



Talking Points for Employers

The MBA CSEA 2016 Asian Conference will be held in Singapore March 15-17, 2016. As the largest formal gathering of graduate studies career services professionals and employers who hire graduate business talent throughout Asia, the MBA CSEA conference will provide an opportunity for business professionals and hiring managers with the unique opportunity to network and learn best practices in recruiting from global career services specialists.

Why a representative from a global or regional firm who hires graduate business talent should attend...

- Network and learn best recruiting practices from other employers. Sessions such as the exclusive employer roundtable will provide you with a chance to talk directly with other hiring and HR managers on what strategies work in today's competitive market and how to manage the challenges faced by the changing generation of graduate business students.
- Build deeper relationships with the career services professionals in attendance, and exchange ideas about how to get the best ROI from visiting campus or attending student-focused recruiting events.
- Gain insights on student expectations, work/life balance and other key offer considerations from the career services professionals who know about what students are looking for in an employer.

The conference speakers and topics are selected with employers in mind. Each attendee will learn from the open and honest interactions between employers and career services. You will gain insight into the global challenges and learn how to better recruit and retain the best talent.

- Graduate Business/MBA/Masters education is growing in Asia, and the demand for Western business education among students in Asia is growing. Employers need to be ready to meet the needs of Asian students.
 - 39% of the world economy is based in Asia
 - 40% of GMAT takers are from Asia (71,000 total takers)
 - The number of *Financial Times* top 40 schools in the APAC region has grown from 0 in 2000 to 8 in 2014
- Students from the APAC region tend to have a different profile than those in other countries. Most are female, under the age of 25, and have very little or no work experience. Conference participation will allow your institution to learn best practices about how to connect with and recruit these students into your global workforce.
- Asian education systems are unique compared with other regions, and there is a skills gap between what students are being taught in Asian undergraduate education and what multi-national companies require. Schools are challenged to meet the needs of these firms and are seeking ways to strengthen employer relationships. We know employers are looking for managerial and leadership skills to innovate and effect

change, but schools are often challenged to incorporate these skills into career development programs or curriculum? Employers in attendance at the conference can provide critical input into how schools can better prepare and educate their students to meet these specific employer needs.

Reading the Tea Leaves
How Business Leadership Will Guide Emerging Markets
Growth and Innovation Global workforce