



CAREER PLANNING FOR FINANCE PROFESSIONALS

MARK TIBBATTS/LOUISA YEUNG

OCTOBER 2010



AGENDA

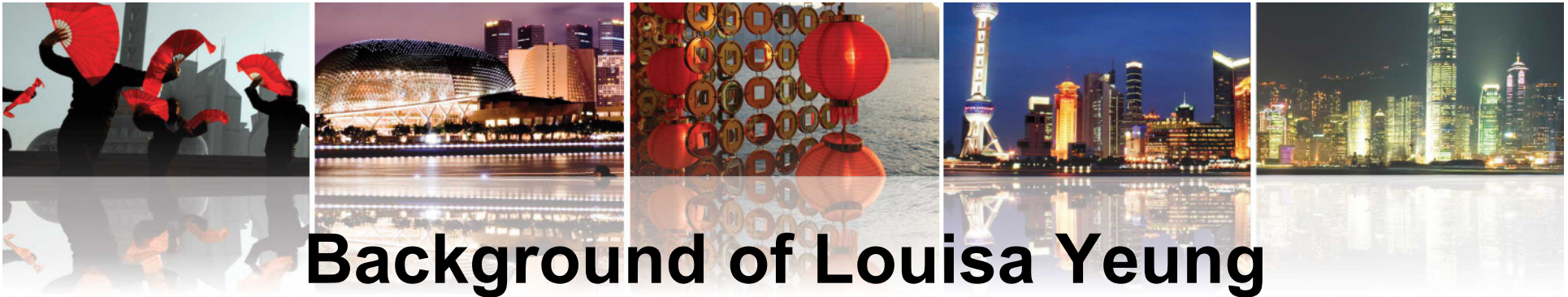
- **Introduction**
- **Changing Global Business Environment**
- **Changing Role of Finance Professionals**
- **Six New Role Profiles Identified in the Survey**
- **World Economic Outlook in 2010 & 2020**
- **Employment Market Overview in South China**
- **The Future of Finance Career Development**
- **Hot Jobs**

BREAK



Background of Mark Tibbatts

- Senior Manager – over 9 Years with Michael Page International in UK, Hong Kong and Southern China.
- Team of 20 people across 2 offices in Shenzhen and Guangzhou.
- Teams currently focus on 4 Disciplines:
 - Finance
 - Sales
 - Marketing
 - Engineering and Supply Chain



Background of Louisa Yeung

- Qualified accountant with 9 years experiences with PwC prior joining Michael Page in 1997
- Currently leads a team of 30 plus consultants across five offices in Hong Kong, Kowloon, Shenzhen and Guangzhou
- Focusing in 3 Disciplines:
 - Finance
 - HR
 - Engineering & Supply Chain



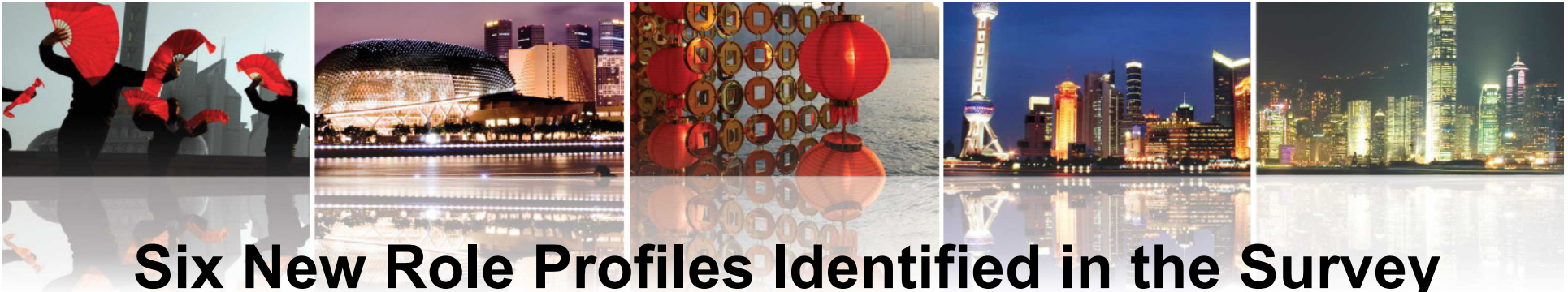
Changing Global Business Environment

- Strong focus on Corporate Governance & Risk Management after several financial crisis in the last 20 years – East Asian crisis in late 1990s, Enron & Worldcom in early 2000 , Credit Crunch in 2009
- Globalization and increased business complexity requires heavy investment in compliance, regulations and control
- Enhancement/protection of shareholders' values
- Growth in environment, ethical and social awareness (e.g. Corporate Social Responsibility – CSR) require organizations to have an embedded internal control system
- Public Sector or Quasi Government Sector to deliver value
- Most of the process-focused based activities are either automated or outsourced and the financial generalist skills are highly valued.



Changing Role of Finance Professionals

- Do you have what it takes to be a financial professional in 2010?
- ACCA commissioned a research report to look into what the accountancy profession will look like in the future and how the trainees of today will develop to take on the challenges.
- The survey warns that employers need to ensure they have the human capital required for business success in 2010 and beyond, coupled with recruitment policies and procedures which will attract and retain finance talent.



Six New Role Profiles Identified in the Survey

- **Navigator** – a generalist who helps the organization steer through complexity
- **Centurion** – a risk specialist who pervades all parts of the organization
- **Entrepreneur** – a leader who seeks opportunities and maximizes value
- **Technical Specialist** – a professional with a highly discrete specialism
- **“T” Shaped Professional** – a professional with broad generalist, technical and business knowledge, complemented by a deep specialism
- **Technician** – a non-professional with a process – driven role.



World Economic Outlook in 2010 & 2020

Ranking	2010		2020	
	Country	GDP (I\$ million)	Country	GDP (I\$ million)
1.	USA	14,802,081	China	28,124,970
2.	China	9,711,244	USA	22,644,910
3.	Japan	4,267,492	India	10,225,943
4.	India	3,912,991	Japan	6,196,979
5.	Germany	2,861,117	Russia	4,326,987
6.	Russia	2,211,755	Germany	3,981,033
7.	United Kingdom	2,183,277	Brazil	3,868,813
8.	France	2,154,399	United Kingdom	3,360,442
9.	Brazil	2,138,888	France	3,214,921
10.	Italy	1,767,120	Mexico	2,838,722

Source: Euromonitor International from IMF, International Financial Statistics and World Economic Outlook/UN/national statistics



World Economic Outlook in 2010 & 2020 Cont'd

- China's share in world total GDP in PPP terms has increased from 7.1% in 2000 to 13.3% in 2010. By 2020, it will reach 20.7%. China will overtake the USA to become the world's largest economy as early as 2017.
- This means China is offering a variety of facilities to attract capital investments from multinational and international organizations.
- All these caused heavy demand on international certified finance practitioners.
- Unavailability of these kinds of expertise causes foreign corporations to import overseas talents which in return will increase the operating costs.



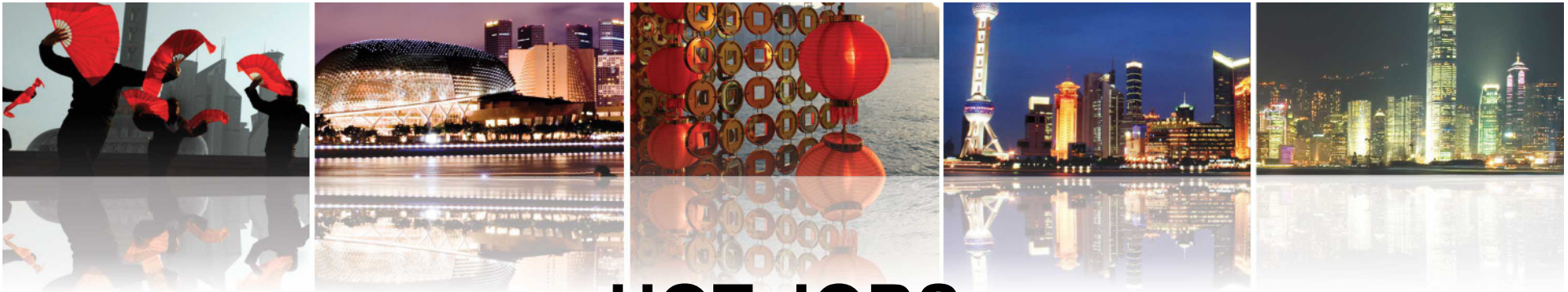
Employment Market Overview in S China

- S China includes major cities in Guangzhou, Shenzhen, Dongguan, Foshan, Jiangmen, Zhongshan and Zhuhai.
- Into 2008, wave after wave of “cut-off Tide” hit, including footwear, clothing, toys, ceramics, SMEs in the Pearl River Delta faced challenges like increase in operating costs. There was a tidal wave of relocation to developing foreign countries like India, Vietnam, or the Midwest.
- Multinational organizations and blue chip conglomerates are expanding rapidly into 2nd and 3rd tier cities like Chengdu, Hangzhou, Qingdao etc...
- In the past 18 months, we have seen a surge in demand for **skilled professionals** in service sectors like wholesale/distribution/retail, financial institutions, insurance and real estate.
- We have also come across flow of talent from multinational organizations and blue chip conglomerates to fast growing PRC based companies.
- Some described this as “Headquarters Economy” in S China.



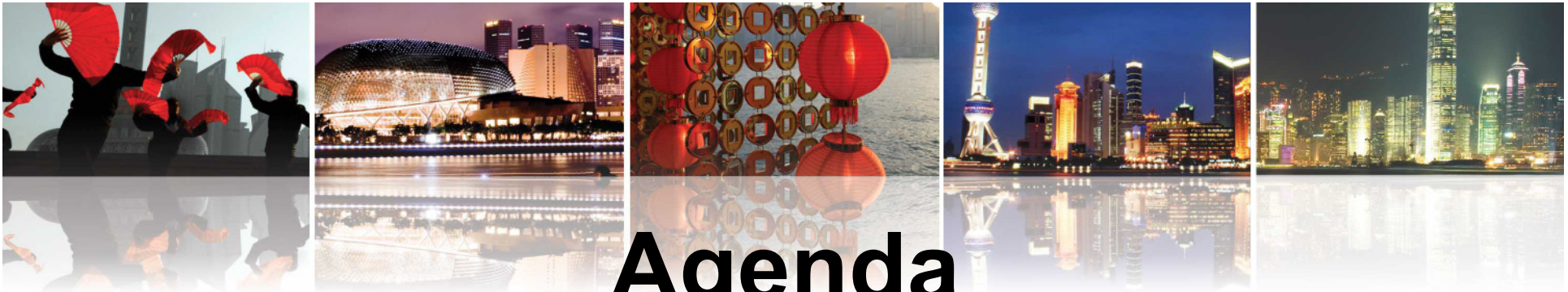
The Future of Finance Career Development

- China finance practitioners are strongly encouraged to obtain an international professional qualification.
- Talented finance professionals will develop a portfolio of roles throughout their career, most of which will reach across multiple parts of the organization.
- With the increase complexity in the business world, the ability to manage uncertainty in a complex, ambiguous environment will be a most sought – after attribute.
- Going forward, finance function will develop into a more central role within the organization, providing strategic advice and decision support to all parts of the company, from operations to marketing.



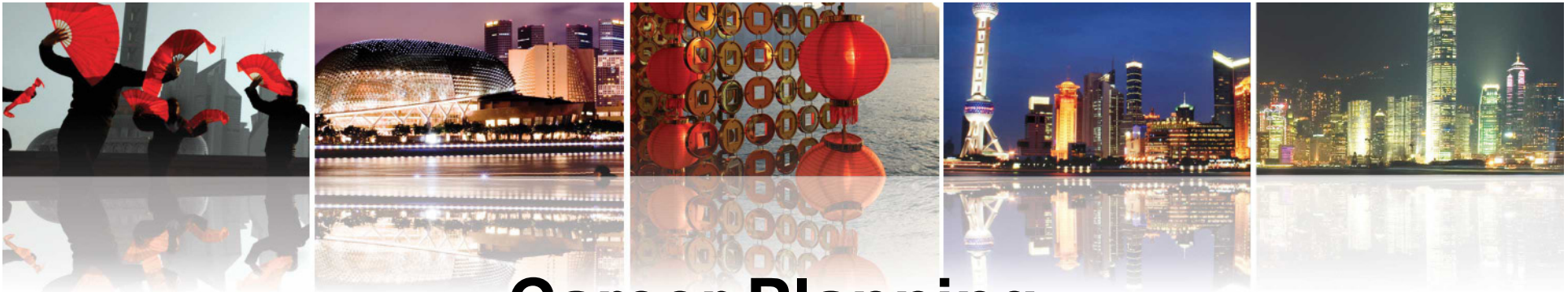
HOT JOBS

- CFO/Director of Finance/FD role with strong IPO focus
- Head of Finance, Shared Service Center
- Business Analysis
- Financial Analysis & Planning Director and Manager
- Internal Audit/Compliance
- Finance Manager / Financial Controller (FMCG/Manufacture/Retail)
- M&A Director
- Internal Audit Director / Manager
- Investor Relations Director Manager



Agenda

- **Career Planning**
- **Where are you now?**
- **Where do you want to go?**
- **How are you going to get there?**
- **Key Soft Skills**
- **Q & A**



Career Planning

I am sure there are lots of books on this topic. In this session, we will share with you some of our observations and personal experiences.

- Where are you now?
- Where do you want to go?
- How are you going to get there?



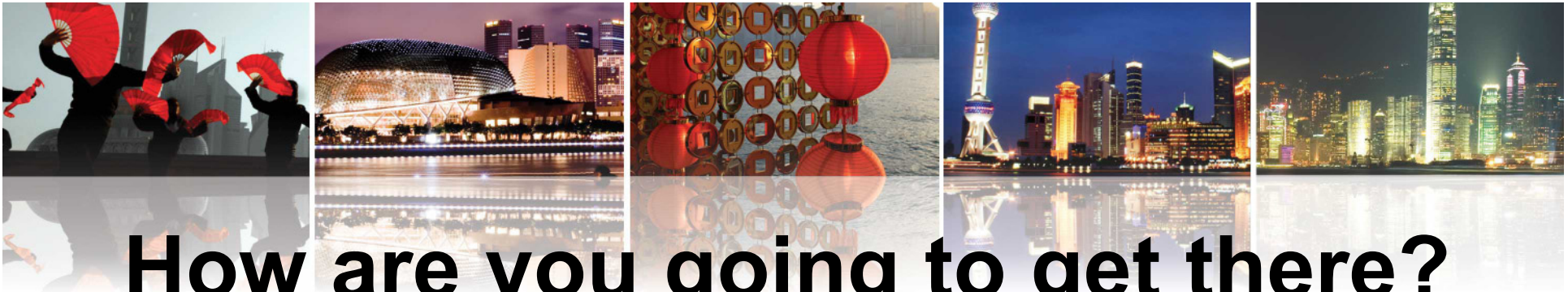
Where Are You Now?

- What experience have you built upon?
- What skills do you have?
- What is your level of seniority?
- What is your salary?
- What do you like/dislike about your work?
- What do you like/dislike about corporate culture/management style?
- Other – geographical location, work environment, industry



Where Do You Want To Go?

- What are your career goals?
- What are the skills that you have obtained (e.g. ERP system, SOX, Shared Service Centre, Risk Management, Business/Financial Analysis & Planning etc...)
- What are the hot skills that you want to gain in your next job?
- Also consider: financial, work/life balance, family commitments, lifestyle.
- Story on Louisa Yeung's personal experiences



How are you going to get there?

- Build on your existing experience and network
e.g. changing profession from finance/accounting to line operations
- Tailor-made versus generic resumes
- Appropriate use of direct application or Recruitment Consultants/Headhunters
- Interviewing Skills
- Develop your 30-second introduction



Key Soft Skills

- Strong written and verbal communication skills
- Good listener and effective negotiator
- Team player
- Time management
- Leadership
- Ability to exercise judgement and deal with ambiguity



Q & A



www.michaelpage.com.cn

General Enquiries:

Jesaline Huang (86 755 339 60892)

JesalineHuang@michaelpage.com.cn

Mark Tibbatts (86 755 339 60890)

MarkTibbatts@michaelpage.com.cn