

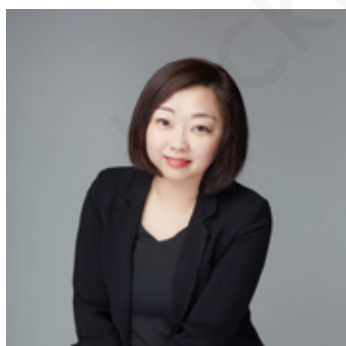


LOCKIN CHINESE OVERSEAS TALENTS CAREER DEVELOPMENT ANALYSIS REPORT

Lockin U

 lockinChina

 GUCCI



Crystal Kong
Lockin founder & CEO

A stylized, handwritten signature in brown ink that reads "Crystal Kong".

Up to 2020, Lockin had been online for five years. To welcome this memorable year, at the end of 2019, we made detailed target and plans for 2020, including deeper level of cooperation with more global universities and enterprises. However, the unpredictable epidemic disturbed all of our steps.

The global economics has been hit hard by the outbreak of COVID-19 in 2020, and the world even faced the most severe economic recession after World War II. Identically, global job market has greatly contrasted under such situation. According to COVID-19: ILO Monitor – 7th edition, the epidemic has caused 114 million people lost their jobs, resulting in an 8.3% decline in global labour income, equivalent to US\$3.7 trillion.

Thanks to the strict and effective containment measures, China was the only economic which achieved expansion in 2020, but still, the overall employment situation in China is not optimistic. In 2021, the number of Chinese domestic university graduates is expected to reach 8.74 million, while the number of overseas university graduates is expected to reach 820,000. Both numbers have reached highest records. At the mean while, at least 60% of Chinese employers have cut their recruitment demands last year. Such circumstance definitely increased the difficulty for overseas talents to find satisfying jobs, and also brought challenges to Lockin.

As we work closely with overseas market, a lot of our plans and activities were pulled up because of the international travel restrictions. In 2020, at least 40 large-scale Lockin overseas recruitment projects were cancelled, the annual event GUCDC was suspended, and the 80 Days Event for Global Talents, which was expected to land at 150+ campuses, was transferred to virtual platform.

Obstacles were everywhere, but Lockin still made prompt adjustments to the special situation. In 2020, under the situation of decreasing recruitment demand, we integrated a series online and offline events to try to provide more job opportunities to global talents. The success of virtual career fair and online conference has also filled us with confidence to online programs.

The impact of COVID-19 is still ongoing, and the future of global job market is still full of uncertainties. To provide more information to universities, employers, as well as fresh graduates, as always, we publish the 2021 Chinese Overseas Talents Career Development Analysis Report. This report is based on our surveys to 200,000+ overseas talents, 1,600+ global universities, and 10,000+ of Chinese employers. We also referred to the data of recruitment of 1.5 million talents and 100,000 employers from the back stage of www.lockichina.com. We hope through this report, you would be able to learn more about the employment trend of overseas talents, features of fresh graduates, and the recent changes of Chinese job market.

As the world is getting vaccinated, we believe that global interactions will return to normal, and our offline cooperations and events will also get back to previous format in the near future. During the waiting time, Lockin of course will not stop steps.

In 2021, Lockin will continue to explore more virtual business to break the time difference and geographical barriers, building cooperation platforms for global universities, talents, and reputable employers. Through new types of cooperation, we hope that we could reach the same results as offline events, and even better.

The year of 2021 would certainly be a year full of challenges and opportunities. We would like to send our greatest wish to all of our cooperative universities, employers and overseas talents. Lockin will always be there to support you!

Key word - Challenges

Preface

With the global economy on the decline, it is more difficult for overseas talents to find jobs than ever before. Many former high-paying industries which have been affected to shrink significantly under the epidemic, and their recruitment demand has also fallen to the lowest level.

The key point of supporting overseas talents to find jobs is to let them fully understand the situation and the recent development trend of the recruitment market. Given such situation, Lockin and GUCCU jointly released the "Chinese Overseas Talents Career Development Report 2021", which aims to provide reliable reference information for all sectors of society concerned with the employment of overseas talents.

"The Chinese Overseas Talents Career Development Report 2021" is divided into five sections, including "Overview of 2021 Employment Situation in China", "Basic Analysis of Overseas Talents", "Analysis of job Market of Overseas Talents", "Analysis of Chinese Domestic Employers" and "Conclusion and Expectation". Through this report, we would like to discuss with readers about the employment situation of returned overseas talents.

This report is based on surveying more than 200,000 global returnees, students, foreign talents and thousands of enterprises questionnaire, integrated with Lockin database of more than 100,000 registered enterprises, 1.5 million registered overseas talents' user data. At the same time, Lockin also obtained relevant data through a survey of more than 1,600 overseas universities, which gave the report a more international perspective.

In addition, the report refers to the official data from the websites of the National Bureau of Statistics, the Ministry of Education, PRC, the World Health Organization, the International Monetary Fund, the International Labor Organization, the QS World University Rankings and so on.

Overview of 2021 Employment Situation in China

Introduction

Since the beginning of 2020, COVID-19 has turned to be a global epidemic, regional conflicts continue and trade frictions intensifies. All of these have hit hard on global economic development, resulting in a mounting global economic downturn, massive layoffs and salary cuts worldwide, and negative economic growth in many countries.

From the perspective of overseas talent recruitment and employment, the COVID-19 pandemic has hugely affected the recruitment industry. Companies are restricted from going overseas to recruit talents. Forms of recruitment have also changed. Overseas talents are facing increasing competition in employment, which has led to the phenomenon of "employment difficulties". On the other side, through the survey, we found that Chinese enterprises are still positive and has an increasing demand for recruiting overseas talents. This maybe benefited from the continuous influence of economic globalization and talent strategies of enterprise development.



2020 Major Global Events

1. Global COVID-19 Pandemic

According to data released by the World Health Organization (WHO), the first outbreak of COVID-19 happened in December 2019. As of the end of 2020, the number of confirmed cases worldwide has exceeded 80 million, with 1.8 million deaths cases. Under the situation that the vaccine is not reached out in every corner of the world, the virus still spreads fast. Countries around the world are all facing the pressure of the second or even multiple waves of the pandemic, and it remains uncertain when the global pandemic will end.

Of course, in such a difficult situation, countries around the world are constantly making efforts to contain the spread of the virus. Compared to the beginning of the pandemic, the public has taken COVID-19 more seriously. Virus detection capabilities have greatly improved, and treatments capabilities have been constantly refined. Many countries have already started to vaccinate their populations. Based on the above, we still have reasons to be optimistic about the future.

2. Global Economic Downturn, Pay Cuts and Layoffs

Under the impact of COVID-19, several economies contracted, and the world were plunged into the most severe economic recession in this century. Several countries have taken measures such as border closure and quarantine to restrict domestic and international travels and to control the transmission of the virus. Accordingly, industries that highly depend on human interaction such as the service industry, marketing and sales, import and export trade and investment were affected greatly. It can be observed that laying off employees and cutting down wages has become mainstream under such situation. Data disclosed by the International Labor Organization also shows that the contraction of activity in 2020 was sharp and synchronous, two-thirds of countries around the world saw a decline or slowdown in monthly wages growth. This shows that the pandemic has put tremendous downward pressure on wages globally.

Despite the slowdown of worldwide economic growth in recent years, the International Monetary Fund (IMF) remained positive before the outbreak and predicted that the global economy would pick up in the second half year of 2019, giving a figure of 3.4% global economic growth in 2020.

However, as coronavirus transmitted rapidly around the world, the IMF has been constantly revising down its expectation. In the World Economic Outlook updated in April 2021, IMF gave a figure of -3.3% to the global economic growth. It also indicates that if the transnormal measures and policies were not taken by the governments, the degree of economy contraction may be 3 times worse than the situation of today.

However, with COVID-19 getting controlled, the popularization of vaccines, and the slow recovery of economies around the world, the IMF updated that although the economy recession was huge in 2020, with the publication of additional fiscal support in a few large economies, the anticipated vaccine-powered recovery is still promising in the second half of the year.

Overview of China's Economic Development

1. Overall Economic Development

In 2020, in face of the huge impact of the COVID-19 pandemic and the complexity of the domestic and international environment, China's economic growth experienced huge fluctuations, especially in the first quarter, China's economy showed a decline of 6.8% compared with the same quarter of 2019. However, as the COVID-19 pandemic was effectively controlled in China, China's economic growth rate turned from negative to positive in the third quarter. Balance between supply and demand was gradually improved, and market vitality was increased.

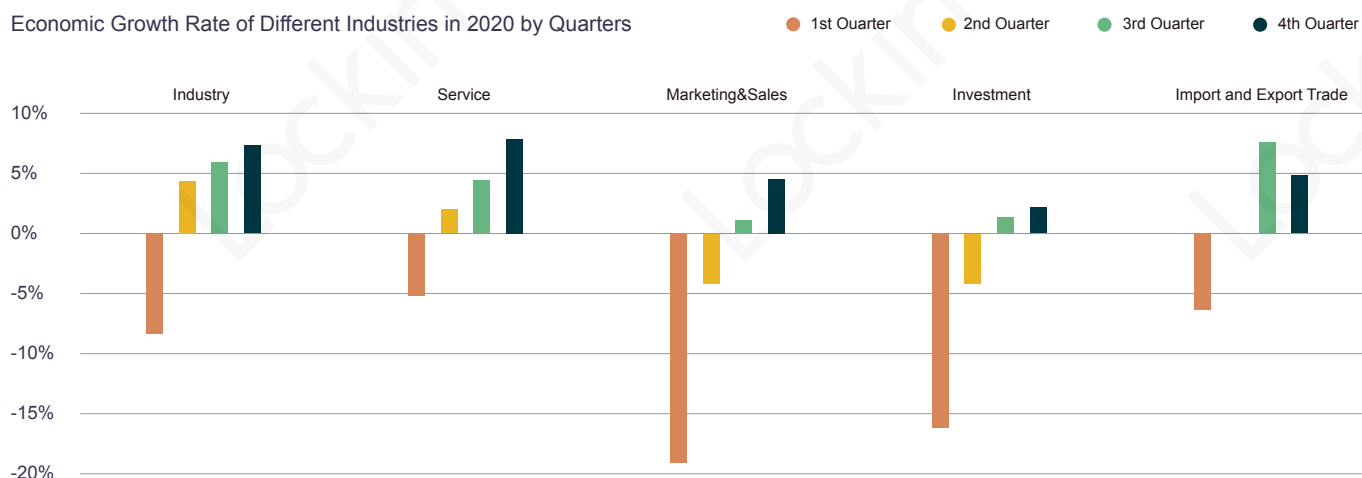


China's economy recovered steadily, and society remained stable. In the meantime, due to the relatively high instability and uncertainty in China's domestic and international environment, pressure from the rebound of the pandemic remains high. China's economy is still recovering, and the foundation for sustainable growth is still needed to be consolidated.

Compared with the economic development in each quarter of 2019, all sectors of China's economy declined in the first quarter. In marketing and sales, as well as the investment industry, there were significant declines of -19% and -16.1% respectively. The overall decline in the service sector was smaller, which was contributed by the increasing prevalence of online shopping and virtual services during the pandemic. From the second quarter, it can be observed that the economy began to recover as COVID-19 being gradually controlled. Declines were narrowed and industry improvement was steadily.

In the long run, COVID-19 has simultaneously accelerated China's industrial restructuring. High-end manufacturing industry like high-tech manufacturing and equipment manufacturing maintains positive growth trend, and investments in high-tech fields have also picked up. Modern service industry such as information transmission, software and information technology service, and financial service has seen increasing demand and strong growth during this period. Online retailing and other emerging industries have also shown promising prospects.

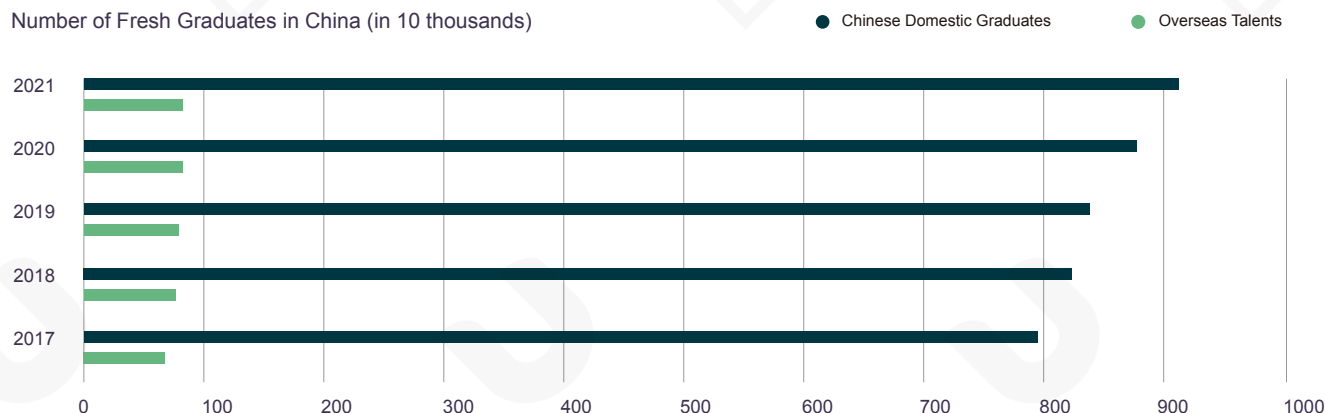
Economic Growth Rate of Different Industries in 2020 by Quarters



2. Overview of 2021 Chinese Job Market

In 2021, the number of Chinese domestic university graduates is expected to reach 9.09 million, with an increase of 350,000 from last year, while the number of overseas university graduates is expected to reach 820,000. Both reach highest records. In 2020, due to the impact of the global COVID-19 pandemic and some other factors, some enterprises reduced the scale of recruitment and increased their hiring pre-requisites. Meanwhile, domestic graduates have also started their internships earlier to prepare for the job market, which therefore gives overseas talents unprecedented pressure. Overseas graduates are not only facing "difficulties in returning to China", but also facing "difficulties in finding a job".

Number of Fresh Graduates in China (in 10 thousands)





Basic Analysis of Overseas Talents

Introduction

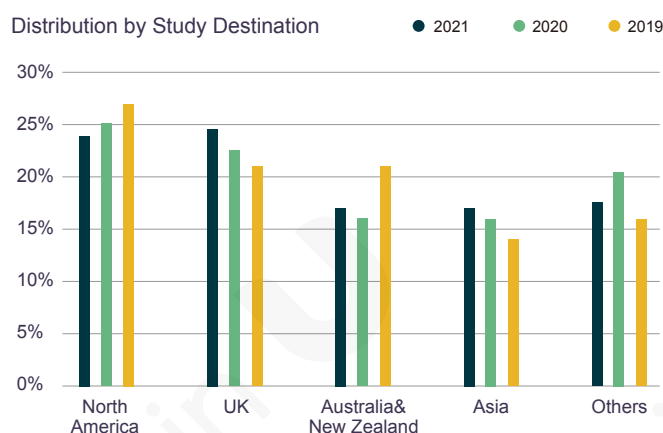
Due to the global pandemic and the economic downturn, the proportion of international students who choose to return to China to start their careers has increased. The United State (US) remains the most popular destination for overseas studies, and students in finance and business continue to account for the biggest proportion among all students overseas. There is a significant growth of talents with a master's degree and PhD in the science stream, especially in the computer science and engineering fields. The recurring pandemic has led to changes in the way courses are delivered. Online learning has become mainstream, and more students choose to postpone their overseas studies.



Basic Information of Overseas Talents

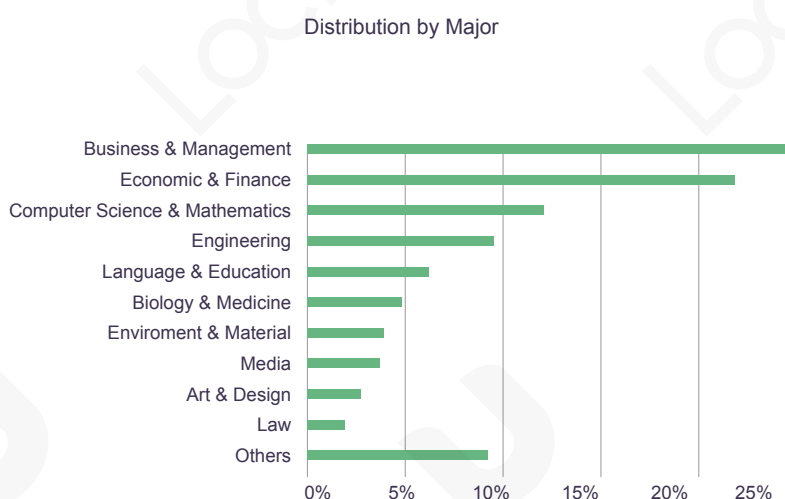
1. Distribution by Study Destination

In 2021, the UK, US, Australia, and a part of Asian countries still produce the highest number of Chinese graduates. North America remains the most popular destination for overseas education despite a very small decline in the percentage of graduates from North America compared to that of last year. At the same time, advantageous factors of UK, such as the re-opening of Post-Study Working Visa (PSW visa) and short study duration, have led to a significant increase in the percentage of students who choose to study in the UK. The students proportion of Asian countries and regions like South Korea, Japan, Singapore and Hong Kong remained relatively stable.



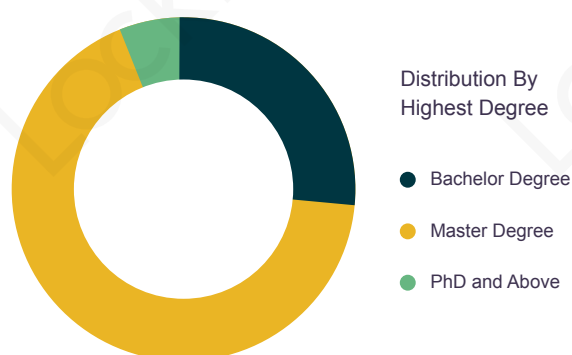
2. Distribution by Major

According to the survey, most Chinese overseas talents still choose to study business management and economics and finance majors. However, this proportion has been on a decreasing trend in recent years. On the other hand, the proportion of students majoring in computer science and engineering continues to rise due to the strong job market demand. The proportion of students majoring in language, education, art and design, medicine and law remain similar compared to that of previous years.



3. Distribution by Highest Degree

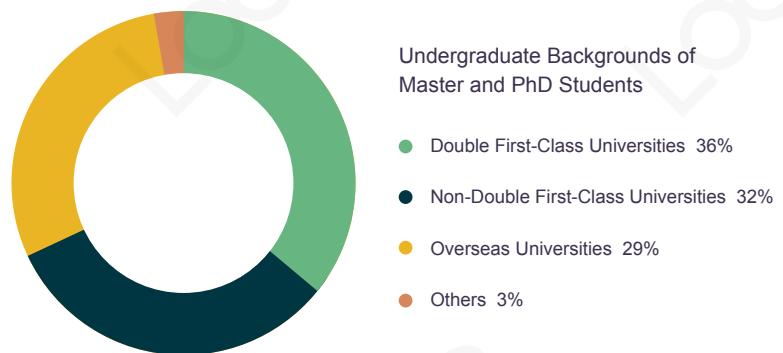
Among the respondents, the highest educational degree of most of the overseas graduates are still master degree, accounting for 68% of the overall population. It is followed by those with a bachelor degree, holding the share of 26%, and those with a PhD and above accounts for 6%. Although those who study overseas for their PhDs are still the minority of international students, overseas graduates with PhD and above degree are on an increasing trend compared to previous years.





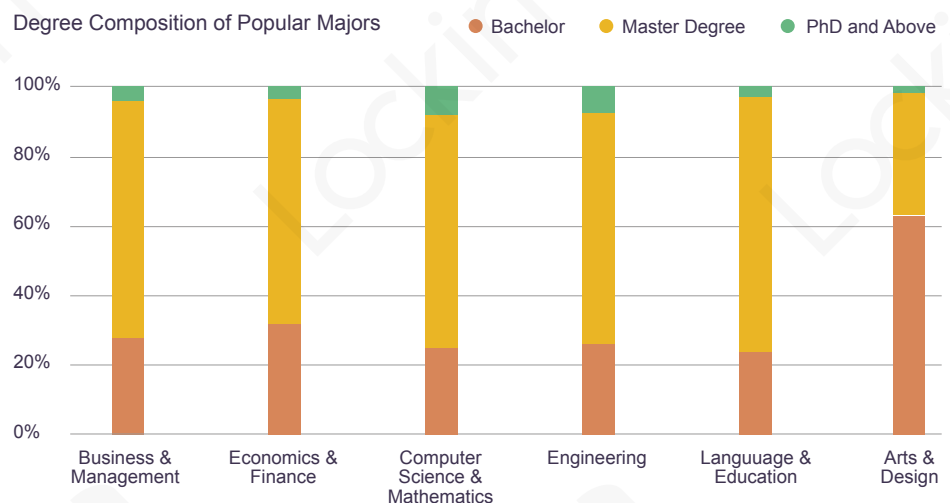
4. Undergraduate Backgrounds of Master and PhD Students

In the survey, 36% of Chinese overseas graduates with a master degree or above have undergraduate backgrounds from China's double first-class universities, while 29% have overseas undergraduate backgrounds and 32% graduated from ordinary domestic institutions. The differences between these three figures are not significant.



5. Degree Composition of Popular Majors

Focusing on students who graduated from popular majors in recent years, it can be seen that most of them have a master degree, which is in line with the overall education composition. The percentage of graduates with a PhD in computer science and engineering is slightly higher than the figures in other majors. Meanwhile, the majority of graduates in art and design have an undergraduate degree.



Changes in Overseas Study Under COVID-19

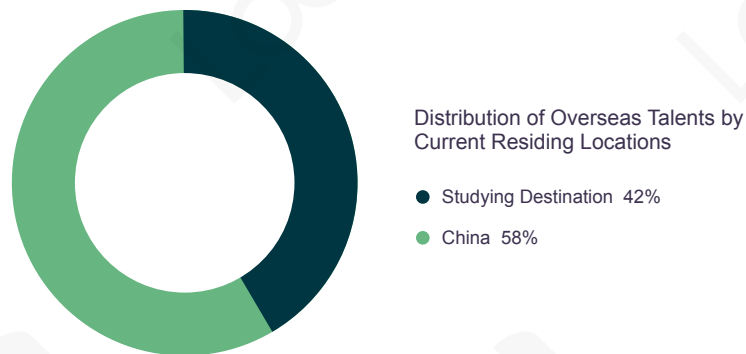
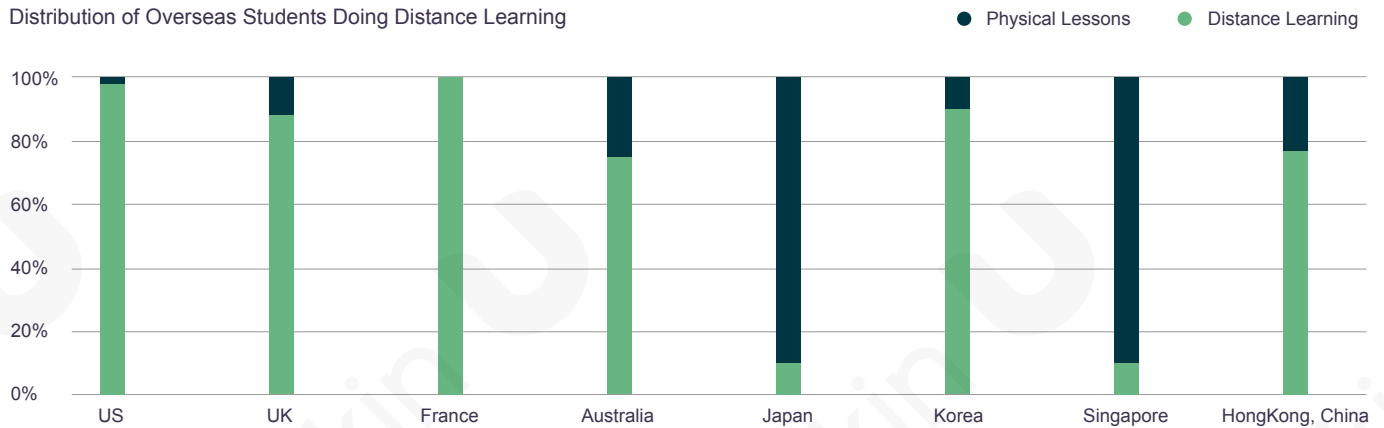
1. Changes in Class Delivery Format

As a result of recurring pandemic around the world, the format classes are delivered is also changing. During the period with high COVID-19 cases, universities in most countries increased the percentage of the online classroom to more than 70%, retaining only a very small number of practical and experimental courses that must be conducted face-to-face. Meanwhile, universities are also strictly controlling the number of students in classrooms to ensure students' safety. As of the end of 2020, some of the face-to-face courses have resumed in countries and regions such as Japan and Singapore as these countries managed to keep the COVID-19 pandemic in control. In these countries, students are allowed to go back to the classrooms, while class delivery formats were also adjusted promptly according to the changes in the COVID-19 situation.



According to the survey conducted by Lockin, only 41.58% of the students who were having online classes stayed in their study destinations. The other 58.42% of international students chose to return to China for distance learning due to concerns about the worsening of the pandemic, making "studying overseas at home countries" the new trend in 2020.

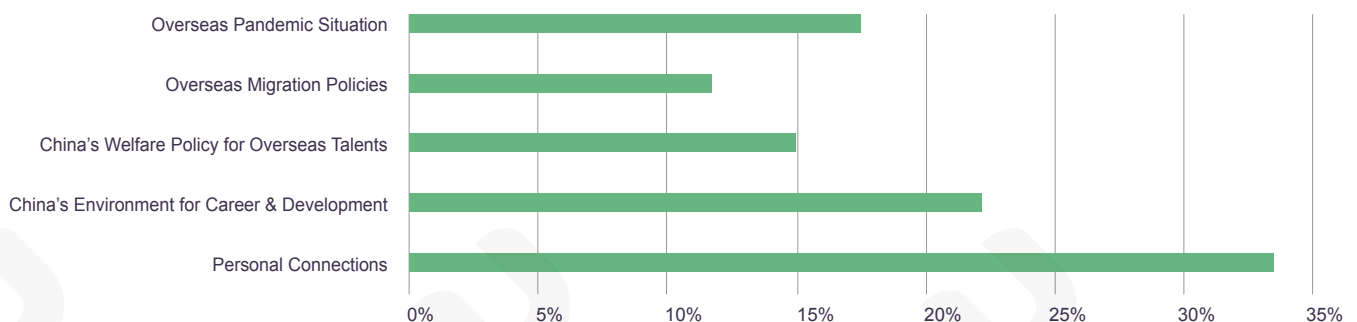
Distribution of Overseas Students Doing Distance Learning



2. Main Reasons for Overseas Graduates to Return to China

Compared with previous years, more overseas graduates choose to return to China for employment in 2021. The main reason for their return is still personal connections and relationship with families and friends in China. In addition, what is worth noting this year is that due to the recurring COVID-19 cases abroad, effective domestic control and fast economic recovery in China, more overseas graduates were motivated to come back to China for their career development.

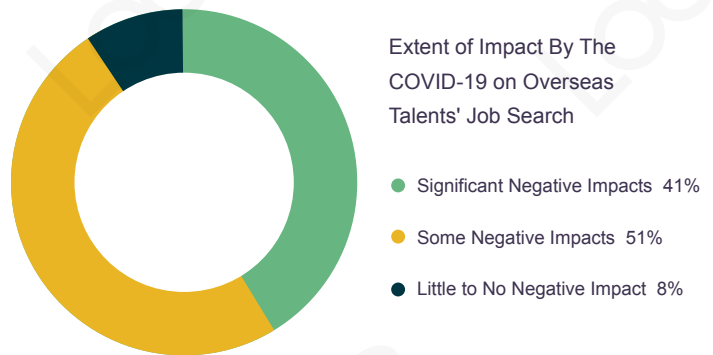
Main Reasons for Overseas Graduates to Return to China





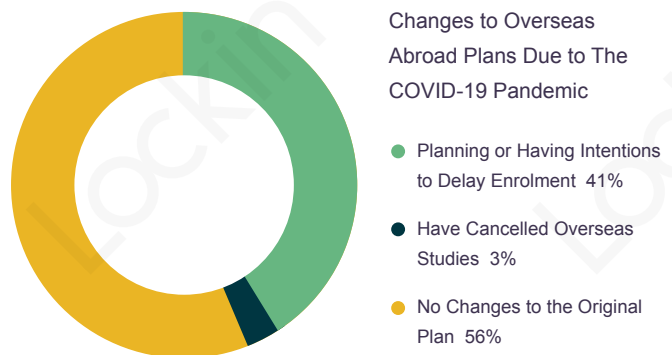
3. Changes to Job Search

As seen from the chart above, the pandemic not only affects the way most overseas students have their classes but also affects their job search on a large scale. According to statistics, more than 90% of overseas students believe the COVID-19 pandemic has a negative impact on their employment. 41.18% of respondents think the COVID-19 pandemic has a huge negative impact on their employment, while 50.98% of respondents believe this pandemic has some negative impacts on them. Only 7.84% of respondents say it has little to no impact.



4. Changes to Study Abroad Plan

The survey finds that about 41% of students have already postponed or intend to postpone their study abroad plans for fall 2020. The key reason behind this phenomenon is that students and parents worry about the safety of the students due to the recurrence of the COVID-19 pandemic. Also, another reason is that as most universities around the world have been forced to change their class delivery format from face-to-face to online, therefore, many students fear that the quality of their education will be affected. Even if they have gone overseas at this time, they would not be able to experience the local culture as they would still be forced to stay at home to take online lessons due to the pandemic. Having said that, only about 3% of all students who intended to study abroad or already began to do so, have cancelled their overseas education plans due to the pandemic.



5. Changes in The Distribution of Study Destination

In recent years, due to factors such as China-US relations and visa policies, more and more students who originally intended to study in the US have started to move to the United Kingdom (UK), Australia, Singapore and Hong Kong for education. Especially under the influence of the COVID-19, the number of applications for US universities has dropped for the first time in recent years. Meanwhile, factors such as the re-opening of the PSW visa and the UK's short study duration have led to a significant increase in the number of applicants. It is very likely that the UK will become the top choice of studying abroad for Chinese students in the future.



Analysis of Job Market of Overseas Talents

Introduction

In 2021, the cities with the highest demand for overseas returnees is Beijing, Shanghai and Shenzhen. Taking the difficulty of city immigration and the overall economic development into considerations, Shanghai is once again the most popular city for returnees. The most popular industry for returnees in 2021 is the Internet industry, far more popular than the Finance industry which ranked first in previous years. The industry with the highest demand for returnees is also the Internet industry, followed by Communications, Electronics and Education. The most popular positions for returnees have also changed, with data analysis-related positions surpassing those of management trainees to take the top spot. Meanwhile, the average expected salary of returnees in 2021 is also the lowest in recent years.



Analysis of Attractive Cities for Overseas Talents In 2021

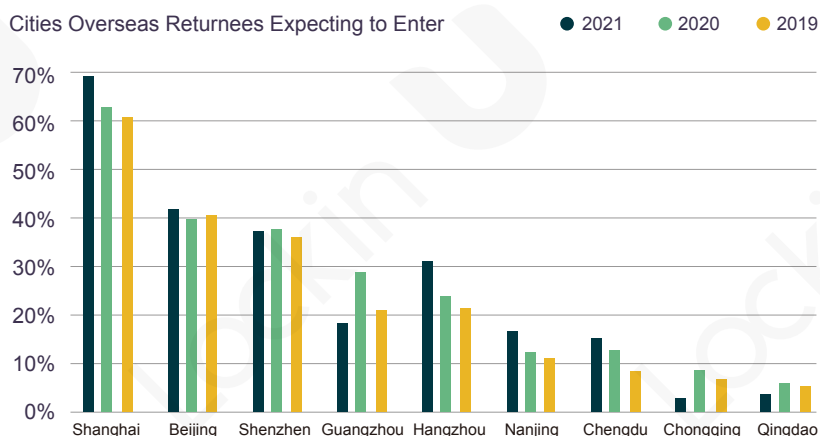
1. Cities with Most Attractiveness for Overseas Returnees

Comparing the relevant data in the past 3 years, it can be found that returnees much prefer the first and second-tier cities. As a first-tier city with the most attention from returnees, Shanghai is also the most preferred city for returnees to start their careers. The proportion of talents prefer Shanghai reaches 70% for the first time, which is much higher than that of Beijing and Shenzhen.

In recent years, Shenzhen has introduced a series of talent subsidy policies, including various living allowances, rental subsidies, and a very friendly settlement policy to attract overseas talents. All of these have made Shenzhen one of the favored first-tier cities for returnees.

Beijing, as one of the cities with the highest average salary level in China in 2020, remains very attractive to overseas talents. However, its relatively stringent requirements for settlement have forced many returnees to choose Shanghai, Shenzhen and some other cities as their career start-off points instead.

Cities Overseas Returnees Expecting to Enter

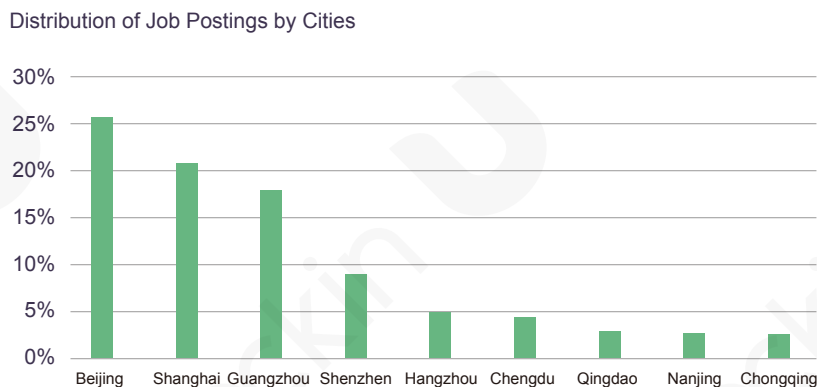


2. Demand for Returnees in Different Cities In 2021

Although Shanghai is the first choice for most overseas talents, companies in Beijing had the highest demand for returnees. In 2020, Beijing had the highest number of job postings exclusive for returnees, followed by Shanghai and Shenzhen.

In 2020, the Internet industry stood out. The demand for talents in the Internet industry was much stronger than in other industries. Since Beijing has the biggest number of Internet companies, the number of job postings in Beijing during 2020 was also higher than in other cities.

Distribution of Job Postings by Cities



Analysis of Engaging Industries In 2021

1. Preferred Industries of Overseas Talents

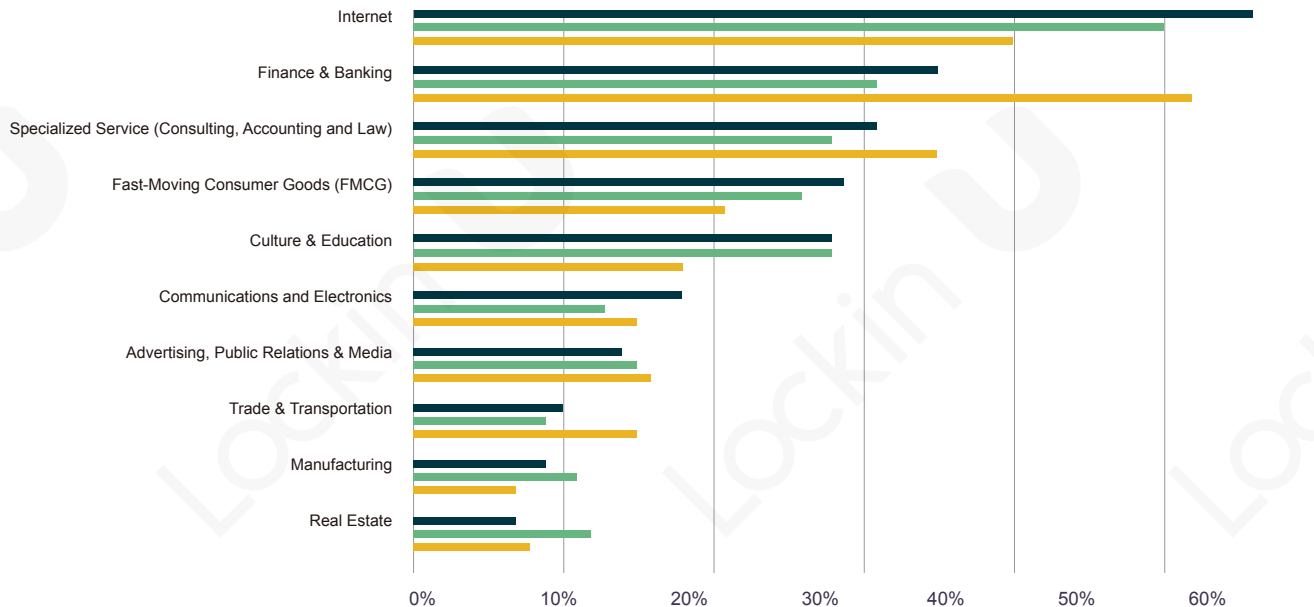
Because of COVID-19, the online business, including online education, online entertainment, online office, and online medical treatment, developed rapidly in 2020. The rapidly growing Internet industry in recent years has therefore attracted the attention of overseas talents. Before 2019, the financial industry was consistently recognized as the best industry for career development by overseas talents due to its high



salary. More than 50% of returnees claimed that they gave priority to the financial industry every year. However, with the rapid development of China's Internet industry and its increasing global influence, more and more returnees are inclined to enter the Internet industry. As can be seen from the data, the Internet industry has become the most popular industry for overseas talents, with more than half of the overseas group hope to enter into that field in 2020.

Industries Received Most Applications from Overseas Talents

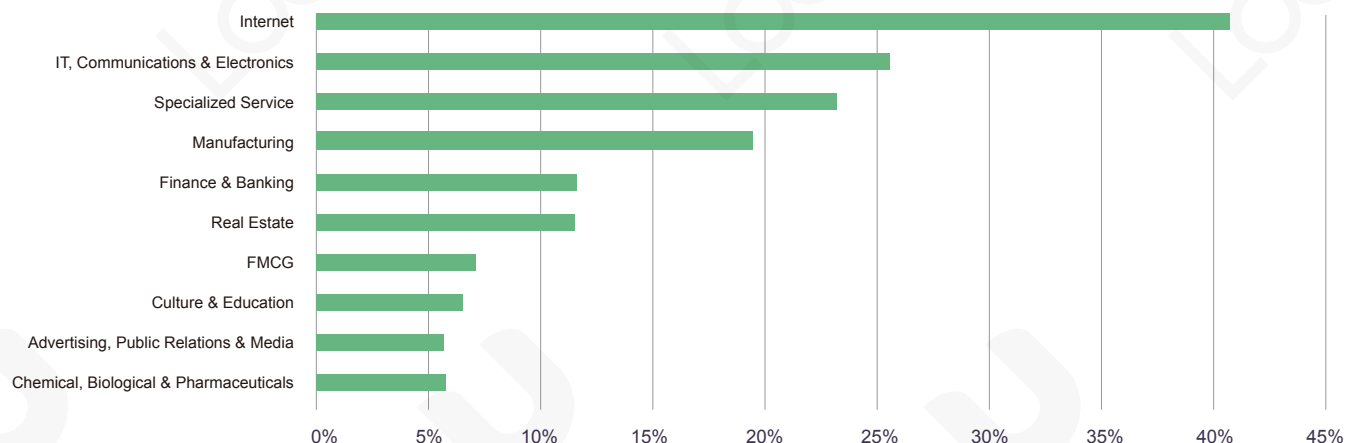
2021 2020 2019



2. Industries with Highest Demand for Overseas Talents In 2021

According to the survey on more than 60,000 enterprises, the industries with a strong demand for overseas talents in 2021 are the Internet, manufacturing, education, consulting and communication industries. The demand from the Internet industry has increased compared with the data from previous years, which is in line with its current development trend. Meanwhile, the communication and electronics industries, which used to rank fifth or sixth in the previous years, has risen to the second because of the development of 5G technology in China. It is worth noting that import and export trade, which had a stable demand for overseas talents in previous years, has been hit hard due to the COVID-19 outbreak, and therefore, international trade and its overall recruitment demand have tightened. As such, the demand for overseas talents in the import and export trade has also fallen out of the top 10 positions.

Industries Demanding Overseas Talents





Analysis of Returnees' Applications

1、Top 10 Positions Preferred by Overseas Talents In 2021

Compared the list of positions with most applications in 2020 with that of 2019, positions in finance and consulting industries, which accounted for 60% of all applications in 2019, experienced a significant reduction in 2020. Meanwhile, the proportion of positions in the Internet industry gradually increased.

In the list of the top 10 positions preferred by overseas talents in 2021, data analyst overtakes management trainee as the most popular position for overseas talents. It is also the only position that has been more popular than management trainee in recent years.

1	Data Analyst	2	Management Trainee	3	Consultant	4	Business Analyst	5	Product Manager
6	Algorithm Engineer	7	Marketing	8	Accountant	9	Language Teacher	10	Software Engineer

2、Analysis of Popular Majors and Employment Directions

After graduation, most students do not enter the field that is perfectly aligned with their educational backgrounds, but more often into jobs in related industries. Many positions require a combination of skills from different education backgrounds; therefore, candidates can have wider choices for their career path after their graduation.

From the data collected by the Lockin website in 2020, it can be seen that positions received most applications from returnees with finance and business background are management trainee, followed by marketing and sales and finance-related positions. The ratio difference among these fields is not significant, indicating that the career path that business and finance graduates want to pursue is relatively diverse.

The ideal career path of graduates with computer-related or engineering technology background is more concentrated in the research and development in the Internet, Manufacturing, and Communication fields. This is because the expertise in these professions is higher, and the corresponding positions can be easily identified. As such, returnees with technical backgrounds have more concentrated and fixed choices in terms of job search compared to those with other backgrounds.

The employment directions of graduates with education, language or media background are relatively similar, with most of them entering the fields of sales, marketing, consulting and professional services. Meanwhile, it can also be observed that statistics graduates prefer to enter the finance and consulting industries as their career starting point.

Distribution of The First Job
of Overseas Talents With
Different Backgrounds

Business/ Management / Finance	
Management Trainee	21.24%
Sales & Marketing	16.22%
Finance Related	15.83%

Education	
Education & Specialized Service	39.83%
Management Trainee	16.68%
Sales & Marketing	16.00%

Language	
Sales & Marketing	16.75%
Human Resources & Operations	15.36%
Education & Specialized Service	9.94%

Computer Science & Mathematics	
IT R&D, Internet	25.41%
Management Trainee	19.28%
Electronic Information & Communications	17.47%

Engineering & Electronic Communications	
Manufacturing	19.08%
Electronic Information & Communications	16.97%
Sales & Marketing	9.57%

Media	
Consulting & Specialized Service	18.87%
Sales & Marketing	9.69%
Media, Arts & Design	8.42%

Statistics	
Finance Related	30.25%
Consulting & Specialized Service	16.69%
Management Trainee	15.00%



Green Pass Majors

Green pass majors are those which have a high salary level, high employment rates, and low unemployment volume in China. Green pass majors in 2020 were mainly computer-related majors, while many of them have been on the chart for the past consecutive years. These majors are still in great demand for overseas talents in 2021.

Green Pass Majors in 2021

Software Engineering、Information Security、Information Engineering、Network Engineering、Computer Science & Technologies、Digital Media & Arts、Electrical Engineering & Automation

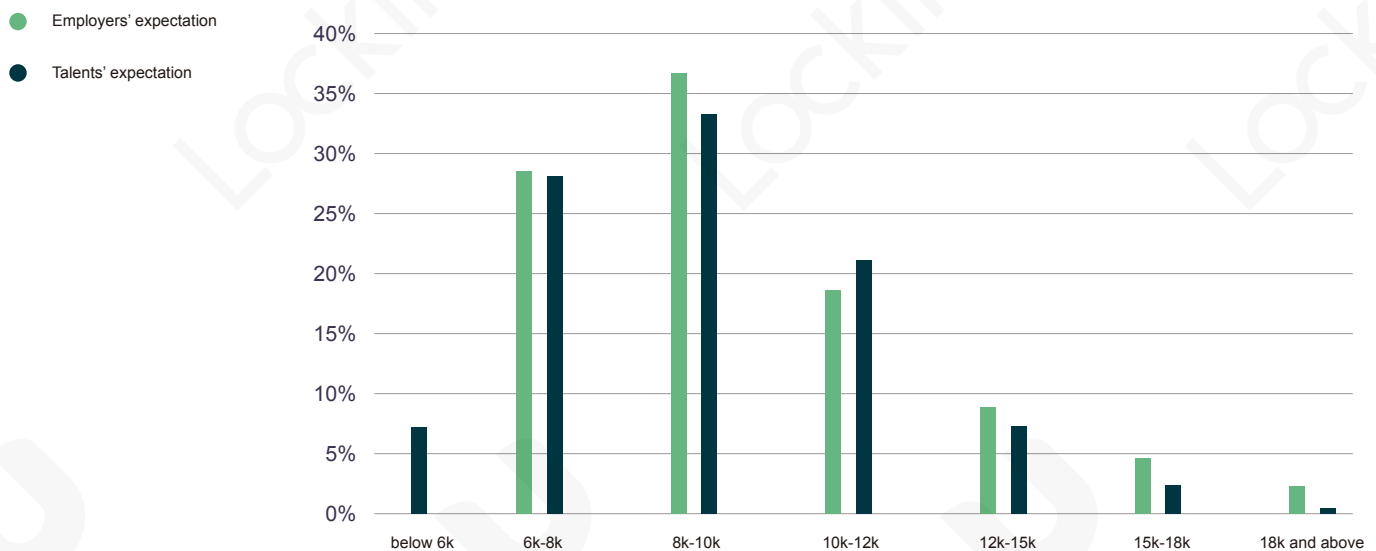
Analysis of Salary Level of Overseas Talents

1、Salary Level of Overseas Talents

A survey regarding salary was conducted on both talents and employers to compare returnees' acceptable range and companies' willingness.

Through comparison, we can see that more than 60% of the 2021 returnees chose a monthly salary of 6K to 10K as their expected salary, which is about the same as the past two years. It can be regarded as overseas talents having a better understanding of and gradually accepting the domestic salary level these days.

Most companies set the salary level they would offer to returnees as 6k to 10k, which is in line with returnees' expectation. However, it is interesting to see that companies and returnees differ in the lowest and highest salary level categories in our survey. For example, 6% of the returnees chose the monthly salary of below 6K as their expected salary, which is even lower than the average salary that enterprises are willing to offer. Therefore, it is recommended that overseas students should take the average market salary as the main reference.





From the survey done from 2016 to 2021, we can see that the average expected salary of fresh graduate returnees has maintained in the range of 8K to 9K in recent years. However, there is a consistent downward trend since 2018. The 2021 data even shows an expected salary level of less than 8k RMB. This may be linked to the global economic downturn and COVID-19 outbreak in recent years. On the other hand, it also shows that returnees have a clearer understanding and a more reasonable expectation towards the domestic employment situation compared to returnees in the past.

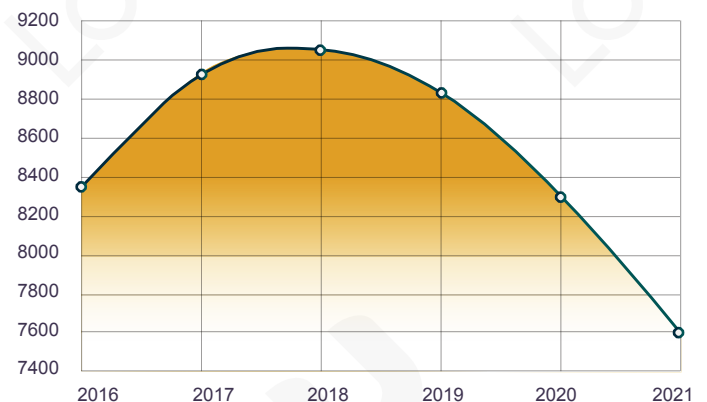
It can be seen from the data that the overseas talents with an undergraduate degree from double first-class domestic universities or overseas universities expect a higher salary level compared to the average salary expectation level. The percentage of this population who choose a monthly salary of 8K or above makes up the most. Meanwhile, the majority of those with an undergraduate degree from non-double first-class universities in China expect a salary level of 6K-10K, and the percentage of these graduates with an expectation of at least 8k per month is lower than the average.

2、Salary Range in Popular Industries

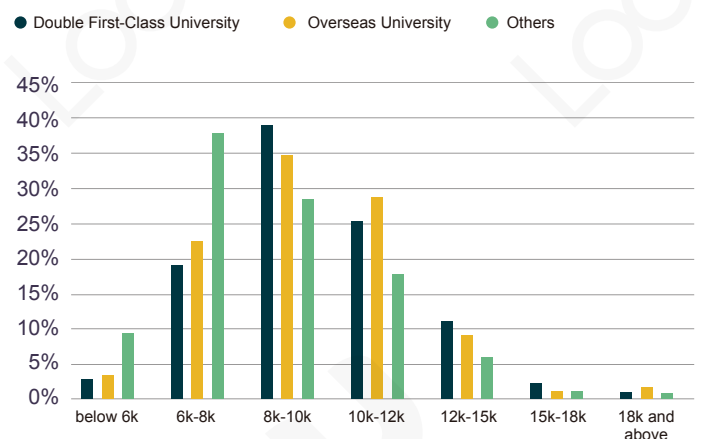
Based on the data on Lockin website, average salary levels paid to returnees in some popular industries were calculated.

Statistic shows that the Internet industry has the highest salary level out of all popular industries. This is because that the salary level of R&D positions in the Internet, Electronics and Communication industries is relatively high, which therefore pulls up the entire average salary level in the Internet industry. Whereas in consulting and finance industry, the salary level of fresh graduates is not significantly higher than that of other industries, but after a few years of development, the salary level of those practitioners is much higher than those in other fields. Practitioners in the consulting and financial industry will likely have a salary that is double or even several times more than that of practitioners in other industries.

Average Monthly Salary Expectation by Years (CNY)



Overseas talents with different bachelor background also have different salary expectations



Popular Industries for Returnees	Salary Range for Majority (CNY)
IT, Internet, Electronics & Communications	9000 - 20000
Finance & Banking	9000 - 15000
Manufacturing	8000 - 13000
Consulting & Specialized Service	8000 - 13000
Education	7500 - 12500



Analysis of Chinese Domestic Employers

Introduction

Due to the impact of the COVID-19 pandemic, many traditional industries in China have lost their advantages. On the other hand, because of the popularization of the 5G network, the Internet, communications, and manufacturing industries has attracted the most talents' attentions.

Recruiting employers and job-seeking returnees all use vertical recruitment platform as their main tool. In addition to that, domestic employers prefer to participate in a job fair held in China, while returnees rely more on online recruiting channels. In terms of internships positions targeting at overseas talents, the Internet has posted the highest number of out of all internship positions, which also reflects that there is a high demand for overseas talents in the Internet industry.

Analysis of Employment Environment for Returnees In 2021

2021 China Job Market Trends

As a result of the global pandemic in 2020, many traditional industries have lost their advantages. For example, the international trade industry was hit the hardest and the tourism, catering, manufacturing industries have also been greatly affected. There were significant layoffs and salary cuts in these industries. Finance, consulting and other high-end industries, which was mostly sought after by overseas graduates in the past, recently tightened their recruitment headcounts.

On the contrary, the Internet industry performed well during the pandemic, with online education, online healthcare, entertainment, games and new retail getting explosive growth. Companies in this industry show high demand for talents in 2020.

Due to China's excellent results in COVID-19 prevention and control, it is expected that China's job market will be the first to recover and achieve positive growth in 2021 around the world. Taking global economic development into consideration, the Internet industry, especially big data and data analysis positions, is expected to remain with the greatest demand for talents, followed by various online education, office, entertainment, and many other fields that build on the Internet. Besides that, smart medical care is also an Internet segment that can achieve rapid development in a short period. Therefore, it is recommended that overseas talents can consider entering these segments in 2021.

In addition, the global 5G network will continue to accelerate deployment in 2021, and therefore, the demand for 5G talents will continue to rise. 5G fields include 5G applications, terminals and operators, original devices and materials, and transmission networks. Among these segments, the field of 5G applications has the biggest demand for talents, accounting for 72.8% of the overall 5G talent demand. Application of 5G involves smart homes, smart cities, industrial internet, AR/VR, 3D entertainment, etc., which are all closely related to an individual's daily life, entertainment, urban development and industrial layout. This is also the embodiment of 5G's core values.

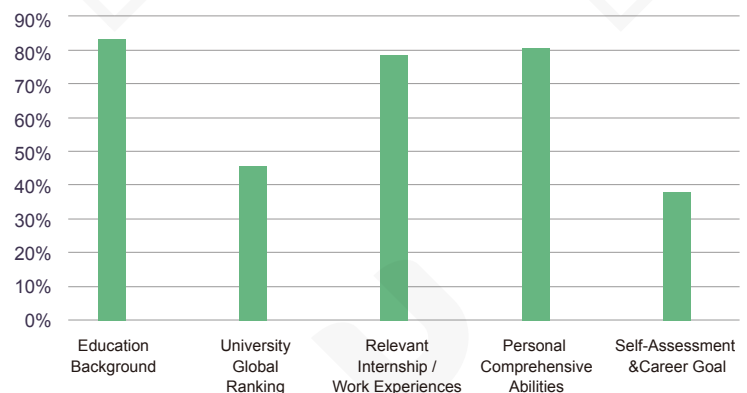
The 5G field mainly relies on the Internet, communications and manufacturing industries, so the talents demanded are more of those in computer science and technology, mechanical design, mechanical manufacturing and automation, electronic information engineering. The salary level in these industries is relatively high, with an average annual salary of 200k to 400k RMB for technical positions. Senior technical experts can receive an annual salary of more than 500k RMB.

Analysis of Overseas Recruitment Trends in 2021

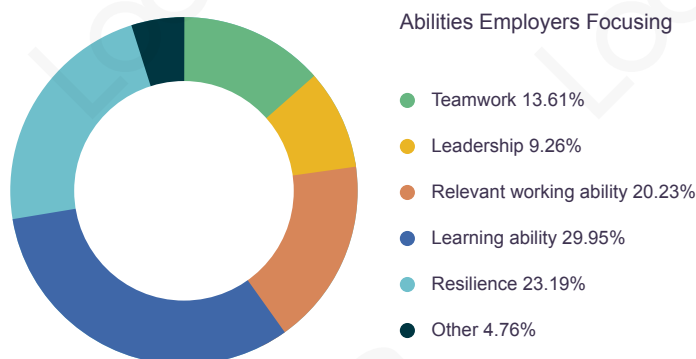
1. Main Recruitment Criteria for Overseas Talents

According to the survey done in the past consecutive years, the top three criteria to screen overseas fresh graduates are still educational background, internship experience and personal comprehensive abilities. These three criteria could directly reflect that Chinese employers pay great attention on graduates' likelihood of picking up the work quickly after joining and their future potentials. This also coincides with the talent demand of rapid-growing Chinese enterprises.

Main Recruitment Criteria for Overseas Talents



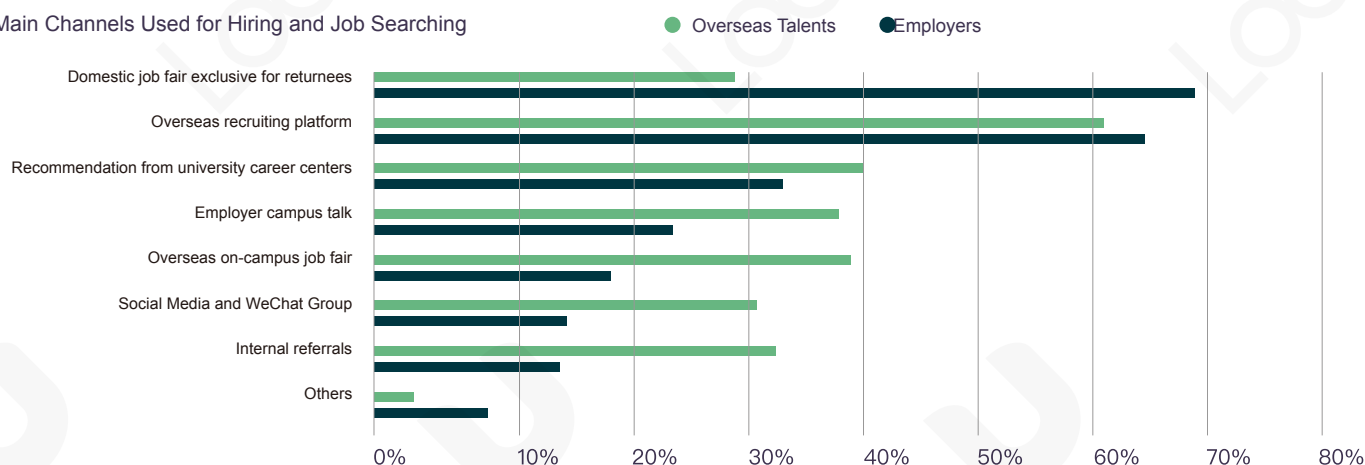
Through further investigation of personal comprehensive abilities, it can be founded that employers place the highest attention on learning ability, resilience, and working ability. Good learning ability allows candidates to grasp the business faster, while previous work experience helps candidates to learn better after joining the company. As such, having experiences in the related fields before job search not only helps overseas talents increase their success rate in the job application, but also effectively gives them the capabilities and confidence to pick up work quicker after joining the company.



2. Connecting Channels Between Overseas Talents and Employers

For the past few years, the number of returnees has maintained at 800,000 every year. The recruitment procedure for overseas talents is becoming more and more mature these years, and returnees are also having a better understanding of the domestic recruitment process. However, given the geographical distance between the two parties and the difference in understanding of the domestic job market, there is still certain misalignment between the two parties in terms of connecting channels.

Main Channels Used for Hiring and Job Searching



The survey shows that more than 60% of employers adopt overseas recruiting platforms as the main channel for recruiting returnees, while most overseas talents also use this type of platforms as the first choice for finding their first job after graduation. This shows that the online channel is the most recognized channel by both employers and overseas talents under the current globalization context.

The data also shows that the employers are more inclined to recruit at China's domestic events or channels, while overseas talents rely more on the resources provided by their overseas universities in terms of job search.

From the employer recruitment data, the most preferred channel for Chinese employers is the domestic job fair exclusive for overseas talents, with nearly 70% of employers choosing it as their preferred channel for recruiting returnees. The main reason behind this may be that the job fair has the largest number of suitable candidates attending and therefore employers only need to bear a very low cost for their participation.

Other recruitment channels, such as overseas on-campus recruitment events and collaboration with overseas university career centers, only account for about 20% of all recruitment channels. The main reason is that most domestic enterprises are still hesitated about overseas on-campus recruitment due to the high operation expenses and costs, plus the impact of the global pandemic in 2020.

However, for the leading enterprises in the Internet and manufacturing industries, their demands for overseas talents have been relatively strong and stable. Also, since these enterprises have rich experience in overseas on-campus recruitment, they prefer to visit overseas campuses directly or collaborate with overseas university career centers to get the best overseas talents resources.

On the contrary, overseas students tend to attend on-campus recruitment events or apply for employers recommended by their universities. The

main reason for this phenomenon is quite understandable; recruitment events held on campus are more accessible than those held far away from home, and the quality of employers tends to be higher due to the official recommendation of the university. As such, as seen in the chart above, on-campus recruitment and employers recommended by career centers are preferred by 35-40% of students.

Last but not least, what is worth noting is that more than 32% of overseas talents expect to receive job offers through internal referrals, however, only 15% of HR said they would recruit fresh graduates through this channel. This reflects that overseas talents have a misconception on internal referrals. Internal referral is a process that staff in the company recommend suitable candidates for the organization to consider for filling the position. For standard enterprises, internal referrals are not the main way of campus recruitment, therefore, there are only few opportunities for that. It is more commonly used in social recruitment of experienced candidates.

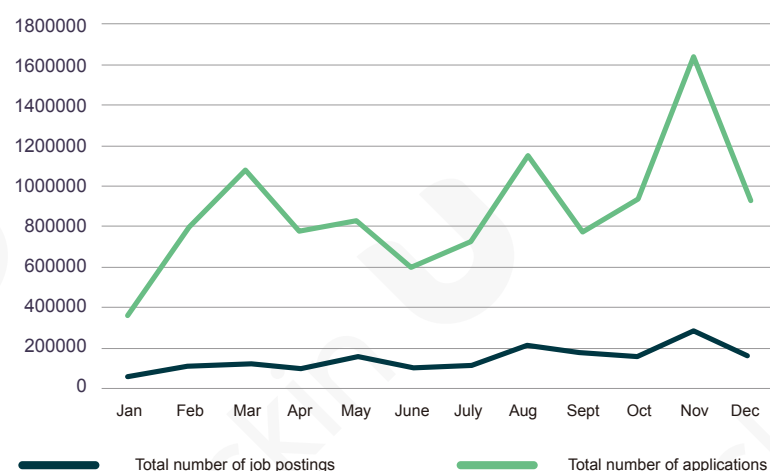
Given the prevalence of internal referrals products for returnees on the market, which have led to a misunderstanding of internal referrals among overseas students, we recommend overseas students to stay rational and apply for jobs through a more efficient channel.

3. Supply and Demand Trends of Overseas Talents

Based on the statistics of job postings and applications on the Lockin website in 2020, we can see that the job posting volume during the first quarter was at a very low level due to the huge impact of the pandemic. There is no spring job postings peak phenomenon like the ones in previous years. However, looking at the trend of candidates' resume submission, the graph reached a peak in March, which can be inferred that there is an obvious demand from job seekers on the market. It was a pity that the job available on the market was far lesser to meet the demand from job seekers at that time. This has resulted in many returnees unable to find a job and being forced to wait for the recovery of the job market.

In view of the effective control of the domestic pandemic, employers turned very active in the second half of 2020. During the autumn recruitment, the number of positions released by enterprises reached 270k. A point worth noting is that the peak of the number of positions released by employers appeared in November, rather than in August to September when domestic campus recruitment normally occurs. This may be because that overseas students around the world graduate at different time, and they may have difficulties participating in the domestic campus recruitment process at their usual time, therefore, many companies specifically postpone their overseas campus recruitment to November to create opportunities for more overseas talents.

Comparison Between Job Postings and Applications



4. 2020 Outstanding Employers in Overseas Recruitment

Power Global Recruiting Employers

In the past year, the global economy was volatile. However, these employers still have a high reputation among overseas students, and a good employer brand reputation in global universities. Over the years, these employers have always maintained profound brand connotation, and their development vision and value appeal are in line with the career development concept of overseas talents. They enjoy high evaluation in the worldwide and become the first choice of most overseas returnees for job searching.

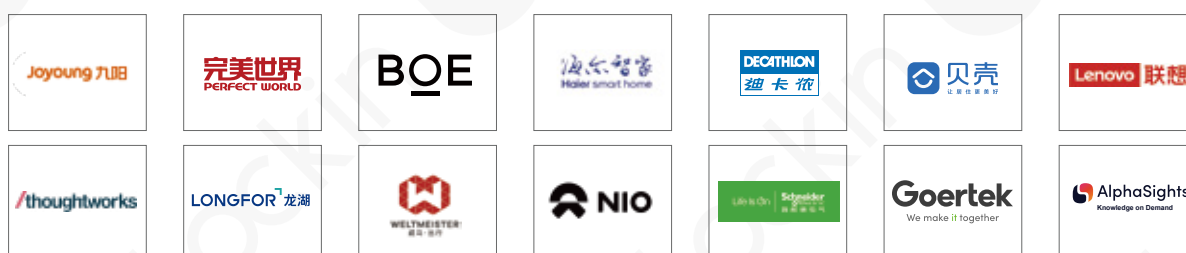
Power Global Recruiting Employers in 2021 are selected based on a survey completed by more than 1,600 universities worldwide, the number of resumes received in 2020, influence of employer brand, industry reputation, operation ability of recruitment team, and talent cultivation mechanism. (list not ranked in order)



Most Innovative Global Recruiting Employers

These employers have rich experience in overseas recruiting, their recruitment team has a strong execute ability. In the past year, the overall job market is not stable, overseas recruiting market is keep facing challenges, but these employers with cooperation among many overseas universities maintain and try more diverse overseas recruitment methods, realize the new breakthrough and finish their overseas' recruiting more efficient and accurate. At the meanwhile, these employers also have a sound talent training mechanism, to build a comprehensive development platform for overseas talents, help them achieve the fastest career growth, which are much favored by overseas returnees.

Most Innovative Global Recruiting Employers for 2021 are selected based on the number of job postings, frequency of participation in overseas recruitment events, a survey completed by more than 1,600 universities worldwide, communication with global universities, and collaboration with overseas recruitment third-party organizations. (list not ranked in order)



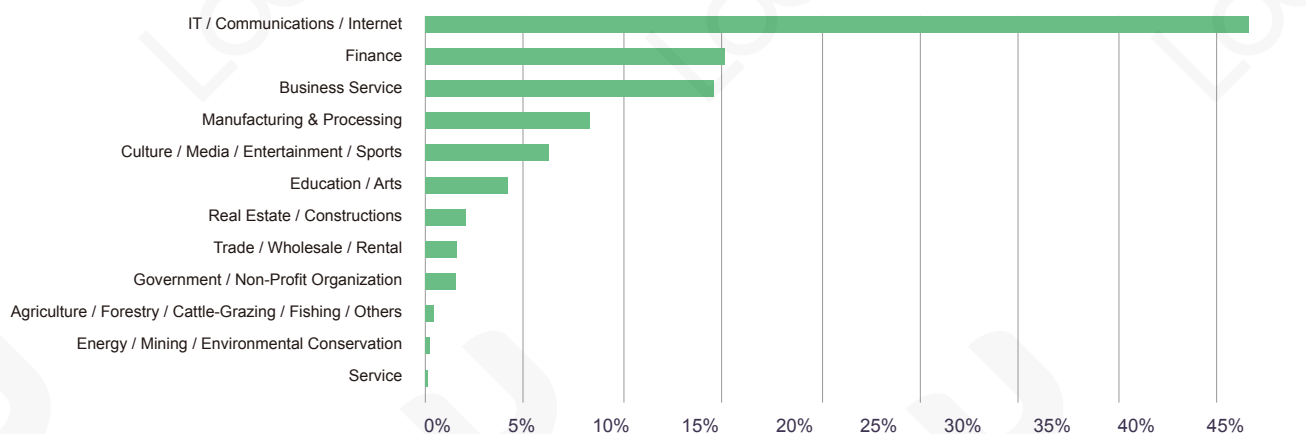
Analysis of the Internship Situation of Overseas Talents

1. Internship Situation of Overseas Talents

With the joint efforts of overseas universities and the Global University Central Career Union (GUCCU) in recent years, more and more overseas students are realizing the importance of internships and are seeking internship opportunities through Lockin platform.

Through the statistics of internship opportunities posted on the Lockin platform during the entire 2020, we can see that Internet industry has the biggest demand for overseas interns, leading the finance industry in second place by 25 percentage. The finance industry and business service industry contribute 30% of internship positions, with most of the business service provided by consulting companies. Internship opportunities provided by the finance industry and consulting industry, which are popular among overseas talents, is far fewer than those by the Internet industry.

Distribution of Internship Postings by Industry



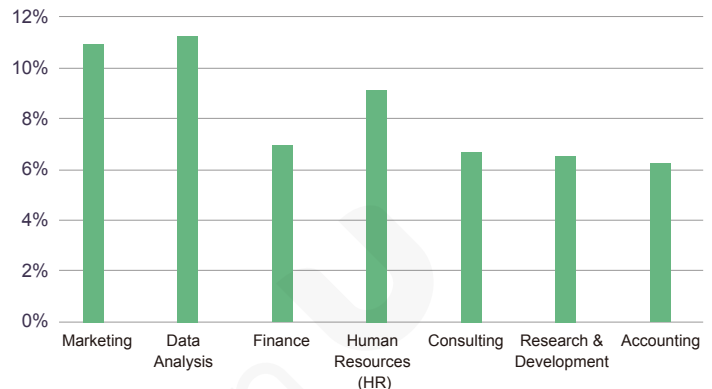
During 2020, the internship positions offered by companies to overseas students mainly came from the seven functions in the chart, accounting for more than 60% of the total opportunities available on the market.

Among these functions, the data analyst offered the greatest number of internship positions, which again shows that there is a huge talent shortage and a high demand for overseas talents in the data analyst position.

Marketing position which ranks second on the chart, mainly come from the Internet industry. Since companies in the Internet industry are more international with their business reaching out to the global market and the majority of overseas talents come from a business background, companies prefer overseas talents in their marketing positions.

The HR department often directly influences organizational structure and talents recruitment. As such, bringing overseas talents into the HR department is equivalent to introducing an international organizational structure and bringing more overseas talents into the company. The number of internship positions in the HR category ranks third, which is an indication of the trend that more Chinese companies are becoming internationalized.

Distribution of Internship Postings by Functions



2. Main Internship Positions for Each Function

For the most overseas students, they only know the general direction of the industry they are interested in when looking for internships, but have little knowledge about the specific functions of the positions available. Therefore, Lockin collected statistics on the internship positions frequently posted by different industries and organized the key internship positions in different fields to facilitate overseas students in making informed choices when applying for internships.

Data Analysis

- Business Analysis Intern
- Financial Analysis Intern
- Quantitative Data Analysis Intern
- Investment Analysis Intern
- Big Data Analysis Intern

Finance

- Investment Intern
- Finance Intern
- Financing Intern

Marketing

- Marketing Intern
- Public Relations Intern
- New Media Operations Intern
- Short Video Operations Intern
- Brand Marketing Intern

Consulting

- Management
- Consulting Intern
- Consulting Intern

Human Resources

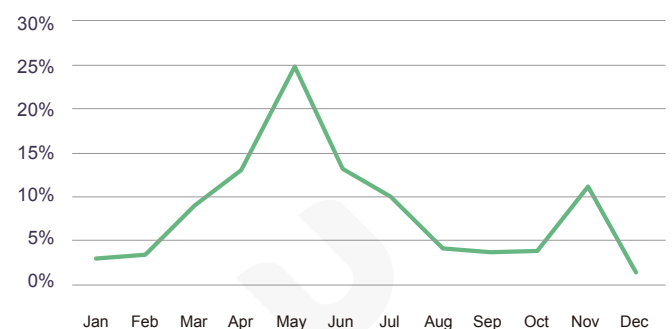
- Recruitment Intern
- Human Resources Intern
- Human Resources Business Partner Intern
- Headhunting Intern

Research & Development

- Java Intern
- Algorithm Intern
- Research & Development Intern
- Test Intern
- Front-End Development Intern
- Software Development Intern
- Hardware Development Intern

According to the statistics of internship postings on the Lockin website for the whole year, it can be identified that employers would recruit many interns during summer vacations and therefore, internship opportunities are mostly posted in May. Since winter vacation in China is at the same time as the summer vacation for overseas students in Australia and New Zealand, it can be found that there is also a small peak of internship job openings in November. Overseas students should therefore start applying for internship positions one to two months earlier if they want to intern during vacations. For example, they should apply in April and May for the internship during summer vacation in China and apply in November for the internship during winter vacation in China.

2020 Internship Posting Trend



Employment Status and Graduation University

Universities with Best Prepared Graduates

According to the statistics of job applications on Lockin in 2020, each overseas fresh graduate applied for an average of 17.4 campus recruitment positions, among which each of British graduates applied for an average of 19.5 positions and contributed 30.4% of all internship applications throughout the year. This is followed by Australian graduates, who applied for 18 school positions per person, contributing 25.7% of all internship applications. Although there was only an average of 16.2 applications per person from American returnees, overseas students in the U.S. had a greater sense of urgency in applying for internships, contributing 34.4% of the total number of internship applications.

Coventry University
Nottingham Trent University
Cardiff University
Newcastle University
University of Bristol
University of Strathclyde
Cranfield University
Loughborough University
University of Exeter
Audencia Business School
University of Surrey
University of York
University of Aberdeen
University of Sheffield
Deakin University
Birmingham City University
KEDGE Business School
Columbia University
University of Westminster
The University of Portsmouth

University of St Andrews
University of Birmingham
UEA: University of East Anglia
University of Bristol
Duke Kunshan University
University of Rochester
Arizona State University
University of Pittsburgh
Ohio State University
American University
Babson College
University of California, Riverside
University of Maryland
George Mason University
Georgetown University
University of Delaware
Brandeis University
Mount Holyoke College
New York University (NYU)
Carnegie Mellon University (CMU)

University of British Columbia
Northeastern University
Michigan State University
La Trobe University
The University of South Australia
University of New South Wales
The University of Sydney
University of Melbourne
The Australian National University
The University of Adelaide
University of Nebraska Lincoln
Auckland University of Technology
The University of Auckland
Bond University
University of Otago
Singapore Management University
National University of Singapore
Nanyang Technological University
Tufts University
George Washington University

Most Popular Universities Selected by Employers

Based on 60,000 questionnaire responses from Chinese employers, as well as graduates' overall ability, university global ranking, internship experience, frequency of students' participation in recruitment activities, and post-employment developments and performances, 60 universities were selected by Chinese employers in 2020.

Imperial College London
King's College London
Lancaster University
University of Reading
University of Edinburgh
London Business School
University of Manchester
University of Birmingham
ETH Zurich
SKEMA Business School
London School of Economics
University of Leeds
University of Warwick
Durham University
ESADE Business School
University of Bath
University of Liverpool
University of Glasgow
RWTH Aachen University
University of Cambridge

Technische Universität München
University of Sussex
University College London
University of Southampton
Stanford University
Princeton University
University of Pennsylvania
The University of Chicago
University of California, Berkeley (UCB)
Columbia University
University of Michigan
Johns Hopkins University
Northwestern University
University of Southern California (USC)
New York University (NYU)
University of California, Los Angeles (UCLA)
Duke University
Carnegie Mellon University (CMU)
Brown University
University of Wisconsin-Madison

University of Washington
University of Technology Sydney
University of Illinois at Urbana-Champaign (UIUC)
Purdue University
Northeastern University
University of Rochester
University of Minnesota, Twin Cities
Cornell University
National University of Singapore
Nanyang Technological University
The University of Hong Kong
Hong Kong University of Science and Technology
The University of Sydney
University of Melbourne
Yale University
The University of Adelaide
Monash University
University of Western Australia
The University of Queensland
RMIT



Conclusion and Expectation

Introduction

In 2021, the employment situation for overseas talents is expected to rebound significantly compared to 2020. However, considering the rapid changes in the global economic situation in the past year or two, overseas talents need to be more prepared if they want to seize career development opportunities efficiently. How will Lockin work with universities and companies to provide the best support for overseas talents?



The domestic economy is expected to pick up in 2021, but as the global pandemic does not seem to end in the near future, the overall global employment situation is still not optimistic. Besides, in 2021, there will be more than 9 million local graduates and nearly 1 million overseas graduates entering the job market, therefore, 2021 is still a very competitive year for overseas talents.

Over the years, Chinese employers, universities and Lockin have worked in various ways to reach out to overseas students, delivering information of China's job market to them and helping them understand job search in China.

As a result, countless international students, who studied in overseas universities with little access to the domestic Chinese job market, acquired the knowledge and skills to land a job in China. They made the necessary preparations before entering the job market and secured the ideal career development opportunities in the end.

However, under the changing global economic environment and the rapid economic development in China, competitions among talents have been intensified. Basic employment skills are not enough to help every overseas student to obtain the desired offer, and more adequate preparation is required from overseas talents to cope with the increasing competition in China.

Key Points for Overseas Talents to Improve In 2021

The biggest characteristics of the Chinese job market in 2021 is that the competition is extremely fierce. Overseas talents should therefore further enhance their competitiveness and sense of urgency.

According to the survey of employers, it can be found that employers much prefer applicants with relevant working experiences when all candidates have a similar education background. This is because candidates with relevant experiences tend to learn faster and take up the job sooner than those who do not. As such, companies can save training costs.

In 2021, the number of fresh graduates participating in China's campus recruitment will be nearly 10 million, with most of the domestic graduates having internship experience in related industries or even in target companies before graduation. Generally, domestic graduates have a better understanding of the characteristics of industries and the operation of each company than overseas talents. As such, relevant internship and project experiences have become the pre-requisites for overseas students to secure jobs successfully in 2021.

In addition, it is also very important to catch the timing of domestic campus recruitment. We often emphasize that each fresh graduate has only one chance to participate in domestic campus recruitment, and therefore job search should be planned based on the domestic campus recruitment timeline. However, international students still tend to arrange their job search plans according to their schools' graduation timeline, as the graduation time of overseas universities tends to be different. This has resulted in many overseas graduates realizing that they have missed the campus recruitment deadline when they get back to China. Because of the more restrictive requirements on graduation and job application timing from well-known companies, a lot of qualified overseas talents are not able to enter leading companies at the time of graduation, which directly affects their future career development.

For the 5 years since establishment, GUCCU and Lockin have always been working with global universities to popularize updated knowledge of China job market. However, up to today, there are still a large number of returnees who have little knowledge of job search or have little sense of urgency. Many of the difficulties that returnees face can be resolved by enriching job-seeking knowledge and increasing job search awareness in advance. We hope that we can have a newer and deeper collaboration with global universities to effectively inspire Chinese overseas students to make them more active in job search.

In 2021, Lockin will continue to work with more than 100,000 companies and 1,600 universities to create more internship and project opportunities, which can help overseas graduates improve their soft skills and increase their competitiveness in Chinese job market. Although universities are actively providing employment support to Chinese students, the help, to some degree, is still limited due to the distances to Chinese job market. As such, given the characteristics of Chinese job market in 2021, Lockin will continue to actively reach out overseas students and provide them more information on employment opportunities to help Chinese overseas talents start a promising career in 2021.

