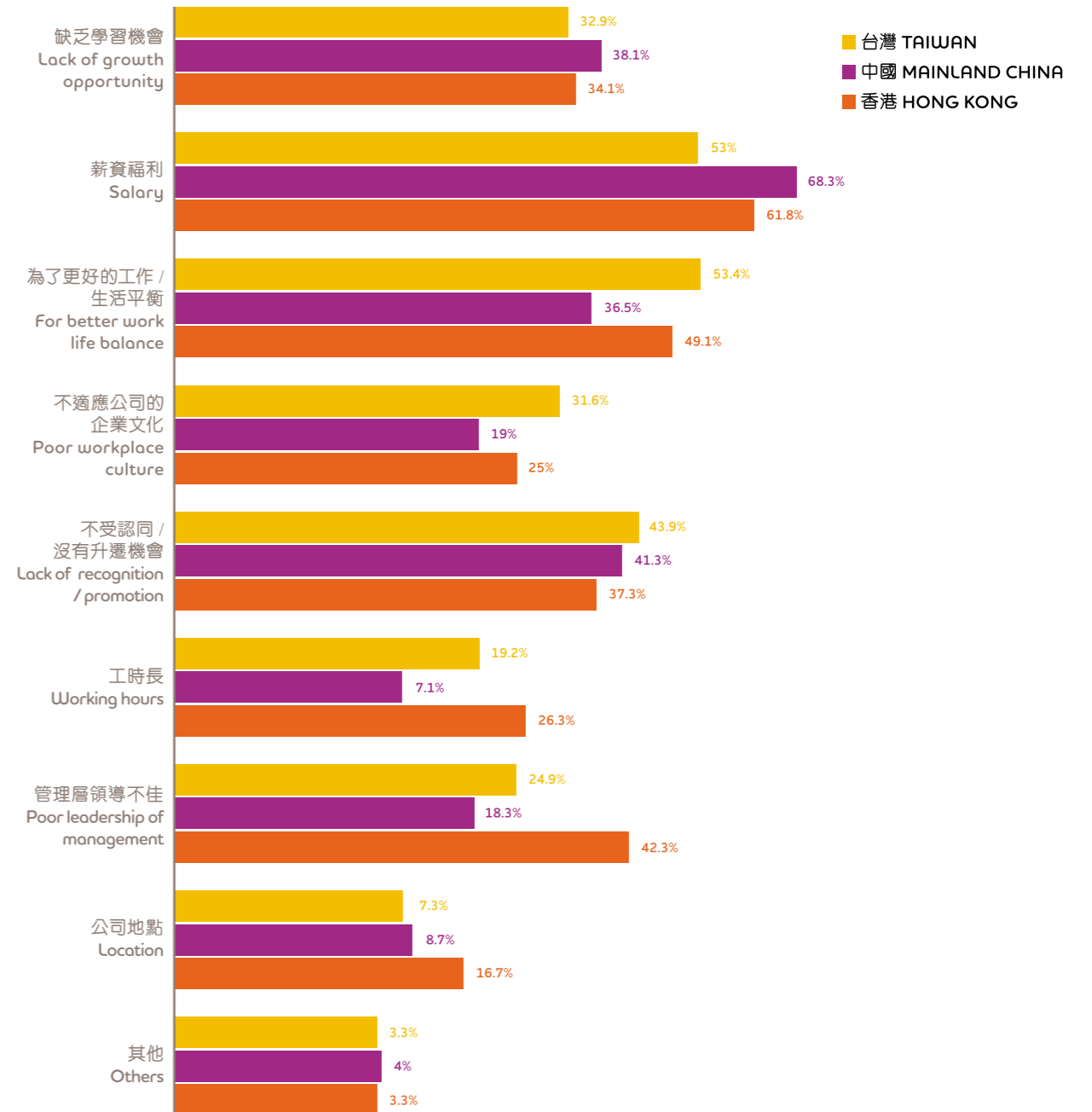
分析 ANALYSIS



多數求職者追求穩定正職職位，少數尋求派遣或兼職工作方式。
The majority of respondents were interested in finding a stable, full-time job; relatively few were looking for temporary or part-time work.



Q04 請問讓您想離職的主要原因為何? (可複選)
What are the top reasons for you to leave an employer? (multiple-choice)



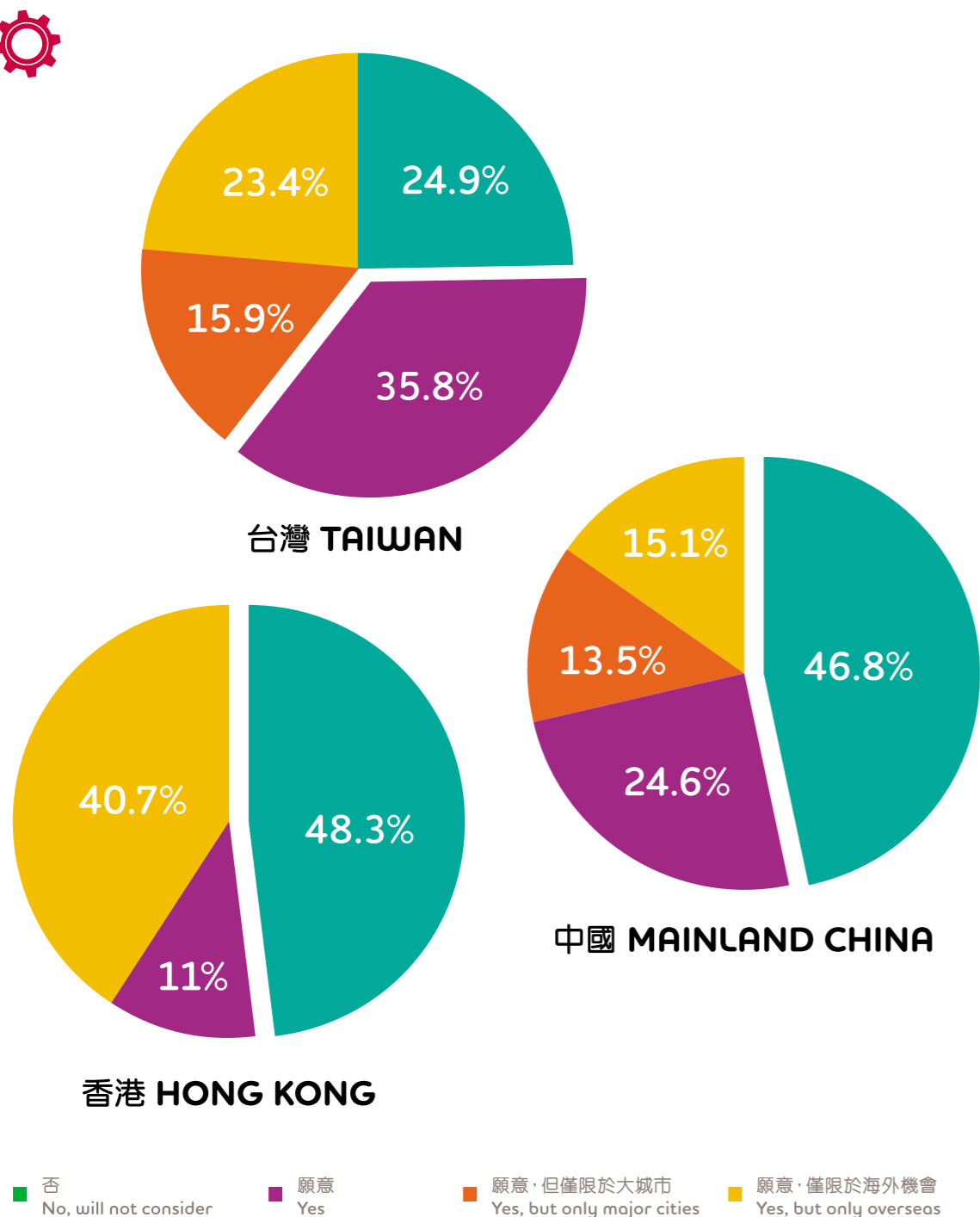
分析 ANALYSIS



薪資福利是求職者離職的主要原因。其他像是升遷機會、追求更好的職涯願景、工作環境與生活平衡等因素，也是求職者轉換職場跑道時會考慮的因素。

Disatisfaction with salaries and employee welfare provision were the main factors influencing respondents to consider leaving their current job. Other factors that respondents took into account included opportunities for promotion, career development, working environment, and work-life balance.

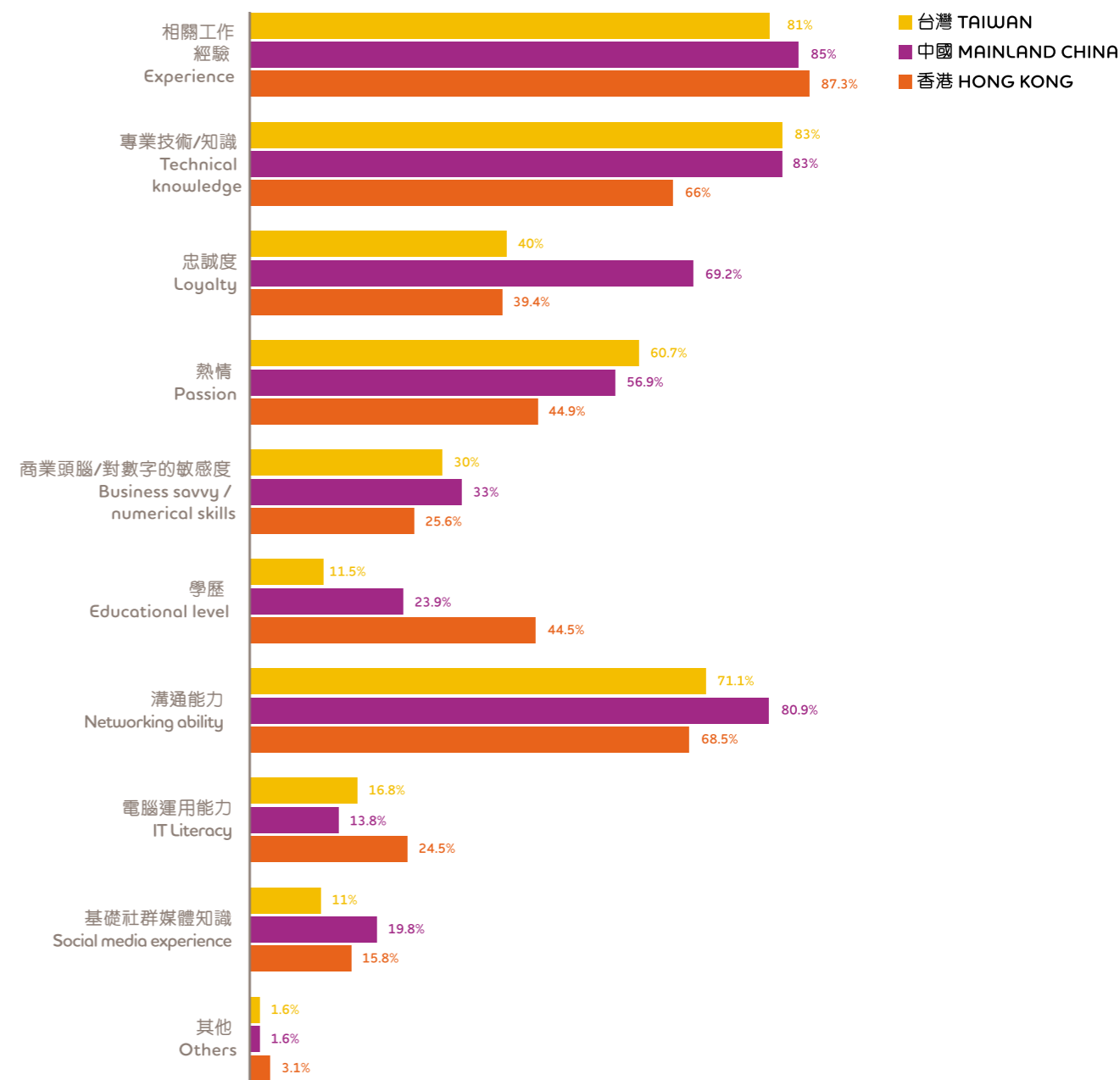
Q05 您是否會為新工作而搬家?
How likely and how far will you move house to cater for a suitable new role?



分析 ANALYSIS

臺灣求職者較願意離家工作，移居工作彈性較高，其中更有23.4%傾向選擇海外工作機會。相對而言，香港、中國地區則約有5成不願意離家工作，傾向留在家鄉求職。
Taiwanese respondents were most willing to move away from their hometowns to find work, with 23.4% expressing interest in working overseas. By contrast, around 50% of respondents in Hong Kong or China were unwilling to move away from home to find work, preferring to seek employment in their hometowns.

Q06 您認為雇主希望在求職者身上看到哪些? (可複選)
What do you think employers are looking for in candidates? (multiple-choice)



分析 ANALYSIS

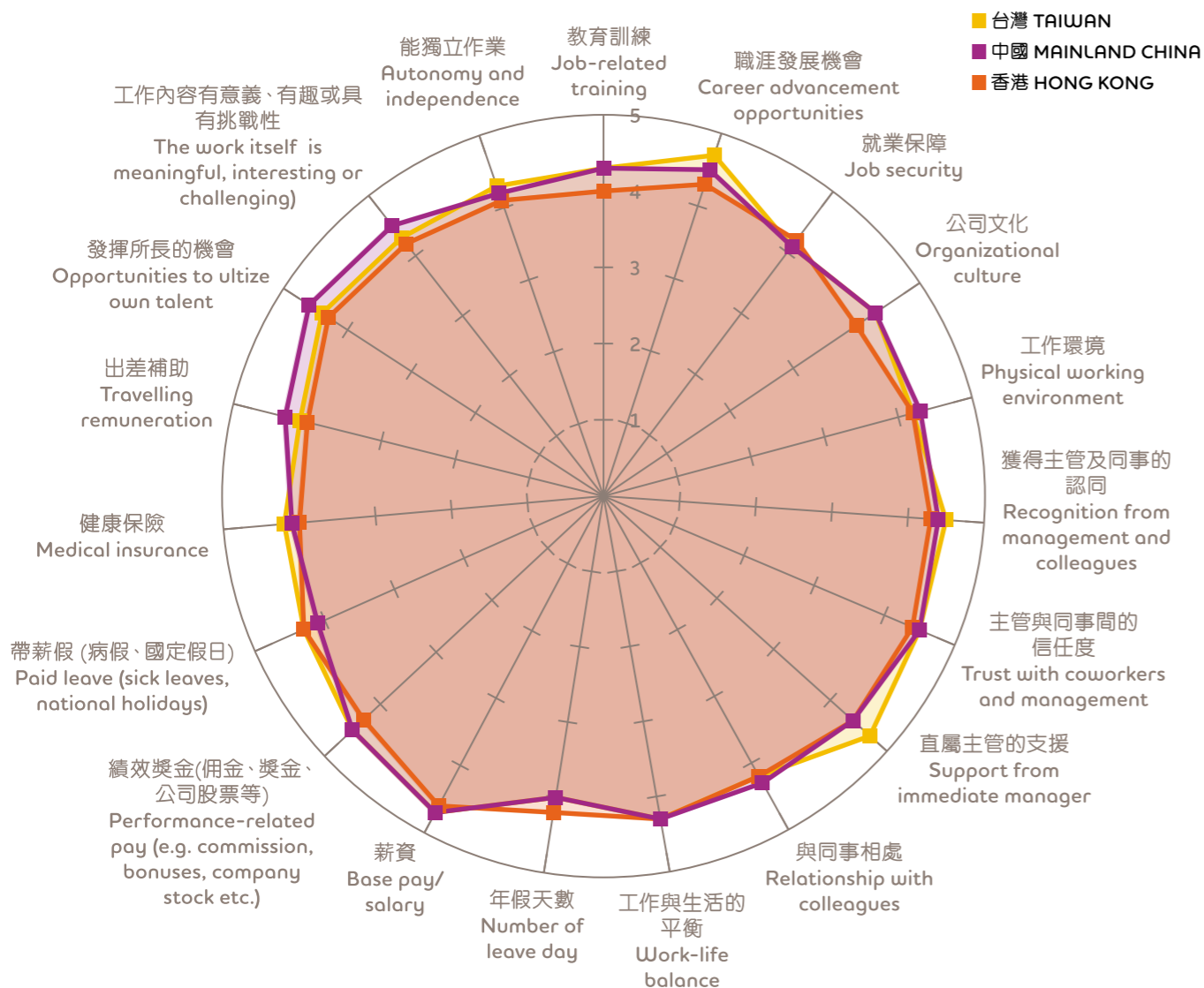
多數求職者認為專業技能、相關工作經驗與溝通能力是雇主十分看中的聘僱原因。尤其在轉換職場過程中，相關工作經驗和專業技能有助於替求職者加分，增加履歷豐富度。因此如能持續累積相關工作經驗並增加工作能力，對求職者來說也可能爭取到更好的薪資福利與工作條件。

The majority of respondents felt that the main elements employers look for in a potential employee are specialist expertise, relevant work experience, and good communication skills. It was felt that, particularly when changing jobs mid-career, having relevant work experience and specialist skills could make an applicant's CV stand out from the crowd. This suggests that accumulating relevant work experience and strengthening ones work capabilities can help job-seekers secure jobs with better pay and benefits and better working conditions.



下列項目您認為對員工的重要程度為何?

Please rate the level importance for each of the following rewards organizations should consider providing to their employees:



注意: 這條問題中, 我們讓受訪者進行5分評級: 1分為完全不重要, 2分為不重要, 3分為一般重要, 4分為重要, 5分為非常重要。所得數據顯示, 此題所有選項的加權平均值都高於4分。

Noted: We've used a typical rating scale for this question. We've asked participants to rate the types of award as 1 Not important at all; 2 Unimportant; 3 Average; 4 Important or 5 Very Important with each award type we want to collect feedback on. Note that the weighted average score is above 4.

分析 ANALYSIS



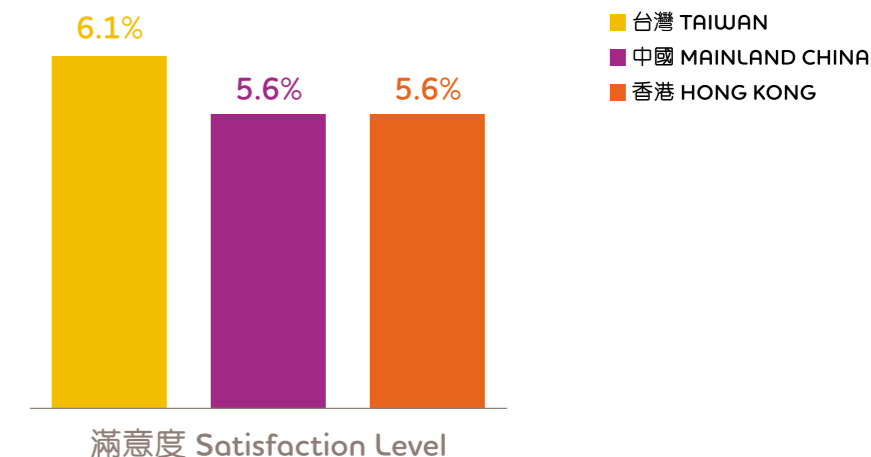
薪資與公司福利是求職者十分看重的職涯選擇。而除此之外, 適當的職涯發展機會與空間, 也有助於創造良善的工作環境, 包括主管與同事之間的信任關係、相互支持、升遷機會、企業文化等, 均是求職者十分重視的求職條件。

When it came to choosing a new job, respondents prioritized salaries and company provided employee welfare benefits. Respondents also noted that having appropriate opportunities and scope for career development could help to create a better working environment. Other factors that respondents felt were important in evaluating a potential new job included having a trusting relationship between managers and employees, mutual support, opportunities for promotion, and the corporate culture.



您對目前(之前)公司所提供獎勵的滿意程度為何? (0分為分極度不滿意; 10分極度滿意)

Please rank your satisfaction level of what total benefits provided by your current (previous) company(0 Extremely Unsatisfied; 10 Extremely Satisfied):



分析 ANALYSIS



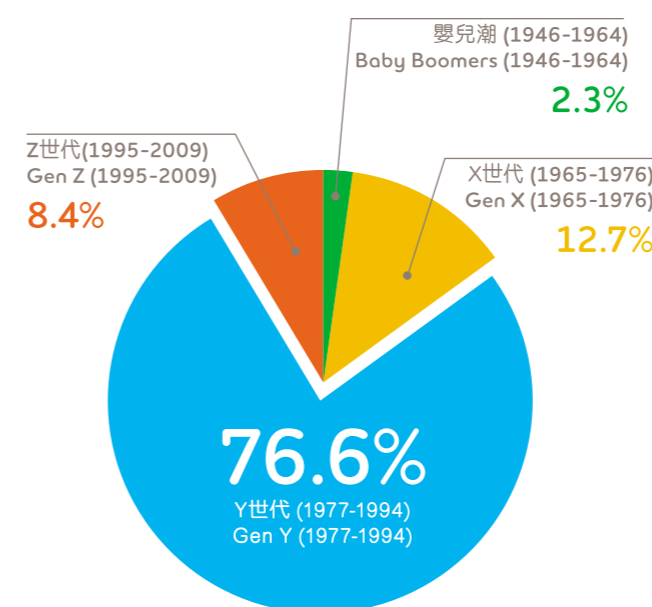
多數求職者對於目前公司所提供的獎勵制度還算滿意, 臺灣員工滿意度約為6分, 香港則為5.61分, 中國為5.59分, 多數員工均認為現在的獎勵制度仍有成長空間。

The majority of respondents were satisfied with the incentive mechanisms of their current company; in Taiwan, around 60% of employees were satisfied, compared with 56.1% in Hong Kong, and 55.9% in China. Nevertheless, most respondents felt that their company's current incentive mechanisms still had room for improvement.



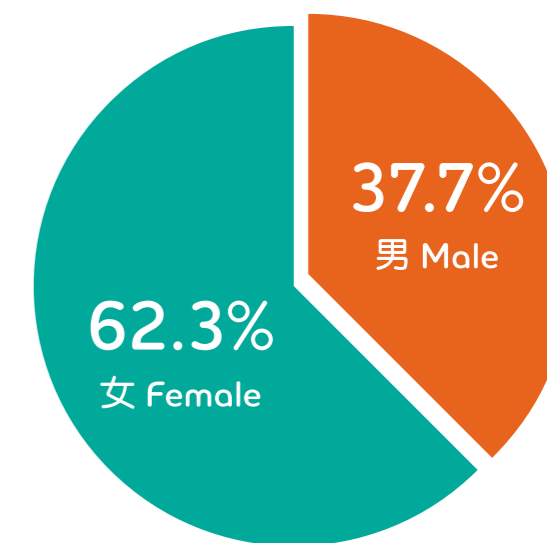
請問您屬於以下哪一個世代?

Which Generation do you belong to?

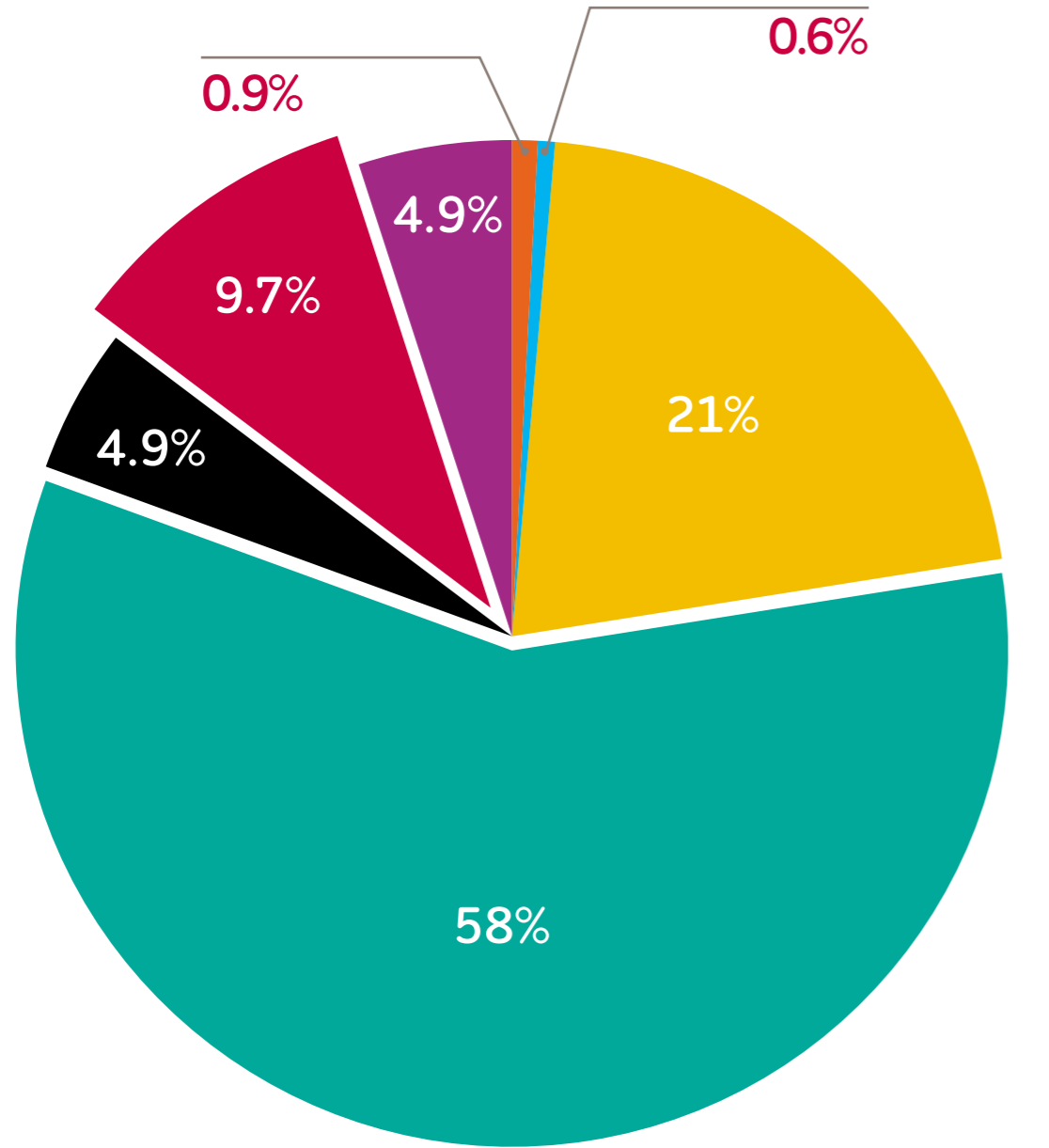


性別

Gender

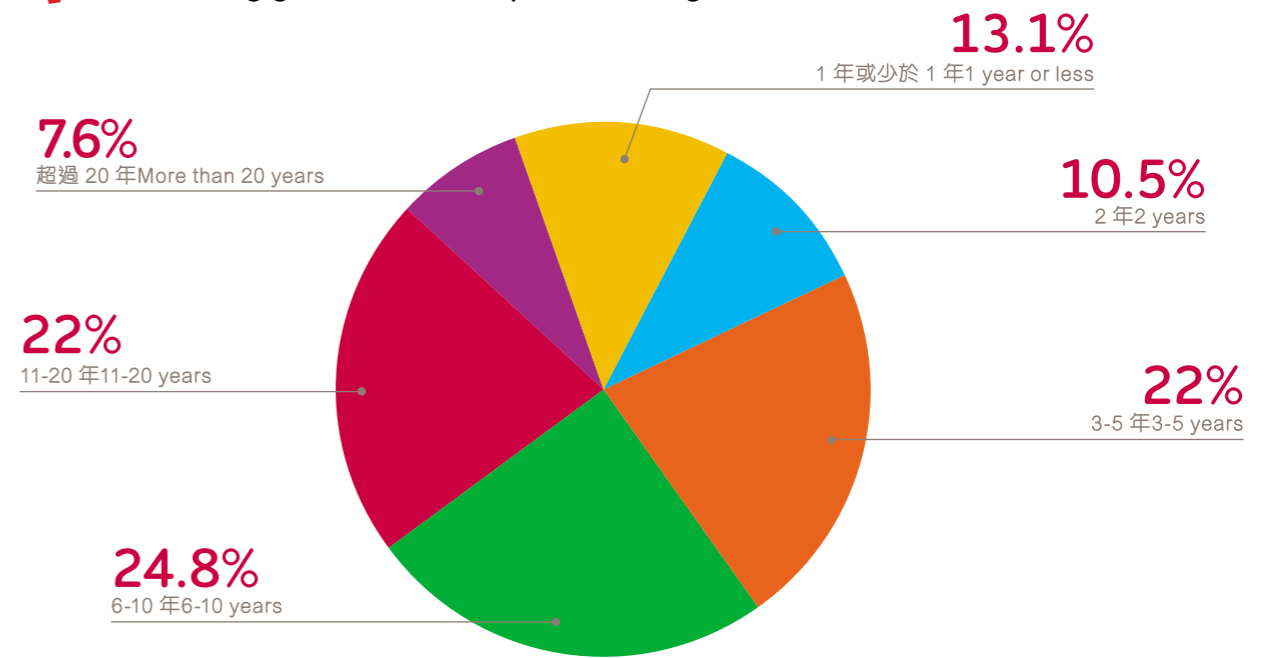


Q11 請問您最高學歷為何?
What is the highest level of education you attained?

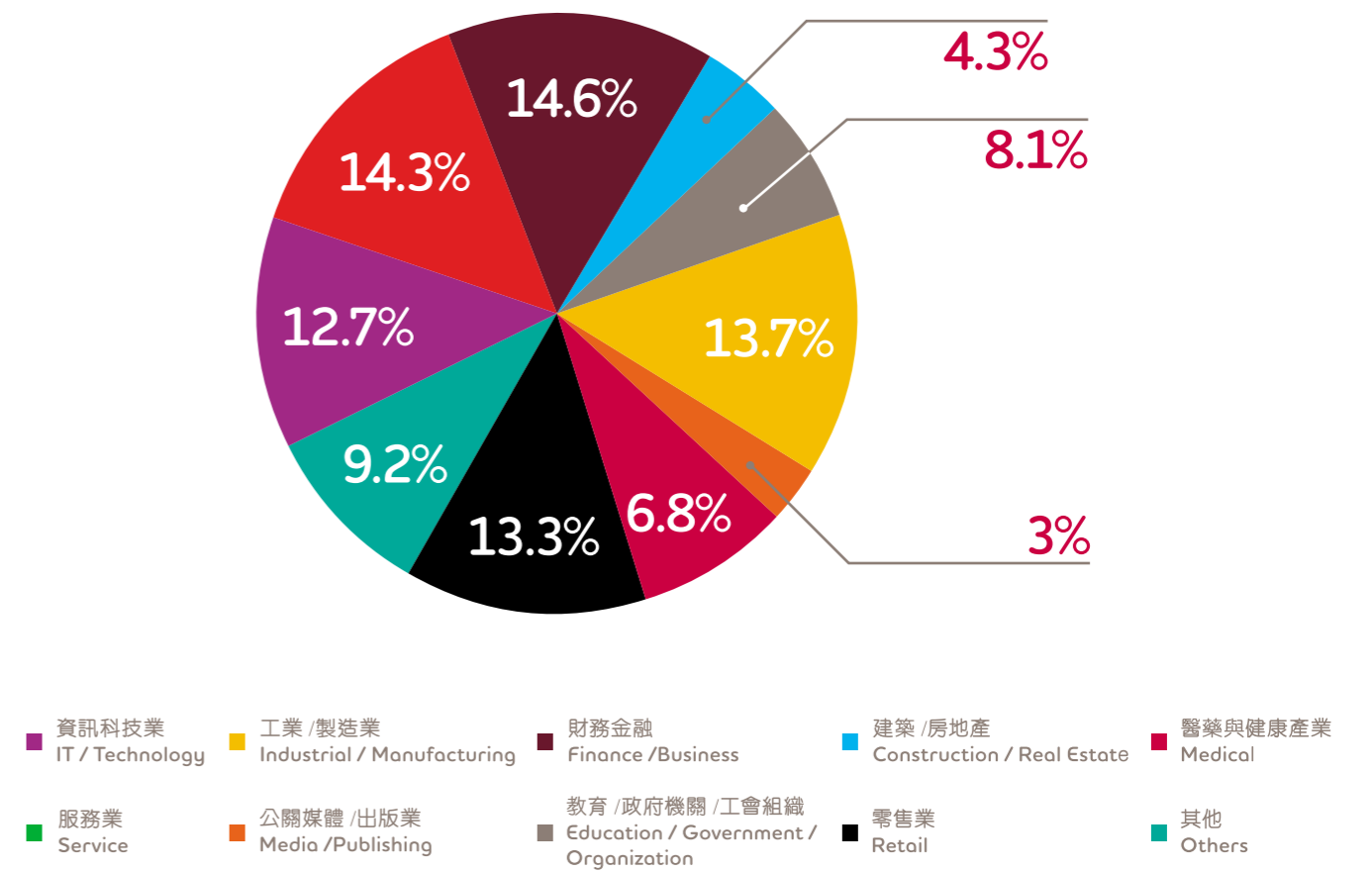


- 博士 Doctorate (e.g. PhD, EdD)
- 專業學位 (例. 醫學/牙醫/獸醫) Professional degree (e.g. MD, DDS, DVM)
- 碩士 Master's degree (e.g. MA, MS, MEd)
- 大學 (學士或同等學歷) University degree (Bachelors or equivalent)
- 短期學院 Associate degree (e.g. AA, AS)
- 高中文憑或同等學歷 High diploma or equivalent
- 高中以下 Less than a high school diploma

Q12 請問您目前工作年資?
How many years of work experience do you have?



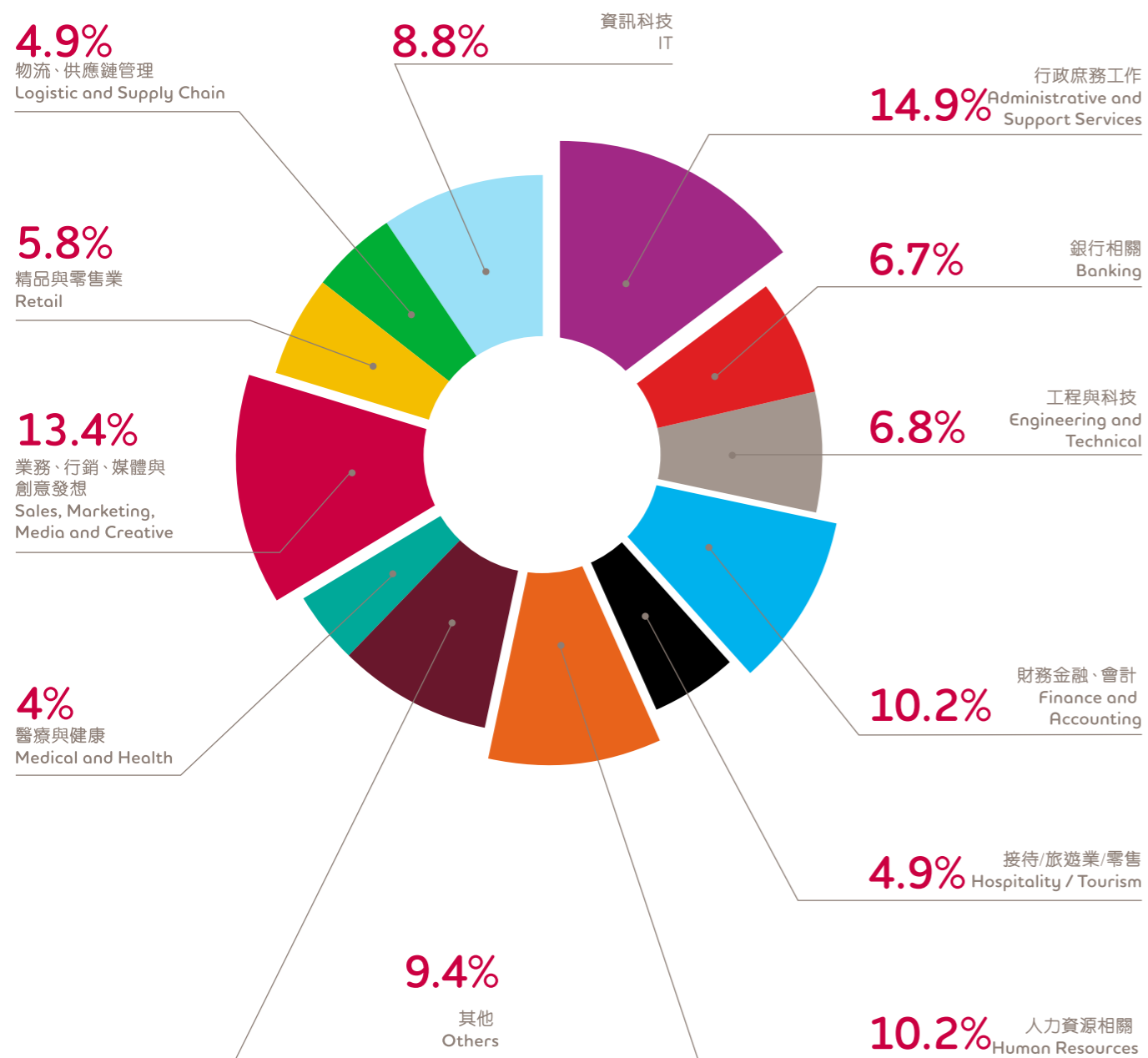
Q13 請問您所目前就職的公司屬與哪種產業? 若您目前並未就業, 請以您的前一份工作為準。
Which industry does the company you are currently working for belong to? Please refer to your most recent occupation if you are presently not employed.



- 資訊科技業 IT / Technology
- 工業/製造業 Industrial / Manufacturing
- 財務金融 Finance / Business
- 建築/房地產 Construction / Real Estate
- 醫藥與健康產業 Medical
- 服務業 Service
- 公關媒體/出版業 Media / Publishing
- 教育/政府機關/工會組織 Education / Government / Organization
- 零售業 Retail
- 其他 Others



Q14 何者最能描述您目前的工作？若您目前並未就業，請以您的前一份工作為準。
 Which of these best describe your present occupation? Please refer to your most recent occupation if you are presently not employed.



總結 SUMMARY



總受訪人數 Total Number of Respondents: 1,735

2018年大中華區整體求職狀況較為保守，多數企業員工滿足於現況並選擇留任現有職位，除非有更好的薪資待遇、福利條件、升遷機會與職涯發展空間，求職者才會選擇轉職。

對大中華區的求職者而言，穩定的正職工作仍是首選。其中臺灣求職者有較高意願離家工作，移居彈性較高，甚至不排斥到海外、大城市等地追求更好的職涯選擇。香港、中國到外地工作的意願則較低，較高比例選擇留在家鄉工作。

企業員工對於目前的薪資獎勵制度還算滿意，但仍追求更好的發展機會，多數希望可以持續累積專業技能、相關工作經驗與工作能力，替自己的職涯發展加分。

求職者在選擇工作環境時，除了薪資福利等基本條件外，也注重升遷機會、與上司、同事之間的信任關係、企業文化等職場條件。企業如想持續吸引好人才加入，勢必也要跟著提升整體工作氣氛與員工成長機會，才能創造良善的企業工作環境。

Overall, 2018 job-seekers in the Greater China Region have adopted a relatively cautious attitude towards the idea of changing jobs; the majority of employees appear to be satisfied with their current employment. Factors that may influence people to leave their current job and find a new job include the desire for a higher salary or better employee benefits, as well as greater opportunities for promotion and career development.

The survey results show that the majority of job-seekers in the Greater China Region would prefer a stable, full-time job. Respondents in Taiwan showed a greater willingness to leave home to find work, whether it be overseas or to a major metropolitan area, demonstrating greater flexibility in this regard. Respondents in Hong Kong and China were significantly less willing to move away from home to find work, with a high percentage preferring to stay in their hometowns.

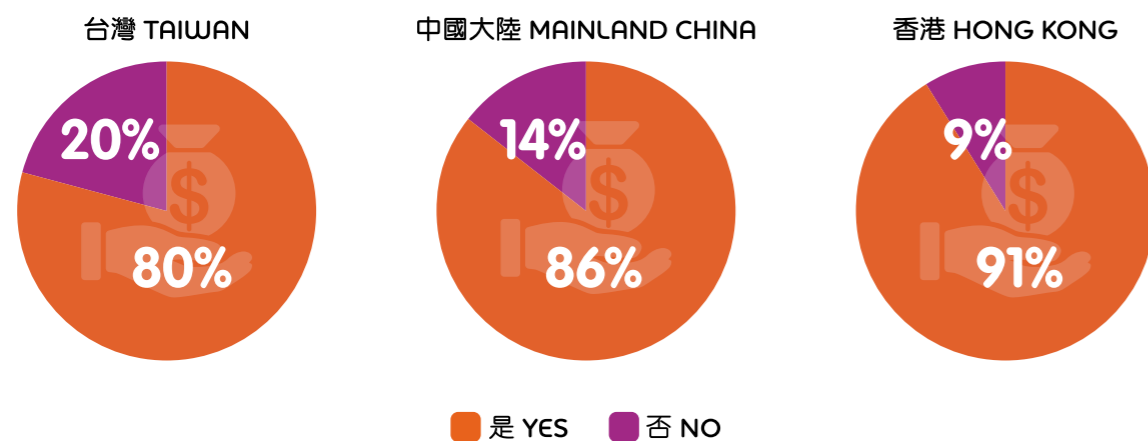
By and large, respondents expressed satisfaction with their company's existing compensation system; however, a majority still felt that their company's system had room for improvement. Most respondents hoped that they would be able to continue accumulating specialist expertise, relevant work experience and job skills, to better position themselves for continued career development.

When evaluating the work environment of a potential new job, besides basic factors such as salary levels and employee benefits, respondents also attached considerable importance to opportunities for promotion, the existence of a trusting relationship between supervisors and employees, the corporate culture, etc. If firms want to be able to continue to attract talented staff, they will need to make an effort to create an attractive working environment by improving the workplace atmosphere and by providing employees with opportunities for personal growth.

ANALYSIS 分析

The Adecco & FESCO Adecco Client Survey 2018

Q01 請問貴公司是否預計在2018年將調升薪資?
Will you be offering wage increases in 2018?



分析 ANALYSIS

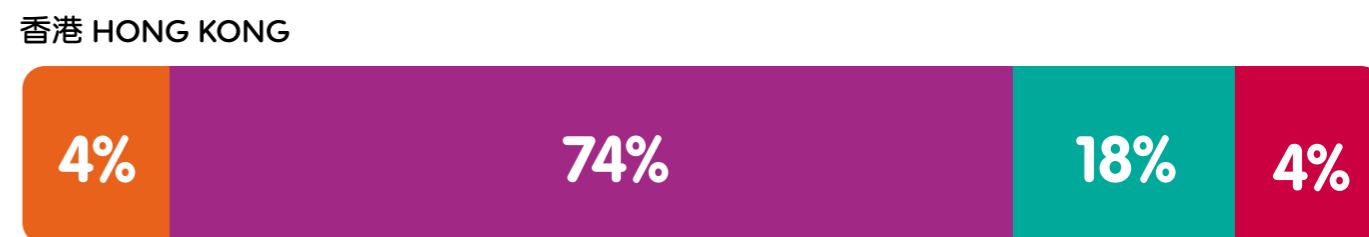
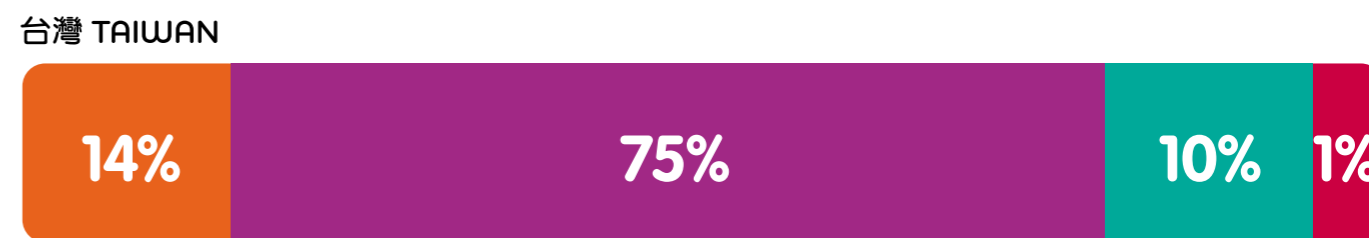


2018年臺灣、中國、香港企業約莫8成均表示將調漲薪資，其中香港地區更有9成企業表示願意給付更高薪資，顯示整體大中華區薪資福利仍有調幅空間，值得求職者持續關注。

In 2018, approximately 80% of Taiwanese, Chinese and Hong Kong business enterprises expressed an intention to raise employees' salaries; where in the Hong Kong region, around 90% of firms reported that they were prepared to offer a salary hike. Overall, it would appear that there is still room for further growth in salaries and benefits in the Greater China Region, a point which job-seekers should keep in mind.

Q02 請問調薪幅度?
What wage increment will you offer?

Wage Increment Percentage 調薪幅度: 1-2% 2-5% 5-10% >10%



分析 ANALYSIS



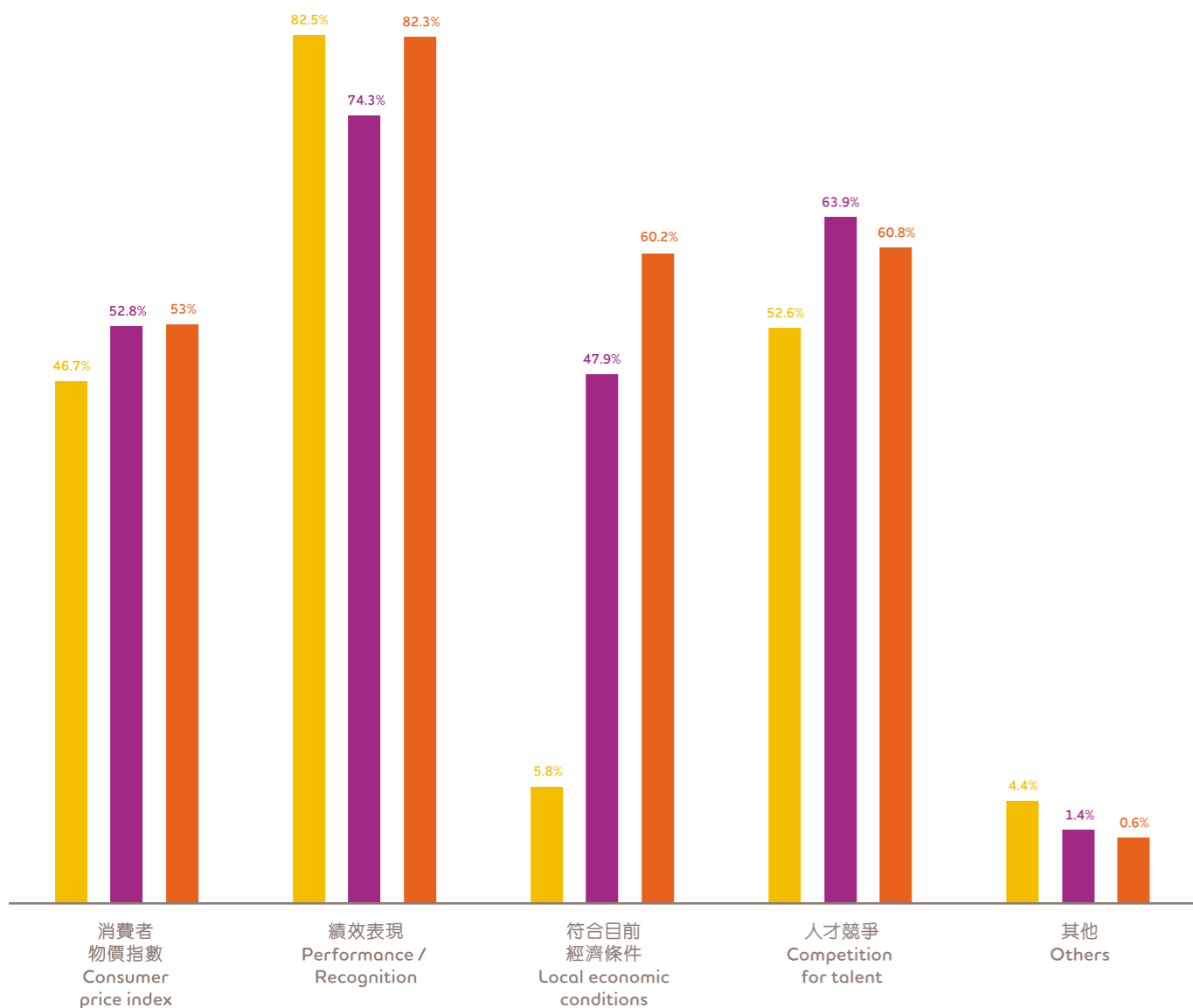
臺灣、香港地區企業多數反映2018年有機會調漲2-5%薪資，中國企業則有6成回覆願意提高5-10%薪資，整體調幅較其他地區高。

The majority of firms in Taiwan and Hong Kong reported that they expected to raise salaries by around 2 – 5% in 2018. In China, around 60% of firms were planning to raise salaries by around 5 – 10%; overall, the planned salary increases in China were higher compared to the other regions.

Q03 請問調整薪資的原因為何?(複選)

Please select your reason(s) for offering wage increases: (multiple-choice)

■ 台灣 TAIWAN
■ 中國 MAINLAND CHINA
■ 香港 HONG KONG



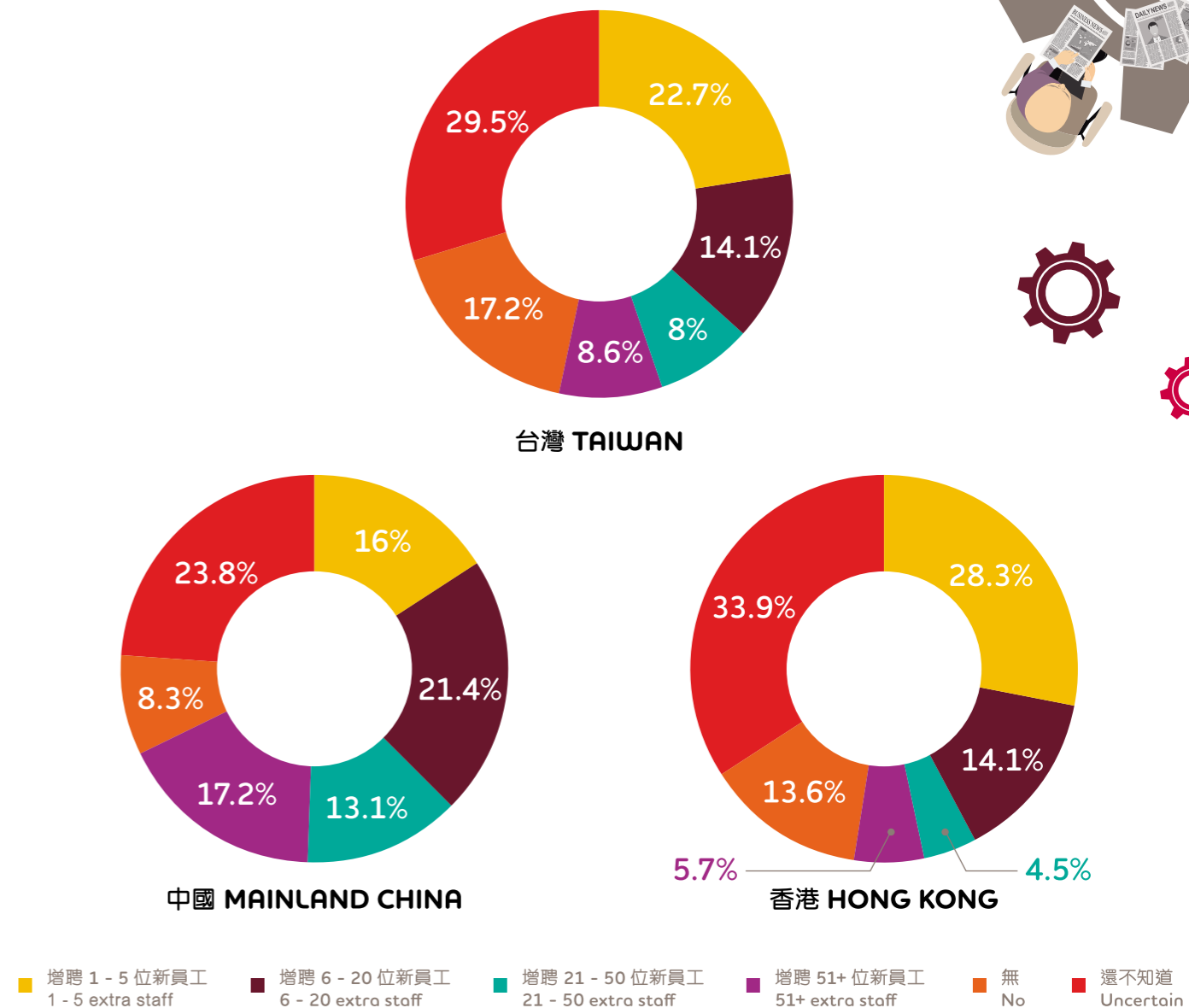
分析 ANALYSIS

員工的績效表現是整體企業願意調漲薪資的關鍵，其他像是人才競爭、消費者物價指數等原因，也可能影響企業薪資福利。

Employee performance was the key factor firms' considered during decisions regarding raising salaries. However, it appeared that other factors – such as competition for scarce human resources, a rising consumer price index, etc. – could also affect firms' decisions regarding salaries and benefits.

Q04 請問是否預計在2018年增聘新員工?

Are you going to hire new staff in 2018?



分析 ANALYSIS

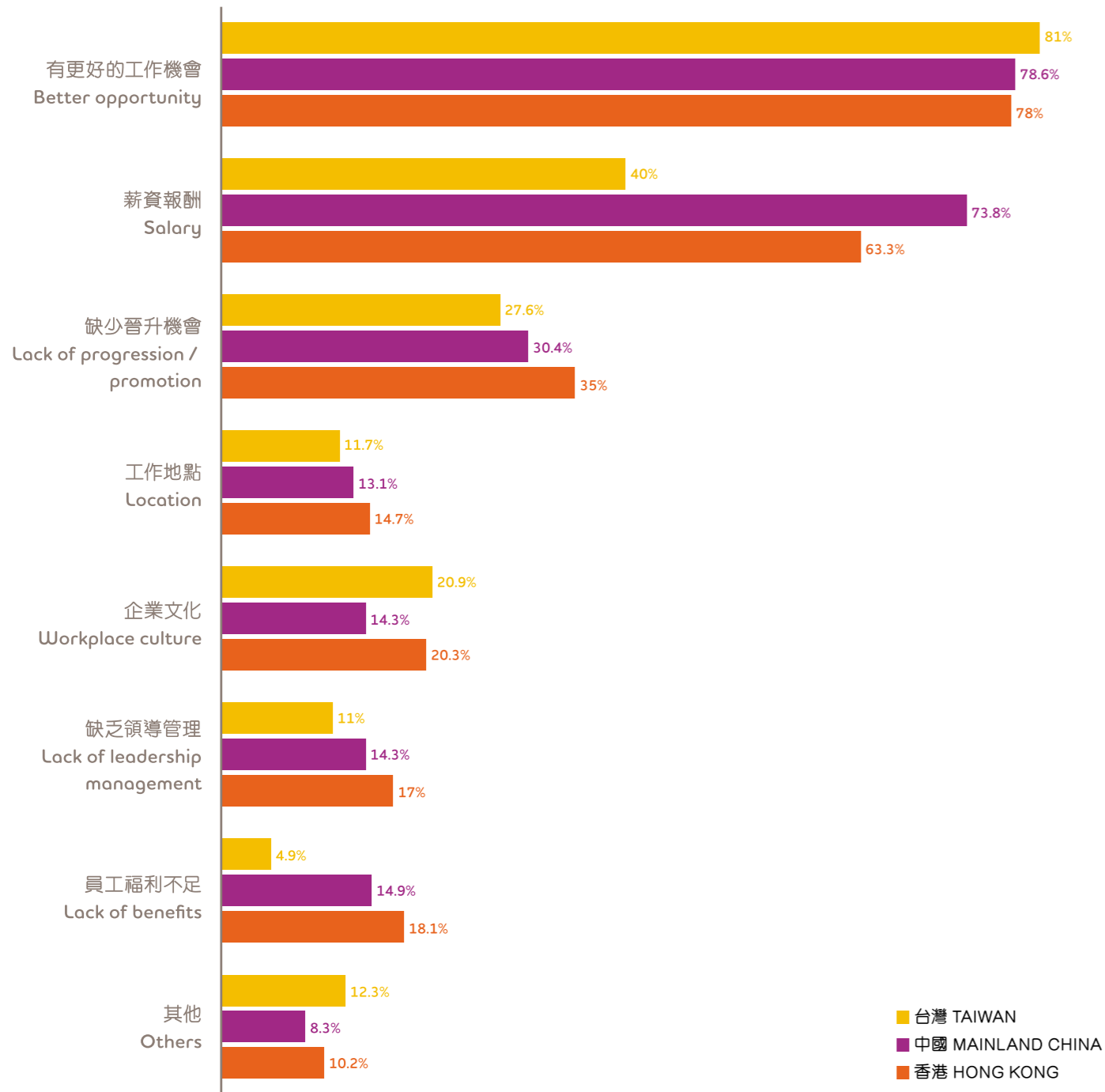
在增聘人力上，企業回應相對保守，目前仍有約莫4成企業未有明確計劃，另外約莫2成預計增聘1-5名新員工。大量招聘（增聘51位新員工以上）的企業雖然比例少，但在中國、臺灣等地仍有少數企業有需求，可望持續帶動人力市場流動機會。

Regarding increasing headcount, the responses given by business enterprises in the survey reflected a fairly conservative mindset. Around 40% of enterprises currently have no clear plans for increasing headcount; another 20% or so were planning to raise headcount by just 1 – 5 employees. Furthermore, relatively few firms were planning to implement a significant increase in headcount (i.e. raising the number of employees by 51 or more). Nevertheless, there were some firms in China and Taiwan that expressed an intention to do so, to help provide a continued stimulus for greater fluidity in the job market.



請問貴公司員工離職的主要原因? (複選)

What do you think are the top reasons why employees leave? (multiple-choice)



分析 ANALYSIS



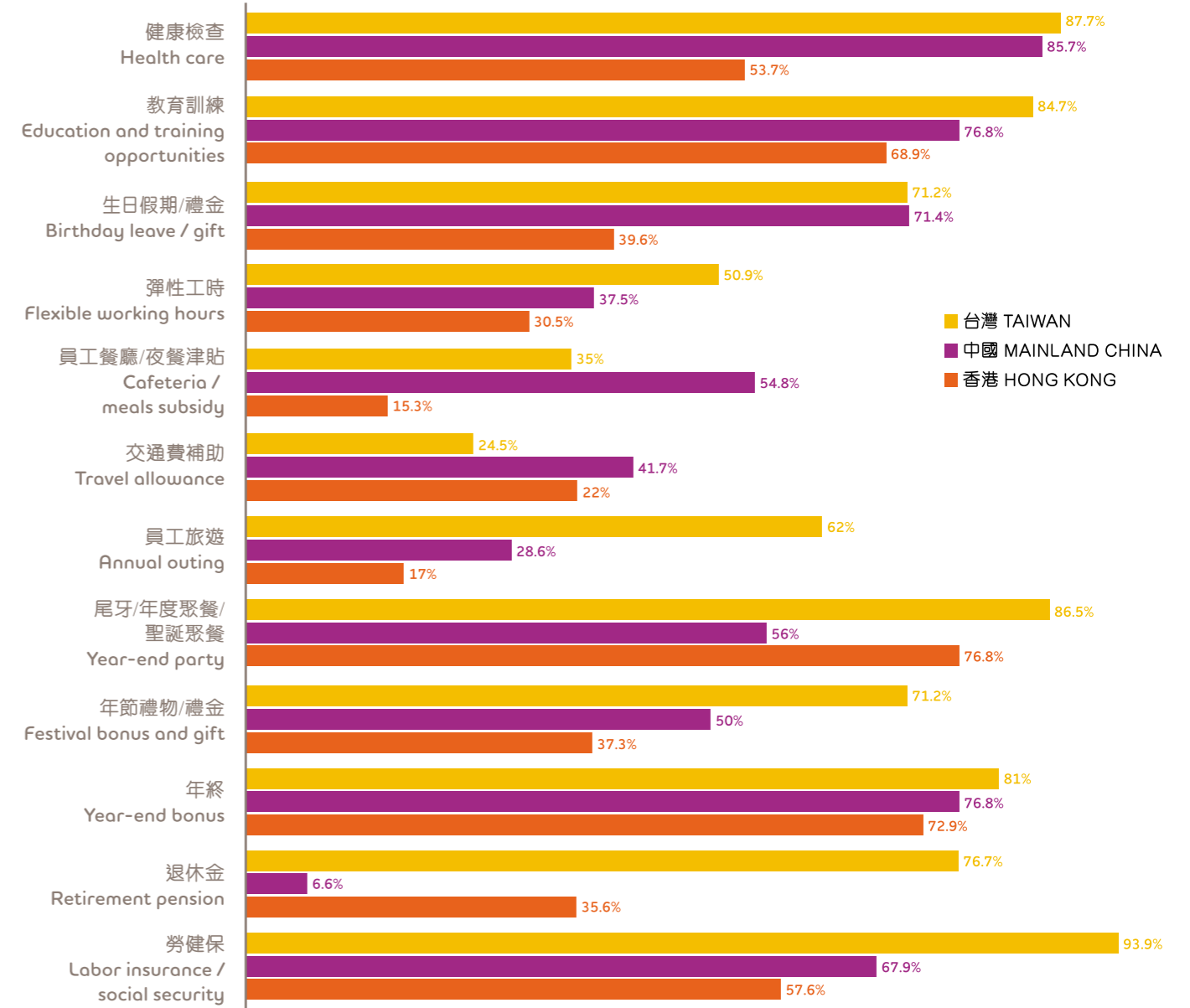
調查顯示，多數員工離職的主要原因為追求更好的工作機會。另外，薪資報酬、工作升遷機會、企業文化等原因也會影響員工求職選擇。

The survey results showed that, for most employees, the main reason for leaving employment was the desire to find a better job elsewhere. Other factors that were found to affect employees' decisions in this regard included salary levels, opportunities for promotion, the corporate culture, etc.



請問貴公司提供以下哪些員工福利? (複選)

What do you think are the top reasons why employees leave? (multiple-choice)



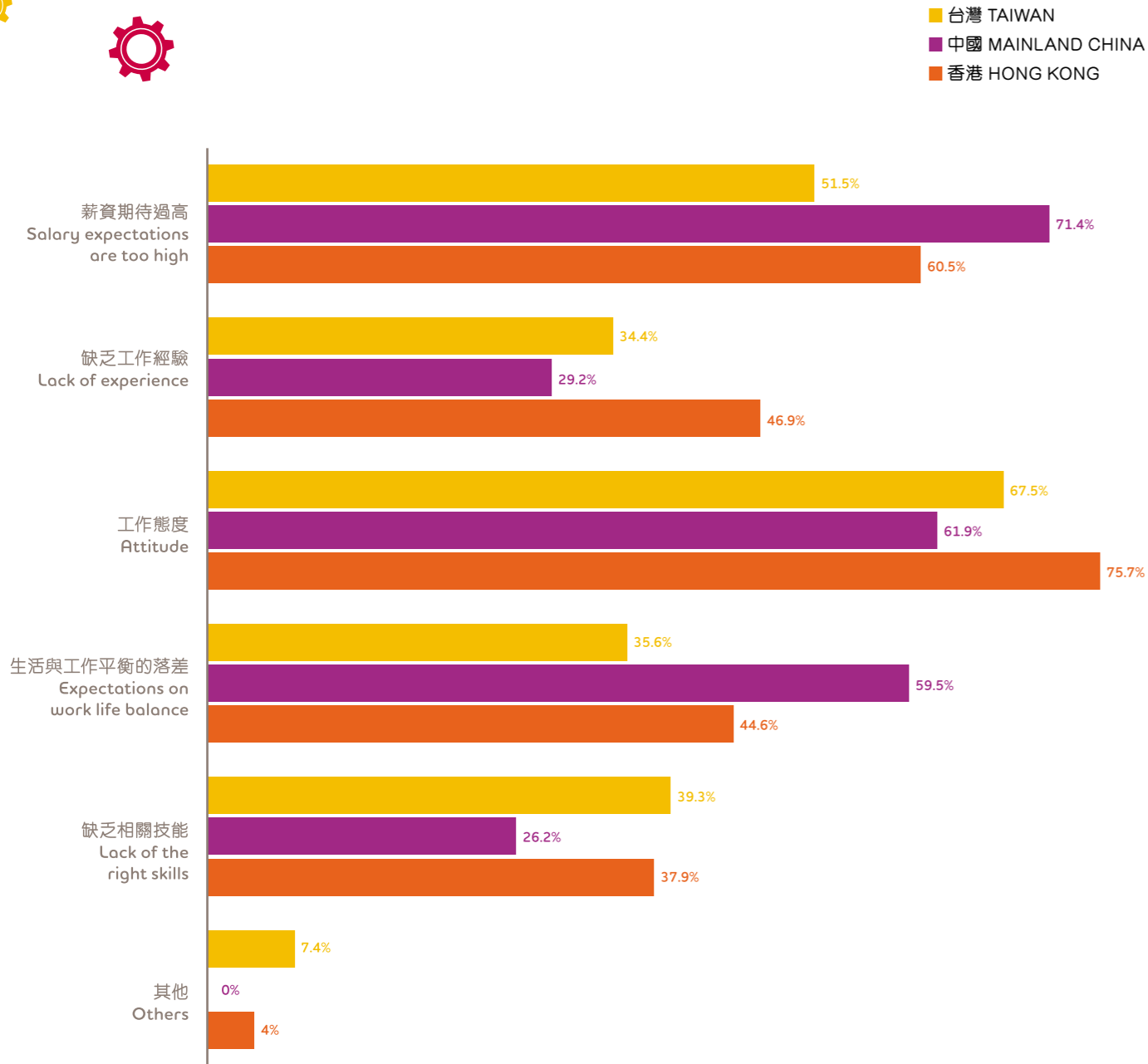
分析 ANALYSIS



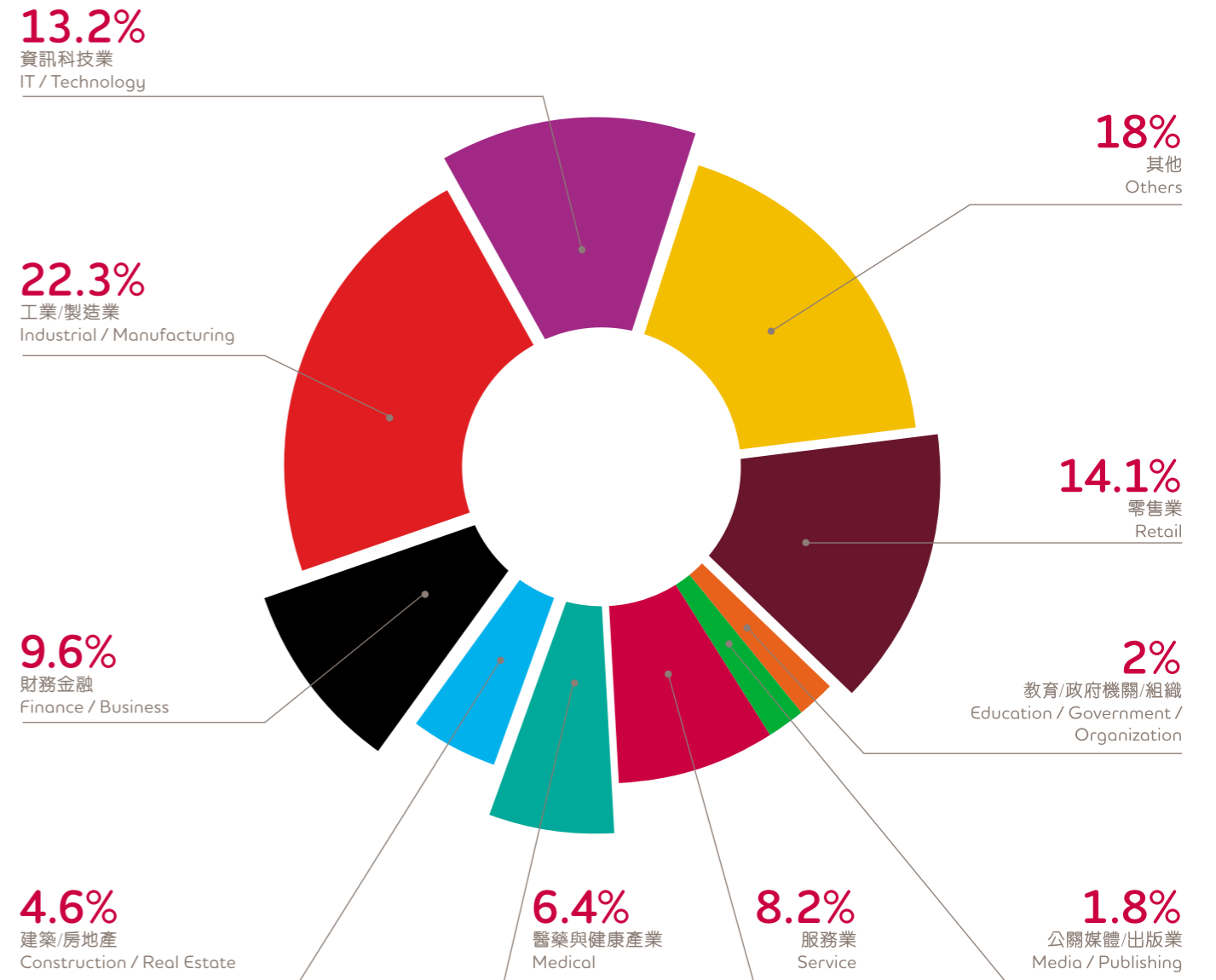
一般企業除了提供勞、健保、年終尾牙、退休金、三節禮金等基本公司福利外，越來越多企業願意採納彈性工時、員工教育訓練等特殊福利，臺灣企業有超過5成採納彈性工時制度，整體大中華區企業有7成以上提供員工教育訓練機會。

In addition to basic employee welfare provision such as labor insurance, health insurance, year-end parties, pensions, payment of bonuses at special annual festivals, etc., the survey results showed that increasingly more enterprises were open to introducing new types of special welfare provision, such as flexible working hours, employee education and training, etc. In Taiwan, more than 50% of firms had introduced flexible working hour systems, and in the Greater China Region as a whole over 70% of firms provided employees with education and training opportunities.

Q07 請問您認為青年高失業率的原因為何? (複選)
 What do you think are the reasons for high youth unemployment rate? (multiple-choice)



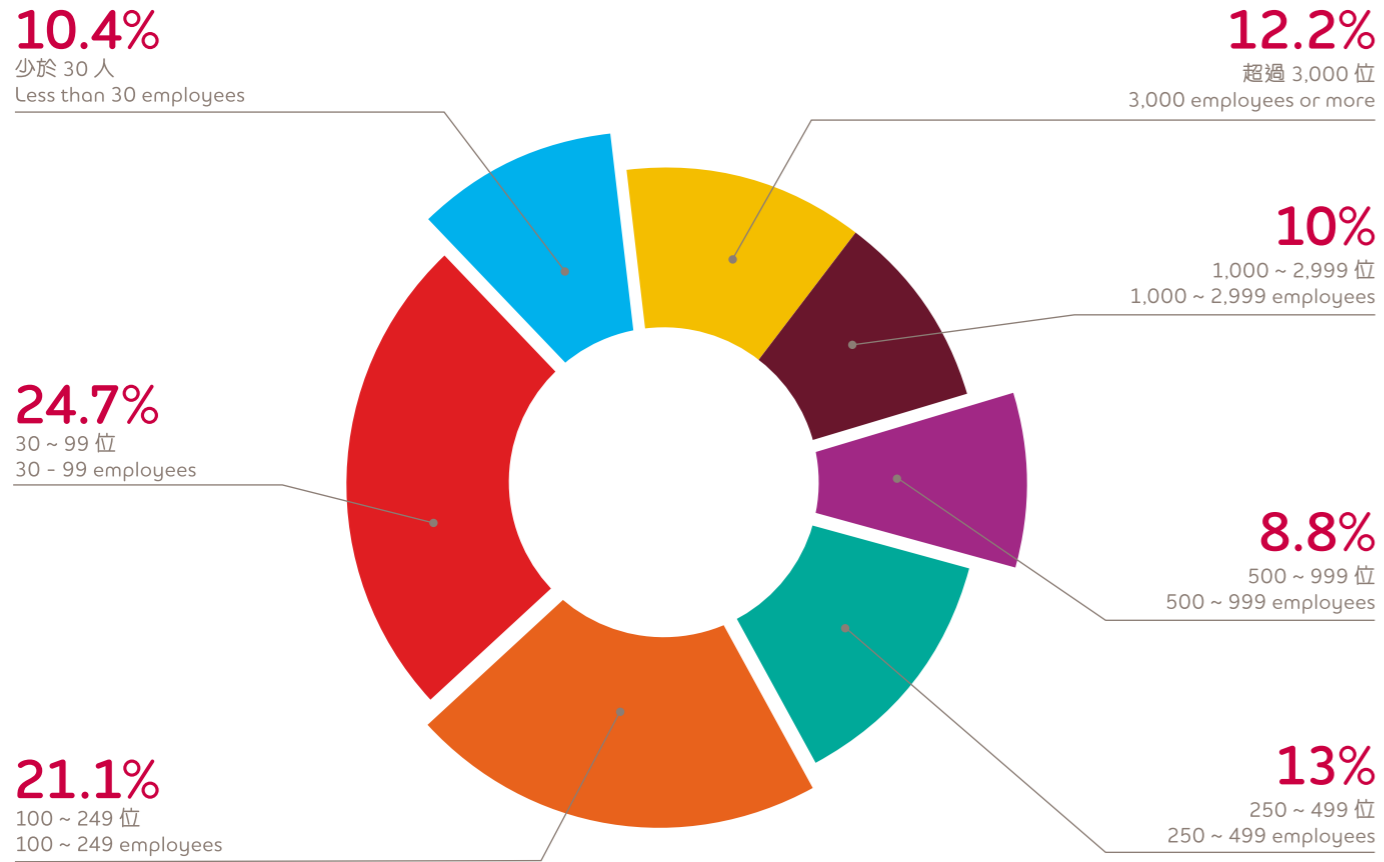
Q08 貴公司屬於哪個產業?
 Which industry does your company belong to?



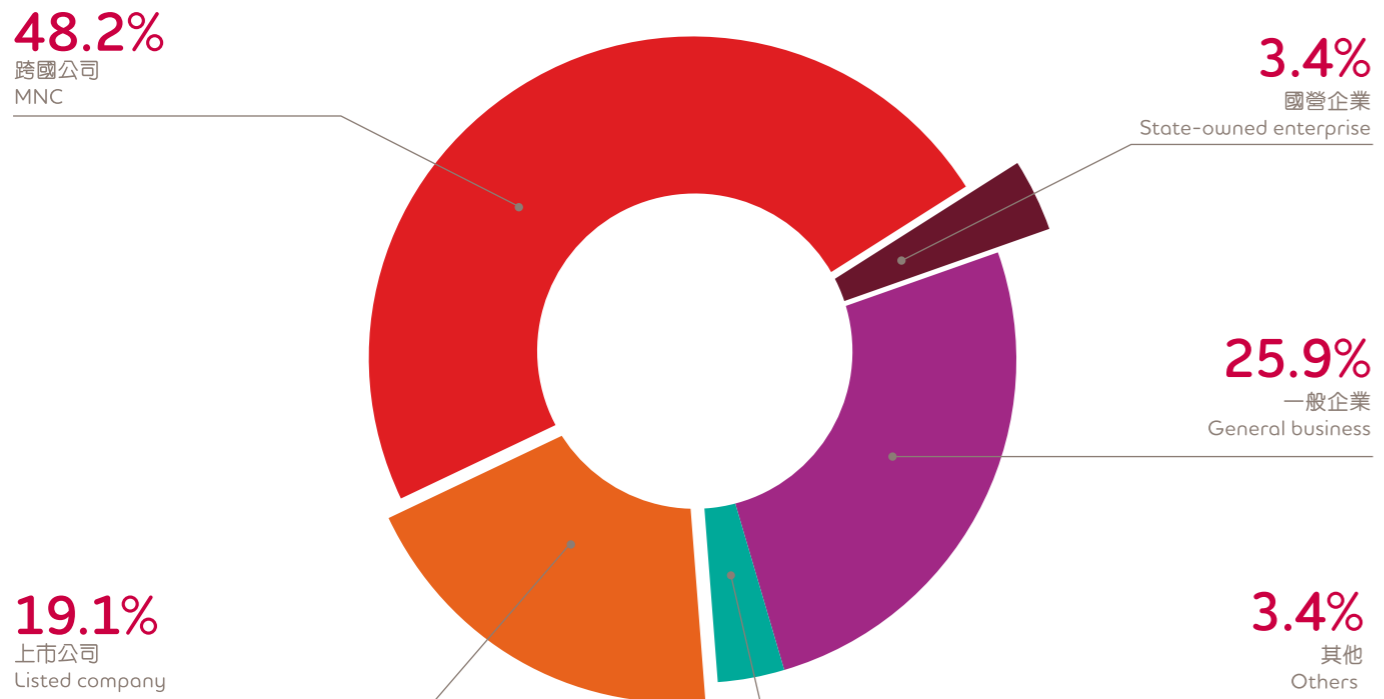
分析 ANALYSIS

新鮮人在踏入職場過程中，可能因為對薪資期待過高、工作態度等問題而導致失業，影響年輕人就職比率。
 When new graduates or school-leavers enter the workforce for the first time, factors such as excessively high expectations regarding salaries, attitudes to work, etc. can lead to unemployment, which in turn affects the percentage of young people in employment.

Q09 請問貴公司的員工人數?
What is the size of your company?



Q10 請問貴公司的組織型態?
Which type of business entity is your company?



結論 REWARDS



總受訪企業 Number of respondent : 582

整體而言，2018年大中華區多數企業均有調漲薪資意願，薪資調幅空間以2-5%居多，中國企業則有較高調薪空間，預計會有5-10%漲幅，員工的績效表現、人力競爭等原因是調薪主要原因。在增聘新員工方面，多數企業反應較保守，有些尚未制定擴編計劃，有些只招募1-5新員工。一般企業除了提供基本勞、健保、退休金、年終紅利等基本福利外，部分也開始採納彈性工時制度，並投入員工教育訓練等福利，改變企業文化以吸引優秀的求職者加入。相對而言，年輕族群面對職場環境仍有薪資預期過高、工作態度等問題，導致新鮮人在求職過程中不順利，而影響整體青年就職率。未來一年，為了縮短人力市場之間的世代隔閡，企業有必要持續制定精準的用人、留人策略，創造良好的企業文化與福利制度，以接軌人力斷層，迎戰市場挑戰與機會。

Overall, the survey results showed that, in 2018, the majority of business enterprises in the Greater China region were planning to raise salaries. The planned salary increases were usually in the range of 2 - 5%. However, there appeared to be greater scope for pay rises in China, where the majority of firms were planning to implement salary increases between 5 - 10%. The main factors influencing firms' decisions regarding salary increases were employee performance, competition for human resources, etc. With regards to recruitment of additional employees, the majority of firms displayed a cautious attitude. Most firms plan to either not add any additional employees or to raise headcount by only 1 - 5 employees over the coming year. While most firms in the Greater China Region are already providing basic employee welfare items such as labor insurance, health insurance, pensions, end-of-year bonuses, etc. some firms are also starting to provide additional types of employee welfare provision, such as flexible working hours, employee education and training, etc. These types of changes in the corporate culture can help to attract highly talented job-seekers to join a company. Faced with the current environment for job-seekers, young people entering the workforce for the first time often find it difficult to secure or keep a job because of unrealistically high salary expectations, an inappropriate attitude to work, etc. This has thus affected the youth employment rate. Over the coming year, in order to overcome the generation gap (in terms of attitudes) within the employment market, business enterprises will need to continue to draw up carefully-formulated recruiting and employee retention strategies, and will need to create more attractive corporate cultures and employee welfare systems. As such, this will help firms to recruit the human talent they need, putting them in a better position to cope with the challenges of market competition and to grasp new business opportunities.

會計、財務及金融

臺灣

2018年金融產業人力需求受國際趨勢影響將有明顯變動。臺灣於2018年第四季將接受亞太防治洗錢組織（APG）最新一次相互評鑑，金管會為此已頒布最新產業規範，國內金融業者也積極應對，配合政令與法規辦法擴充對應人才與專業團隊，落實評鑑流程以降低金融風險，接軌國際趨勢。因此在2017年至2018年間，可預見金融業者將積極招募風險防治相關人才，尤其就KYC、AML等反洗錢與金融法遵職缺將有大量需求，有相關執照與經驗者是產業間的熱門人選，需要配合最新法規政令，協助企業建置最新APG評鑑機制與防治流程。

而對比金融產業的人力流動變化，2017年臺灣整體財會市場相對較為保守，工作者留在原本公司崗位的情形多，薪資調整幅度也不高。許多外商公司受馬來西亞等東南亞國家稅務優惠減免影響，近年來紛紛將財務、會計工作外包海外，導致臺灣財會人才開缺少，薪資調整幅度有限。但對比往年，財會人力往中國移動的現象可望逐漸回溫，尤其許多高科技產業積極財會人才，有機會趁著金融科技（FinTech）熱潮，創造對應新興職位。像是大數據資料分析、財務與消費者行為預測等，均是未來整體金融、財會產業的新興熱門職缺，許多企業主已積極投入佈建，相關背景的求職者可望從中獲得較好的職涯規劃與薪資水平。

中國

中國金融產業近年來受政府法規與政策影響，帶動風險控管與法務人才需求，尤其本土金融機構在2017年至2018年間均有明顯招募計畫，依照中國一、二級市場的融資、資金勸募等市場需求，設計對應的風險防護機制，因此法遵相關人力需求將持續攀升。另外受海外跨境併購影響，中國傳統銀行在商業模式上面臨許多新挑戰，許多金融業者跟隨科技發展趨勢，紛紛投入數位金融服務（Digital banking），像是網路銀行、行動支付等，是金融業者的重要發展趨勢，因此也帶動軟硬體人才需求，金融科技（FinTech）人力快速流動。且相較於往年僅提供基本金融交易服務，近年來數位金融擴及保險、投資等業務，中國本土銀行或外商業者都積極尋求轉型，擴大科技建置團隊，有些甚至不惜高薪從科技產業尋人。中國騰訊、阿里巴

巴等科技業者在行動支付上的影響也不容小覷，影響整體行動金流變化，在整體金融市場扮演舉足輕重的角色。

整體而言，雖然2018年中國經濟環境仍未見明朗，但一級市場可預見將持續有海外資金投入，與中國本土業者搶攻大中華區市場大餅。而科技發展確實逐步帶動金融與財會產業轉型，創造新興職缺與熱門服務，值得業者與求職者持續關注。

香港

2017年第三季起，香港金融產業出現更積極的招聘計畫，主要原因在於近年來當局對金融機構的法規要求越來越嚴謹，法規與風險控管等對應職缺需求相對增加，例如客戶盡職調查（Customer Due Diligence CDD）等融資審查與法規遵循職位十分熱門，在整體香港金融人力需求中佔比較大。然而，受整體經濟環境影響，雖然業界有持續招募人力的計畫，但客戶遴選方面也越漸謹慎，招募時間延長，對人才要求相對提高。

對比香港過去的金融盛況，雖然近年並不如黃金時代一樣輝煌，但整體產業仍可說是穩定發展，尤其其中資金融機構、銀行或證券業者積極擴張，有助於提升整體香港經濟，金融業者渴望增加銷售相關人力，來擴展企業客戶的服務業務，另外外資銀行在2017年至2018年間發展相對平穩，人力流動現象也較不明顯，薪資調幅空間約只有3~5%。

金融科技（FinTech）同樣影響香港金融、財會業務轉型，當地多間銀行均已設置相關專業團隊與人才培訓計畫，擴展數位金融服務，顯示金融科技已是當地新興發展趨勢，引爆金融科技人潮。

3大產業趨勢關鍵字

趨勢 1 金融科技（FinTech）持續火熱
不管臺灣、中國或香港，金融業者均持續發展數位金融服務，創造相關科技服務與人力需求。

趨勢 2 法規要求更嚴謹
中國和香港對於風險控管意識提高，法規要求也越來越嚴謹。臺灣受洗錢防制評鑑影響，風險與法遵人才招聘計畫持續攀升。

趨勢 3 人力招募更謹慎
許多企業主紛紛將財會工作轉以海外外包形式運作，影響整體財會人力需求。企業主招募時間拉長現象，對於選人、用人方面也更加謹慎。

ACCOUNTING, FINANCE & BANKING

Taiwan

The banking industry's demand for human resources will change significantly in 2018 because of international trends. Taiwan will be subjected to the latest mutual evaluation of the Asia/Pacific Group on Money Laundering (APG) in the fourth quarter of 2018. The Financial Supervisory Commission has already issued the latest industry standards, and the domestic banking industry is actively responding by expanding its team of professionals in coordination with administrative orders and laws. The industry is also implementing evaluation procedures to reduce financial risk and align with international trends. Hence, it is foreseen that the banking industry will actively recruit risk prevention-related talent between 2017 and 2018, and there will be an especially large number of openings for anti-laundering and financial law compliance positions, such as Know Your Client (KYC) and Anti Money Laundering (AML). Individuals with related certifications and experience will be highly sought after in the industry and will need to help enterprises implement the latest APG evaluation mechanisms and prevention procedures in coordination with the latest laws and administrative orders.

In contrast with human resource flow and changes in the banking industry, Taiwan's overall finance and accounting markets is relatively conservative in 2017. Most workers remain at their original company and position, and their salary adjustment will not be significant. Many foreign companies have outsourced their finance and accounting work overseas in recent years due to the tax preferences offered by Southeast Asian countries, such as Malaysia. As a result, there is a shortage of finance and accounting job openings in Taiwan, and salary adjustments will be limited. Compared with previous years, however, the movement of finance and accounting professionals into China is expected to pick up again, especially finance and accounting professionals in high-tech industries, as the FinTech (financial technology) trend leads to the creation of new positions. For example, Big Data analysis, finance, and consumer behavior prediction are all popular positions that will open up in the finance and accounting industries. Many enterprises are actively investing in these areas, and job seekers with relevant backgrounds will enjoy better career plans and salaries.

China

In recent years, government laws and policies in China have driven the banking industry's demand for professionals in risk control and legal affairs. Chinese financial institutions all have clear recruitment plans for 2017 and 2018, with designed protection mechanisms against risk based on the demand of primary and secondary markets for financing and capital-raising. Hence, their demand for human resources will continue to rise. Additionally, because of cross-border mergers overseas, China's traditional banks face many new challenges in their business models. Many banks are investing in digital banking, following trends in technological development. For example, online payment and mobile payment are important development trends for banks that have driven demand for software and hardware talent and accelerated the flow of FinTech professionals. In the past, digital banking only provided basic financial transaction services, but it has expanded to insurance and investment in recent years. Chinese and foreign banks are actively seeking to transform and expand their technology development teams, and some are sparing no expense by scouting from the high-tech industry. In mobile payments, the influence of China's tech companies, such as Tencent and Alibaba, should not be overlooked, as they effect changes in overall mobile cash flow and play an important role in the banking market.

Generally, even though China's economic environment is still

unclear for 2018, the continued inflow of foreign capital to primary markets can be expected and will compete with China's local companies for a piece of the Greater China market. Technological development has slowly but surely transformed the banking, finance, and accounting industries, creating new job positions and popular services, and is therefore worth the continued attention of companies and job seekers.

Hong Kong

Starting in the third quarter of 2017, even more aggressive recruitment plans appeared in Hong Kong's banking industry. This was mainly due to stricter regulatory requirements imposed by the authorities on financial institutions in recent years. Legal affairs and risk control-related job openings have increased accordingly, especially lending review and legal compliance positions such as Customer Due Diligence (CDD), which account for a relatively high percentage of human resource requirements in the banking industry in Hong Kong. Due to the overall economic environment, however, customers are becoming more cautious despite the industry's continuing recruitment plans. This has resulted in longer recruitment times and higher requirements for talent.

Even though the banking industry in Hong Kong is not as booming as it was in its golden age, the overall industry can still be described as developing steadily. The aggressive expansion of Chinese-funded financial institutions, banks, and securities dealers in particular has given a boost to Hong Kong's economy. The banking industry looks set to increase its sales force to expand services for corporate customers. In addition, the development of foreign capital banks will be relatively slow between 2017 and 2018, as will human resource flow, with salary adjustments in the range of 3% to 5%.

FinTech is also affecting the transformation of banking, finance, and accounting in Hong Kong. Numerous banks have already established teams of FinTech professionals and implemented talent training plans to expand their digital banking services. This shows that FinTech is an emerging development trend that will explode into the next big thing.

The 3 Key Industry Trends

TREND 1 FinTech is still hot
The banking industries in Taiwan, China, and Hong Kong are continuing to develop digital banking services, leading to a corresponding demand for technology services and human resources.

TREND 2 Stricter regulatory requirements
China and Hong Kong have a growing awareness of risk control, and regulatory requirements are becoming stricter. Risk and legal compliance talent recruitment plans in Taiwan are increasing because of anti-laundering monitoring.

TREND 3 More careful talent recruitment
Many enterprises are outsourcing finance and accounting work overseas, affecting the overall demand for finance and accounting professionals. Enterprises are recruiting over a longer time and are more careful when selecting and hiring people.

會計及財務領域 ACCOUNTING & FINANCE

會計 ACCOUNTING

| 職位 Position | 條件要求 Qualification | 所需年資 Experience | 中國 China (月薪 / 人民幣) Monthly Salary in RMB | 香港 Hong Kong (月薪 / 港幣) Monthly Salary in HK\$ | 台灣 Taiwan (月薪 / 新台幣) Monthly Salary in NT\$ |
|---------------------------------------|--|--------------------------|--|--|--|
| 會計經理 Accounting Manager | 財務與會計學位 Degree in Finance and Accounting | 8+ (TUW/HK) 7+ (CN) | 20,000 - 30,000 | 35,000 - 50,000 | 70,000 - 140,000 |
| 資深主辦會計 Chief Accountant | 大學以上 Degree+ | 5+ | 15,000 - 25,000 | 35,000 - 45,000 | 55,000 - 80,000 |
| 資深會計 Senior Accountant | 會計學學位 Degree in Accounting | 5+ | 10,000 - 18,000 | 28,000 - 35,000 | 50,000 - 75,000 |
| 成本會計 Cost Accountant | 會計學學位 Degree in Accounting | 3-5 | 10,000 - 18,000 | 25,000 - 35,000 | 45,000 - 75,000 |
| 會計人員 Accountant | 會計學學位 Degree in Accounting | 3-5 | 10,000 - 15,000 | 25,000 - 35,000 | 40,000 - 65,000 |
| 會計助理 Assistant Accountant | 會計學學位 Degree in Accounting | 2-4 (TUW/HK) 1-2 (CN) | 5,000 - 8,000 | 18,000 - 25,000 | 35,000 - 48,000 |
| 資深帳務員 Senior Account Clerk | 會計學學位 Degree in Accounting | 1-2 (TUW/HK) 2-4 (CN) | 5,000 - 8,000 | 15,000 - 18,000 | 30,000 - 45,000 |
| 帳務員 / 帳務助理 Account Clerk/Assistant | 會計學學位 Degree in Accounting | < 1 | 3,500 - 5,000 | 12,000 - 15,000 | 25,000 - 40,000 |

審計 AUDIT

| 職位 Position | 條件要求 Qualification | 所需年資 Experience | 中國 China (月薪 / 人民幣) Monthly Salary in RMB | 香港 Hong Kong (月薪 / 港幣) Monthly Salary in HK\$ | 台灣 Taiwan (月薪 / 新台幣) Monthly Salary in NT\$ |
|----------------------------------|---|--------------------------|--|--|--|
| 審計長 Head of Audit | CIA 證照、主修會計與財務 CIA license, major in Accounting and Finance | 10+ | 40,000 - 60,000 | 80,000 - 120,000 | 130,000 - 200,000 |
| 內部稽核經理 Internal Audit Manager | CIA 證照、主修會計與財務 CIA license, major in Accounting and Finance | 8+ | 40,000 - 60,000 | 45,000 - 65,000 | 80,000 - 140,000 |
| 內部稽核師 Internal Auditor | CIA 證照、主修會計與財務 CIA license, major in Accounting and Finance | 5-7 (TUW/HK) 3-5 (CN) | 15,000 - 30,000 | 22,000 - 40,000 | 65,000 - 100,000 |
| 審計副理 Assistant Audit Manager | CIA 證照、主修會計與財務 CIA license, major in Accounting and Finance | 5+ | 30,000 - 45,000 | 28,000 - 45,000 | 60,000 - 80,000 |
| 審計主管 Audit Supervisor | CIA 證照、主修會計與財務 CIA license, major in Accounting and Finance | 4-5 (CN/TUW) 3-5 (HK) | 18,000 - 30,000 | 25,000 - 35,000 | 50,000 - 70,000 |
| 資深審計師 Senior Auditor | CIA 證照、主修會計與財務 CIA license, major in Accounting and Finance | 3-5 (TUW/HK) 3-4 (CN) | 18,000 - 30,000 | 20,000 - 30,000 | 45,000 - 65,000 |
| 初級審計員 Audit Junior | 主修會計與財務 Major in Accounting and Finance | 1-2 | 8,000 - 13,000 | 12,000 - 18,000 | 42,000 - 50,000 |
| 查帳員 Audit Clerk | 主修會計與財務 Major in Accounting and Finance | < 1 | 6,000 - 8,000 | 12,000 - 15,000 | 38,000 - 45,000 |

財務 FINANCE

| 職位 Position | 條件要求 Qualification | 所需年資 Experience | 中國 China (月薪 / 人民幣) Monthly Salary in RMB | 香港 Hong Kong (月薪 / 港幣) Monthly Salary in HK\$ | 台灣 Taiwan (月薪 / 新台幣) Monthly Salary in NT\$ |
|---|--|-------------------------------------|--|--|--|
| 財務長 Financial Controller | 財務或會計企業管理碩士 MBA Degree in Finance and Accounting | 10-20 (TUW/CN) 5-20 (HK) | 40,000 - 80,000 | 60,000 - 80,000 | 150,000 - 300,000 |
| 財務暨行政經理 Finance & Admin Manager | 財務與會計學位 Degree in Finance and Accounting | 10+ (TUW) 8-10 (CN) 5-10 (HK) | 25,000 - 60,000 | 35,000 - 50,000 | 80,000 - 180,000 |
| 財務經理 Finance Manager | 財務或會計企業管理碩士 MBA Degree in Finance and Accounting | 10+ (TUW) 5-10 (CN/HK) | 20,000 - 50,000 | 40,000 - 50,000 | 80,000 - 180,000 |
| 財務分析師 Financial Analyst | 財務與會計學位 Degree in Finance and Accounting | 3-6 (TUW/HK) 3-5 (CN) | 15,000 - 40,000 | 25,000 - 40,000 | 55,000 - 110,000 |
| 財務助理 Finance Assistant | 財務與會計學位 Degree in Finance and Accounting | 2-3 (TUW/HK) 1-2 (CN) | 5,000 - 8,000 | 15,000 - 18,000 | 28,000 - 45,000 |
| 財務暨行政辦事員 Finance & Admin Clerk | 財務與會計學位 Degree in Finance and Accounting | 1-5 (TUW/HK) 1-3 (CN) | 4,500 - 10,000 | 15,000 - 18,000 | 30,000 - 60,000 |
| 財務儲備幹部 Financial Management Trainee | 財務與會計學位 Degree in Finance and Accounting | < 1 | 4,500 - 8,000 | 12,000 - 15,000 | 28,000 - 45,000 |

稅務 TAX

| 職位 Position | 條件要求 Qualification | 所需年資 Experience | 中國 China (月薪 / 人民幣) Monthly Salary in RMB | 香港 Hong Kong (月薪 / 港幣) Monthly Salary in HK\$ | 台灣 Taiwan (月薪 / 新台幣) Monthly Salary in NT\$ |
|---------------------------------|--|-------------------------|--|--|--|
| 稅務長 Head of Tax | 財務與會計學位 Degree in Finance and Accounting | 10+ (TUW/CN) 8+ (HK) | 40,000 - 80,000 | 80,000 - 120,000 | 100,000 - 160,000 |
| 稅務經理 Tax Manager | 財務與會計學位 Degree in Finance and Accounting | 8+ (TUW/CN) 5+ (HK) | 30,000 - 60,000 | 45,000 - 65,000 | 80,000 - 130,000 |
| 資深稅務會計 Senior Tax Accountant | 財務與會計學位 Degree in Finance and Accounting | 3-5 | 15,000 - 35,000 | 25,000 - 35,000 | 45,000 - 65,000 |
| 稅務會計 Tax Accountant | 財務與會計學位 Degree in Finance and Accounting | 2-4 | 8,000 - 20,000 | 18,000 - 25,000 | 35,000 - 50,000 |
| 稅務助理 Tax Assistant | 財務與會計學位 Degree in Finance and Accounting | 1-2 | 4,500 - 10,000 | 12,000 - 18,000 | N/A |

財務 TREASURY

| 職位 Position | 條件要求 Qualification | 所需年資 Experience | 中國 China (月薪 / 人民幣) Monthly Salary in RMB | 香港 Hong Kong (月薪 / 港幣) Monthly Salary in HK\$ | 台灣 Taiwan (月薪 / 新台幣) Monthly Salary in NTS |
|-----------------------------|---|---------------------------------|---|---|--|
| 財務長 Head of Treasury | 財務與會計學位 Degree in Finance and Accounting | 15+ (TW) 10+ (CN) 5+ (HK) | 40,000 - 80,000 | 75,000 - 100,000 | 130,000 - 200,000 |
| 財務經理 Treasury Manager | 財務與會計學位 Degree in Finance and Accounting | 10+ (TW) 8+ (CN) 5+ (HK) | 30,000 - 45,000 | 40,000 - 65,000 | 70,000 - 130,000 |
| 資深財務專員 Senior Treasury | 財務與會計學位 Degree in Finance and Accounting | 3-5 | 15,000 - 30,000 | 35,000 - 45,000 | 50,000 - 80,000 |
| 財務會計 Treasury Accountant | 財務與會計學位 Degree in Finance and Accounting | 2-4 | 8,000 - 18,000 | 25,000 - 35,000 | 40,000 - 55,000 |
| 財務專員 Treasury Officer | 財務與會計學位 Degree in Finance and Accounting | 2-4 (TW/HK) 1-3 (CN) | 6,000 - 15,000 | 15,000 - 22,000 | 35,000 - 45,000 |
| 財務辦事員 Treasury Clerk | 財務與會計學位 Degree in Finance and Accounting | < 1 | 4,500 - 6,000 | 12,000 - 15,000 | 25,000 - 40,000 |

金融 BANKING

消費金融 CONSUMER BANKING

| 職位 Position | 條件要求 Qualification | 所需年資 Experience | 中國 China (月薪 / 人民幣) Monthly Salary in RMB | 香港 Hong Kong (月薪 / 港幣) Monthly Salary in HK\$ | 台灣 Taiwan (月薪 / 新台幣) Monthly Salary in NTS |
|---|-------------------------------------|--------------------|---|---|--|
| 分行經理 Branch Manager | 商業學士 Bachelor degree in Business | 10+ | 25,000 - 40,000 | 48,000 - 60,000 | 90,000 - 150,000 |
| 營運經理 Operations Manager | 學士學位 Bachelor degree | 6+ | 20,000 - 35,000 | 35,000 - 50,000 | 80,000 - 130,000 |
| 營運副理 Assistant Operations Manager | 學士學位 Bachelor degree | 4+ | 10,000 - 20,000 | 20,000 - 35,000 | 50,000 - 80,000 |
| 客戶關係經理 Customer Relationship Manager | 學士學位 Bachelor degree | 8+ | 10,000 - 25,000 | 25,000 - 45,000 | 60,000 - 140,000 |
| 營運主管 Operation Supervisor | 學士學位 Bachelor degree | 3+ | 6,000 - 10,000 | 16,000 - 25,000 | 45,000 - 60,000 |
| 個人金融服務專員 Personal Banking Officer | 商業學士 Bachelor degree in Business | 3+ | 3,500 - 8,000 | 15,000 - 30,000 | 35,000 - 70,000 |
| 銀行專員 Bank Officer | 商業學士 Bachelor degree in Business | 6+ | 3,000 - 7,500 | 12,000 - 18,000 | 45,000 - 60,000 |
| 銀行櫃檯出納 Bank Teller | 商業學士 Bachelor degree in Business | 1-2 | 3,000 - 5,000 | 10,000 - 15,000 | 28,000 - 45,000 |
| 中樞專員 Middle Office Officer | 學士學位 Bachelor degree | 3+ | 5,000 - 7,000 | 15,000 - 20,000 | 50,000 - 130,000 |
| 客服專員 Customer Service Representative | 學士學位 Bachelor degree | 1-2 | 3,000 - 5,000 | 12,000 - 20,000 | 30,000 - 55,000 |
| 銀行助理 Bank Assistant | 學士學位 Bachelor degree | 1-2 | 2,500 - 5,000 | 12,000 - 15,000 | 27,000 - 40,000 |
| 金融辦事員 Banking Clerk | 學士學位 Bachelor degree | < 1 | 3,000 - 5,000 | 10,000 - 12,000 | 30,000 - 50,000 |

企業金融 CORPORATE BANKING

| 職位 Position | 條件要求 Qualification | 所需年資 Experience | 中國 China (月薪 / 人民幣) Monthly Salary in RMB | 香港 Hong Kong (月薪 / 港幣) Monthly Salary in HK\$ | 台灣 Taiwan (月薪 / 新台幣) Monthly Salary in NTS |
|---|-------------------------|--------------------|---|---|--|
| 金融交易業務人員 TMU | 學士學位 Bachelor degree | 3+ | 25,000 - 40,000 | 40,000 - 60,000 | 60,000 - 150,000 |
| 市場風險經理 Market Risk | 學士學位 Bachelor degree | 5+ | 30,000 - 45,000 | 50,000 - 70,000 | 80,000 - 160,000 |
| 金融同業業務經理 FI Sales | 學士學位 Bachelor degree | 5+ | 30,000 - 50,000 | 45,000 - 75,000 | 80,000 - 150,000 |
| 交易支援助理 Dealing/Trade Support Assistant | 學士學位 Bachelor degree | 1-2 | 15,000 - 30,000 | 30,000 - 50,000 | 35,000 - 50,000 |
| 客戶關係經理 Relationship Manager | 學士學位 Bachelor degree | 3+ | 40,000 - 50,000 | 35,000 - 50,000 | 60,000 - 90,000 |
| 資深客戶關係經理 Sr. Relationship Manager | 學士學位 Bachelor degree | 7+ | 22,000 - 35,000 | 50,000 - 70,000 | 90,000 - 200,000 |

監察 & 信用分析 COMPLIANCE & CREDIT ANALYSIS

| 職位 Position | 條件要求 Qualification | 所需年資 Experience | 中國 China (月薪 / 人民幣) Monthly Salary in RMB | 香港 Hong Kong (月薪 / 港幣) Monthly Salary in HK\$ | 台灣 Taiwan (月薪 / 新台幣) Monthly Salary in NT\$ |
|---|---|--------------------|--|--|--|
| 法規事務經理 Compliance Manager | 財務或法律學歷，具內部稽核 或法規遵循 / 法律相關經驗 Degree in Finance or Law; experience in internal audit or compliance/law | 5+ | 20,000 - 40,000 | 60,000 - 120,000 | 90,000 - 280,000 |
| 法規事務專員 Compliance Officer | 財務或法律學歷，具內部稽核 或法規遵循 / 法律相關經驗 Degree in Finance or Law; experience in internal audit or compliance/law | 2-4 | 10,000 - 15,000 | 35,000 - 55,000 | 65,000 - 80,000 |
| 授信經理 Credit Manager | 財務 / 會計學士 Bachelor degree in Finance / accounting | 6+ | 20,000 - 30,000 | 45,000 - 60,000 | 60,000 - 120,000 |
| 信用審核 / 核准經理 Credit Approval Manager | 財務 / 會計學士 Bachelor degree in Finance / accounting | 10+ | 25,000 - 35,000 | 45,000 - 60,000 | 100,000 - 200,000 |
| 信用核閱專員 Credit Approval Officer | 財務 / 會計學士 Bachelor degree in Finance / accounting | 8+ | 15,000 - 25,000 | 25,000 - 40,000 | 80,000 - 140,000 |
| 信貸分析師 / 專員 Credit Analyst/Officer | 財務 / 會計學士 Bachelor degree in Finance / accounting | 6+ | 10,000 - 20,000 | 22,000 - 40,000 | 65,000 - 80,000 |
| 資深信貸 / 信用辦事員 Senior Credit/Loans Clerk | 財務 / 會計學士 Bachelor degree in Finance / accounting | 4+ | 7,000 - 13,000 | 15,000 - 25,000 | 45,000 - 60,000 |

證券 SECURITIES

| 職位 Position | 條件要求 Qualification | 所需年資 Experience | 中國 China (月薪 / 人民幣) Monthly Salary in RMB | 香港 Hong Kong (月薪 / 港幣) Monthly Salary in HK\$ | 台灣 Taiwan (月薪 / 新台幣) Monthly Salary in NT\$ |
|------------------------------------|-------------------------|--------------------|--|--|--|
| 結算部經理 Settlement Manager | 學士學位 Bachelor degree | 8+ | 22,000 - 50,000 | 45,000 - 60,000 | 80,000 - 200,000 |
| 結算部專員 Settlement Officer | 學士學位 Bachelor degree | 6+ | 8,000 - 20,000 | 25,000 - 30,000 | 65,000 - 90,000 |
| 結算部辦事員 Settlement Clerk | 學士學位 Bachelor degree | 1-2 | 5,000 - 8,000 | 15,000 - 20,000 | 45,000 - 65,000 |
| 股票研究員 Research / Equity Analyst | 學士學位 Bachelor degree | 3+ | 18,000 - 60,000 | 35,000 - 120,000 | 60,000 - 220,000 |
| 股票研究助理 Research Assistant | 學士學位 Bachelor degree | 1-2 | 12,000 - 20,000 | 20,000 - 55,000 | 50,000 - 100,000 |



行政管理

MANAGEMENT OFFICE

臺灣

2017年整體臺灣行政管理類職缺雖然較為緊縮，但其中仍不乏許多產業亮點，有些產業甚至為因應技術升級與海外發展，而帶動整體人力需求轉型。以客服職缺來說，受跨境電商影響，創造本土客服人力需求。雇主為求拓展業務，積極利用大數據科技發展顧客銷售資料分析技術，讓客服工作不再僅局限於處理顧客關係，而可延伸至數位行銷工作，讓客服人員可主動出擊，引導顧客消費。

而在行政秘書職缺上，菲律賓等東南亞國家博奕產業吸引臺灣許多企業主投入，因而提升高階行政秘書招聘需求。這類職缺除需配合處理一般秘書業務工作外，具備跨境專案處理經驗較為吃香，因此相對而言也較難尋覓適合的人才。另外，臺灣傳統製造業或中國業者仍持續在泰國、越南、柬埔寨等地有設廠需求，積極招募臺灣年輕一輩人才投入，薪資水平較本土待遇高，2018年也有微幅調薪機會，可望填補35歲以上高階管理人才回流國內的缺口，變成2018年行政人才的流動出口。

整體而言，雖行政類人才持續有外包海外的趨勢，但臺灣求職者的工作能力與態度仍受多數雇主肯定，有機會隨著科技發展與技術升級，建立本土人力與職能特色，提升整體求職環境品質。

中國

2017年中國零售與傳統製造業發展速度較為趨緩，因而影響行政類工作職缺，以秘書、行政工作職務而言，薪資調幅空間不大，釋出職缺也較少。但隨著人工智慧與互聯技術升級，中國許多傳統工業、製造業等老企業已積極尋求跨國合作，像是在中國二、三線城市內，已有許多傳統製造業跨海向德國等工業領先國取經，導入工業4.0的先進製程概念，優化整體的生產效率和開發環節。此變化也將影響人才需求與工作職缺，舉例來說，工廠內的操作員就可能受到人工智慧與物聯網等科技運用的衝擊，求職者必須要能適應產業變化並跟著轉型。

另外，在客服人力的需求上，中國電子商務、零售業有大者恆大的現象，中小企業競爭力越來越低，導致客服等行政人力也出現流動潮，

甚至有許多大型零售商發展跨境電商，而出現行政外包現象。大型零售業與電子商務的採購人員不只要能應付一般商品採購，甚至要涉及海外業務。整體而言業者對人才的要求更為嚴謹，選才上也更為謹慎。2018年雖然中國行政類人才流動性高，但薪資調幅空間不大，行政類工作受科技發展與整體市場影響，求職者與企業主的挑戰將持續擴大，考驗著整體產業轉型的反彈力道，才能在新興市場中找到擴張的空間。

香港

2017年香港整體行政類職缺需求平穩發展，僱主在徵才過程相對謹慎，秘書、人力資源、法務等職缺已漸趨飽和，尤其是高階職位人力流動比例不高，薪資調整幅度不大，多數人才均選擇待在原有的企業服務。然而，相較而言資歷較淺的人較願意轉換跑道，並積極跨行業別尋找新的工作機會，因此有機會創造職位流動缺口，整體人力需求仍有成長空間。

香港僱主近年來在徵才過程仍持續以嚴謹態度面對，整體招聘時間延長，求職者需歷經多次面試才能爭取到工作機會。但在科技產業、建築、餐飲等行業中仍有行政人才需求，尤其是中資企業可望在香港持續擴張，創造新一波工作職缺，吸引求職者加入。

3大產業趨勢關鍵字

- 趨勢 1** 工業 4.0 引導人力技能轉型
人工智慧、工業 4.0 等科技發展持續引導傳統製造業技術升級，改變行政類職缺與人力技能需求。
- 趨勢 2** 行政類職缺持續緊縮
行政類工作外包現象持續擴張，企業徵才更為嚴謹，選才時間拉長。
- 趨勢 3** 海外人才流動需求增加
跨境電商與海外經營持續吸引人力外流，具備東南亞等國家語言的求職者，或擁有跨境專案管理經驗的行政人才較為吃香。

Taiwan

Administration and management positions have somewhat decreased in Taiwan in 2017, but there are still quite a few industry bright spots. Human resource requirements have transformed in some industries due to technology upgrades and overseas developments. In terms of customer service openings, cross-border e-commerce has created domestic demand for customer service personnel. Employers are actively using Big Data technologies to develop customer sales data analysis technologies in hopes of expanding their business. As a result, customer service work is no longer limited to handling customer relations, but has extended into digital marketing, allowing customer service personnel to take the initiative and guide customers toward making purchases.

As for administrative secretary openings, the gaming industry in such Southeast Asian countries as the Philippines has attracted many Taiwanese investors, thereby increasing the demand for high-level administrative secretaries. Such positions involve not only handling typical secretarial matters, but also, ideally, experience with handling cross-border projects, making it relatively hard to find suitable candidates. In addition, Taiwan's traditional manufacturing industry and China's manufacturers are still establishing factories in Thailand, Vietnam, and Cambodia, and are actively recruiting the younger generation in Taiwan with relatively higher salaries. These workers have the chance to see a slight adjustment to their salaries in 2018. It is hoped that they will fill the gap left by senior executives aged 35 and above, making 2018 a year of office worker outflow.

As a whole, even though outsourcing office & administrative work overseas will remain the trend, most employers still appreciate the competencies and attitudes of Taiwanese job seekers. And that provides an opportunity for Taiwanese workers to establish their unique characteristics and competencies under the technological upgrading and development of the industry and thereby improving their overall opportunities for employment.

China

China's retail and traditional manufacturing industries developed at a relatively slow pace in 2017, affecting the number of openings for office positions. Secretary and office positions have little room for salary adjustment, and job openings are relatively few. Following upgrades in AI and IoT technologies, many long-established enterprises in traditional industries and manufacturing in China are actively seeking international cooperation. For example, many traditional manufacturers in second- and third-tier cities are learning from leading industrial countries such as Germany and have adopted the advanced process concepts of Industry 4.0, optimizing overall production efficiency and development processes. This change will impact demands for talent and job openings. For example, factory operators may be affected by the application of AI and IoT technologies. Job seekers must therefore be able to adapt to the transformation of industry.

As for the demand for customer service personnel, the big are getting bigger in China's e-commerce and retail industries, while small and medium enterprises are becoming ever less competitive, leading to higher turnover among office workers in customer services roles. Many larger retailers are even developing cross-border e-commerce and outsourcing their administrative work. Procurement personnel for large retailers and e-commerce businesses are not only required to handle the general procurement of merchandise, but also need to handle overseas business. , companies have stricter requirements for the skills of their employees and have become more careful in their talent recruitment. Even though China will see a high turnover of office workers in 2018, there is little room for salary adjustments.

Technological development and the overall market affect office positions. Challenges for job seekers and employers will continue to increase; only by testing their ability to bounce back from industry transformation will there be space for expansion in emerging markets.

Hong Kong

Demand for office positions developed steadily in Hong Kong in 2017, and employers have become more meticulous in the talent recruitment process. Secretarial, human resources, and legal affairs positions are becoming saturated, and turnover in high-level positions is low. Salaries have only adjusted slightly, and most people are choosing to remain at their current company. Comparatively, junior staff members are more willing to change jobs and actively search for new job opportunities in different industries. This turnover may create job openings, and there is still room for growth in the overall demand for human resources.

Hong Kong employers continue to treat the talent recruitment process with rigor. The entire recruitment time has been extended, and job seekers need to go through several interviews for positions. The technology, construction, and food industries, however, still have office position openings, especially with Chinese-funded enterprises expected to continue expanding in Hong Kong. This expansion will create a new wave of job openings and attract job seekers.

The 3 Key Industry Trends

- TREND 1** Transition in work skills guided by Industry 4.0
Technological developments such as AI and Industry 4.0 will continue to guide technology upgrades in traditional manufacturing industries and will change office position openings and work skill requirements.
- TREND 2** Office openings continue to decrease
The outsourcing of office work continues to become more prevalent, while enterprises have become more careful in their talent recruitment, and talent recruitment processes take longer.
- TREND 3** Increase in talent outflow overseas
Cross-border e-commerce and overseas operations continue to attract talent overseas, and job seekers who can speak Southeast Asian languages or have experience managing cross-border projects will have the advantage.

行政管理 OFFICE

人力資源 HUMAN RESOURCES

| 職位 Position | 條件要求 Qualification | 所需年資 Experience | 中國 China (月薪 / 人民幣) Monthly Salary in RMB | 香港 Hong Kong (月薪 / 港幣) Monthly Salary in HK\$ | 台灣 Taiwan (月薪 / 新台幣) Monthly Salary in NT\$ |
|--|-----------------------------|-----------------------------------|--|--|--|
| 人資長 / 人資副總 / 協理 HR Head/CHO/HR Director/ VP | 大專院校或以上 Degree and above | 10-15+ | 50,000 - 150,000 | 80,500 - 150,500 | 120,000 - 250,000 |
| 區域人資經理 / 協理 Regional HR Manager/ Director | 大專院校或以上 Degree and above | 8-15(TUJ) 8+(CN/HK) | 30,000 - 50,000 | 55,000 - 65,500 | 100,000 - 180,000 |
| 人資 / 招募 / 薪酬福利經理 / 人資專業夥伴 HR/Staffing/C&B Manager/ Business Partner | 大專院校或以上 Degree and above | 5-8+ | 20,000 - 40,000 | 38,500 - 45,500 | 80,000 - 130,000 |
| 教育訓練經理 / 講師 Training Manager/Trainer | 大專院校或以上 Degree and above | 8+ (TUJ/HK) 5-6 (CN) | 15,000 - 25,000 | 40,500 - 50,500 | 65,000 - 120,000 |
| 人資副理 HR Assistant Manager | 大專院校或以上 Degree and above | 5-8 (TUJ) 5+ (CN) 3-5+ (HK) | 15,000 - 35,000 | 30,500 - 33,500 | 55,000 - 70,000 |
| 人資專員 HR Officer/Specialist/ Executive | 大專院校或以上 Degree and above | 2-4 | 7,000 - 18,000 | 15,500 - 25,500 | 35,000 - 55,000 |
| 人資專員 / 助理 HR Administrator/Assistant | 大專院校或以上 Degree and above | 1-2 | 4,500 - 10,000 | 15,500 - 17,500 | 25,000 - 35,000 |
| 人資培訓 / 人資儲備幹部 HR Trainee | 大專院校或以上 Degree and above | < 1 | 4,500 - 6,500 | 10,500 - 13,500 | 30,000 - 40,000 |

法務 LEGAL

| 職位 Position | 條件要求 Qualification | 所需年資 Experience | 中國 China (月薪 / 人民幣) Monthly Salary in RMB | 香港 Hong Kong (月薪 / 港幣) Monthly Salary in HK\$ | 台灣 Taiwan (月薪 / 新台幣) Monthly Salary in NT\$ |
|------------------------|--|-----------------------------|--|--|--|
| 法務協理 Legal Director | 大專院校或以上，具證照者優 Degree and above; with license preferred | 10-15+ (TUJ) 10+ (CN/HK) | 65,000 - 150,000 | 90,500 - 150,500 | 150,000 - 300,000 |
| 法務經理 Legal Manager | 大專院校或以上，具證照者優 Degree and above; with license preferred | 8+ (TUJ/CN) 5+ (HK) | 30,000 - 50,000 | 40,500 - 100,500 | 100,000 - 200,000 |
| 法務專員 Legal Officer | 大專院校或以上 Degree and above | 3+ (TUJ/HK) 3-5 (CN) | 10,000 - 35,000 | 30,500 - 70,500 | 45,000 - 80,000 |

採購 PROCUREMENT

| 職位 Position | 條件要求 Qualification | 所需年資 Experience | 中國 China (月薪 / 人民幣) Monthly Salary in RMB | 香港 Hong Kong (月薪 / 港幣) Monthly Salary in HK\$ | 台灣 Taiwan (月薪 / 新台幣) Monthly Salary in NT\$ |
|--|------------------------------|------------------------------------|--|--|--|
| 區域採購經理 Regional Procurement Manager | 大專院校或以上 Degree and above | 10+ (TUJ) 8+ (CN/HK) | 40,000 - 60,000 | 55,000 - 90,500 | 80,000 - 130,000 |
| 採購經理 / 資深採購 Procurement Manager/ Sr. Buyer | 大專院校 / 文憑 Degree/ Diploma | 8-12 (TUJ) 5-8 (CN) 5+ (HK) | 25,000 - 50,000 | 30,500 - 45,500 | 60,000 - 120,000 |
| 採購主管 / 採購主任 Procurement Supervisor | 大專院校 / 文憑 Degree/ Diploma | 8-10 (TUJ) 5-7 (CN) 3-5 (HK) | 18,000 - 25,000 | 25,500 - 30,500 | 55,000 - 100,000 |
| 採購專員 Procurement Officer | 大專院校 / 文憑 Degree/ Diploma | 2-3 | 6,000 - 18,000 | 18,500 - 25,500 | 40,000 - 50,000 |
| 採購助理 Procurement Assistant | 大專院校 / 文憑 Degree/ Diploma | 1-2 | 4,500 - 8,000 | 14,500 - 16,500 | 30,000 - 35,000 |

行政管理支援 ADMINISTRATION & OFFICE SUPPORT

| 職位 Position | 條件要求 Qualification | 所需年資 Experience | 中國 China (月薪 / 人民幣) Monthly Salary in RMB | 香港 Hong Kong (月薪 / 港幣) Monthly Salary in HK\$ | 台灣 Taiwan (月薪 / 新台幣) Monthly Salary in NT\$ |
|---|-----------------------------|----------------------------------|--|--|--|
| 行政經理 / 管理部經理 / 辦公 大樓設備管理經理 Administrative Manager/ Office Manager/ Facility Manager | 大專院校 Degree | 8-10 (TUJ) 8+ (CN/HK) | 25,000 - 40,000 | 40,500 - 55,500 | 60,000 - 150,000 |
| 執行助理 Executive Assistant | 大專院校 Degree | 5-8 (TUJ) 3-6 (CN) 5+ (HK) | 10,000 - 35,000 | 35,500 - 55,500 | 50,000 - 80,000 |
| 行政專員 Administrative Officer | 大專院校 Degree | 3-6 (TUJ/HK) 3-5 (CN) | 8,000 - 15,000 | 23,500 - 28,500 | 40,000 - 50,000 |
| 行政助理 Administrative Assistant | 大專院校 Degree | 1-4 (TUJ/HK) 1-3 (CN) | 5,000 - 12,000 | 15,500 - 23,500 | 30,000 - 40,000 |
| 禮堂接待人員 Receptionist | 大專院校 / 文憑 Degree/Diploma | 1-2 | 3,500 - 6,500 | 12,500 - 20,500 | 25,000 - 35,000 |
| 辦公室助理 Office Assistant | 大專院校 / 文憑 Degree/Diploma | 1-2 | 4,500 - 8,000 | 12,500 - 15,500 | 25,000 - 35,000 |
| 資料輸入人員 Data Entry Clerk | 大專院校 / 文憑 Degree/Diploma | < 1 | 4,000 - 6,000 | 8,500 - 11,500 | 22,000 - 25,000 |
| 司機 / 駕駛 Driver | 大專院校 / 文憑 Degree/Diploma | 2-4 | 4,000 - 10,000 | 15,500 - 20,500 | 35,000 - 60,000 |

電話客服 CALL CENTRE

| 職位 Position | 條件要求 Qualification | 所需年資 Experience | 中國 China (月薪 / 人民幣) Monthly Salary in RMB | 香港 Hong Kong (月薪 / 港幣) Monthly Salary in HK\$ | 台灣 Taiwan (月薪 / 新台幣) Monthly Salary in NT\$ |
|--|-----------------------------|--------------------------|--|--|--|
| 電話客服經理 Call Centre Manager | 大專院校 Degree | 8+ | 20,000 - 40,000 | 45,000 - 60,500 | 60,000 - 150,000 |
| 副理 Assistant Manager | 大專院校 Degree | 4-7 (TUW/HK) 4-6 (CN) | 15,000 - 25,000 | 35,500 - 45,500 | 50,000 - 80,000 |
| 主任 / 組長 Supervisor / Team Leader | 大專院校 Degree | 2-4 (TUW/HK) 4-5 (CN) | 10,000 - 20,000 | 20,500 - 30,500 | 40,000 - 60,000 |
| 資深電話客服人員 Senior Call Centre Representative | 大專院校 Degree | 2-3 | 6,000 - 10,000 | 15,500 - 20,500 | 40,000 - 55,000 |
| 客服熱線專員 Helpdesk/Hotline Officer | 大專院校 / 文憑 Degree/Diploma | 1-3 | 4,500 - 8,000 | 13,500 - 16,500 | 25,000 - 40,000 |
| 電話客服助理 Call Centre Assistant | 大專院校 / 文憑 Degree/Diploma | 1-3 (TUW/HK) 0-2 (CN) | 4,000 - 7,000 | 11,500 - 16,500 | 25,000 - 40,000 |

客戶服務 CUSTOMER SERVICE

| 職位 Position | 條件要求 Qualification | 所需年資 Experience | 中國 China (月薪 / 人民幣) Monthly Salary in RMB | 香港 Hong Kong (月薪 / 港幣) Monthly Salary in HK\$ | 台灣 Taiwan (月薪 / 新台幣) Monthly Salary in NT\$ |
|-------------------------------------|-----------------------|--------------------------|--|--|--|
| 客服經理 Customer Service Manager | 大專院校 Degree | 8-12 (TUW) 8+ (CN/HK) | 15,000 - 40,000 | 30,500 - 55,500 | 60,000 - 150,000 |
| 客服主任 Customer Service Supervisor | 大專院校 Degree | 5+ (TUW/HK) 5-7 (CN) | 15,000 - 25,000 | 20,500 - 35,500 | 50,000 - 80,000 |
| 客服專員 Customer Service Specialist | 大專院校 Degree | 3-5 (TUW/HK) 2-4 (CN) | 6,000 - 12,000 | 15,500 - 25,500 | 35,000 - 50,000 |
| 客服專員 Customer Service Executive | 大專院校 Degree | 3-5 (HK) 1-3 (CN) | 4,500 - 10,000 | 15,500 - 20,500 | N/A |
| 客服助理 Customer Service Assistant | 大專院校 Degree | 1 (TUW/HK) <1 (CN) | 3,500 - 6,500 | 11,500 - 15,500 | 25,000 - 35,000 |

秘書 SECRETARIAL

| 職位 Position | 條件要求 Qualification | 所需年資 Experience | 中國 China (月薪 / 人民幣) Monthly Salary in RMB | 香港 Hong Kong (月薪 / 港幣) Monthly Salary in HK\$ | 台灣 Taiwan (月薪 / 新台幣) Monthly Salary in NT\$ |
|-----------------------------|-----------------------|--------------------------|--|--|--|
| 執行秘書 Executive Secretary | 大專院校 Degree | 10+ (TUW) 7+ (CN/HK) | 15,000 - 40,000 | 35,500 - 55,500 | 60,000 - 100,000 |
| 資深秘書 Senior Secretary | 大專院校 Degree | 4-8 (TUW) 4-6 (CN/HK) | 15,000 - 35,000 | 35,500 - 40,500 | 45,000 - 80,000 |
| 秘書 Secretary | 大專院校 Degree | 2-4 | 8,000 - 20,000 | 20,500 - 35,500 | 35,000 - 60,000 |
| 助理秘書 Junior Secretary | 大專院校 Degree | 1-2 | 6,000 - 10,000 | 12,500 - 15,500 | 28,000 - 40,000 |



業務及行銷

SALES & MARKETING

臺灣

臺灣行銷與業務工作職缺近年來出現明顯變化，尤其在電子商務領域，過去臺灣民生用品類電子商務發展已漸趨飽和，但新興餐飲、生鮮類電子商務則仍有許多成長空間，是零售業與電子商務業者積極進軍的新商機，因而帶動對應的行銷、廣告業務人才。尤其是數位行銷與業務人才，不管是低階到中高階管理人才在個大領域中都很熱門，薪資也有機會談到較高的價碼。

此類工作職位需要針對各大社群網站、行動影音等媒體平臺串流廣告業務，並緊跟直播、團購等科技趨勢，利用大數據分析在互動裝置中，爭取消費者目光，是未來數位行銷與廣告業務投放的必爭之地。相對而言，這類人才也較難尋找，業者需要花更多時間填補職位空缺。

而除了線上電子商務發展外，線下市場在 2018 年也有成長空間，像是餐飲業未來一年將持續有海外餐廳來臺灣駐點，有機會釋出更多職缺。飯店業受到 Airbnb 等新興科技平臺影響，過去一年整體市場有稍趨緩現象，但也因此促使求職者往海外發展，在中國、東南亞等地的度假村找到發展空間，求職者與企業主可持續關注新興趨勢發展，加速整合數位科技以提升整體海外市場競爭力。

中國

2017 年中國發展出「新零售」概念，過去專攻線上銷售的電子商務企業開始在中國各大城市開設實體店鋪，讓消費者同步享受線上與線下購物的好處。一方面線上購物快速且便捷，另一方面實體店鋪滿足體驗式經濟，讓消費者可在店內親自感受商品。

因此，整體電子商務的物流速度也持續加快，各大零售業品牌陸續在各大城市周邊設立物流中心，讓客戶可以快速拿到商品，爭取速度競爭力。這些銷售模式上的改變，影響業務銷售與物流處理的技術，企業既要能快速整合商品與消費者購物資訊，還要優化物流運送流程，因而創造出新的職務與工作內容。

新時代的電子商務行銷業務不僅要支援商品銷售，還要懂得優化物流、配送模式、供應鏈與顧客銷售分析，

從銷售模式轉變來優化整體業務內容。數位行銷人才則要顧及多元媒體平臺，從傳統紙媒、廣告、電視、社群媒體等進行線上、線下的整合行銷計畫，並根據消費者行為來改變行銷方式。

過去從事傳統零售與行銷業務的人才要懂得適度轉換工作技能與態度，才能因應快速變動的產業需求，否則就會跟不上市場變化的節奏。而相對應的，這類人才在薪資調整上也有較大成長空間，是中國目前最火熱的新興職缺。

未來一年，科技趨勢將持續帶動數位行銷與業務人才發展，企業主與求職者可持續關注新零售與電子商務產業等兩大熱門產業發展。

香港

2017 年整體而言香港在業務方面人力需求較為持平發展，但近年來隨著消費性產品、醫療、健康食品與民生物資等產業有明顯上升趨勢，相關人力流動受到刺激。2018 年預計有更多海外企業將加入香港市場，包括零售業、精品、食品醫療等均有多家企業準備進駐，此類海外企業計劃以香港為跳板進軍中國，預計將為當地開發出更多業務銷售上的需求。

而在行銷職缺方面，隨著線上電子商務的發展，社群媒體行銷與串流直播已經變成香港當地兩大熱門趨勢。許多企業已著手開發各種互動機制，包括串流實體店面活動的線上直播、結合行動裝置與虛擬實境的互動式行銷活動等，均創造許多新興職缺。這類工作在未來較有成長空間，企業希望聘用同時具備科技與行銷背景的專才，並願意提供較高的薪資福利。此類職缺可望在未來持續成長，發展出更多職位需求與職能角色變化。

3 大產業趨勢關鍵字

- 趨勢 1** 數位行銷人才火熱
隨著線上、線下多元媒體平臺快速發展，懂得整合各類科技應用的數位行銷人才成為業界熱門徵才人選。
- 趨勢 2** 新零售業務快速擴張
電子商務和零售業持續加快物流速度，並加強整合實體店鋪與線上銷售業務，顛覆過往業務流程。
- 趨勢 3** 市場業務模式將更多元
市場業務模式將越來越多元，求職者要懂得快速因應趨勢變化，串流銷售、物流與顧客分析等多元業務，才能回應市場需求。

Taiwan

There have been significant changes in marketing and sales positions in Taiwan in recent years, especially in the field of e-commerce. E-commerce for daily commodities is becoming saturated in Taiwan, but e-commerce for restaurants and fresh foods still has great potential. Retailers and e-commerce companies are actively trying to seize new business opportunities, and this has driven demand for marketing, advertising, and sales talent. Digital marketing and sales talent, from entry level to medium- and high-level managers, is popular in each major field and job seekers have opportunities to negotiate higher salaries.

Workers in such positions need to focus on streaming ads on social media and mobile audiovisual platforms, and closely follow technology trends, such as live broadcasts and group buying. The use of Big Data analysis for interactive devices in attracting the attention of consumers is an area of contention for future digital marketing and advertising. In contrast, such talent is harder to find, and companies will need to spend more time filling positions.

Besides the development of online e-commerce, the offline market also has room for growth in 2018. In the restaurant industry, overseas restaurants will continue to open locations in Taiwan in the year ahead, and there will be opportunities for more job openings. Emerging technology platforms, such as Airbnb, have affected the hotel industry and market growth has slowed in the past year. This has driven job seekers overseas, where they have found prospects in resorts in China and Southeast Asia. Job seekers and employers can continue to follow the development of emerging trends and accelerate the integration of digital technology to enhance their competitiveness in overseas markets.

China

The concept of 'New Retail' was developed in China in 2017, and e-commerce companies that originally focused on online sales began to open brick- and-mortar stores in China's major cities so consumers can enjoy the benefits of both online and offline shopping. Online shopping is fast and convenient, while brick-and-mortar stores, part of the experience economy, allow consumers to try out products for themselves.

Hence, the logistical speed of e-commerce has continued to accelerate, and major retail brands are establishing logistics centers in the vicinities of major cities. This allows customers to rapidly get their hands on merchandise, as retailers gain competitiveness through speed. These changes in sales models have affected sales and logistics technologies. Enterprises must be able to integrate information on products and consumer purchases and to optimize the logistics process. As a result, new job positions and work content have been created.

Marketing in e-commerce for the new era not only needs to support product sales, but also understand logistics optimization, delivery models, supply chain and customer sales analysis, and optimized work content through sales model changes. Digital marketing professionals must be able to handle integrated marketing plans for both online and offline marketing on diverse media and platforms that range from traditional print media, advertisements, and TV to social media. These professionals must also be able to change their marketing methods based on consumer behavior.

Traditional retail, marketing, and sales professionals have had to develop their work skills and attitudes to keep up with rapidly changing industry demands; otherwise, they risked being left behind by market changes. These specialists have greater potential for salary growth, as they are currently in the highest demand in China.

In the year ahead, technology trends will still drive developments in digital marketing and sales. Employers and job seekers can continue to follow developments in the New Retail and e-commerce industries.

Hong Kong

In general, the demand for salespeople has remained stable in Hong Kong in 2017. The significant growth of industries for consumer products, medical care, health food, and daily commodities in recent years has stimulated the flow of labor. Even more overseas enterprises are expected to enter Hong Kong's market in 2018. Numerous enterprises in the retail, luxury goods, food, and medical care industries are all preparing, planning to use Hong Kong as a springboard for entering China. This is expected to create greater demand for salespeople in Hong Kong.

As for marketing openings, social media marketing and live-streamed broadcasts have become the two hottest trends in Hong Kong, following the development of online e-commerce. Many enterprises have already begun developing mechanisms for interaction, including live-streamed broadcasts of activities at brick-and-mortar shops, as well as interactive marketing activities that bring together mobile devices and virtual reality. These have all created many new job openings. This type of work has more potential for growth, as enterprises hope to recruit professionals with backgrounds in both technology and marketing, and are willing to provide better salaries and benefits. These positions can be expected to increase in the future, with greater demand and changes in functions and roles.

The 3 Key Industry Trends

- TREND 1** Digital marketing professionals are highly sought after
Following the rapid development of online and offline media platforms, digital marketing professionals who know how to integrate technology applications are highly sought after in their industry.
- TREND 2** Rapid expansion of New Retail
E-commerce and retail continue to accelerate the speed of logistics and further integrate brick-and-mortar shops with online sales, overturning past business processes.
- TREND 3** More diverse business models in the market
Business models in the market will become more diverse; job seekers need to know how to rapidly respond to trends and link sales, logistics, and customer analysis to satisfy market demand.

業務 & 行銷 SALES & MARKETING

廣告 ADVERTISING

| 職位 Position | 條件要求 Qualification | 所需年資 Experience | 中國 China (月薪 / 人民幣) Monthly Salary in RMB | 香港 Hong Kong (月薪 / 港幣) Monthly Salary in HK\$ | 台灣 Taiwan (月薪 / 新台幣) Monthly Salary in NT\$ |
|--|----------------------------|-------------------------|--|--|--|
| 業務總監 / 資深客戶經理 Account Director | 學士或以上 Bachelor or above | 6+ | 25,000 - 60,000 | 45,000 - 80,000 | 85,000 - 150,000 |
| 業務經理 / 客戶經理 Account Manager | 學士或以上 Bachelor or above | 4+ | 12,000 - 30,000 | 30,000 - 45,000 | 60,000 - 85,000 |
| 業務副理 / 客戶副理 Assistant Account Manager | 學士或以上 Bachelor or above | 3+ | 10,000 - 25,000 | 20,000 - 30,000 | 50,000 - 65,000 |
| 平面設計師 Graphic Designer | 學士或以上 Bachelor or above | 2-4 (TW/HK) 1-5 (CN) | 6,000 - 30,000 | 13,000 - 20,000 | 35,000 - 55,000 |
| 業務主任 / 客戶主任 Account Executive | 學士或以上 Bachelor or above | 1-2 (TW/HK) 0-2 (CN) | 3,000 - 10,000 | 13,000 - 18,000 | 33,000 - 45,000 |
| 執行製作 Production Executive | 學士或以上 Bachelor or above | 2-4 | 10,000 - 15,000 | 15,000 - 20,000 | 28,000 - 40,000 |
| 初級平面設計師 Junior Graphic Designer | 學士或以上 Bachelor or above | 1-2 (TW/HK) 0-2 (CN) | 5,000 - 10,000 | 9,000 - 13,000 | 28,000 - 35,000 |
| 製作助理 Production Assistant | 學士或以上 Bachelor or above | 1-2 (TW/HK) 0-2 (CN) | 6,000 - 15,000 | 9,000 - 12,000 | 28,000 - 35,000 |

行銷 MARKETING

| 職位 Position | 條件要求 Qualification | 所需年資 Experience | 中國 China (月薪 / 人民幣) Monthly Salary in RMB | 香港 Hong Kong (月薪 / 港幣) Monthly Salary in HK\$ | 台灣 Taiwan (月薪 / 新台幣) Monthly Salary in NT\$ |
|--|----------------------------|-------------------------|--|--|--|
| 行銷總監 Head of Marketing | 商業管理碩士 MBA | 10+ | 50,000 - 150,000 | 55,000 - 120,000 | 150,000 - 250,000 |
| 行銷經理 Marketing Manager | 學士或以上 Bachelor or above | 8+ (TW/HK) 6+ (CN) | 25,000 - 50,000 | 40,000 - 65,000 | 85,000 - 150,000 |
| 行銷副理 Assistant Marketing Manager | 學士或以上 Bachelor or above | 6+ (TW/HK) 4+ (CN) | 15,000 - 35,000 | 30,000 - 45,000 | 65,000 - 80,000 |
| 產品行銷經理 Product Marketing Manager | 學士或以上 Bachelor or above | 3-5 | 15,000 - 40,000 | 28,000 - 38,000 | 55,000 - 75,000 |
| 資深行銷企劃人員 Senior Marketing Executive | 學士或以上 Bachelor or above | 2-3 | 10,000 - 22,000 | 16,000 - 25,000 | 50,000 - 65,000 |
| 行銷企劃人員 Marketing Executive | 學士或以上 Bachelor or above | 1-2 | 5,000 - 10,000 | 12,000 - 16,000 | 35,000 - 45,000 |
| 資料庫行銷人員 Database Marketing/CRM | 學士或以上 Bachelor or above | 2-3 (TW/HK) 1-3 (CN) | 8,000 - 20,000 | 22,000 - 30,000 | 40,000 - 60,000 |
| 網站企劃行銷人員 Internet Marketing Executive | 學士或以上 Bachelor or above | 2-3 | 8,000 - 20,000 | 15,000 - 23,000 | 40,000 - 60,000 |
| 活動企劃人員 Event Marketing Executive | 學士或以上 Bachelor or above | 2-3 | 5,000 - 18,000 | 15,000 - 20,000 | 35,000 - 50,000 |
| 市場研究員 Market Researcher | 學士或以上 Bachelor or above | 0-2 | 5,000 - 12,000 | 13,000 - 16,000 | 33,000 - 55,000 |

行銷 MARKETING

| 職位 Position | 條件要求 Qualification | 所需年資 Experience | 中國 China (月薪 / 人民幣) Monthly Salary in RMB | 香港 Hong Kong (月薪 / 港幣) Monthly Salary in HK\$ | 台灣 Taiwan (月薪 / 新台幣) Monthly Salary in NT\$ |
|-------------------------------|----------------------------|--------------------|--|--|--|
| 行銷企劃助理 Marketing Assistant | 學士或以上 Bachelor or above | 0-2 | 3,000 - 6,000 | 10,000 - 13,000 | 25,000 - 38,000 |
| 電話行銷員 Telemarketer | 學士或以上 Bachelor or above | < 1 | 1,500 - 3,500 | N/A | 20,000 - 25,000 |

公關 PUBLIC RELATIONS

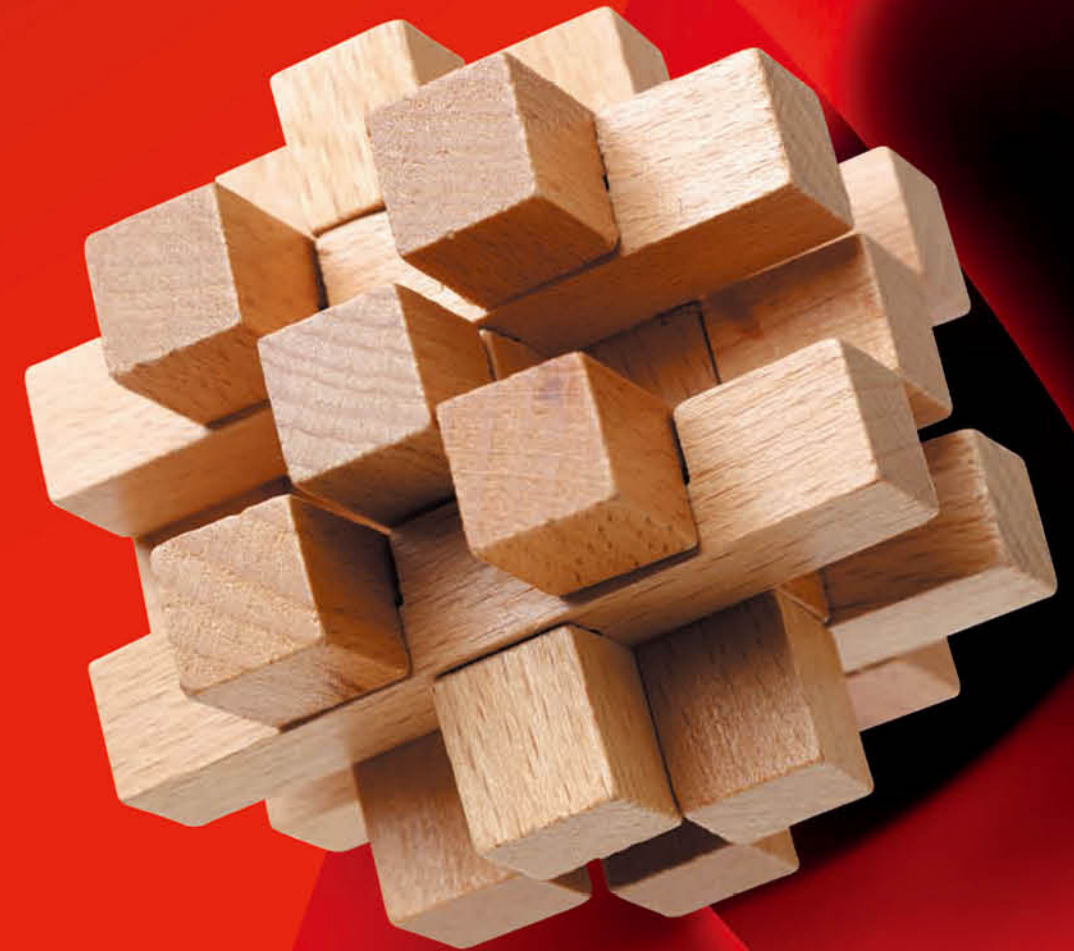
| 職位 Position | 條件要求 Qualification | 所需年資 Experience | 中國 China (月薪 / 人民幣) Monthly Salary in RMB | 香港 Hong Kong (月薪 / 港幣) Monthly Salary in HK\$ | 台灣 Taiwan (月薪 / 新台幣) Monthly Salary in NT\$ |
|--|----------------------------|-------------------------|--|--|--|
| 企業行銷傳播經理 Corporate Communication Manager | 學士或以上 Bachelor or above | 5-10 | 22,000 - 40,000 | 35,000 - 65,000 | 85,000 - 120,000 |
| 公關經理 PR Manager | 學士或以上 Bachelor or above | 5+ | 20,000 - 40,000 | 35,000 - 60,000 | 60,000 - 80,000 |
| 公關專員 PR Specialist | 學士或以上 Bachelor or above | 3-5 (TW/HK) 2-5 (CN) | 8,000 - 16,000 | 20,000 - 30,000 | 45,000 - 60,000 |
| 公關專員 / 代表 PR Officer/Representative | 學士或以上 Bachelor or above | 3-5 (TW/HK) 2-5 (CN) | 5,000 - 14,000 | 16,000 - 25,000 | 32,000 - 55,000 |
| 公關助理 PR Assistant | 學士或以上 Bachelor or above | 1-2 (TW/HK) 0-2 (CN) | 5,000 - 10,000 | 12,000 - 15,000 | 25,000 - 35,000 |

消費性產業 FMCG

| 職位 Position | 條件要求 Qualification | 所需年資 Experience | 中國 China (月薪 / 人民幣) Monthly Salary in RMB | 香港 Hong Kong (月薪 / 港幣) Monthly Salary in HK\$ | 台灣 Taiwan (月薪 / 新台幣) Monthly Salary in NT\$ |
|---|----------------------------|--------------------|--|--|--|
| 業務總監 Head of Sales | 碩士學歷 Master | 10+ | 30,000 - 150,000 | 65,000 - 110,000 | 150,000 - 250,000 |
| 區業務經理 Area Sales Manager | 學士或以上 Bachelor or above | 10+ | 35,000 - 70,000 | 50,000 - 70,000 | 100,000 - 150,000 |
| 業務 / 銷售通路區經理 Sales/Channel Sales Area Manager | 學士或以上 Bachelor or above | 8+ | 25,000 - 50,000 | 40,000 - 60,000 | 70,000 - 100,000 |
| 業務經理 Sales Manager | 學士或以上 Bachelor or above | 5+ | 15,000 - 30,000 | 40,000 - 55,000 | 60,000 - 80,000 |
| 服務執行經理 Service Delivery Manager | 學士或以上 Bachelor or above | 5+ | 15,000 - 30,000 | 25,000 - 35,000 | 50,000 - 80,000 |
| 策略 / 主要客戶業務經理 Strategic/Major Account Manager | 學士或以上 Bachelor or above | 5+ | 25,000 - 50,000 | 30,000 - 40,000 | 55,000 - 80,000 |

消費性產業 FMCG

| 職位 Position | 條件要求 Qualification | 所需年資 Experience | 中國 China (月薪 / 人民幣) Monthly Salary in RMB | 香港 Hong Kong (月薪 / 港幣) Monthly Salary in HK\$ | 台灣 Taiwan (月薪 / 新台幣) Monthly Salary in NT\$ |
|----------------------------------|------------------------------|--------------------------|--|--|--|
| 業務副理 Assistant Sales Manager | 學士或以上 Bachelor or above | 3-5 | 15,000 - 30,000 | 20,000 - 30,000 | 45,000 - 60,000 |
| 資深業務專員 Senior Sales Executive | 專科或以上 College or above | 2-4 | 10,000 - 25,000 | 18,000 - 25,000 | 35,000 - 55,000 |
| 業務專員 Sales Executive | 專科或以上 College or above | 1-2 (TUW/HK) 0-2 (CN) | 7,000 - 15,000 | 10,000 - 20,000 | 30,000 - 50,000 |
| 業務聯絡 Sales Co-coordinator | 專科或以上 College or above | 1-2 (TUW/HK) 0-2 (CN) | 5,000 - 10,000 | 10,000 - 15,000 | 25,000 - 40,000 |
| 業務助理 Sales Assistant | 專科或以上 College or above | 1-2 (TUW/HK) 0-2 (CN) | 5,000 - 10,000 | 9,000 - 12,000 | 25,000 - 35,000 |
| 促銷人員 Promoter | 高中或以上 High school & Above | < 1 | 3,000 - 5,000 | 9,000 - 12,000 | 22,000 - 50,000 |
| 電話行銷人員 Telemarketer | 高中或以上 High school & Above | < 1 | 3,000 - 5,000 | 9,000 - 12,000 | 22,000 - 25,000 |



零售

RETAIL

臺灣

2018年臺灣精品與餐飲等兩大零售產業渴望隨著新的百貨開張，帶動新經濟人潮。許多精品業者與海外餐廳已準備在臺北信義區等地開設新的旗艦店，預計將會有一波人力移動潮。但觀光零售業的發展則較為慘淡，許多業者受大陸觀光客減少影響，相關職務變動不多，求職者對工作變動也顯得格外小心。

對比線下實體商店的發展平緩，跨境電商和共享平臺等線上零售則有較大發展空間，像是 Airbnb 等新興科技公司持續在臺灣有招募人才計劃，與國內飯店、旅遊業者合作洽談零售業務。另外生鮮類電子商務銷售近年來也出現大量需求，許多民生用品類的傳統電商為求突破創新，紛紛轉型擴大銷售範圍。電子商務業者面臨市場過於飽和、削價競爭太過激烈的現況，紛紛拓展出各自的零售品牌特色，結合各種行動支付、金流設計，2018年市場可望更為明朗。

中國

中國零售市場有漸漸回暖趨勢，各類鞋帽、珠寶、化妝品、奢侈品等銷量買氣持續回升，百貨行業的景氣也較過去好，2018年可望會有更多有潛力的內資公司加入零售銷售，尤其許多以線上商城起家的品牌、服飾產業，紛紛至中國各大城市開設實體店面，像是淘寶上的許多業者，就紛紛將線上門市開到線下來，配合政府在各個地區發展的地產、購物中心等優惠減免政策，持續在各地拓展實體店鋪，屆時將會需要招募店鋪管理、業務銷售等相關人才，刺激人才流動。

這種結合線上、線下實體店鋪的銷售模式，在中國稱為「新零售」商業模式，尤其服飾類業者，店家為了滿足消費者實際試穿、體驗購物的消費習慣，越來越重視設置實體店面，一方面可增加消費者購物管道，另外也可提升品牌形象，增加與消費者面對面接觸的機會。

而除了結合線上、線下實體店鋪的新零售業務外，傳統實體買家也紛紛爭取到線上購物商城開店，尤其這一兩年來，中國精品業者為了突破逐漸下滑的銷量，紛紛與電子商務業者開設示範性的精品網購商店。雖然這類高價的奢侈品在網路上成交比例不高，但對業者來說也是一種新的跳板，

可引導消費者回流至實體店鋪消費，為越漸飽和的本土市場注入新的市場活力。

香港

從去年底開始，香港景氣開始有慢慢復甦現象，物價與房產價格創下歷史新高，恆生指數也在2017年7月突破近兩年來新高。財富效應導致高端奢侈品消費逐漸回溫，珠寶、首飾、鐘錶等貴重商品銷售額上升超過10%，是近四年來最高。而2017年香港回歸二十週年慶祝活動也吸引許多遊客至香港購物，對整體零售銷售有幫助，吸引企業招募更多人才，開放零售相關職缺。但整體而言，香港企業在選人過程中仍較為謹慎，薪資最多也約只有10~15%的調整幅度。

2018年可持續關注房價、旅遊業、匯率等對香港整體經濟的影響。許多品牌願意聘請更多前線銷售人員來擴展營業額，尤其是奢侈類的商品，珠寶、鐘錶等精品持續有招聘計劃，加強前線銷售員與重點顧客之間的關係。2018年預計將會有更多新的品牌加入香港，包括各類低價消費和高檔奢侈品等，均會在香港各大購物中心開設店鋪。運動用品等小型品牌在展店過程中相對較為活躍，大型高檔奢侈品牌則相對保守，求職者可持續觀察各大品牌發展，從各類新型店鋪中找到發展空間。

3大產業趨勢關鍵字

- 趨勢 1** | 新零售現象持續發燒
線上業者紛紛設置實體店鋪，創造就業機會。
- 趨勢 2** | 高檔奢侈品轉往線上擴店
高價奢侈品為突破銷售瓶頸，紛紛與電子商務業者合作開設線上購物商店，吸引消費者回流。
- 趨勢 3** | 新品牌加入改善地域發展
餐飲、小型品牌持續到各地開設店鋪，有助於活絡整體經濟，開創新的工作機會。

Taiwan

Two major retail industries in Taiwan, luxury goods and food and beverages, hope strongly that the opening of department stores will bring new customers in 2018. Many luxury brands and overseas restaurants are preparing to open flagship stores in Taipei City's Xinyi District, and a shift in labor can be expected. Tourism retail industry development looks relatively gloomy, and many companies will be affected by the decrease in Chinese tourists. There will not be many changes in positions, and job seekers will be exceptionally careful when moving jobs.

In contrast with the steady development of offline brick-and-mortar shops, online retail channels, such as cross-border e-commerce and sharing platforms, have greater potential for development. Emerging technology companies such as Airbnb continue to plan talent recruitment in Taiwan and are negotiating retail business with domestic hotels and travel agents. There has been great demand for fresh foods via e-commerce in recent years, and traditional e-commerce companies that deal mainly in everyday items have been expanding their scope of sales in hopes of making a breakthrough. E-commerce companies are facing an oversaturated market with cutthroat price competition and have developed the features of their retail brands via mobile payment and cash flow designs. Consequently, the market can be expected to clear up in 2018.

China

China's retail market is showing signs of bouncing back, as sales of shoes, hats, jewelry, cosmetics, and luxury goods continue to increase. Department stores are seeing better business, and even more local companies with potential can be expected to enter the retail arena in 2018. Many brands and clothing stores that started out online are opening brick-and-mortar stores in China's major cities. For example, the stores on Taobao are bringing their online stores offline and are establishing brick-and-mortar stores in various areas through tax incentives offered by the government for the development of real estate and shopping centers. Hence to stimulate the demand for store management and sales talents.

This sales model that combines online shops with offline brick-and-mortar stores is called the 'New Retail' business model in China. Clothing stores in particular are attaching greater importance to brick-and-mortar shops, to satisfy consumer preferences for trying on products and experiential shopping. This will heighten shopping channels for consumers and improve brand images, increasing opportunities to come into face-to-face contact with consumers.

Aside from the New Retail model that combines online shops with brick-and-mortar stores, traditional physical dealers are also competing to open shops online. Especially in the past one or two years, luxury goods dealers in China have opened demo online boutiques with e-commerce companies, seeking ways to break out of their gradually declining revenue. Even though such high-priced luxury goods are not often traded online, this is a new springboard for dealers. If they can guide consumers back to their physical stores, this will inject new energy into a domestic market that is gradually becoming saturated.

Hong Kong

Starting from the end of last year, Hong Kong's economy has been slowly recovering. Prices of commodities and real estate are at an all-time high, and the Hang Seng Index reached the highest point of the last two years in July 2017. The wealth effect has returned some warmth to the consumption of high-end luxury goods. Sales of valuables such as jewelry, ornaments, and watches have increased by more than 10%, reaching their highest point in the last four years. The celebration of the 20th anniversary of the

return of Hong Kong to China in 2017 attracted many tourists to go shopping in Hong Kong. This helped retail sales, and drove enterprises to recruit more talent, and opened up retail-related positions. However, Hong Kong enterprises are still relatively cautious about the talent recruitment process, and workers will only see a 10% to 15% adjustment in pay.

The effect of housing prices, tourism, and exchange rates on Hong Kong's overall economy should continue to be monitored in 2018. Many brands are willing to recruit more salespeople to increase their revenue. Dealers of luxury goods, such as jewelry and watches, continue to recruitment programs and are improving relationships between their salespeople and key customers. Even more new brands can be expected to enter Hong Kong's market in 2018. From low-priced consumer goods to high-end luxury goods, all will open new stores in major Hong Kong shopping centers. Smaller brands, such as those for sports goods, are relatively active in the store expansion process, while major high-end luxury brands are relatively conservative. Job seekers should continue to observe the development of major brands and find space for such development in the various types of new stores that are being established.

The 3 Key Industry Trends

- TREND 1** | New Retail is all the rage
Online companies are opening brick-and-mortar shops and creating employment opportunities.
- TREND 2** | High-end luxury goods dealers are turning to online shops
Dealers of high-end luxury goods are opening online shops with e-commerce companies to make a breakthrough in sales and attract consumers to return.
- TREND 3** | The addition of new brands will improve regional development
Restaurants and small brands will open new locations in various areas, which will help activate the economy and create new work opportunities.

零售 RETAIL

零售 RETAIL

| 職位 Position | 條件要求 Qualification | 所需年資 Experience | 中國 China (月薪 / 人民幣) Monthly Salary in RMB | 香港 Hong Kong (月薪 / 港幣) Monthly Salary in HK\$ | 台灣 Taiwan (月薪 / 新台幣) Monthly Salary in NT\$ |
|--------------------------------------|--|-----------------------|--|--|--|
| 品牌經理 Brand Manager | 學士或以上 - 具商業碩士學位者優 Bachelor or above; prefer MBA | 4+ (TW/HK) 5+(CN) | 20,000 - 50,000 | 50,000 - 70,000 | 120,000 - 200,000 |
| 零售營運經理 Retail Operations Manager | 學士或以上 Bachelor or above | 10+ (TW/HK) 5+(CN) | 15,000 - 40,000 | 40,000 - 65,000 | 90,000 - 170,000 |
| 店面經理 Shop/Store Manager | 專科或以上 College or above | 8+ (TW/HK) 3+(CN) | 5,000 - 30,000 | 25,000 - 70,000 | 65,000 - 115,000 |
| 營運副理 Assistant Operations Manager | 專科或以上 College or above | 4-6+ | 5,000 - 30,000 | 25,000 - 30,000 | 60,000 - 80,000 |
| 櫃檯經理 Counter Manager | 高中或以上 High school or above | 4+ (TW/HK) 3+(CN) | 4,000 - 15,000 | 25,000 - 40,000 | 50,000 - 70,000 |
| 品牌專員 Brand Executive | 專科或以上 College or above | 1-2 (TW/HK) 2+(CN) | 4,000 - 15,000 | 13,000 - 16,000 | 40,000 - 50,000 |
| 店長 Shop/Store Supervisor | 高中或以上 High school or above | 2-4 | 5,000 - 18,000 | 18,000 - 35,000 | 40,000 - 65,000 |
| 業務專員 Sales Representative | 高中或以上 High school or above | 1-2 | 4,000 - 8,000 | 12,000 - 23,000 | 28,000 - 35,000 |
| 美容講師 Beauty Trainer | 專科或以上 College or above | 2-4 | 6,000 - 15,000 | 20,000 - 30,000 | 50,000 - 90,000 |
| 美容顧問 Beauty Advisor | 高中或以上 High school or above | 1-2 | 3,000 - 9,000 | 12,000 - 35,000 | 28,000 - 32,000 |



產品採購與物流

臺灣

臺灣物流產業近年來受電子商務影響，有明顯職務改變或人力流動現象。尤其中國電商崛起，許多物流人才被挖角至海外，國內物流業者為加速運送流程，也開始朝自動化倉儲管理邁進，一方面優化人員配置，另一方面也擴增 IT 等工業自動化設計人才，加速物流配送速度。

而這一兩年來，臺灣持續有業者投入資金設置專業倉儲空間，配合酒類、藥品、高端機器等特殊商品，設計可客製化又高端的倉儲空間，不管是在溫濕度控制、自動化物流管理等技術上，都比過去有明顯提升，倉儲空間設計不斷升級，因此吸引更多系統工程師、自動化流程設計人才加入，為臺灣物流發展創造新一波的人力需求轉型潮。

中國

中國物流發展這一年相對較為沉寂，許多傳統物流相關職位徵才稍微停滯，但卻也因此創造許多新興物流職缺，主要原因在於銷售業者正不斷調整經營模式，電子商務店家為加速遞送服務，試圖在城市之間、點對點的設立更多倉儲空間，生鮮類商品更講求 24 小時內快速到貨。電子商務業者為加速運送效率，希望招聘綜合性的物流人才，不僅要管理倉儲、品管、物流等所有流程，還要能配合線上、線下實體店鋪經營模式，或電子商務的創新服務，快速適應。

過去中國物流僅有一線城市可享受 24 小時內到貨的快速便捷服務，現在隨著店家倉儲佈局更為廣泛，二、三線城市也能跟上線上購物的速度。相對而言，業者對物流、採購人才的要求也更為嚴謹，從業者的工時也變得更長，求職者本身要有更大的工作彈性與技能水平。而傳統物流發展則仍持續穩定持平，2018 年可望隨著跨境電商有更多拓展空間。

香港

這一年來香港物流產業較無明顯變化，穩定、持平發展。尤其在 2017 年第四

季過後，物流與採購市場較為沉寂，為 2018 年做準備。中資與外資電子商務企業持續對香港物流產業有較大的影響力，其中也不乏有新職缺，值得求職者持續關注。這類物流業者持續在香港各地打造小型的物流中心，加速送貨速度，因此也需要更多倉儲管理人才。

而在採購業務上，近年來香港零售業務持續轉型，過去採購人才以銷售高端奢侈品為主，近年來已轉型改到韓國、日本、臺灣、泰國等國家採購低價消費品居多，包括水果、服飾、化妝品等各類民生用品，有越來越多的店家招募這類型的採購人才，懂韓語、日語、泰語的人才較為吃香，預計在 2018 年會持續招聘這一類的採購人才。

3 大產業趨勢關鍵字

趨勢
1

自動化倉儲引領物流發展
為了配合電子商務等業者加速物流速度，新式的自動化倉儲空間紛紛在各地成立，吸引有自動化工業、電子流程設計背景的人才加入。

趨勢
2

綜合性物流管理人才較吃香
隨著銷售模式的改變，物流人才不僅要管理倉儲、品管等流程，還要能配合線上、線下實體店鋪經營模式，快速集貨、配送。

趨勢
3

跨國民生用品採購成新賣點
相較於過去採購以高端奢侈品為主，現在市場出現新一波跨國民生用品採購潮，包括化妝品、飲食、服飾、嬰兒用品等均有採購需求。

MERCHANDISING & LOGISTICS

Taiwan

In recent years, there have been significant job position changes and human resources turnover in Taiwan's logistics industry because of e-commerce. The rise of Chinese e-commerce companies in particular has led to the poaching of logistics professionals overseas. Domestic logistics companies are beginning to develop automated storage management to accelerate delivery processes. They are optimizing their personnel allocation while expanding IT and industrial automated design talent to accelerate logistics speed.

Over the past one or two years, Taiwanese companies have invested in the establishment of specialized storage space. The customizable upscale storage spaces are designed for special products such as pharmaceuticals and high-end robots; the spaces have significantly better temperature and humidity control than in the past, as well as automated logistics management. As storage space design continues to be upgraded, increasingly more system engineers and automated process designers are joining in the sector. This has driven a new wave of demand for human resources in Taiwan's logistics development.

China

Logistics development has been relatively quiet in China over the past year, and recruitment for many traditional logistics-related positions has stalled. However, this has created many new logistics positions, mainly due to dealers constantly adjusting their business models. E-commerce companies are setting up more inter-city and point-to-point storage spaces to speed up their delivery services. Goods such as fresh foods have an even greater need for quick, 24-hour delivery. E-commerce companies are looking to recruit general logistics professionals to accelerate delivery efficiency. These positions not only involve all processes from storage and quality control to logistics, but also require rapid adaptation to the business models of online and offline shops or innovative e-commerce services.

In the past, only first-tier cities in China were able to enjoy rapid and convenient 24-hour delivery services. Now, with the expansion of shops and warehouses, even second- and third-tier cities can catch up with the speed of online shopping. Correspondingly, companies have stricter requirements for logistics and merchandising personnel, who are now working longer hours. Hence, job seekers must have greater work flexibility and higher skill levels. The development of traditional logistics will remain stable and, following cross-border e-commerce in 2018, may have greater potential for expansion.

Hong Kong

There have been no significant changes in Hong Kong's logistics industry over the past year; it has maintained stable development. The logistics and merchandising markets will be relatively quiet after the fourth quarter of 2017 in preparation for 2018. Chinese-funded and foreign e-commerce enterprises continue to have considerable influence on Hong Kong's logistics industry, and there are quite a few new job openings that deserve attention from job seekers. These types of logistics companies are building small logistics centers around Hong Kong to speed up delivery and therefore need more warehouse management talent.

As for merchandising, Hong Kong's retailers have continued to undergo transformation in recent years. In the past, merchandising personnel mainly sold high-end luxury goods, but they have transitioned to mainly low-priced consumer products in South Korea, Japan, Taiwan, and Thailand in recent years. Such goods include everyday items such as fruit, clothing, and cosmetics. More and more stores are recruiting merchandising talent that understands Korean, Japanese, and Thai, and these workers will continue to be in demand in 2018.

The 3 Key Industry Trends

TREND
1

Automated warehousing leads the way for logistics development.
New automated warehouses are being established in various locations, in coordination with the accelerated logistics of e-commerce companies. This has attracted talent with backgrounds in industrial automation and electronics process design.

TREND
2

General logistics management talent is in higher demand.
Following changes in sales models, logistics professionals not only need to manage warehousing and quality control processes, but also rapidly collect and deliver goods in ways that work with the business models of online and offline shops.

TREND
3

The cross-border merchandising of everyday items is a new selling point.
Compared with merchandising in the past, which mainly focused on high-end luxury goods, there is a new wave of cross-border merchandising for everyday items, including cosmetics, food and beverages, clothing, and baby products.

產品採購 & 物流 MERCHANDISING & LOGISTICS

採購 MERCHANDISING

| 職位 Position | 條件要求 Qualification | 所需年資 Experience | 中國 China (月薪 / 人民幣) Monthly Salary in RMB | 香港 Hong Kong (月薪 / 港幣) Monthly Salary in HK\$ | 台灣 Taiwan (月薪 / 新台幣) Monthly Salary in NTS |
|--|------------------------------|---------------------------|---|---|--|
| 採購經理 Merchandising Manager | 大專院校 / 文憑 Degree/ Diploma | 8-10+ | 25,000 - 45,000 | 40,000 - 60,000 | 70,000 - 150,000 |
| 採購副理 Assistant Merchandising Manager | 大專院校 / 文憑 Degree/ Diploma | 8-10+ (TUJ) 8+ (CN/HK) | 18,000 - 30,000 | 30,000 - 40,000 | 55,000 - 80,000 |
| 資深採購 Sr. Merchandiser/ Sr.Sourcer | 大專院校 / 文憑 Degree/ Diploma | 5-8+ | 15,000 - 25,000 | 25,000 - 30,000 | 45,000 - 80,000 |
| 採購人員 Jr. Merchandiser/ Procurement Officer | 大專院校 / 文憑 Degree/ Diploma | 3-5 | 8,000 - 16,000 | 15,000 - 20,000 | 35,000 - 55,000 |
| 採購助理 Merchandising Assistant | 文憑 Diploma | 1-3 | 5,000 - 8,000 | 13,000 - 16,000 | 24,000 - 32,000 |

運送 / 物流 SHIPPING / LOGISTICS

| 職位 Position | 條件要求 Qualification | 所需年資 Experience | 中國 China (月薪 / 人民幣) Monthly Salary in RMB | 香港 Hong Kong (月薪 / 港幣) Monthly Salary in HK\$ | 台灣 Taiwan (月薪 / 新台幣) Monthly Salary in NTS |
|-------------------------------------|------------------------------|----------------------------|---|---|--|
| 物流經理 Logistics Manager | 大專院校 / 文憑 Degree/ Diploma | 8-12 (TUJ) 5-8+ (CN/HK) | 18,000 - 35,000 | 40,000 - 60,000 | 65,000 - 150,000 |
| 物流副理 Assistant Logistics Manager | 大專院校 / 文憑 Degree/ Diploma | 5-8 (TUJ) 3-8 (CN/HK) | 10,000 - 18,000 | 30,000 - 40,000 | 55,000 - 80,000 |
| 船務主任 Shipping Supervisor | 大專院校 / 文憑 Degree/ Diploma | 3-5 | 7,000 - 15,000 | 25,000 - 35,000 | 45,000 - 60,000 |
| 船務人員 Shipping Specialist | 大專院校 / 文憑 Degree/ Diploma | 2-4 | 5,000 - 10,000 | 18,000 - 23,000 | 30,000 - 45,000 |
| 物流專員 Logistics Specialist | 大專院校 / 文憑 Degree/ Diploma | 2-5 (TUJ) 2-4 (CN/HK) | 5,000 - 10,000 | 20,000 - 28,000 | 30,000 - 60,000 |

品質控管 QUALITY CONTROL

| 職位 Position | 條件要求 Qualification | 所需年資 Experience | 中國 China (月薪 / 人民幣) Monthly Salary in RMB | 香港 Hong Kong (月薪 / 港幣) Monthly Salary in HK\$ | 台灣 Taiwan (月薪 / 新台幣) Monthly Salary in NTS |
|------------------------------------|------------------------------|--------------------|---|---|--|
| 品質經理 Quality Control Manager | 大專院校 / 文憑 Degree/ Diploma | 10+ | 20,000 - 30,000 | 40,000 - 55,000 | 80,000 - 120,000 |
| 品質副理 Assistant QC Manager | 大專院校 / 文憑 Degree/ Diploma | 5-8 | 15,000 - 25,000 | 30,000 - 40,000 | 55,000 - 80,000 |
| 品質專員 Quality Control Specialist | 大專院校 / 文憑 Degree/ Diploma | 3-5 | 8,000 - 15,000 | 20,000 - 25,000 | 40,000 - 60,000 |

供應鍊 SUPPLY CHAIN

| 職位 Position | 條件要求 Qualification | 所需年資 Experience | 中國 China (月薪 / 人民幣) Monthly Salary in RMB | 香港 Hong Kong (月薪 / 港幣) Monthly Salary in HK\$ | 台灣 Taiwan (月薪 / 新台幣) Monthly Salary in NTS |
|---|------------------------------|------------------------------|---|---|--|
| 供應鍊經理 Supply Chain Manager | 大專院校 / 文憑 Degree/ Diploma | 8-15+ (TUJ) 8-10+ (CN/HK) | 25,000 - 40,000 | 45,000 - 60,000 | 75,000 - 180,000 |
| 供應鍊副理 Supply Chain Assistant Manager | 大專院校 / 文憑 Degree/ Diploma | 5-8+ | 18,000 - 35,000 | 32,000 - 45,000 | 60,000 - 100,000 |
| 供應鍊規劃 / 需求規劃人員 Supply Chain Planner/ Demand Planner | 大專院校 / 文憑 Degree/ Diploma | 5 | 13,000 - 25,000 | 28,000 - 32,000 | 40,000 - 75,000 |
| 供應鍊專員 Supply Chain Executive | 大專院校 / 文憑 Degree/ Diploma | 3-5 | 10,000 - 15,000 | 25,000 - 32,000 | 30,000 - 60,000 |
| 供應鍊配置人員 Supply Chain Coordinator | 大專院校 / 文憑 Degree/ Diploma | 2-4 | 8,000 - 12,000 | 18,000 - 23,000 | 30,000 - 55,000 |
| 供應鍊助理 Supply Chain Assistant | 大專院校 / 文憑 Degree/ Diploma | 1-2 | 6,000 - 10,000 | 15,000 - 18,000 | 25,000 - 35,000 |

倉儲 WAREHOUSE

| 職位 Position | 條件要求 Qualification | 所需年資 Experience | 中國 China (月薪 / 人民幣) Monthly Salary in RMB | 香港 Hong Kong (月薪 / 港幣) Monthly Salary in HK\$ | 台灣 Taiwan (月薪 / 新台幣) Monthly Salary in NTS |
|-------------------------------------|------------------------------|--------------------|---|---|--|
| 倉儲經理 Warehouse Manager | 大專院校 / 文憑 Degree/ Diploma | 8+ | 12,000 - 25,000 | 35,000 - 50,000 | 55,000 - 120,000 |
| 倉儲副理 Warehouse Assistant Manager | 大專院校 / 文憑 Degree/ Diploma | 5-8 | 10,000 - 15,000 | 25,000 - 35,000 | 45,000 - 80,000 |
| 倉儲主管 Warehouse Supervisor | 文憑 Diploma | 3-5 | 6,000 - 10,000 | 23,000 - 28,000 | 40,000 - 60,000 |
| 倉儲專員 Warehouse Officer | 文憑 Diploma | 1-2 | 5,000 - 6,000 | 15,000 - 20,000 | 30,000 - 40,000 |

醫藥

PHARMACEUTICALS

臺灣

臺灣生技產業持續火熱，許多跨國醫藥公司為配合政府健保等措施，積極招募懂法規與藥學背景的跨領域人才，為符合政府規定，相關職位開缺多，不管是醫藥獲相關器材，都需要懂醫療認證體系的專業長才。

此外，各類消費型醫療器材也持續有業者投入，像是智慧手環、血壓、心跳量測等居家照護類產品，結合智慧醫療與雲端建置，持續是醫療周邊產業的新興發展方向。許多科技人才也因此找到轉換跑道的空間，吸引許多傳統電子製造、科技業者加入。牙科齒模也是近年來電子代工積極爭取的服務方向，透過 3D 列印、電腦算圖，醫療產業逐漸整合科技服務，需要更多元工作經歷的跨領域人才。

中國

2017 年以來中國政府對醫療政策的新措施，影響了整體醫藥市場。外資醫藥大廠相對業務較為緊縮，甚至出現裁員情況，臨床實驗室也較無擴張計畫。相反地，國內醫藥產業反而增加資源，許多外商公司為了爭取政府的優惠措施，紛紛將製造工作與臨床實驗轉而承包給國內藥廠，加速藥品落地。許多研發人才轉到國內生物科技、製藥公司，國家也補助許多資金成立醫療實驗室。

整體而言，中國在生技發展仍相對樂觀，除了研發人才外，懂法規、臨床用藥的業務人員招募需求也很高，配合政府政策引導，國內中小型的醫藥企業有成長空間，薪水漲幅也較過去更好。

2018 年預估政府對於醫藥相關法規要求會更嚴謹，臨床實驗也更為嚴格，產業上需要醫藥科學 (medical science) 相關人才，針對臨床實驗是和臨床發展有專業知識。另外，新創生物科技公司的發展也同樣值得關注，這類企業在爭取到創投基金後，需要同時懂商業運作和醫藥知識的跨領域人才加入，加速新創產業落實商品化，搶佔市場能見度。

香港

2017 年香港有新的大型醫院成立，因而也持續有大量招聘醫護及醫藥人員需求。未來香港人口高齡化將加劇，民眾健康意識增加，醫療、居家照護和保健類產品銷售上升。這類產品包括心肺病、糖尿病等專業醫療器材，也涉及按摩器、座便椅、響鬧提示藥丸盒、負離子空氣清新機、擺位輔具等初階居家照護設備。

根據香港食物及衛生局發表的相關報告，職業治療師、物理治療師、醫務化驗師、視光師、放射技師等 5 類專職醫療人員，預計未來十幾年將持續短缺，至 2030 年共欠缺超過上千名職缺。

3 大產業趨勢關鍵字

- 趨勢 1** 消費性醫療設備更為普及
隨著各類智慧手環、家電等推陳出新，各式消費性居家照護醫療設備將更為普及。
- 趨勢 2** 新創生技公司值得關注
許多新創生物科技公司在拿到創投基金後，需要跨醫療與業務領域的專業人才，加速落實醫藥商品化。
- 趨勢 3** 長照制度仍是各國政府醫療政策重點。
隨著人口老化比例攀升，長照制度是政府近年來力推的政策核心，可望帶動周邊照護醫療產業與人力需求。

Taiwan

Taiwan's biotech industry continues to be hot. Many multinational pharmaceutical companies are actively recruiting interdisciplinary talent with law and medical science backgrounds to comply with government measures such as National Health Insurance. To follow government regulations, many related job positions have been created. Specialized talent in medical certification is needed for both pharmaceuticals and medical devices.

Furthermore, companies are investing in a variety of consumer medical devices, such as smart wristbands, blood pressure and heart rate monitoring, and other home care products. The combination of smart medical care with cloud technology continues to be an emerging direction of development for the medical devices industry. Many technology professionals have, thus, found an opportunity to make career changes; many traditional electronics manufacturers and technology companies have also been attracted to the sector. Dental casts are also a service that electronics original equipment manufacturers (OEMs) have actively worked towards in recent years. The medical industry is gradually integrating technology services through 3D printing and computer rendering; thus, it requires interdisciplinary talent with diverse work experience.

China

Beginning in 2017, new measures under the medical policy of the Chinese government have influenced the pharmaceuticals market. Foreign pharmaceutical companies have seen a decline in business and are even downsizing, and few clinical laboratories have plans to expand. In contrast, the domestic pharmaceuticals industry has gained resources as many foreign companies are outsourcing manufacturing and clinical experiments to domestic pharmaceutical companies to gain access to the government's preferential measures. As a result, this has accelerated the localization of pharmaceuticals. Many researchers have transferred to domestic biotech and pharmaceutical companies, and the government is providing substantial subsidies for establishing medical laboratories.

Overall, China remains relatively optimistic about biotech development and has high demand for researchers and salespeople who understand the law and clinical drugs. Guided by government policy, domestic small and medium pharmaceutical companies have potential for growth, and job seekers will find higher salaries than in the past.

The government is expected to impose stricter regulatory requirements on pharmaceuticals in 2018, and clinical experiments will become more rigorous as well. The industry needs experts in medical science who have professional knowledge of clinical experimentation and development. The development of biotech startups also deserves attention. Once these enterprises win funding from venture capital, they need interdisciplinary talent who understand both business operations and pharmaceuticals to accelerate commercialization and gain market visibility.

Hong Kong

New large hospitals were established in Hong Kong in 2017, and there has thus been considerable demand for nursing and pharmaceuticals personnel. The issue of the aging population will only become more severe in Hong Kong, and sales of medical care, home care, and health care products will increase due to citizens' rising health awareness. Such products include medical devices for heart and lung diseases and diabetes, massagers, commode chairs, pill boxes with alarms, negative ion air purifiers, and positioning assistance devices.

According to reports from Hong Kong's Food and Health Bureau, there will continue to be a shortage of occupational therapists, physical therapists, medical laboratory technicians, optometrists, and radiographers over the next decade or so, with over a thousand job openings by 2030.

The 3 Key Industry Trends

- TREND 1** Greater prevalence of consumer medical devices
Following the release of smart wristbands and home appliances, consumer home care medical devices will become more prevalent.
- TREND 2** Biotech startups deserve attention
After gaining funding from venture capital, many biotech startups will need experts in medical care and sales to accelerate the commercialization of pharmaceuticals.
- TREND 3** The long-term care system is a key focus in government medical policies around the world
With the elderly representing a growing proportion of the population, the long-term care system has been at the core of government policies in recent years. This is expected to drive the development of the medical care industry and demand for human resources.

醫藥 PHARMACEUTICAL

| 職位 Position | 條件要求 Qualification | 所需年資 Experience | 中國 China (月薪 / 人民幣) Monthly Salary in RMB | 香港 Hong Kong (月薪 / 港幣) Monthly Salary in HK\$ | 台灣 Taiwan (月薪 / 新台幣) Monthly Salary in NT\$ |
|--|--|---------------------------|--|--|--|
| 醫療事業經理 Medical Affairs Manager | 醫藥學士或同等學歷 MBBS or equivalent | 8-10 (TUW/HK) 6-8 (CN) | 20,000 - 40,000 | 45,000 - 60,000 | 150,000 - 250,000 |
| 臨床研究經理 Clinical Research Manager | 大專院校，藥學或醫學工程或 生命科學領域者優 Degree, preferable from Pharmaceutical, Medical Engineering, or Life Science field | 8+ (TU) 5+ (CN/HK) | 25,000 - 55,000 | 42,000 - 53,000 | 130,000 - 200,000 |
| 產品經理 Product Manager | 大專院校，藥學或醫學工程或 生命科學領域者優 Degree, preferable from Pharmaceutical, Medical Engineering, or Life Science field | 3-5 (TUW/HK) 5-8 (CN) | 15,000 - 35,000 | 35,000 - 50,000 | 65,000 - 120,000 |
| 法規事務專員 Regulatory Affairs Executive | 大專院校，藥學或醫學工程或 生命科學領域者優 Degree, preferable from Pharmaceutical, Medical Engineering, or Life Science field | 3-5 | 18,000 - 25,000 | 15,000 - 23,000 | 45,000 - 65,000 |
| 區域業務經理 Regional Sales Manager | 大專院校，生命科學領域者優 Degree, preferable from a Life Science field | 8-10 | 20,000 - 30,000 | 50,000 - 80,000 | 80,000 - 120,000 |
| 地區業務經理 Area Sales Manager | 大專院校，生命科學領域者優 Degree, preferable from a Life Science field | 5-8 | 15,000 - 25,000 | 40,000 - 55,000 | 60,000 - 100,000 |
| 藥房通路業務經理 OTC/Drugstore Sales Manager | 大專院校，藥房通路領域者優 B.S degree, familiar with OTC/ Drugstore channels | 5-8 | 10,000 - 20,000 | 40,000 - 50,000 | 60,000 - 85,000 |
| 產品登記專員 Product Registration Specialist | 大專院校，藥學或醫學工程或 生命科學領域者優 Degree, preferable from Pharmaceutical, Medical Engineering, or Life Science field | 3-5 | 7,000 - 12,000 | 22,000 - 28,000 | 45,000 - 60,000 |
| 資深產品專員 Senior Product Specialist | 大專院校，生命科學領域者優 Degree, preferable from a Life Science field | 3 | 10,000 - 15,000 | 28,000 - 35,000 | 60,000 - 80,000 |
| 產品專員 Product Specialist | 大專院校，生命科學領域者優 Degree, preferable from a Life Science field | 2-3 | 6,000 - 10,000 | 22,000 - 30,000 | 50,000 - 70,000 |
| 醫藥銷售專員 Medical Sales Executive | 大專院校，醫學、生命科學 領域者優 Degree, preferable from a Life Science field | 2-4 | 5,000 - 7,000 | 15,000 - 20,000 | 40,000 - 60,000 |
| 臨床研究助理 Clinical Research Assistant | 醫學、生命科學，藥學相關者優 Degree from a Science field, preferably Pharmacy | 1-2 | 8,000 - 15,000 | 13,000 - 18,000 | 35,000 - 50,000 |
| 營養師 Nutritionist | 營養學及食物科學學士、註冊 營養師 Degree in Nutrition or Science, Registered Nutritionist | 5+ (HK) 3-5 (TUW/CN) | 25,000 - 35,000 | 30,000 - 45,000 | 45,000 - 75,000 |



資訊科技

INFORMATION TECHNOLOGY

臺灣

臺灣自 2013 年起掀起軟體新創熱潮，歷經 3~5 年市場自由競爭後，2017 年起產業逐漸明朗化，少數撐過市場考驗的軟體新創公司逐漸邁入軌道，並積極對外招募人才。這些公司的共同特色在於具有千萬、或甚至破億流量，對軟體技術和開發流程有高度要求，且已找到良好的商業模式並開始獲利，逐步在東南亞、日本等地擴張營運，與許多跨國服務並駕齊驅，因而帶動整體資訊科技就業市場。前景看好的新興業者值得優秀的求職者加入，其中像是直播產業、電商、線上串流影音、社群、電動汽車等商業模式都已開始獲利，薪資給付也較為優渥。

但除此之外，臺灣傳統電子製造大廠、外商資訊產業的發展則較為持平，受到新政府一例一休等新政策上路影響，不確定性提高，許多外商公司在 2017 年都先暫緩招聘計劃，2018 年持觀望。

在軟體人才招聘的部分，C++/Java/.NET/Javascript/Node.js/Android/iOS/SQA 等程式語言招聘數量穩定成長，同時，新興應用更為普及（包括區塊鏈/更普及化的 Data Engineering/Machine Learning/DevOps 等），部分程式語言要求更為專精，使得資深軟體人才持續短缺。再加上海外工作人數增加，日本、新加坡、東南亞等地企業均有海外招募計劃，吸引臺灣軟體人才至國外工作，人才短缺現象不容減緩。臺灣資訊科技業者近年逐漸開拓東南亞地區的手遊、直播等業務，部分業者甚至取得海外合作機會，承包遊戲開發、系統模範建置等業務，創造不錯的本土就業空間。

而在數據分析等資料科學家職務上，隨著臺灣企業資料量成長，擁有千萬到億級流量的公司持續增加，促使資料分析相關職務成為穩定的求才類別。未來，在工業 4.0、物聯網等趨勢帶動下，各行各業渴望擴大招募資訊科技相關人才，部分企業甚至已開始部署物聯網事業體，加快資訊服務速度。

中國

中國近年來積極拓展共享經濟事業體，包括共享單車、汽車等，許多新興服務如雨後春筍般在各大城市中快速擴張。這類新興科技服務在中國整體資本市場的推動下，

快速佈建，搶佔市佔率，加上阿里巴巴、百度等業者積極融資，投入大量資本，2018 年中國共享經濟事業體渴望持續擴大，在一、二、三線城市大量普及。

另外，人工智慧應用也是中國近年來各大企業致力推廣的新興服務，像是智慧交通、工業 4.0、電子商務等，其中民生消費結合支付金流、大數據消費分析，未來一年可望有大型企業持續投入發展，挹注更多資金與資源，蓬勃發展。

2018 年中國資訊科技人才相對還是呈現供不應求的狀況，一方面求職者需要提升自我技能，和新創服務互相磨合，企業在招募過程中也更為謹慎，看重求職者的學歷、過去工作背景經歷，整體資訊科技人力市場競爭激烈。

香港

雲端應用持續火熱。在香港，許多中小企業開始移轉內部資訊環境，朝雲端架構發展，大型企業也從過往觀望的態度，轉而嘗試逐步引入該技術。顯示香港整體企業的資訊環境已經逐漸轉型，朝分散式的雲端架構邁進，資訊安全與風險建置也更為提升。

在企業資訊架構轉型的過程中，財務金融產業對資訊安全要求較高，因而也需要更多資訊工程、系統架構與財務分析人才。社群數位行銷與大數據科學家持續有招募需求。2018 年各行各業渴望持續都會有資訊科技建置需求，可樂觀看待。

3 大產業趨勢關鍵字

- 趨勢 1** 共享經濟事業體大量擴散
在中國資本市場的推進下，共享事業體如雨後春筍般在各地快速擴張，前景看好。
- 趨勢 2** 新創事業逐漸站穩腳步
臺灣和中國各式新創事業逐漸站穩腳步，累積大量使用族群，並逐漸獲利，是未來值得持續觀望的產業動態。
- 趨勢 3** 跨國軟體人才流動現象平凡
資訊科技人力流動現象持續，日本、新加坡、甚至東南亞地區都持續有招聘計劃。

Taiwan

Software innovation became a trend in Taiwan in 2013. After three to five years of free competition, the industry's situation gradually became clear in 2017; the few software companies that survived market competition gradually got on track and began actively recruiting talent. These companies all share a common characteristic – namely, that they have a cash flow of tens or even hundreds of millions of dollars. They have high requirements for software technology and development processes and have already found good business models, from which they have begun to profit. These companies are gradually expanding to Southeast Asia and Japan, going head-to-head with many cross-border services. This has driven employment in the IT industry. Companies with good prospects deserve talented job seekers. Business models such as streaming, e-commerce, video on demand, social media, and electric vehicles are all beginning to generate profit, resulting in better salaries for workers.

Furthermore, the development of major traditional electronics manufacturers and foreign companies in the IT industry in Taiwan has been stable, but uncertainty has increased due to the new government's policy of one fixed day off and one flexible rest day. Hence, many foreign companies have suspended their recruitment plans in 2017 and will stay on the sidelines in 2018.

As for software talent recruitment, job openings for C++/Java/.NET/Javascript/Node.js/Android/iOS/SQA programmers are growing steadily as emerging applications (including blockchain/more prevalent data engineering/machine learning/DevOps) are becoming more common. Requirements for some programming languages will become more demanding and result in a continued shortage of experienced software talent. This is combined with the higher number of people working overseas. Enterprises in Japan, Singapore, and Southeast Asia all have overseas recruitment plans, attracting Taiwan's software talent to work there. As such, there will be no no slowing the talent exodus from Taiwan. Taiwan's IT companies have gradually expanded their mobile phone apps and streaming business in Southeast Asia. Some companies are even working with overseas enterprises on game and system template development. All of this creates a good employment environment in Taiwan.

As for data scientist positions in areas such as data analysis, the number of companies with cash flow in the \$10 million to \$100 million class continues to increase along with the data growth of Taiwanese enterprises. This creates stable demand for data analysis-related positions. In the future, trends toward Industry 4.0 and the IoT will create greater demand for IT talent in various industries. Some enterprises have even begun to establish IoT companies to accelerate the speed of their information services.

China

China has been actively expanding businesses in the sharing economy in recent years, including bicycle and vehicle sharing. Services have sprung up like mushrooms and rapidly expanded throughout major cities. These emerging technology services have been rapidly deployed and have begun seizing market share, thanks to the momentum of China's capital market. Companies such as Alibaba and Baidu have actively sought financing and invested a considerable amount of capital. Companies in China's sharing economy hope to continue their expansion and become prevalent in first-, second-, and third-tier cities.

All applications such as smart transportation, Industry 4.0, and e-commerce are also emerging services that major Chinese enterprises have dedicated their efforts to promoting in recent years. Within these applications, the combination of daily consumption with payment cash flow and Big Data analysis of

consumption can be expected to draw continued investment from major enterprises; they will invest more capital and resources to keep development flourishing.

There will still be a relative shortage of IT talent in China in 2018, and job seekers will need to improve their skills and adapt to innovative services. Enterprises will be more careful in the recruitment process and place extra emphasis on job seekers' educational background and work experience, resulting in particularly strong competition in the IT professional employment market.

Hong Kong

Cloud applications continue to be hot. In Hong Kong, many small and medium enterprises are moving their internal information environments into the cloud. Large enterprises are no longer on the sidelines and are trying to adopt the technology. This shows that enterprises' information environment is changing in Hong Kong and developing towards a distributed cloud structure with better information security and risk mitigation mechanisms.

As it transforms its information architecture, the finance and banking industry has higher requirements for information security and, therefore, has greater demand for computer engineering, system architecture, and financial analysis talent. There will continue to be demand for social media digital marketing and Big Data scientists. Different industries will continue to demand IT in 2018; hence, the future for IT professionals looks bright.

The 3 Key Industry Trends

- TREND 1** Proliferation of companies in the sharing economy
Driven by China's capital market, companies in the sharing economy have excellent prospects and will rapidly expand into different locales.
- TREND 2** Startups gradually gaining a steady foothold
Startups in Taiwan and China are gradually gaining a steady foothold and will amass many users as they gradually become profitable. This industry trend deserves further observation.
- TREND 3** Frequent flow of software talent across borders
The flow of IT professionals will continue as Japan, Singapore, and even Southeast Asia continue their recruitment programs.

資訊科技 INFORMATION TECHNOLOGY

資訊科技 INFORMATION TECHNOLOGY

| 職位 Position | 條件要求 Qualification | 所需年資 Experience | 中國 China (月薪 / 人民幣) Monthly Salary in RMB | 香港 Hong Kong (月薪 / 港幣) Monthly Salary in HK\$ | 台灣 Taiwan (月薪 / 新台幣) Monthly Salary in NT\$ |
|---|---|-------------------------|--|--|--|
| 資訊長 Chief Information Officer (CIO) | 理科 / 資訊相關碩士 / 企業管理碩士 / 博士學位 MS/MBA/PhD | 20+ (TW) 10+ (CN/HK) | 60,000 - 250,000 | 150,000 - 300,000 | 200,000 - 350,000 |
| 資訊技術協理 IT Director/VP | 理科 / 資訊相關 學士 / 碩士 / 博士學位 BS/MS/PhD | 15+ (TW) 8+ (CN/HK) | 40,000 - 80,000 | 80,000 - 180,000 | 150,000 - 250,000 |
| 資訊技術經理 / 資訊管理經理 IT / MIS Manager | 大專院校 / 文憑 Degree/ Diploma | 10+ (TW) 5+ (CN/HK) | 25,000 - 50,000 | 50,000 - 80,000 | 80,000 - 150,000 |
| 亞太區域業務經理 / 協理 Regional Sales Manager/ Director | 大專院校 / 文憑 Degree/ Diploma | 15+ (TW) 8+ (CN/HK) | 50,000 - 130,000 | 65,000 - 170,000 | 100,000 - 250,000 |
| 業務開發經理 / 協理 Business Development Manager/Director | 大專院校以上 Degree above | 10+ (TW) 6+ (CN/HK) | 30,000 - 80,000 | 40,000 - 100,000 | 100,000 - 180,000 |
| 業務經理 / 協理 Sales Manager/Director | 大專院校 / 文憑 Degree/ Diploma | 10+ | 25,000 - 50,000 | 40,000 - 100,000 | 100,000 - 200,000 |
| 客戶關係經理 Sales Account Manager | 大專院校以上 Degree above | 5+ | 15,000 - 40,000 | 30,000 - 60,000 | 80,000 - 150,000 |
| 產品經理 Product Manager | 大專院校以上 Degree above | 5+ | 30,000 - 80,000 | 30,000 - 60,000 | 80,000 - 130,000 |
| (解決方案) 專案經理 (Solution) Program/Project Manager | 大專院校以上 Degree above | 10+ (TW) 5+ (CN/HK) | 25,000 - 50,000 | 45,000 - 100,000 | 100,000 - 200,000 |
| 解決方案經理 Solution Implementation Manager | 大專院校以上 Degree above | 10+ (TW) 5+ (CN/HK) | 25,000 - 50,000 | 40,000 - 80,000 | 100,000 - 200,000 |
| 網路管理經理 Architect/Infrastructure Manager | 大專院校以上 Degree above | 8+ (TW) 6+ (CN/HK) | 20,000 - 40,000 | 50,000 - 110,000 | 80,000 - 200,000 |
| 系統分析師 System Analyst | 大專院校以上 Degree above | 5-7 (TW) 3+ (CN/HK) | 15,000 - 30,000 | 35,000 - 50,000 | 60,000 - 180,000 |
| 軟體開發人員 / 程式設計師 Software Developer/ Programmer | 大專院校以上 Degree above | 4+ (TW) 2+ (CN/HK) | 15,000 - 25,000 | 22,000 - 50,000 | 50,000 - 150,000 |
| 網絡 / 系統工程師 Network/System Engineer | 大專院校以上 Degree above | 3+ (TW) 1-3 (CN/HK) | 10,000 - 20,000 | 18,000 - 30,000 | 50,000 - 130,000 |
| 網絡 / 系統管理人員 Network/Systems Administrator | 大專院校以上 Degree above | 2+ (TW) 1-3 (CN/HK) | 10,000 - 20,000 | 18,000 - 40,000 | 40,000 - 80,000 |
| 客服工程師 Helpdesk Support | 大專院校 / 文憑 Degree/ Diploma | 2+ | 8,000 - 15,000 | 16,000 - 25,000 | 40,000 - 70,000 |
| 技術諮詢人員 / 顧問 Technical Consultant | 大專院校以上 Degree above | 2+ | 12,000 - 15,000 | 30,000 - 80,000 | 50,000 - 200,000 |
| 技術支援人員 Technical Support | 大專院校 / 文憑 Degree/ Diploma | 3+ (TW) 2+ (CN/HK) | 10,000 - 15,000 | 18,000 - 30,000 | 45,000 - 90,000 |
| 資料庫管理師 / 分析師 Database Administrator/ Analyst | 大專院校 / 文憑 Degree/ Diploma | 4+ (TW) 2-8 (CN/HK) | 12,000 - 30,000 | 35,000 - 70,000 | 45,000 - 150,000 |
| 網站管理員 Web Master | 大專院校 / 文憑 Degree/ Diploma | 2+ | 10,000 - 15,000 | 18,000 - 40,000 | 40,000 - 120,000 |
| 網站開發人員 / 設計人員 Web Developer/Web Designer | 大專院校 / 文憑 Degree/ Diploma | 2+ | 10,000 - 25,000 | 18,000 - 35,000 | 40,000 - 150,000 |



工程技術

臺灣

物聯網發展引領臺灣工程技術應用，尤其隨著行動裝置的技術升級，人臉、指紋等生物辨識系統更為普及，帶動周邊工業設計與技術進程。

物聯網應用在近年來在各行領域出現商機，包括醫療照顧、家電設備、智能交通、智慧工廠、安全監控等，讓感測裝置的需求大增，影響軟硬體工程與系統建置人才。許多企業順應潮流成立物聯網相關部門，這類職缺薪資調整有 15~20 的成長空間。

2018 年起，虛擬實境、擴增實境等創新應用服務將更為普及，包括娛樂、遊戲等產業均會出現大量工程技術人才需求。虛擬貨幣等高度運算行業正在起步中。求職者與企業可持續關注與自動化、人工智慧發展有關的產業，朝工業 4.0 趨勢邁進。

中國

這一年來中國工程技術人力需求成長許多，相較於 2016 年有 35 的職缺成長，顯示整體產業景氣好，各類技術都需要人才投入。其中，汽車、人工智慧與虛擬實境是三大可持續關注的熱門產業。

在中國目前雖然還未有無人駕駛汽車真正上路，但隨著無人駕駛技術逐步普及，已經有多家業者推動試乘營運。此外，電動車技術也是整體汽車產業的發展趨勢，傳統動能產業面臨技術升級，需要招募更多新興技術人才。

人工智慧發展則與物聯網技術息息相關，包括各種智慧家居設備、智慧建築，整合冰箱、掃地機器人、防盜系統等，在中國各大新興地產與房屋建設中都有實際案例，未來政府和業者也將持續投入，發展更多應用。

虛擬實境與擴增實境發展近年來大幅利用在各式娛樂、遊戲服務，整合無人機設備和行動裝置，促成新式事業體。中國政府目前已積極投入工業經濟發展政策，設立優惠政策和福利措施，支持整體科技發展，有助於均衡產業資源，持續提高相關人力需求與薪資水平。

香港

香港這一年來工程技術發展緊跟政府基礎建設計劃，包括中環和灣仔繞道、東區走廊連接路線興建等方案，有多項建造與運輸工程同時展開。

另外屯門至赤鱸角路段，北面連接海底隧道段計劃將於 2019 年完工，預計會有更多工程技術人才招聘計劃。隨著香港整體都市更新發展，工程技術人才在未來一年預計有 3~5% 薪資調幅空間。

除了前線工程人員，業界也需求大量後台支援人才，如項目經理和工程顧問。

近年很多內地大型電子工程企業和電訊公司蓬勃發展，它們其他很多總部都在深圳，為本地的人才提供了不少發展機會。

3 大產業趨勢關鍵字

- 趨勢 1** 物聯網會在各行各業更加普及
物聯網應用在中國、臺灣等地持續有新的業者投入，招募相關工程技術人才。
- 趨勢 2** 人工智慧與虛擬實境是新亮點
隨著工業 4.0 進程，人工智慧應用在傳統製造業嶄露頭角。虛擬實境與擴增實境應用則整合無人機裝備，在娛樂、媒體產業中大量運用。
- 趨勢 3** 汽車、航太與都市更新計劃仍有機會創造工程技術發展
無人駕駛汽車與電動汽車引領產業變化。各地方政府的都市更新計劃也有助於提供工業技術就業機會。

TECHNICAL ENGINEERING

Taiwan

IoT developments are guiding applications for engineering technologies in Taiwan, especially with the upgrading of technologies used in mobile devices. Biological recognition systems, such as facial and fingerprint recognition, will become even more prevalent, driving the advancement of related industrial design and technologies.

Market opportunities for IoT applications have appeared in a range of industries in recent years, including medical care, home appliances, smart transportation, smart factories, and security and surveillance. This has resulted in a significant increase in the demand for sensors, influencing software and hardware engineers as well as system developers. Many enterprises have followed this trend and established IoT-related departments. Positions in this area will potentially see 15-20% growth.

Innovative application services such as VR and augmented reality will be more prevalent in 2018. The entertainment and gaming industries will have great demand for technical engineering professionals. Industries that involve intensive computing such as virtual currency are on the rise. Job seekers and enterprises should follow developments in industries related to automation and AI, while progressing toward Industry 4.0.

China

China's demand for technical engineering professionals has greatly increased over the past year. The number of job openings increased by 35% over 2016, showing that business is good in the industry and that professionals are needed in a variety of technologies. Among these, automobiles, AI, and VR are three trending industries that deserve attention.

Self-driving cars have not really hit the road in China, but as self-driving technologies become more popular, many companies are already offering test rides. Electric vehicle technologies are also a development trend in the automobile industry. As the traditionally-powered vehicle industry faces the need to upgrade its technologies, it will need to recruit more emerging technology talent.

The development of AI is closely related to IoT technologies. Systems such as smart home appliances, smart architecture, integrated refrigerators, cleaning robots, and alarm systems are all being used in new real estate and building construction in China. Government and business will continue to invest in this field to develop more applications.

VR and AR have often been applied in entertainment and gaming services in recent years. The integration of unmanned aerial vehicles (UAVs) and mobile devices has formed new businesses. The Chinese government is actively involved in industrial and economic development policy, establishing favorable policies and benefit measures to support overall technological development. This benefits the balancing of industry resources and continues to increase the demand for human resources and push up salary levels.

Hong Kong

Technical engineering development in Hong Kong has closely followed the government's infrastructure plans, including construction plans for a detour for the Central District and Wan Chai District, and an Eastern District access route. Numerous construction and transportation engineering projects are being conducted simultaneously.

Additionally, the Northern Connection of the road joining Tuen Mun to Chek Lap Kok through a submarine tunnel will be completed in 2019, so more technical engineering talent recruitment programs can be expected. Following the general urban development of Hong Kong, technical engineering professionals are expected to see 3% to 5% salary increases over the next year.

In addition to engineers in the field, the industry also needs large numbers of back-end support personnel, such as project managers and engineering consultants.

Many large electronics engineering companies and telecommunications companies in China have flourished in recent years. The headquarters of many of these companies are in Shenzhen, which provides quite a few opportunities for local talent.

The 3 Key Industry Trends

- TREND 1** The IoT will become more prevalent in all industries
There will continue to be new companies in China and Taiwan investing in IoT applications, and they will recruit technical engineering professionals in related fields.
- TREND 2** AI and VR are new high points
Along with the development of Industry 4.0, AI applications will begin to shine in traditional manufacturing industries. VR and AR applications will be integrated with UAVs and be applied extensively in the entertainment and media industry.
- TREND 3** Automobile, aerospace, and urban renewal plans still have opportunities to drive technical engineering developments
Self-driving cars and electric cars will guide industry changes. Local governments' urban renewal plans will also create employment opportunities in the field of technical engineering.

工程技術 TECHNICAL ENGINEERING

工程技術 TECHNICAL ENGINEERING

| 職位 Position | 條件要求 Qualification | 所需年資 Experience | 中國 China (月薪 / 人民幣) Monthly Salary in RMB | 香港 Hong Kong (月薪 / 港幣) Monthly Salary in HK\$ | 台灣 Taiwan (月薪 / 新台幣) Monthly Salary in NT\$ |
|--|--|--------------------|--|--|--|
| (能源 / 節能) 台灣區業務 主管 / 總經理 (Energy) Country Sales Head/ General Manager | 電子工程、機械工程、 企業管理碩士 BS/MS/PhD - EE, ME, MBA | 15+ | 60,000 - 120,000 | 68,000 - 140,000 | 200,000 - 380,000 |
| (能源 / 節能) 發電廠 專案服務經理 (Energy) Power Plant Project Manager | 電子工程、機械工程 或土木工程 BS/MS/PhD - EE, ME, Civil Engineering | 10+ | 35,000 - 60,000 | 52,500 - 94,500 | 120,000 - 180,000 |
| (大型公共建設) 專案工程師 Transportation/Construction Project Engineer | 電子工程、機械工程 或土木工程 BS/MS/PhD - EE, ME, Civil Engineering | 3-6+ | 15,000 - 30,000 | 30,000 - 45,000 | 70,000 - 120,000 |
| (大型公共建設) 專案經理 Transportation/Construction Project Manager | 電子工程、機械工程 或土木工程 BA/MS/PhD - EE, ME, Civil Engineering | 5+ | 18,000 - 35,000 | 50,000 - 130,000 | 100,000 - 300,000 |
| (LED 產業) 供應商 開發工程師 LED Supplier Development Engineer | 機械工程、電子工程 ME, EE | 5+ | 12,000 - 28,000 | 22,000 - 30,000 | 70,000 - 120,000 |
| (LED 產業) 供應商 品質工程師 Automobile Supplier Quality Engineer | 機械工程、電子工程 ME, EE | 5+ | 15,000 - 25,000 | 16,000 - 27,000 | 70,000 - 150,000 |
| (LED 產業) 技術支援工程師 LED Field Application Engineer | 電子工程、工業工程 EE, Industrial Engineering | 3+ | 10,000 - 15,000 | 16,000 - 27,000 | 70,000 - 120,000 |
| (LED 產業) 業務工程師 LED Sales Engineer | 電子工程、工業工程 EE, Industrial Engineering | 3-5 | 8,000 - 16,000 | 16,000 - 27,000 | 60,000 - 100,000 |
| (LED 產業) 技術銷售經理 LED Technical Sales Manager | 電子工程 EE | 8+ | 15,000 - 30,000 | 32,000 - 54,000 | 120,000 - 250,000 |
| (TFT-LCD 產業) 製造總部主 管 Head of Production | 電子工程、工業工程、 機械工程 BS/MS/PhD - EE, IE, ME | 8+ | 15,000 - 30,000 | 44,000 - 66,100 | 200,000 - 350,000 |
| (TFT-LCD 產業) 研發部主 管 Head of R&D | 電子工程、工業工程、 機械工程 BS/MS/PhD - EE, IE, ME | 8+ | 20,000 - 30,000 | 55,000 - 88,000 | 200,000 - 400,000 |
| (TFT-LCD 產業) 業務開發部 主管 Head of Sales | 電子工程、工業工程、 機械工程 BS/MS/PhD - EE, IE, ME | 8+ | 15,000 - 30,000 | 55,000 - 88,000 | 250,000 - 400,000 |
| (Solar 太陽能產業) 研發部主 管 Head of R&D | 電子工程、工業工程、 機械工程 BS/MS/PhD - EE, IE, ME | 8+ | 20,000 - 40,000 | N/A | 300,000 - 400,000 |
| (Solar 太陽能產業) 業務開發 部主管 Head of Overseas Sales | 電子工程、工業工程、 機械工程 BS/MS/PhD - EE, IE, ME | 8+ | 20,000 - 35,000 | N/A | 200,000 - 400,000 |
| (電子 / 半導體產業) 採購主 管 Head of Procurement | 電子工程、工業工程、 機械工程 BS/MS/PhD - EE, IE, ME | 8+ | 20,000 - 30,000 | 39,000 - 77,000 | 180,000 - 300,000 |
| (電子 / 半導體產業) 品保主 管 Head of Quality | 電子工程、工業工程、 機械工程 BS/MS/PhD - EE, IE, ME | 8+ | 15,000 - 25,000 | 39,000 - 77,000 | 200,000 - 400,000 |
| (電子 / 半導體產業) 業務主 管 Semiconductor Equipment Sales Head | 電子工程、工業工程、 機械工程、企業管理碩士 EE, IE, ME, MBA | 10+ | 20,000 - 40,000 | 42,000 - 60,000 | 200,000 - 500,000 |
| (自動化產業) 業務經理 Automation Field Business Manager | 電子工程、工業工程、 企業管理碩士 EE, Industrial Engineering, MBA | 8+ | 18,000 - 30,000 | 37,000 - 50,000 | 120,000 - 250,000 |

工程技術 TECHNICAL ENGINEERING

| 職位 Position | 條件要求 Qualification | 所需年資 Experience | 中國 China (月薪 / 人民幣) Monthly Salary in RMB | 香港 Hong Kong (月薪 / 港幣) Monthly Salary in HK\$ | 台灣 Taiwan (月薪 / 新台幣) Monthly Salary in NT\$ |
|--|---|--------------------|--|--|--|
| (自動化產業) 業務工程師 Automation Field Sales Engineer | 電子工程、工業工程、 機械工程 BS/MS, EE, IE | 3+ | 12,000 - 16,000 | 21,000 - 26,000 | 80,000 - 150,000 |
| (自動化產業) 製程優化主 管 Automation Field Head of Process Optimization | 電子工程、工業工程、 機械工程 BS/MS, EE, IE, ME | 8+ | 15,000 - 30,000 | 31,500 - 37,000 | 150,000 - 300,000 |
| (自動化產業) 應用工程師 Automation Field Application Engineer | 電子工程、機械工程 BS/MS, EE, ME | 3+ | 10,000 - 15,000 | 21,000 - 26,000 | 70,000 - 120,000 |
| 區域業務工程師 / 業務經理 Regional Sales Engineer / Manager | 電子工程、工業工程、 機械工程 BS/MS/PhD - EE, IE, ME | 5+ | 12,000 - 20,000 | 35,000 - 60,000 | 90,000 - 200,000 |
| (設備產業) 業務工程師 Local Sales Engineer | 電子工程、機械工程 BS/MS, EE, ME | 3+ | 10,000 - 15,000 | 22,000 - 28,000 | 70,000 - 120,000 |
| (設備產業) 應用工程師 Application Engineer | 電子工程、機械工程 BS/MS, EE, ME | 3+ | 10,000 - 15,000 | 19,000 - 23,000 | 70,000 - 120,000 |
| (製造業) 廠長 / 總經理 Industrial Manufacturing - Plant Manager/General Manager | 工程相關科系 Engineering related | 8+ | 30,000 - 60,000 | 50,000 - 120,000 | 150,000 - 400,000 |
| (製造業) 製造工程 部門管理階層 Industrial Manufacturing - Production Engineering Management Level | 工程相關科系 Engineering related | 7+ | 20,000 - 30,000 | 37,000 - 47,000 | 80,000 - 250,000 |
| (製造業) 品質部門管理階層 Industrial Manufacturing - Quality Control Management Level | 工程相關科系 Engineering related | 7+ | 20,000 - 30,000 | 34,000 - 44,000 | 100,000 - 250,000 |
| (製造業) 製造部門管理階層 Industrial Manufacturing - Manufacturing Management Level | 工程相關科系 Engineering related | 7+ | 18,000 - 30,000 | 29,000 - 42,000 | 80,000 - 200,000 |
| (化學應用) 量測檢管 / 專案經理 Chemical Application - MCS Manager/Project Manager | 電子工程、機械工程、 企業管理碩士 ME, EE, BS/MS/PhD | 7+ | 15,000 - 25,000 | 25,000 - 40,000 | 120,000 - 250,000 |
| (化學應用) 產品經理 Chemical Application - Product Manager | 化學、化學工程和材料科學 Chemistry/Chemical Engineering and Material Science | 7+ | 20,000 - 30,000 | 28,000 - 42,000 | 120,000 - 250,000 |
| (化學應用) 業務副總經理 Chemical Application - Vice President of Sales | 化學、化學工程和材料科學 Chemistry/Chemical Engineering and Material Science | 10-15 | 30,000 - 50,000 | 60,000 - 120,000 | 250,000 - 500,000 |
| (化學應用) 業務經理 / 協理 Chemical Application - Sales Manager/Director | 化學、化學工程和材料科學 Chemistry/Chemical Engineering and Material Science | 5+ | 20,000 - 30,000 | 25,000 - 50,000 | 150,000 - 400,000 |
| IC 事業部負責人 / 總經理 Business Unit Head/Taiwan General Manager | 電子工程、企業管理碩士 EE, MBA | 12+ | 40,000 - 80,000 | 50,000 - 70,000 | 250,000 - 600,000 |
| IC 營運總監 / 協理 IC/Components Operation VP or Director | 電子工程、機械工程、 工業工程 EE, ME, IE | 10+ | 35,000 - 60,000 | 44,000 - 66,000 | 250,000 - 450,000 |
| IC 業務經理 / 協理 / 總監 IC/Components Sales Manger/Director/VP | 電子工程、工程相關科系 EE or engineering related | 5+ | 15,000 - 25,000 | 28,000 - 66,000 | 180,000 - 400,000 |

工程技術 TECHNICAL ENGINEERING

工程技術 TECHNICAL ENGINEERING

| 職位 Position | 條件要求 Qualification | 所需年資 Experience | 中國 China (月薪 / 人民幣) Monthly Salary in RMB | 香港 Hong Kong (月薪 / 港幣) Monthly Salary in HK\$ | 台灣 Taiwan (月薪 / 新台幣) Monthly Salary in NT\$ |
|--|--|--------------------|--|--|--|
| IC 採購 (資深) 經理 IC/Components (Sr.) Procurement Manager | 電子工程、工程相關科系 EE or engineering related | 7+ | 20,000 - 35,000 | 33,000 - 44,000 | 120,000 - 250,000 |
| IC 採購 (資深) 工程師 / 經理 IC/Components Sourcing Engineering (Sr.)/Manager | 電子工程、工程相關科系 EE or engineering related | 5+ | 15,000 - 25,000 | 28,000 - 33,000 | 80,000 - 200,000 |
| IC (資深) 應用工程師 IC/Components (Sr.) FAE | 電子工程、電腦科學、 電腦工程 EE, Computer Science, Computer Engineer | 1+ | 5,000 - 10,000 | 17,000 - 28,000 | 50,000 - 200,000 |
| IC 應用工程師 IC/Components Application Engineer | 電子工程、電腦科學、 電腦工程 EE, Computer Science, Computer Engineer | 1+ | 6,000 - 12,000 | 12,000 - 17,000 | 50,000 - 250,000 |
| IC (資深) 設計工程師 IC (Sr.) Designer | 電子工程、物理、化學、 材料科學、工業工程 EE, Physics, Chemical, Material Science, IE | 1-5 | 25,000 - 40,000 | N/A | 50,000 - 120,000 |
| IC (資深) 設計經理 IC (Sr.) Manager | 電子工程、物理、化學、材料 科學、工業工程 EE, Physics, Chemical, Material Science, IE | 6-12 | N/A | N/A | 90,000 - 200,000 |
| IC 生產製造工程師 IC Manufacturing Process Engineer | 電子工程、物理、化學、 材料科學、工業工程 EE, Physics, Chemical, Material Science, IE | 1-3 | 6,000 - 12,000 | 18,000 - 26,000 | 50,000 - 80,000 |
| IC 製造 / 品質工程師 IC Foundry Process/ Quality Engineer | 電子工程、物理、化學、 材料科學、工業工程 EE, Physics, Chemical, Material Science, IE | 8+ | 20,000 - 35,000 | 31,500 - 55,000 | 100,000 - 350,000 |
| (智慧型手持式裝置領域) 專案經理 Smart Handheld Device Solution - Program/Project Manager | 電子工程、電腦科學、 電腦工程 EE, Computer Science, Computer Engineer | 3+ | 12,000 - 18,000 | 30,000 - 40,000 | 80,000 - 200,000 |
| (智慧型手持式裝置領域) 資深工程師 Smart Handheld Device Solution - Team Lead/Sr. Engineer | 電子工程、電腦科學、 電腦工程 EE, Computer Science, Computer Engineer | 5-12 | 12,000 - 20,000 | 35,000 - 45,000 | 80,000 - 200,000 |
| (智慧型手持式裝置領域) 業務經理 / 協理 Smart Handheld Device Solution - Sales Manager/ Director | 電子工程、電腦科學、 電腦工程 EE, Computer Science, Computer Engineer | 8+ | 15,000 - 30,000 | 30,000 - 45,000 | 150,000 - 400,000 |
| (智慧型手持式裝置領域) 產品行銷經理 / 協理 Smart Handheld Device Solution - Product Marketing Manager/Director | 電子工程 + 企業管理碩士 EE+MBA | 7+ | 16,000 - 30,000 | 30,000 - 45,000 | 100,000 - 400,000 |

