

Is your recruitment horizon global rather than local?

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Take a quick look through the appointments sections of the national newspapers. Increasingly the locations sound like ads for travel companies: Paris, Mumbai, Beijing, Uzbekistan. How do you find global candidates on a local budget?

There is a temptation to think of the internet as a 'western' phenomena, but educated people around the world find the internet provides simplicity in both English and local languages.

Topjobsites.com recently ranked the top executive jobsites in the 'English speaking world'. The top three were 6figurejobs.com, careerjournal.com and exec-appointments.com. But what about the rest of the world?

Many top companies are regular users of international sites. Accenture, Philips, Nestlé, Intel, Pfizer, HP and Dell are just a few who leverage their brands into far-flung markets.

Jobstreet.com provides access to candidates in India, Malaysia, Singapore and the Philippines. The site is in English and services 15,000 corporate customers and over 3.0 million jobseekers. Recently listed on the Mesdaq market of Bursa Malaysia, Chairman Datuk Ali Abdul Kadir says "Last year was a critical year - each of our regional operations was profitable and contributed to building shareholder value. Further, after our successful IPO, our capital position is also strong and positions us well for the future."

Zhaopin.com, China's leading recruitment web site, was founded in 1997. A bilingual job board, zhaopin.com publicises job information for Chinese and foreign companies and job seekers. The site also provides a professional resume centre and is a source of career development, training and education and human resources professional information. Zhaopin.com also provides executive search services and employment information for candidates and clients.

Zhaopin.com's clients include Coca Cola, GE, IBM, Kodak, Legend, Hua Wei and many other leading foreign and domestic companies.

The internet market in India started in 1997 and is flourishing. Naukri.com has over 75,000 jobs in India and is run by an all-Indian team. Their blue-chip client list includes Goldman Sachs, Microsoft, AOL and Tesco.

Recruiters and employers who ignore compelling evidence of local, national and global jobsite success are losing ground to competitors who understand and actively use the internet.

The AB candidate is able to access the internet anywhere through a variety of devices. This active, discerning audience is selecting the employment winners on a global basis.