



PRESS RELEASE – IMMEDIATE RELEASE
10 November 2004

Employer of The Year Award

Hong Kong, November 10, 2004 – JobsDB.com, the leading online recruitment network in Asia Pacific announced the launch of the Employer of The Year Award, aimed at promoting sound employment practices in Hong Kong, setting benchmarks for employers and to recognize and pay tribute to those organizations which have excelled in becoming Employers of Choice.

As People are recognized as a company's most valuable asset, top companies today are investing to attract talents and finding creative ways to retain quality people. Thus good human resources practices, encouraging harmony between employer and employee which in turn raise efficiency and productivity for companies, will help Hong Kong to maintain its competitive edge.

Participating companies will receive a complimentary report compiled by ORC International, a renown research company in the U.S., showing the level of their employee satisfaction which can have an impact on future policies of these companies. Companies will also obtain valuable insight into what an organization needs to do to become a top employer.

The Organizer sincerely invites companies in Hong Kong to participate in this Award. It is hoped that this Award will raise the standard of employment practices to create highly productive workplaces in Hong Kong with employers and employees working in harmony.

Advisory & Judging Panel

JobsDB has been very privileged and honoured to have invited eminent professionals from the commercial and academic sectors of the community to act as independent advisors and judges to ensure transparency, fairness and impartiality. They include: -

Head of Judging Panel:

- Mr. Herbert HUI, J.P. – Chairman of the Institute of Directors Ltd.

Judges:

- Mr. Michael CHAN – Director (Planning & Administration), Equal Opportunities Commission
- Dr. Randy CHIU – Head, Department of Management & MSc in Strategic HR Management Course Director, HK Baptist University
- Mr. Edmund SUNG – Director (Business Productivity), Hong Kong Productivity Council
- Mrs. Petrina TAM – Partner, PricewaterhouseCoopers Ltd.
- Dr. Gilbert WONG – Executive Director, Poon Kam Kai Institute of Management, The University of Hong Kong
- Ms. Catherine YEN – Partner, Ernst & Young

Independent Advisors:

- Ms. Alice AU – Human Resources Consultancy
- Mrs. Yvonne Siu SUN – Media & Communications

Judging Criteria and Process

ORC International, a renown research company in the U.S. with over 30 years of experience in the area of employee satisfaction research and conducting hundreds of employee satisfaction surveys annually across the globe, is able to draw upon its comprehensive database of employee satisfaction attributes drawn from diverse industries and markets, and test their relevance to employee satisfaction in the Hong Kong employment market.



This being a Hong Kong based Award, the Organizer appointed ORC International to select qualified employed people in Hong Kong to conduct focus groups as the exploratory tool to gauge the respondents' selection of key attributes for the Hong Kong market, which became the judging criteria of this Award.

To ensure a total fairness and impartiality, the Organizer will not take part in the entire judging process.

Eligibility for Participation & Award Category

The Employer of the Year Award is opened to all Hong Kong companies with 100 full-time employees and over. Participating companies will be competing for the following award categories: -

Award Category (by Industry)	No. of Awards – SME	No. of Awards – Large Enterprises
Business Services	One	One
Communication	One	One
Community / Social & Personal Services / Public Utilities	One	One
Financial Services	One	One
Food & Catering / Hospitality	One	One
General Trading & Distribution / Retail Services	One	One
Information Technology	One	One
Manufacturing / Construction	One	One
Transport / Storage	One	One
The Best Employer of The Year (<i>Participant with the highest score amongst all of the award categories</i>)	One	One
	Ten	Ten

Date & Schedule

- Press Conference – Opening for Applications 10 November 2004
- Closing of Applications 10 December 2004
- Media Announcement – List of Participating Companies Mid December 2004
- Judging Session January – February 2005
- Awards Gala Presentation March / April 2005
- Awards Announcement March / April 2005
- Employer of The Year Award Supplement (JobsDB.com) March / April 2005
- Employer of The Year Award Supplement (Next Magazine) March / April 2005

For more information about the Employer of The Year Award, please visit <http://www.jobsdb.com/HK/ETYA>.

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Organizer JobsDB.com

JobsDB.com is today the leading online recruitment network in Asia Pacific with the widest coverage, spanning Australia, China, Hong Kong, India, Indonesia, Korea, Malaysia, Philippines, Singapore, Taiwan, Thailand and USA. Over the years, JobsDB has built one of the largest and most comprehensive databases in Asia Pacific with over 4 million job seeker members and over 140,000 corporate clients.

For more information, please visit <http://www.JobsDB.com>.



Research Consultant ORC International

ORC International is the global research operating unit of the Opinion Research Corporation (NASDAQ: ORCI). With a total of 24 offices worldwide, 17 in the US, 3 in Europe, 4 in Asia and a strong network of partnerships across the globe, ORC's resources span more than 100 countries across six continents. In Asia, ORC International is headquartered in Hong Kong, with offices in Taipei, Seoul and Shanghai with core research competencies in the areas of branding, customer loyalty, market assessment and employee satisfaction.

For more information, please visit <http://www.orcinternational.com>.

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For enquiry, please contact: -

Michelle Leung

Senior Marketing Manager
Jobs DB Hong Kong Limited

Tel No.: +852 2781 3840
Mobile: +852 9777 4822
Fax No.: +852 2332 2225
Email: MichelleLeung@JobsDB.com

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