



GREATER CHINA SALARY GUIDE  
大中華薪資指南  
2019



## 前言 Foreword

科技與人才絕非相互取代，  
而是相輔相成！

Technology and talent do not  
replace each other, but rather  
complement each other!



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過去一年來，藝珂於兩岸三地皆感受到蓬勃的景氣與熱切的人才需求。產生這股動能的主因，除了全球經濟成長的影響，更大因素來自於 AI 人工智慧、Big Data 大數據、IoT 物聯網、EC 電子商務等廣泛運用至各產業，進一步帶起科技金融、智慧零售、車聯網、新創公司的興起，並使供應鏈、物流業產生結構上的轉變。

激烈的大環境變動不僅深深影響人才與產業，更造成人員重新洗牌的新局面，企業為了盡快找到合適人選、有效完成組織重整，積極尋求藝珂協助，希望找出公司人才的新契機、在變動中提升效率；人才一方面擔心被機器取代，卻同時藉由科技工具擁抱了史無前例的高效能；新世代即使躁動徬徨，卻以“Slash”文化還擊……這些矛盾卻鮮活的現象除了活絡了就業市場，更帶給我們對未來的樂觀想像。

身處於變化異常快速的人才 / 企業對接點，藝珂希望提醒人才：未來需要的工作者，絕對是擁有良好整合力與溝通力的人才。唯有讓自己處於積極學習的狀態、擁抱多元跨領域學習，才能整合素材、擴大知識力；且要在不確定中培養 EQ 與耐力、樂於與他人合作，才能擁有優於機器人、不被取代的競爭力。

而對企業端來說，我們看到許多公司來不及因應趨勢驟變，頹然倒下，例如 1995 年名列《財富》(Fortune Magazine) 五百大榜單上的企業，不過十年光景有 88% 已消失，縱然這當中影響因素繁多，但相信有部分原因來自於企業依恃過去的成功模式，無法及時改變思維，使成功變為負擔。

因此我們衷心祝福企業與人才們：不要害怕改變，反而要擁抱改變，就像我們不怕被科技取代，反而用它來精進能力一樣。時時檢視自己的職場 / 企業現況；虛心學習、轉化思維，必能從既有專業倍增出全新能力，掌握如鷹展翅上騰的成功秘訣！

In the past year, Adecco experienced booming demand for talent in China, Taiwan, and Hong Kong. In addition to the impact of global economic growth, this drive is attributable to artificial intelligence (AI), big data, the Internet of Things (IoT), e-commerce, etc., which are widely used in various industries, leading to the rise of technology, finance, smart retail, and Internet of Vehicles startups, and the structural transformation of the supply chain and logistics industry.

The fierce changes in the business environment have deeply affected both talent and industries, and have created a new situation in which the requirements for talent have evolved. In order to find suitable candidates as quickly as possible to support effective organizational restructuring, companies actively seek Adecco's assistance, hoping to find talent to improve efficiency as they undergo change. On the one hand, people are worried about being replaced by machines; on the other, they have embraced unprecedented high-performance capabilities through technological tools. Although the new generation is restless and facing uncertainty they fight back with 'Slash culture'. As well as stimulating the job market, this contradictory yet fresh phenomenon makes us more optimistic about the future.

As an extremely fast-changing talent/enterprise hub, Adecco wishes to remind talent: those who will be needed in the

future are definitely candidates with good integration and communication skills. Only by committing yourself to a state of active learning and embracing multi-disciplinary learning can you absorb materials and expand your knowledge; during this uncertainty, you must cultivate EQ and endurance, and be willing to cooperate with others in order to gain competitive advantage over robots, to avoid being replaced by them.

For enterprises, we have seen many companies fail to cope with sudden changes in trends. For example, 88% of the companies on the 1995 Fortune 500 list had disappeared within a decade. Although there are many influencing factors, it is believed that one major reason is the fact that these companies relied on past models for success and could not change their way of thinking in time, making that success a burden.

Therefore, we encourage companies and talent not to be afraid of change or of embracing change – just as we are not afraid of being replaced by technology – but rather to use it to improve their capabilities. Always review the status of your workplace/business; by learning with humility and transforming the way you think, you will be able to develop new abilities from existing skills and master the secrets of success!

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# 會計及 財務領域

## ACCOUNTING, FINANCE & BANKING

# 會計及財務領域

## 台灣

由於政經大環境的影響，無論中國或東南亞，台灣人才外派的機會較往年相比剩下過去的一半，大多傾向培育本土員工，使相關職缺大為減縮。反之，台灣本地的財會主管職缺則有增加趨勢，因企業面臨二代接班轉型需求，再者，由於高階經理人大多已屆退休年齡，企業必須進行組織調整，因此有新一波人才的需求。不過企業對於沿用高階人才所提供的薪資趨於保守；人才轉職所能獲得的薪資，更有明顯下修 10~15% 的趨勢，也因此無法找到理想人才。此外中階主管僧多粥少，客戶對人才的要求提高，薪資卻反而下修 10%，是值得留意的現象。在外商公司方面，企業持續以人力資源共享 (Shared Service) 的方式營運，並由於賦稅優惠的因素，多將服務中心設於新加坡與馬來西亞，使當地就業機會增加，進一步使當地人才更為搶手、薪資看漲。這也可以解釋為何台灣中低階職缺越來越少，便是因為許多外商已將服務移往海外。

## 中國

今年中國財會人才需求量依然相當高，許多企業除了要打造高效能企業並擴大規模，更積極延請有過上市經驗的 CFO 來協助企業募集資本與上市。在財會人才薪資方面，公司內部調薪幅度大約落在 3~7% 的區間，轉職則會有 20~30% 的成長。未來中國財會人才需求量依然不減，只是會呈現較為穩定的態勢。而在銀行金融方面，受到政府強監管、去槓桿這些市場新規的影響，使得風險控管與法務人才需求量增加；數位金融服務仍是重要的發展趨勢，有大型外商企業甚至已裁掉一部分員工，改以機器人記帳的方式來運作，足見醞釀多年的 AI 對財會金融之影響已然開始。

## 香港

中美貿易戰的影響力已然發酵！許多大企業已開始精簡人手，並可看到銷售汽車至美國的日本公司也受到了波及。但若排除國際情勢及股市的影響，2017 至 2018 年香港薪資、就業率相當穩定，人才流動率也不高，依然維持著 3~5% 的薪資調幅及 10~20% 轉職薪資漲幅。展望 2019 年，受到世界經濟局勢的影響，產業增長腳步將較這兩年放緩。又因政府金融法規更為嚴謹、會計師專業資格考試準則改變等要求，法律與風險控管職位、分析人才需求都將比往日多。此外，受惠於中國在香港開設許多中小型投資銀行，操流利國語以及英、日文的會計人才也頗受矚目。

## 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，風險與法遵人才招募計劃持續攀升。

### 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

Due to the influence of the political and economic environment, whether in China or Southeast Asia, the opportunities for talent assignments in Taiwan are now just half those available in the past. Most companies tend to cultivate local employees, with the result that relevant job openings are greatly reduced. In contrast, Taiwan's local need for accounting managers has been increasing due to second-generation successors seeking to transform enterprises. Moreover, because most senior managers have already reached retirement age, enterprises must make organizational adjustments, so there is a new wave of demand for talent. However, companies tend to be conservative about the salaries given to high-level talent. Salaries offered for the transfer of talent have experienced a significant downward trend of 10-15%; thus, it is difficult to find the right talent. In addition, there are not enough job vacancies available for mid-level supervisors; customers' talent requirements have increased, while salaries have reduced by 10% – a phenomenon worthy of attention. When it comes to foreign companies, businesses continue to operate using a shared services model. Due to tax incentives, the service centers are located in Singapore and Malaysia, which increases local employment opportunities and makes local talent more sought after. Salary expectation are bullish. This also helps to explain why there are fewer low-level jobs in Taiwan, because many foreign companies have already moved their services overseas.

## China

The demand for talent in China's finance and accounting industry is still quite high this year. In addition to building high-performance enterprises and expanding their scale, many companies are also actively seeking CFOs with experience in going public to help companies raise capital and float. In terms of salaries for financial and accounting professionals, companies' internal salary adjustments range from 3 to 7%, while transfers typically increase salaries by 20 to 30%. In the future, the demand for talent in China's accounting and finance industry will remain undiminished but will be relatively stable. In terms of banking and finance, the government's strong supervision and de-leveraging of new market regulations has increased the demand for risk control and legal talent. Digital financial services are still an important developing trend. A number of large foreign companies have even cut some employees and

switched to robotic billing. It is obvious that the impact of AI on accounting and finance that has been brewing for many years has begun.

## Hong Kong

The impact of the US-China trade war has already started! Many large companies have begun to streamline their manpower, and Japanese companies that sell cars to the US have been particularly affected. However, if the impacts of the international situation and the stock market are excluded, the salary and employment rate in Hong Kong has remained very stable from 2017 to 2018, and the rate of turnover for talent is low. Internal salary adjustments of 3 to 5% and salary increases of 10 to 20% for transfers have been maintained. Looking forward to 2019, the pace of industry growth will be slower than the past two years as a result of the global economic situation. Due to stricter government financial regulations and changes in the qualification standards for accountants, the demand for legal and risk control positions and analytical talent will be higher than in the past. Moreover, thanks to China's establishment of many small and medium-sized investment banks in Hong Kong, accounting talent fluent in Mandarin, English, and Japanese will continue to attract attention.

## Key Words in the 3 Major Industry Trends

- Trend 1** **FinTech is still hot**  
Banking industries in Taiwan, China and Hong Kong are continuing to develop digital banking services, which has led to a corresponding demand on 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 due to the effects of anti-laundering evaluation.
- Trend 3** **More careful talent recruitment**  
Many enterprises are outsourcing finance and accounting work overseas, affecting the overall demand on finance and accounting professionals. Enterprises are recruiting over a longer period of 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 TWS	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 TWS
會計經理 Accounting Manager	財務與會計學位 Degree in Finance and Accounting	8+ (TW/HK) 7+ (CN)	20,000 - 30,000	35,000 - 50,000	70,000 - 120,000	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
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	會計助理 Assistant Accountant	會計學學位 Degree in Accounting	2-4 (TW/HK) 1-2 (CN)	5,000 - 8,000	19,000 - 25,000	35,000 - 48,000
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	資深帳務員 Senior Account Clerk	會計學學位 Degree in Accounting	1-2 (TW/HK) 2-4 (CN)	5,000 - 8,000	16,000 - 19,000	30,000 - 45,000
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	帳務員 / 帳務助理 Account Clerk/Assistant	會計學學位 Degree in Accounting	< 1	3,500 - 5,000	14,000 - 16,000	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 TWS	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 TWS
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	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 (TW/HK) 3-4 (CN)	18,000 - 30,000	22,000 - 30,000	45,000 - 65,000
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 - 150,000	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	14,000 - 18,000	42,000 - 50,000
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 (TW/HK) 3-5 (CN)	15,000 - 30,000	28,000 - 40,000	65,000 - 100,000	查帳員 Audit Clerk	主修會計與財務 Major in Accounting and Finance	< 1	6,000 - 8,000	13,000 - 16,000	38,000 - 45,000
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	30,000 - 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/TW) 3-5 (HK)	18,000 - 30,000	28,000 - 35,000	55,000 - 70,000						

## 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 TWS
財務長 Financial Controller	財務或會計企業管理碩士 MBA Degree in Finance and Accounting	10-20 (TW/ 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+ (TW) 8-10 (CN) 5-10 (HK)	25,000 - 60,000	38,000 - 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+ (TW) 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 (TW/HK) 3-5 (CN)	15,000 - 40,000	28,000 - 40,000	55,000 - 110,000

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 TWS
財務助理 Finance Assistant	財務與會計學位 Degree in Finance and Accounting	2-3 (TW/HK) 1-2 (CN)	5,000 - 8,000	19,000 - 23,000	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 (TW/HK) 1-3 (CN)	4,500 - 10,000	17,000 - 19,000	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	15,000 - 18,000	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 TWS
稅務長 Head of Tax	財務與會計學位 Degree in Finance and Accounting	10+ (TW/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+ (TW/CN) 5+ (HK)	30,000 - 60,000	45,000 - 65,000	80,000 - 150,000
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	28,000 - 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	20,000 - 28,000	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	15,000 - 20,000	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 TWD
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 - 150,000
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

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 TWD
財務會計 Treasury Accountant	財務與會計學位 Degree in Finance and Accounting	2-4	8,000 - 18,000	28,000 - 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	18,000 - 25,000	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	15,000 - 18,000	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 TWD
分行經理 Branch Manager	商業學士 Bachelor degree in Business	10+	25,000 - 40,000	48,000 - 70,000	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 - 40,000	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

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 TWD
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	11,000 - 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 TWD
市場風險經理 Market Risk Manager	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 Manager	學士學位 Bachelor degree	5+	30,000 - 50,000	45,000 - 75,000	80,000 - 150,000
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
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

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 China (月薪 / 港幣) Monthly Salary in HK\$	台灣 Taiwan (月薪 / 新台幣) Monthly Salary in TWD
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
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

## 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 TWD
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

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 TWD
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
信用核證專員 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 TWD
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

## 行政管理

### 台灣

受到勞基法新制影響，企業為了因應更嚴格的工時規定，有更多職缺外包的機會，因此未來行政管理人才要盡可能讓自己成為嫻熟教育訓練、制度改造的優勢工作者，以提升自我競爭力，免於被取代。另一方面，受到企業組織重整、精簡人事、留任卓越人才、提升效率等目標，無論本土或外商企業都積極透過人脈徵詢資深協理以上的職位，他們期待任用對企業組織架構較有概念的經理人，更願意投資較好的薪資於他們身上，以取代雇用企管顧問公司這類更大筆費用。在管理職位之外，特助高階或秘書是台灣精簡人事時代下異軍突起的新星，許多企業亟欲招募更優秀的特助/秘書人才，包含優異的語文能力、更強的專案執行能力與整合能力等。在外商方面，由於重要職務多移往海外，台灣保留的職位不僅在薪資上有所限制，也傾向於任用更具多面向才華的員工。未來台灣人才將以 35 歲作為分界點：35 歲前較有機會轉職，並獲得 10~20% 的薪資增幅，以及爭取海外工作的機會；35 歲後可能受限於家庭因素、台灣中階職位較少的情況，能夠變動的機曾相對較低。

### 中國

由於近年本土企業的發展成果與外企逐漸拉開，本土企業給予人才的薪資福利較外企更高也更有彈性，外企甚至出現暫停開放職缺的現象。再加上中美貿易戰的關係，許多準備前往美國的人選也暫時被取消機會。除此之外，國內目前的就業機會呈現更加分散的狀況，過往集中在上海、北京、深圳等一線沿海城市，現在則更平均分布於杭州、蘇州、成都等城市。這使得當企業希望在沿海城市任用當地人才時，反而出現難以徵詢的現象，必須從其他地區調度過來。在薪資方面，HR 薪資兩極化較為嚴重，具知名企業 10 年背景的人選，年薪可達 60 萬左右；而一般本土公司 10 年經驗的人才則僅達 30 萬年薪。可以想見人才多想進入大企業，但相對的機會很少，因為這樣的企業也期待選用背景更加卓越的人才。未來行政管理工作者，需更具備產業敏銳度、要更懂策略，方能持續站穩一席之地。

### 香港

香港 HR 人才大多願意在同一間公司待上 3 至 4 年以學習多種技能，因此職涯發展較為穩定，這也使得就業市場職缺少，企業提出的薪資要相對亮眼才能吸引人才流動。在這樣供過於求的情況下，企業徵詢人才的條件變得更加嚴格。在行政管理方面，企業需求的人力減少，傾向讓秘書、助理承擔更多行政職務，並且增加他們出差的頻率。整體來看，行政管理的薪資漲幅平均約為 5%，而 2019 年企業在 HR 與行政人員的招募上仍審慎以對。

### 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。

# MANAGEMENT OFFICE

## Taiwan

As a result of the new labor laws, enterprises have more opportunities for outsourcing in order to meet stricter working hours regulations. Thus, in the future, administrative management personnel should be skilled in education, training, and institutional transformation, and should enhance their competitiveness to avoid being replaced. On the other hand, due to the goals of corporate reorganization, the streamlining of personnel, the retention of outstanding talent, and improved efficiency, both local and foreign companies are actively seeking senior associates through their networks. They are seeking to appoint managers who are more familiar with organizational structure. They are more willing to invest better wages in them to replace the higher costs of hiring management consultants. Other than management positions, high-level executive assistants or secretaries are the new stars in Taiwan's streamlined personnel era. Many companies are eager to recruit better assistants/secretaries who have excellent language skills and stronger project execution and integration capabilities. In terms of foreign businesses, as important positions are moved overseas, Taiwan's retained positions are not only limited in terms of salary, but also tend to favor employees with a variety of talents. In the future, the age of 35 will be the demarcation point for Taiwanese talent: talent below the age of 35 will have the chance to change jobs and gain a 10 to 20% salary increase, as well as opportunities to work overseas; those beyond the age of 35 may be limited by family factors and fewer mid-level positions in Taiwan, so the chances of change are relatively low.

## China

In recent years, the results of the development of local enterprises and foreign companies have gradually spread. The wages and benefits offered to talent by local enterprises are higher and more flexible than those of foreign companies, some of which have even stopped posting job openings. Coupled with the US-China trade war, opportunities for candidates prepared to travel to the United States have temporarily ceased. In addition, current employment opportunities in China have become more dispersed. In the past, they were concentrated in the first-tier coastal cities of Shanghai, Beijing, and Shenzhen. Now, they are more evenly distributed across cities such as Hangzhou, Suzhou, and Chengdu. This makes it difficult for companies to hire local talent in the coastal cities;

talent must be brought in from other regions. In terms of salary, HR salary polarization is quite serious; the annual salary for someone with 10 years' experience in well-known enterprises can reach RMB600,000; while a candidate with similar experience at local companies can make only RMB300,000 a year. It is conceivable that people want to enter large companies, but the relative opportunities are fewer because such companies are also looking for talent with better experience. In the future, administrative management workers will need greater industry acumen and a better understanding of strategy in order to maintain their positions.

## Hong Kong

Most Hong Kong HR workers are willing to stay in the same company for three to four years to learn a variety of skills, so career development is relatively stable, which also causes the lack of jobs in the market. The salaries offered by companies must be relatively attractive to appeal to talent. In this case of oversupply, the conditions for companies to seek talent have become more stringent. In terms of administrative management, the manpower required by enterprises has reduced, and it is typical for secretaries and assistants to take on more administrative positions and to increase the frequency of their business trips. Overall, the typical administrative management salary increase is about 5%, and in 2019 companies will still be cautious about recruiting HR and administrative staff.

## Key Words in the 3 Major 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 TWS	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 TWS
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+(TW/ HK) 15+(CN)	50,000 - 250,000	80,500 - 150,500	120,000 - 250,000	人資副理 HR Assistant Manager	大專院校或以上 Degree and above	5-8 (TW) 5+ (CN) 3-5+ (HK)	15,000 - 35,000	30,500 - 33,500	55,000 - 70,000
區域人資經理 / 協理 Regional HR Manager/ Director	大專院校或以上 Degree and above	8-15(TW) 8+(HK) 8-10+(CN)	40,000 - 100,000	60,000 - 70,000	100,000 - 180,000	人資專員 HR Officer/Specialist/ Executive	大專院校或以上 Degree and above	2-4(TW/HK) 2-5(CN)	7,000 - 25,000	17,000 - 25,500	35,000 - 55,000
人資 / 招募 / 薪酬福利經理 / 人資事業夥伴 HR/Staffing/C&B Manager/ BusinessPartner	大專院校或以上 Degree and above	5-8+	20,000 - 50,000	40,000 - 50,000	80,000 - 130,000	人資專員 / 助理 HR Administrator/ Assistant	大專院校或以上 Degree and above	1-2(TW/HK) 0-2(CN)	4,500 - 15,000	15,500 - 17,500	25,000 - 35,000
教育訓練經理 / 講師 Training Manager/ Trainer	大專院校或以上 Degree and above	8+ (TW/HK) 6-10+ (CN)	15,000 - 50,000	40,500 - 50,500	65,000 - 120,000	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	12,000 - 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 TWS
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+ (TW) 10+ (CN/HK)	65,000 - 150,000	100,000 - 200,000+	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+ (TW/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+ (TW/HK) 3-5 (CN)	10,000 - 35,000	25,500 - 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 TWD
區域採購經理 Regional Procurement Manager	大專院校或以上 Degree and above	10+ (TW) 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 (TW) 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 (TW) 5-7 (CN) 3-5 (HK)	18,000 - 25,000	25,500 - 30,500	55,000 - 100,000

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 TWD
採購專員 Procurement Officer	大專院校 / 文憑 Degree/ Diploma	2-3	6,000 - 18,000	18,000 - 22,000	40,000 - 50,000
採購助理 Procurement Assistant	大專院校 / 文憑 Degree/ Diploma	1-2	4,500 - 8,000	13,000 - 15,000	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 TWD
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 (TW) 8+ (CN/HK)	25,000 - 40,000	40,000 - 55,500	60,000 - 150,000
執行助理 Executive Assistant	大專院校 Degree	5-8 (TW) 3-15+ (CN) 5+ (HK)	10,000 - 40,000	35,500 - 55,000	50,000 - 80,000
行政專員 Administrative Officer	大專院校 Degree	3-6 (TW/HK) 3-5 (CN)	8,000 - 15,000	25,000 - 30,000	30,000 - 50,000
行政助理 Administrative Assistant	大專院校 Degree	1-4 (TW/HK) 1-3 (CN)	5,000 - 12,000	17,000 - 25,000	30,000 - 40,000

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 TWD
櫃檯接待人員 Receptionist	大專院校 / 文憑 Degree/Diploma	1-2	3,500 - 6,500	15,000 - 22,000	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	13,000 - 16,000	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	10,000 - 12,000	22,000 - 25,000
司機 / 駕駛 Driver	大專院校 / 文憑 Degree/Diploma	2-4	4,000 - 10,000	22,000 - 25,000	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 TWS
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 (TW/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 (TW/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 - 23,000	40,000 - 55,000

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 TWS
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 - 18,000	25,000 - 40,000
電話客服助理 Call Centre Assistant	大專院校 / 文憑 Degree/Diploma	1-3 (TW/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 Hong Kong (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 TWS
客服經理 Customer Service Manager	大專院校 Degree	8-12 (TW) 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+ (TW/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 (TW/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	15,000 - 22,000	30,000 - 40,000
客服助理 Customer Service Assistant	大專院校 Degree	1 (TW/HK) <1 (CN)	3,500 - 6,500	12,000 - 15,000	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 TUS\$
執行秘書 Executive Secretary	大專院校 Degree	10+ (TW) 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 (TW) 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

## 業務及行銷 SALES & MARKETING

### 台灣

近年高端美妆品牌為了拉近年輕消費族群，積極進行更多元的數位行銷推廣，因此現在品牌所需的人才一定要熟悉社群媒體、懂O2O、並具備電子商務的概念。此外受到化妝品產業持續的品牌變動、人才轉換影響，職缺數仍然不斷成長。在薪資方面，除了數位行銷的職位有較大的薪資彈性空間，其餘職務的成長幅度有限，多為持平的狀況。2019年延續這兩年品牌自己建置電商平台的過程，各品牌可望進一步把原本附加在行銷人員身上的工作獨立出來，擴編出一支完整的數位行銷團隊，更全面性地操作線上導線下的行銷模式。這些策略都可能影響到明年行銷業務的職缺需求。

### 中國

市場在B2B比例下降、B2C營銷上升、消費者不需透過中間商即可採購的態勢下，企業積極經營社群媒體，並以數位行銷與消費者緊密連結。此外「自媒體」崛起，消費者獲得訊息的渠道更加多元，企業因此希望候選人能同時具有B2B、B2C以及電子商務的經驗。在薪資方面，過去傳統公司大多有薪資上限，但在互聯網興起、銷售渠道更加多元化的情況下，近幾年年輕員工薪資甚至是他們上一代的許多倍，甚至高達30~50萬年薪。然而危機正伺機而動，當這群年輕人轉職時，其他公司是否也認同他們所開出的薪資，可能成為他們轉職的阻礙。展望2019年，受到方興未艾的AI技術介入，使執行層面的職缺慢慢被取代，未來能持續成長的人才將是掌握這些機器並為公司提升效率的人，若僅停留在操作層面將受到更多挑戰。銷售人才的思維模式亦要有所調整，例如如何與機器共存、如何利用它而不是被取代，將會是重要關鍵。

### 香港

由於中國市場蓬勃發展，使得許多企業將業務擴展至香港，進一步讓香港電子商務有更多商機。此外來自中國、俄羅斯的區塊鏈新創公司也提供了更多職缺，包含資深主管及年輕初階職員。相對於此，目前合乎企業要求的中階人才、科技金融人才求過於供，企業提供的新薪資福利預算也較不符合人才需求，這樣的情況也將延續至2019年。有趣的是，傳統FMCG就業市場較為穩定，原本的業務行銷人才多因新創公司規模有限、自己對新領域不熟悉而不考慮轉職；相對的，新創公司也認為這些來自FMCG的人才缺乏相關經驗，因此在人才媒合上具有一定的鴻溝。整體看來，業務、行銷職位薪資普遍有10~15%的增幅，但企業對於人才的要求則更加嚴格，除了要有好的語言能力與外型，是否具備好的人脈網絡及其他軟實力也是企業篩選時的重點。

### 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。

# SALES & MARKETING

## Taiwan

In recent years, high-end beauty brands have actively sought to increase digital marketing promotion in order to attract young consumers. Therefore, talent required by these brands must already be familiar with social media and understand O2O and e-commerce. Moreover, due to continuous brand changes and talent movement in the cosmetics industry, the number of job vacancies continues to grow. Salaries are quite flexible for digital marketing positions, but the growth for the positions remaining is limited and mostly flat. In 2019, brands will continue to build their own e-commerce platforms as they have done over the past two years, and each brand wants to further separate the work originally assigned to their marketing staff, build a complete digital marketing team, and comprehensively implement the O2O marketing model. These strategies may affect the job requirements for marketing and sales talent next year.

## China

With the decline in the ration of B2B marketing the increase in B2C marketing, and the fact that consumers no longer do not need to purchase through intermediaries, companies actively manage their social media channels and are closely linked to consumers through digital marketing. Moreover, since the rise of 'user-generated content, consumers have more diverse channels through which to obtain information, and companies therefore hope that candidates will have B2B, B2C, and e-commerce experience. In terms of salary, in the past, most traditional companies had salary caps. However, with the rise of the Internet and more diversified sales channels, the salaries of young employees in recent years are many times those of their previous generation, reaching as high as RMB 300,000 to RMB500,000 a year. However, the challenge is waiting for an opportunity. When these young people change jobs, other companies may not agree with their salary demands, which can hinder any transfer. Looking forward to 2019, the intervention of flourishing AI technology will gradually replace responsibilities at the operational level. Candidates who will thrive in the future will be those who master these machines and improve their efficiency for their company. If they remain at the operational level, they will face greater challenges. Sales talent must also adjust their mindsets. For example, working out how to coexist with machines and how to use them instead of being replaced will be key.

## Hong Kong

Due to the booming Chinese market, many companies have expanded their operations to Hong Kong, delivering further business opportunities for Hong Kong's e-commerce sector. In addition, blockchain startups from China and Russia have also created more job vacancies, which include positions for both senior executives and junior staff. In contrast, at present, there's a limited supply of mid-level talent and FinTech talent who meet the requirements of enterprises, and the salary and welfare budgets on offer are not in line with the demand for talent. This situation will continue until 2019. Interestingly, the traditional FMCG job market is relatively stable. The original business and marketing professionals are not considering switching jobs, mostly due to the limited size of startups and to their unfamiliarity with new fields. In contrast, startups also believe that talent from the FMCG sector lacks relevant experience, so there is a certain gap in talent matchmaking. Overall, the salaries for business and marketing positions offer a 10 to 15% increase, but the requirements for talent are more stringent. In addition to having good language skills and positive attitude, screening also focuses on whether talent has a good network of contacts and other soft skills.

## Key Words in the 3 Major 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 TWS	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 TWS
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	100,000 - 180,000	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)	4,000 - 10,000	13,000 - 18,000	40,000 - 50,000
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	55,000 - 75,000	執行製作 Production Executive	學士或以上 Bachelor or above	2-4	10,000 - 15,000	15,000 - 20,000	35,000 - 45,000
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	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	11,000 - 13,000	32,000 - 42,000
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	14,000 - 22,000	35,000 - 50,000	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 TWS	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 TWS
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	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	45,000 - 65,000
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	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
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	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
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	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
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	18,000 - 25,000	50,000 - 65,000	行銷企劃助理 Marketing Assistant	學士或以上 Bachelor or above	0-2	4,000 - 7,000	12,000 - 14,000	25,000 - 38,000
行銷企劃人員 Marketing Executive	學士或以上 Bachelor or above	1-2	5,000 - 10,000	14,000 - 20,000	35,000 - 45,000	電話行銷員 Telemarketer	學士或以上 Bachelor or above	< 1	3,000 - 5,000	N/A	25,000 - 30,000

## 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 TWS
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	95,000 - 150,000
公關經理 PR Manager	學士或以上 Bachelor or above	5+	20,000 - 40,000	35,000 - 60,000	70,000 - 90,000
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

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 TWS
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	13,000 - 16,000	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 TWS
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
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

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 TWS
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 (TW/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 (TW/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 (TW/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	25,000 - 28,000

# 零售 RETAIL

## 零售

### 台灣

近幾年許多品牌的營業額由於被電子商務稀釋，品牌持續進行促銷價格戰以吸引客戶回流，同時對於現場銷售人才有更多要求，包含口語、話術、銷售技巧及渴望成交的積極度都包含在其中，經營得較為辛苦，進而使得品牌對於人力成本的考量更為嚴謹。過去採用較多正職員工的他們，現在則以兼職員工代替。在台灣高階管理者方面，由於區域整合關係，許多品牌已不在台灣設置總經理職位，因此許多高階管理者開始轉作顧問職，或者從國外代理品牌於電子商務平台上銷售。此外台灣餐飲市場競爭依然激烈，歐美日特色品牌持續進駐各大商場；旅館業則由於市場縮小，經營得戰戰兢兢，人力也越來越精簡，薪資控管更加緊縮。

### 中國

由於O2O平台更加成熟，除了傳統大型零售業積極進行互聯網轉型，線上零售商也開始往線下發展。可以預見的是，由於消費者喜好追求不同體驗以超越單一品味的經驗，將使未來行業壁壘越來越小。營銷人才若能更具冒險精神，進一步融會貫通其他行業的知能，將能更具優勢。在薪資方面，目前鋒頭較健的企業給予人才的福利顯現出不計成本的姿態，可達50~60%；傳統公司至多只達到20%。2019年將是由電商繼續主導的一年，特別是輕奢品牌（Affordable Luxury Brand）、設計師品牌更受矚目。無論線上還是線下，由於國內消費力高，各品牌依然創造出不少就業機會，特別是在政府扶持並調降關稅之下，可望讓占全球奢侈品消費1/3的力道回歸中國本地消費。

### 香港

今年許多香港零售品牌都增加了10~15%的職位，職缺量相當高，在人才搶手並略顯不足的情況下，企業必須以“Creative Recruitment”的方式徵才。也就是說，過往品牌最重視業務的銷售技巧，但現在為了贏得留住香港顧客的心，反而更重視客戶服務，即使人才沒有相關行業種的經驗，但若曾從事有過酒店、航空業等較重視服務的行業資歷，企業仍能會加以考慮。2019年整體香港零售市場將從過去仰賴內地旅客轉向以香港本地顧客為重，其中輕奢品牌的業績也較為看好，整體職缺需求將穩步上揚。

### 3大產業趨勢關鍵字

#### 趨勢 1

#### 新零售現象持續熱燒

線上業者紛紛設置實體店鋪，創造就業機會。

#### 趨勢 2

#### 高端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。

# RETAIL

## Taiwan

In recent years, the turnover of many brands has been diluted by e-commerce. Brands continue to carry out discount wars to attract returning customers, and there are more requirements for on-site sales talent, including for eloquent candidates with oral communication skills, strong sales skills, and an eagerness to make the sale. Operations are more difficult, which makes brands more rigorous about the cost of labor. In the past, they relied more on regular employees, but now these are being replaced by part-time employees. Regarding Taiwan's high-level managers, regional integration means that many brands have not set up general manager positions in Taiwan; thus, many high-level managers have begun to switch to advisory positions, or have become agents for foreign brands, which they then promote on e-commerce platforms. Moreover, competition in the Taiwanese food and beverage market is still fierce, and European, American, and Japanese specialty brands continue to enter major shopping centers. Meanwhile, due to a shrinking hotel market, the industry is harder to manage, manpower is becoming more and more streamlined, and salary control is tightening.

## China

As the O2O model matures, in addition to traditional large-scale retailers actively transforming themselves for the Internet, online retailers are beginning to develop offline. It is foreseeable that the desire for consumers to pursue a variety of different experiences will make industry barriers smaller and smaller. If marketing talent can be more adventurous and integrate knowledge from other industries, these candidates will have an advantage. In terms of salary, stronger enterprises are not sparing any costs and offer up to 50 to 60% more; traditional companies are only offering 20% increases at most. 2019 will be the year that e-commerce continues to dominate, especially for affordable luxury brands and designer brands. Whether online or offline, high domestic consumption means that brands still create a lot of employment opportunities; with governmental support and lower tariffs, is expected to return to China next year.

## Hong Kong

Many Hong Kong retail brands have increased their job vacancies by 10-15% this year. The number of job vacancies is quite high. Since demand for talent is high and supply is short, companies must recruit creatively to attract talent. That is to say, in the past, brands paid the most attention to the sales skills of salespeople, but now, in order to win the hearts of Hong Kong customers, brands pay more attention to customer service. Even if talent does not have experience in related industries, companies may still consider a candidate if he/she has experience in hospitality and airline industry. In 2019, the overall Hong Kong retail market will shift from relying on mainland tourists to focusing on local customers. The performance of light luxury brands is also relatively promising, and overall job vacancies will rise steadily.

## Key Words in the 3 Major 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 China (月薪 / 港幣) Monthly Salary in HK\$	台灣 Taiwan (月薪 / 新台幣) Monthly Salary in TWS	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 China (月薪 / 港幣) Monthly Salary in HK\$	台灣 Taiwan (月薪 / 新台幣) Monthly Salary in TWS
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 - 60,000	50,000 - 70,000	120,000 - 200,000	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
零售營運經理 Retail Operations Manager	學士或以上 Bachelor or above	10+ (TW/HK) 5+ (CN)	15,000 - 50,000	40,000 - 65,000	90,000 - 170,000	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
店面經理 Shop/Store Manager	專科或以上 College or above	8+ (TW/HK) 3+ (CN)	10,000 - 35,000	28,000 - 70,000	65,000 - 115,000	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	30,000 - 35,000
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	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
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	美容顧問 Beauty Advisor	高中或以上 High school or above	1-2	3,000 - 9,000	14,000 - 35,000+	28,000 - 35,000





# 產品採購 與物流

## MERCHANDISING & LOGISTICS

# 產品採購與物流

## 台灣

近幾年虛擬店面增加，品牌於各地多有設倉，使得陸運、海運需求量提升，進而排擠到過去需求高的空運，不僅使得空運成本提高，相關職位的薪水更處於停滯狀態，甚至有企業高層出現薪水調降的情況。不過也有企業因為空運業務流失，希望徵聘到業務關係較佳的人才進入公司，期待對方能因此帶進更多業績。相對的，由於電商平台與實體店對快遞的需求皆高，人員薪水增幅平均可達 5~10%，不少品牌甚至會徵詢具有快遞經驗的人才，以協助品牌處理物流問題，上述情況於 2019 年將會更加明顯。

## 中國

物流業的整體結構不斷調整，人才需求持續增加，不僅中高階經理人每年增加 15~20% 的職缺，過去從未花費大量成本於人才的本土企業，現在也願意開出年薪 7、8 百萬的條件以招募高階主管。未來物流業為了持續提高運送產能、降低人員需求，也將積極整合物聯網技術。而近年興起的區塊鏈，雖對就業市場帶來推波助瀾的影響，然因企業現階段尚難找到合適的人選，因此顯現出人才供給需求的落差。在薪資方面，雖然物流業是較基層的產業，但由於營運基數大，仍具有一定的影響力，中階與初階人員的薪資調整幅度落在 2~8% 幅度當中。2019 年物流業的發展態勢，將視區塊鏈是否跨越概念階段，進一步落實於產品，方有較明顯的變化。

## 香港

物流業與供應鏈人才需求持續成長中，然而年輕人才卻較不願進入相關科系與行業，使得人力出現斷層。此外，相對於品牌內部的物流職位較受青睞，第三方物流公司則顯得更難吸引到人才。在薪資方面，供應鏈職位漲幅約達 5%，物流、供應鏈人才若能擁有策略規劃、分銷經驗會較佔優勢。綜觀 2019 年，物流人才的需求與薪資皆有增加趨勢，並且對於人才的語言能力（英文、國語、粵語）有極高的要求。

## 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, the number of virtual stores has increased, and brands have set up storage facilities in various places, thereby increasing demand for land and sea transportation, and crowding out the air transportation that used to be in high demand. The cost of air transportation has increased, but the salaries for related positions are stagnant; salaries for top management have even been reduced. However, some companies are hiring talent with better business relationships because of reduced air transportation business, expecting the other party to bring in more revenue. Relatively, due to the high demand for express delivery from e-commerce platforms and physical stores, salary increases for employees can reach 5-10% on average. Many brands are even seeking the opinion of talent with express delivery experience to help brands deal with logistics problems. This situation will be even more apparent in 2019.

## China

The overall structure of the logistics industry is constantly adjusting, and the demand for talent continues to increase. Job vacancies for middle and high-level managers are increasing by 15-20% per year. Local enterprises that have never spent a lot of money on talent in the past are now willing to pay an annual salary of RMB7 to 8 million to recruit high-level executives. In the future, the logistics industry will actively integrate IoT technology in order to continuously improve production capacity and reduce demand for personnel. However, blockchain, which has emerged in recent years, has had an impact on the job market, but suitable candidates are hard to find at this stage, reflecting the gap between talent supply and demand. In terms of salary, although the logistics industry is a relatively low-level industry, due to its large operating base, it still has a certain level of influence. Salary adjustments for early- and middle-stage employees fall within the range of 2 to 8%. The development of the logistics industry will show obvious changes in 2019 if blockchain crosses the conceptual stage and begins to realize products.

## Hong Kong

The demand for logistics and supply chain talent continues to grow, but young people are less willing to enter relevant departments and industries, causing a gap in manpower. Moreover, since the internal logistics vacancies of brands are more appealing it is even more difficult for third-party logistics companies to attract talent. In terms of salary, supply chain positions have seen an increase of about 5%. If logistics and supply chain talent have strategic planning and distribution experience, candidates will have an advantage. Looking at 2019, both the demand and salaries for logistics talent are increasing, and there are extremely high requirements for the linguistic abilities of talent (English, Mandarin, and Cantonese).

## Key Words in the 3 Major 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 TWS	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 TWS
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	採購人員 Jr. Merchandiser/ Procurement Officer	大專院校 / 文憑 Degree/ Diploma	3-5	8,000 - 16,000	18,000 - 20,000	35,000 - 55,000
採購副理 Assistant Merchandising Manager	大專院校 / 文憑 Degree/ Diploma	8-10+ (TW) 8+ (CN/HK)	18,000 - 30,000	30,000 - 40,000	55,000 - 80,000	採購助理 Merchandising Assistant	文憑 Diploma	1-3	5,000 - 8,000	13,000 - 15,000	24,000 - 32,000
資深採購 Sr. Merchandiser/ Sr.Sourcer	大專院校 / 文憑 Degree/ Diploma	5-8+	15,000 - 25,000	26,000 - 30,000	45,000 - 80,000						

## 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 TWS
物流經理 Logistics Manager	大專院校 / 文憑 Degree/ Diploma	8-12 (TW) 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 (TW) 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	20,000 - 30,000	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 (TW) 2-4 (CN/HK)	5,000 - 10,000	20,000 - 25,000	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 TWS
品管經理 Quality Control Manager	大專院校 / 文憑 Degree/ Diploma	10+	20,000 - 30,000	40,000 - 50,000	80,000 - 120,000
品管副理 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
品管專員 Quality Control Specialist	大專院校 / 文憑 Degree/ Diploma	3-5	8,000 - 15,000	18,000 - 23,000	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 TWS
供應鍊經理 Supply Chain Manager	大專院校 / 文憑 Degree/ Diploma	8-15+ (TW) 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 TWS
倉儲經理 Warehouse Manager	大專院校 / 文憑 Degree/ Diploma	8+	12,000 - 25,000	35,000 - 45,000	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 - 26,000	40,000 - 60,000
倉儲專員 Warehouse Officer	文憑 Diploma	1-2	5,000 - 6,000	15,000 - 18,000	30,000 - 40,000





# 醫藥

## PHARMACEUTICALS

# 醫藥

## 台灣

2018 年醫藥產業在僧多粥少的情況下，企業要求人才的水準相對提高，但因為企業願意投資於合適人才身上，醫藥產業薪資仍然相當吸引人。從 2018 第三季開始，企業出現不少職缺，此波需求將延續至 2019 年。經過觀察不難發現，未來醫藥產業所需人才將聚集於金字塔頂端或銷售相關工作，企業的人才需求重質不重量，更由於台灣屬於淺碟市場，中高階職缺有限，使得台灣中階人才轉職遇到困難，因此期待到國外工作尋找機會，同時要努力增加對當地醫藥市場的熟悉與了解，方能創造出自己的優勢

## 中國

由於中國 CFDA 成為國際醫藥法規協會 (ICH) 成員，國際不僅能承認中國的臨床數據，藥品要走向國際市場将更加容易，再加上中國的醫療器械上市前一定要進行比藥物更加嚴格的臨床測試，大大增加了中國器械臨床試驗人才的需求量。此外，由於嗅到蓬勃市場上的機會，無論是研發、行銷或是操作人員等相關醫藥人才職缺皆成長不少，企業為了留住人才，內部調薪幅度更可達 20~50%。不過由於過去醫藥研發多於海外完成、本土人才不多，且大藥廠對於人才篩選相當嚴格，不僅要求本科博士學歷，更需具備優秀的溝通能力。因此在中國本地條件符合的人選不足之情況下，企業仍選用部份海外人才。2019 年受到生技新興公司創立、大量職缺增加的情況下，市場對於人才需求將達 2 至 3 倍，短期內應難以找到合乎所有需求的候選人。建議人才勿習慣短期頻繁轉職，應於企業中耐心地培養能力、成為實力更紮實的候選人，未來方有機會往更好的企業邁進。

## 香港

香港當局設立「創新及科技基金」資助約 500 個項目，金額超過 10 億港幣，其中包含作為重點發展五大科技領域之一的生物醫藥科技。政府為此提供的資金，至 2018 年中總額已達 1.3 億美元，包括生物資訊、分子診斷、新藥物及療法的研發、傳統中藥現代化及生物藥品製造等等，希望促進生物醫藥研究延伸至品牌端的發展，因此有越來越多生物醫藥科技公司於科學園設立研發中心，並帶動各式醫藥人才的投入。

## 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。



# PHARMACEUTICALS

## Taiwan

In the pharmaceutical industry, which has enjoyed an oversupply of talent in 2018, the standards required of talent are relatively high. Yet, because companies are willing to invest in suitable talent, industry salaries are still quite attractive. Since the third quarter of 2018, many jobs have appeared, and this wave of demand will continue until 2019. After observing, it is not difficult to spot that the future talent needed for the pharmaceutical industry will be focused at the top of the pyramid or in sales-related work. The talent demand from companies is focused on quality instead of quantity, and because Taiwan is a 'shallow dish market' where middle- and high-level jobs are limited, it is difficult for Taiwan's mid-level talent to change jobs, so they anticipate finding opportunities abroad. At the same time, they must work hard to increase their familiarity with and understanding of the local pharmaceutical market, in order to create their own advantages.

## China

As a result of the China FDA becoming a member of the International Council for Harmonization (ICH), the international community can now not only recognize China's clinical data, but it will also be easier for drugs to enter the international market. In addition, China's medical devices must meet even more rigorous clinical standards than its drugs. Thus, the demand for clinical trial talent in China has greatly increased. In addition, due to awareness of the booming market, job vacancies for relevant medical talent, such as in research and development, marketing, or operations positions, have increased greatly. In order to retain talent, internal salary increases can reach 20-50%. However, due to the fact that in the past, pharmaceutical research and development was mostly completed overseas, there is limited local talent. Also, large pharmaceutical companies are very strict in selecting talent; they require not only doctoral qualifications in pharmaceutical-related studies, but also excellent communication skills. Therefore, because of insufficient local candidates in China, companies still select some overseas talent. In 2018, when the biotech startups were founded, the number of jobs increased. The market demand for talent will double or triple. In the short term, it is likely to be difficult to find candidates who meet all of a company's needs. It is recommended that talent should not be accustomed to frequent, short-term job changes. They should patiently cultivate themselves at the

companies they've joined to become more solid candidates. In the future, they will have opportunities to move to better companies.

## Hong Kong

The Hong Kong government set up an Innovation and Technology Fund, with funding of more than HK\$1 billion, to support around 500 projects, with biotech being one of the five major technological areas. By mid-2018, the government had provided US\$130 million to fields including bioinformatics, molecular diagnostics, the research and development of new drugs and therapies, the modernization of traditional Chinese medicine, and biopharmaceutical manufacturing, in the hope of promoting the extension of biomedical research to brands. Thus, more and more biotech companies have set up R&D centers in Hong Kong Science Park to harness input from assorted medical talent.

## Key Words in the 3 Major 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

## 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 TWD
醫療事業經理 Medical Affairs Manager	醫藥學士或同等學歷 MBBS or equivalent	8-10 (TW/HK) 6-8 (CN)	30,000 - 45,000	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+ (TW) 5+ (CN/HK)	27,000 - 50,000	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 (TW/HK) 5+ (CN)	18,000 - 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(TW/HK) 8+(CN)	25,000 - 35,000	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	18,000 - 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(TW/HK) 5+(CN)	15,000 - 20,000	40,000 - 50,000	60,000 - 85,000

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 TWD
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	8,000 - 15,000	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+	12,000 - 18,000	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	8,000 - 15,000	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	8,000 - 15,000	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(TW/HK) 1-4(CN)	9,000 - 25,000	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 (TW/CN)	25,000 - 35,000	30,000 - 45,000	45,000 - 75,000



# 資訊科技

## INFORMATION TECHNOLOGY

# 資訊科技

## 台灣

透過大數據、物聯網、工業 4.0、AI、區塊鏈的洗禮，軟體工程師職缺不斷增加，關鍵戰略性人才非常搶手，薪資調幅可達 30%。事實上台灣從 2014 至今培養了許多新創公司，規模雖無法與中國相比，但產業卻是朝正向發展，預計接下來 5 至 10 年的前景可以預期，也持續創造人才需求，是否爭取到好人才亦成為企業發展良莠的決定性關鍵。在這樣的情況下，能力優異的軟體工程師供不應求，平均薪資漲幅達 10%。許多外資企業亦看準台灣軟體工程師技術夠，摩拳擦掌欲將 B2B 平台、FinTech 重心轉移至台灣，足見台灣軟體人才的全球競爭力。然而 2018 年是過去 3~5 年人才招募需求之下，軟體人才最短缺的一年。展望 2019 年，因為全球經濟不確定因素大增，大陸互聯網產業多年高速發展後可能進入整理。軟體領域長期重要性很高，但對 2019 的看法可能會比較謹慎保守。

## 中國

近年許多快速成長的企業已招聘到足夠人才，流動率不再如以往高，呈現更加穩定的態勢。薪資方面亦不像過去受到互聯網紅利飆高的影響，處於較為冷靜的態勢，調整幅度落於 15~20% 的正常區間。2019 年資訊科技業在人工智慧方面將較為火熱，國內優秀企業可望引進更多海外人才，在國籍、地區上不再有太多限制，將視人才本身條件決定是否任用。至於人才條件方面，據觀察有 70% 穩定晉升的候選人是從校招培養起來的；此外從互聯網公司出身的人才，則顯得更具抗壓力與不設限的靈活性。以上兩個徵聘方向都將成企業培育人才的目標。

## 香港

隨著政府投放五百億於沙田打造創科基地，IT 人才供不應求。在這樣的情勢下，即使是僅有兩年經驗的年輕從業員，都能享有 20,000 至 23,000 港幣的月薪，薪資增幅也可達 15~20%。不過由於資訊科技的發展太過迅速，香港 IT 人才仍有青黃不接的狀況，偶需仰賴中國大陸的人才。但由於與中國大企業所能提供的薪資與香港相比仍相當懸殊，中國人才轉職到香港的數目勢必無法成為穩定常態，香港人才須迎頭趕上。展望 2019 年，縱使少有真正具備雲端經驗的人才，但因 FinTech、雲端、資安的巨額需求，資訊科技大學畢業生的平均起薪仍有 16,000 - 20,000 港幣，懂 JAVA 的人才更能獲得相對高薪。

## 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頻繁

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。

# INFORMATION TECHNOLOGY

## Taiwan

Through the expansion of big data, the Internet of Things, industry 4.0, AI, and blockchain, the number of vacancies for software engineers is increasing, and key strategic talent is very popular. Salary adjustments can reach 30%. In fact, Taiwan has cultivated many new startups since 2014. Although the scale of its industry cannot be compared with that of China, it is moving in a positive direction. It is expected that the prospects for the next five to 10 years will be positive, and demand for talent will continue to be created. Recruiting good talent has also become key to the development of enterprises in this sector. At present, software engineers with excellent capabilities are in short supply, and can enjoy an average salary increase of 10%. Many foreign-funded enterprises are also optimistic about the technical skills of Taiwanese software engineers. They are trying to shift the focus of B2B platforms and FinTech to Taiwan, which highlights the global competitiveness of Taiwanese software talent. However, compared to the last few years, software talent has been most scarce in 2018. Looking forward to 2019, because global economic uncertainty has increased greatly, China's Internet industry may begin to consolidate after years of rapid development. The long-term importance of the software field is high, but the outlook for 2019 may be more cautious and conservative.

## China

In recent years, many fast-growing companies have recruited enough talent, and the turnover rate is no longer as high as before, reflecting a more stable trend. In terms of salaries, these are no longer affected by the high dividends seen from the Internet in the past. They are relatively steady, and adjustments fall within the normal range of 15-20%. In 2019, artificial intelligence will make the information technology industry hot. Exceptional domestic enterprises are expected to attract more talent from overseas. There are fewer restrictions on nationality and region, and talent screening will be based on qualifications. As for these qualifications, it has been observed that 70% of the candidates who have been steadily promoted were recruited and cultivated directly from school. Moreover, talent from Internet companies appears to be more resistant to stress and more flexible. Finding candidates with these two attributes has become the goal when cultivating talent.

## Hong Kong

With government investment of HK\$50 billion to create an innovation and technology base camp in Sha Tin, IT talent is in short supply. Under such circumstances, even young practitioners with only two years of experience can enjoy a monthly salary of HK\$20,000 to 23,000, and salary increases can reach 15-20%. However, due to the rapid development of information technology, Hong Kong IT professionals are still relatively ignorant, and companies may even rely on talent from mainland China. At the same time, because the salaries that can be provided by large Chinese companies are still relatively lower than those in Hong Kong, the number of Chinese candidates transferring to Hong Kong is still unstable. Hong Kong talent must catch up. Looking forward to 2019, even though talent lacks real experience in the cloud, the huge demand for FinTech, cloud, and security means that the average starting salary of IT graduates is still HK\$16,000 to 20,000. Those who understand Java can command a relatively high salary.

## Key Words in the 3 Major 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.

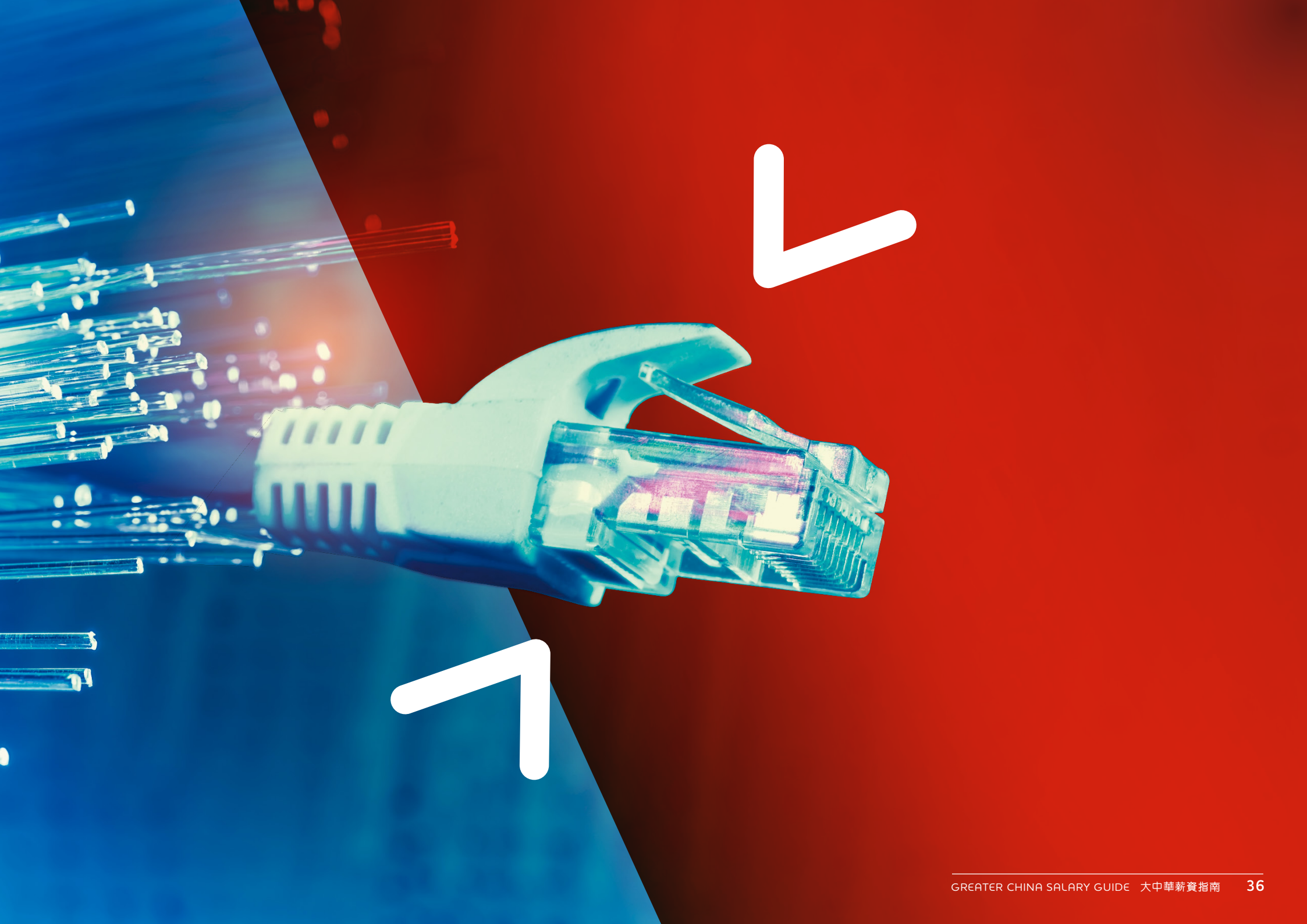
# 資訊科技 INFORMATION TECHNOLOGY

## 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 TWS
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)	50,000 - 100,000	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)	30,000 - 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 - 80,000	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+ (HK) 5+ (CN)	30,000 - 50,000	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+ (TW/HK) 3+ (CN)	30,000 - 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+ (TW/HK) 3+ (CN)	20,000 - 50,000	30,000 - 60,000	80,000 - 150,000
產品經理 Product Manager	大專院校以上 Degree above	5+ (TW/HK) 3+ (CN)	20,000 - 50,000	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+ (HK) 3+ (CN)	20,000 - 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+ (HK) 3+ (CN)	20,000 - 50,000	40,000 - 80,000	100,000 - 200,000
網路管理部經理 Architect/Infrastructure Manager	大專院校以上 Degree above	8+ (TW) 6+ (HK) 3+ (CN)	20,000 - 50,000	50,000 - 110,000	80,000 - 200,000

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 TWS
系統分析師 System Analyst	大專院校以上 Degree above	5-7 (TW) 3+ (CN/HK)	20,000 - 50,000	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+ (HK) 3+ (CN)	15,000 - 45,000	25,000 - 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/CN) 1-3 (HK)	10,000 - 45,000	20,000 - 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/CN) 1-3 (HK)	20,000 - 50,000	20,000 - 40,000	40,000 - 80,000
客服工程師 Helpdesk Support	大專院校 / 文憑 Degree/ Diploma	2+	8,000 - 30,000	17,000 - 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+ (TW/HK) 3+ (CN)	20,000 - 20,000	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/CN) 2+ (HK)	8,000 - 30,000	19,000 - 35,000	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 (HK) 3+ (CN)	15,000 - 45,000	35,000 - 70,000	45,000 - 150,000
網站管理員 Web Master	大專院校 / 文憑 Degree/ Diploma	2+ (TW/HK) 3+ (CN)	10,000 - 30,000	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+ (TW/HK) 3+ (CN)	8,000 - 30,000	20,000 - 40,000	40,000 - 150,000



# 工程技術 TECHNICAL ENGINEERING

## 工程技術

### 台灣

近兩年高科技產業擁抱多元新應用，使得晶片需求強勁，業者大手筆投資新建晶圓廠與相關設備，並於 2018 年第 3 季逐步完成 12 吋晶圓廠且開出產能，兩岸三地職缺陸續釋出，人才於是有較多機會從容選擇工作崗位。再加上美國智慧型手機領導品牌於 2018 年第 4 季推出新機，上述兩方面情勢皆帶動 IC 設計、晶圓製造、封裝測試及相關系統代工產業熱度，並將延續至 2019 年。在薪資變化上，由於生產自動化、人工智能、物聯網的應用，逐漸取代薪資低、人力需求度高的工作，台灣產業於這一波重整下，將引導人力進行更具競爭力的工作。未來由於自動化與 AI 發展持續蓬勃，企業需要的工程技術人才將鎖定具有軟硬體整合經驗的工作者。不過現實情況是，受限於台灣薪資調整幅度有限，仍有一段時間必須面臨人才外流的問題。

### 中國

由於工業 4.0 已發展一段時間，企業逐漸以機械代替過去勞動密集的輸出。當前這個階段企業不僅以它來提高產能，更用來強化內部人員的培訓與管理。透過工業 4.0，企業在技術方面已可做到沒有壁壘，但工藝方面仍有加強的空間，如何運用新興材料使產品更輕更好用？電腦的電池便是一個很好的例子。這現象使得企業必須跨行業徵詢人才，例如從材料供應商招募研發人才，並且積極對內進行培訓，增進員工對於不同產品工藝的知識與技術。不過在人才供給方面與需求上仍有不匹配的斷層，一方面是企業要找到符合上述條件的卓越學生，必須提出相對誘人的薪資及落戶補貼政策來吸引人才，然而工程行業年平均薪資增長為 3~5%，相對於其他行業增速不夠快，這也使得通用人才反而跨足到其他行業。展望未來，若非有革命性產品推出，否則工程技術行業薪資增幅仍不會有太大的變化。2019 年需要謹慎觀察的是，政府稅收制度及中美貿易戰是否可能影響到中小企業，甚至進一步導致企業裁員？企業絕不能只是被動因應，更要培養靈敏嗅覺，提早作好準備。

### 香港

香港工程師積極前往亞洲、中國內地服務，包括建築設計、工程及測量、工程顧問等等，亦有許多香港工程公司與亞洲、北美、歐洲企業合作，進一步輸出資通訊、化工人才。而近年香港積極發展鐵路運輸工程建造，由 2015 年至 2031 年共有 7 個新鐵路項目，估計全港鐵路網絡的總長度由現時約 218 公里，擴展至 2031 年 300 多公里，成本達 1,100 億港元。因上述三方面的因素，在香港工程技術領域仍需長期培育理論及技術兼備的人才。

### 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

In the past two years, the high-tech industry has embraced multiple new applications, which has led to strong demand for wafers. Companies have invested heavily in new fabs and related equipment, and gradually completed 12-inch fabs in the third quarter of 2018 for more production capacity. China, Taiwan, and Hong Kong have released employment opportunities in succession, giving talent more opportunities to choose jobs. In addition, US leading smartphone brands released new smartphones in the fourth quarter of 2018. Both of the aforementioned aspects will drive the popularity of IC design, wafer fabrication, packaging, testing and related system OEM industries, and will continue until 2019. In terms of salary changes, due to the application of production automation, artificial intelligence, and the Internet of Things gradually replacing the low paying jobs that demand high manpower, Taiwan industries will guide manpower to carry out more competitive work under this wave of reorganization. In the future, due to the continuous development of automation and AI, the engineering and technical personnel required by enterprises will lock in on talent with experience in software and hardware integration. However, the reality is that due to limited salary adjustments in Taiwan, brain drain is still a problem.

## China

Since Industry 4.0 has been in development for some time, companies have gradually replaced labor-intensive output of the past with machinery. At this stage, companies not only use it to increase production capacity, but also use it to strengthen the training and management of internal personnel. Through Industry 4.0, companies can achieve no barriers in terms of technology, but there is still room for process improvement. How do we use new materials to make products lighter and better? Laptop batteries is a good example. This phenomenon has made it necessary for companies to seek talent across industries, such as recruiting R&D talent from material suppliers, and actively training internally to enhance employees' knowledge and skills in different production processes. However, there is still a mismatch between talent supply and demand. On the one hand, enterprises must find outstanding students who meet the above conditions, and they must propose relatively attractive salary and settlement policies to attract talents. However, the average annual salary increase in the engineering

industry is 3 to 5%; this growth rate, which is not fast enough compared to other industries, makes other industries attractive to general talent. Looking into the future, if there are no revolutionary product launches, the salary increase of the engineering technology industry will not change much. What needs to be carefully observed in 2019 is whether the government tax system and the US-Chinese trade war may affect SMEs, and even further lead to layoffs. Companies must not only passively respond, but also cultivate a sensitive sense of smell and make preparations as soon as possible.

## Hong Kong

Hong Kong engineers are actively moving to Asia and mainland China for work in architectural design, engineering and surveying, engineering consulting, etc. Many Hong Kong engineering companies have cooperated with Asia, North American, and European companies to further export their information technology, communications, and chemical talent. In recent years, Hong Kong has been actively developing railway transport projects. From 2015 to 2031, there are a total of 7 new railway projects. It is estimated that the total length of the territory-wide railway network will now extend from about 218 km to more than 300 km in 2031, with a cost of HK\$110 billion. Due to the above three factors, it is still necessary to cultivate talent versed in both theory and technology in the field of engineering technology in Hong Kong.

## Key Words in the 3 Major 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 TWD
(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	90,000 - 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	85,000 - 150,000
(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	85,000 - 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	85,000 - 150,000
(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	80,000 - 150,000
(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

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 TWD
(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	150,000 - 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	150,000 - 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
(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	70,000 - 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

# 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 TWD
(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) 品質管理部門管理階層 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/Ph.D	7+	15,000 - 25,000	25,000 - 40,000	120,000 - 250,000

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 TWD
(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
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

## 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 TWD
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

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(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



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