



Rick YAN

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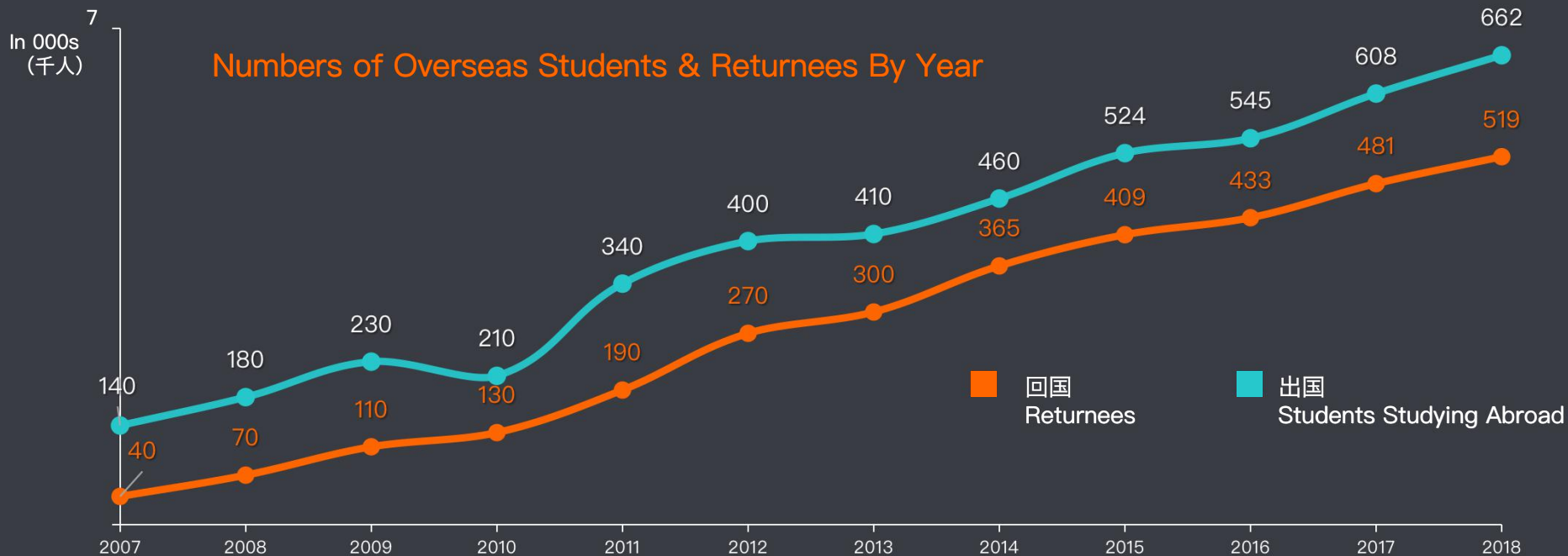
# 海外留学生 优秀人才需求报告

Overseas Graduates  
Demand Survey Report  
2019



# 海外留学生成为中国高学历人才的一个重要部分

A



## 中国正从海外高校赢回留学生

根据中国教育部的数据，2007年回国人员与当年出国留学人员比为 **1:2.86**，此后回国的留学生人数年均增长24%，出国学生的年增长为14%。2018年，回国的留学生与同年出国人员的比维持在 **1:1.26**，前者相当于后者的79%。

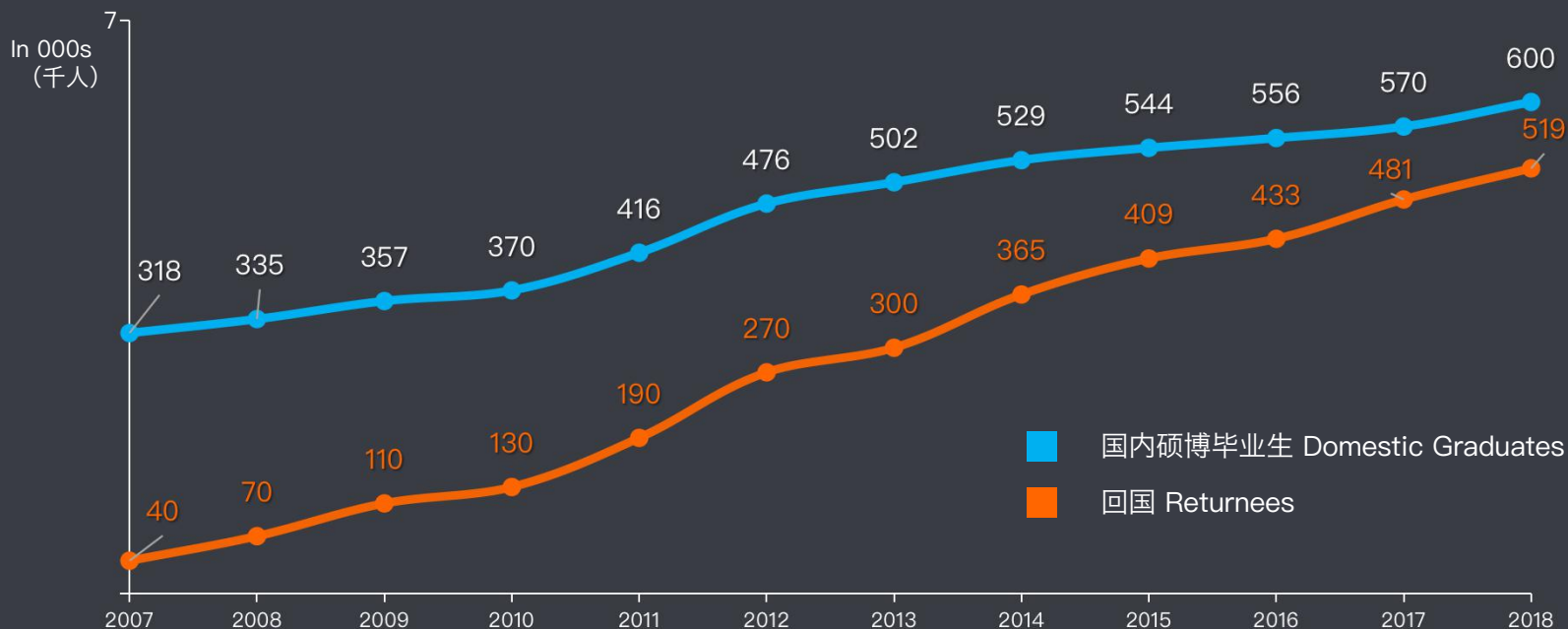
**+79%**

The number of overseas talents has greatly increased. The ratio of returnees to those studying abroad was **2.86** in 2007, but **1.26** in 2018, according to the data from China's Ministry of Education. The number of returned students has grown by an average of 24 percent annually, while the number of overseas students has increased by 14 percent annually, approximately 79 % of the latter.



# 海外留学生成为中国高学历人才的一个重要部分

B



**81.45%**

教育部数据，我国留学回国就业人员中，81.45%具有硕士研究生学历，11.09%为博士研究生学历

Over 80% returnees are masters, and 11.09 percent of them are PhD, accord to the whitepaper from the Ministry of Education of China.



**570,296**

**+2.5%**

2017中国普通高校硕博毕业生数量

Number of graduates from China's colleges in 2017, with the growth rate of 2.5%.



23.7%

出国留学学生中有很多来自中国名校的毕业生。中国排名最前的9大学所2018本科毕业生出国留学的比例

Rate of 2018 undergraduate students studying abroad from China's C9 League

- 本科毕业生国内升学 (%) Students Further Study Domestically
- 本科毕业生境外升学 (%) Students Further Study Abroad

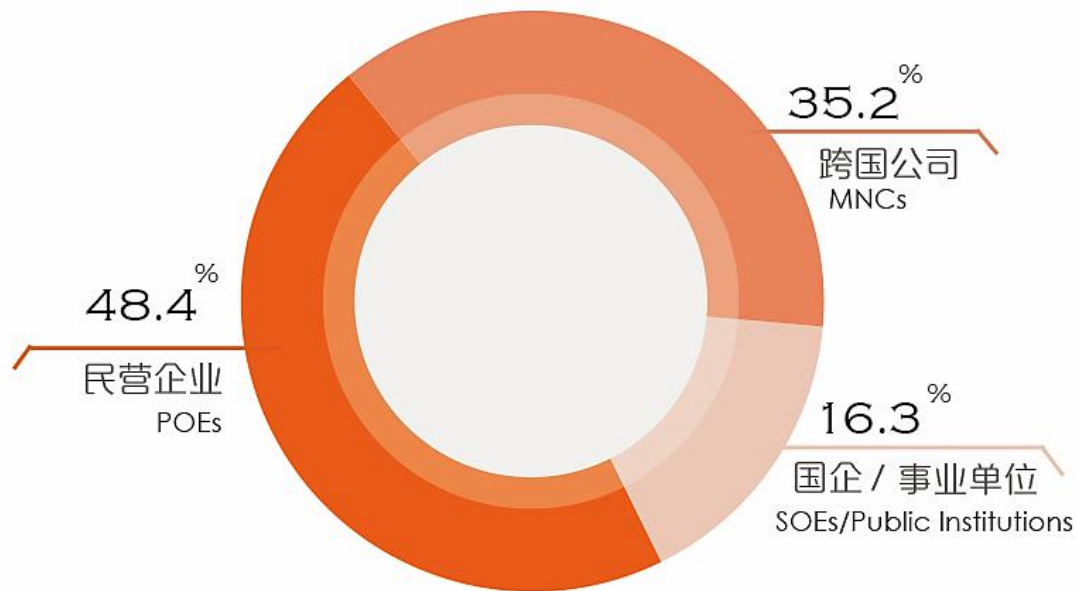
|   | 2018 |      | 2017 |      | 2016 |      |
|---|------|------|------|------|------|------|
| 北京大学<br>Peking University                                 | 44.2 | 30.3 | 44.3 | 30.9 | 44.7 | 31.9 |
| 复旦大学<br>Fudan University                                  | 37.6 | 31.7 | 34.4 | 33.0 | 32.1 | 34.2 |
| 哈尔滨工业大学<br>Harbin Institute of Technology                 | 49.4 | 13.1 | 50.0 | 13.8 | 47.5 | 18.8 |
| 南京大学<br>Nanjing University                                | 40.4 | 22.0 | 40.0 | 23.8 | 37.5 | 23.4 |
| 清华大学<br>Tsinghua University                               | 52.0 | 26.3 | 53.7 | 28.2 | 54.2 | 27.5 |
| 上海交通大学<br>Shanghai Jiao tong University                   | 41.0 | 26.3 | 38.4 | 28.1 | 36.0 | 29.3 |
| 西安交通大学<br>Xi'an Jiao Tong University                      | 49.2 | 12.8 | 50.0 | 14.3 | 50.7 | 15.4 |
| 浙江大学<br>Zhejiang University                               | 37.4 | 22.9 | 37.8 | 24.2 | 35.7 | 25.1 |
| 中国科学技术大学<br>University of Science and Technology of China | 46.2 | 27.8 | 45.1 | 28.7 | 45.0 | 32.0 |

## 调查方法 Methodology

前程无忧向15个行业的领先企业发出调查邀请，共收到有海外留学招聘需求的220家雇主的反馈。

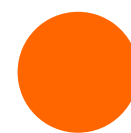
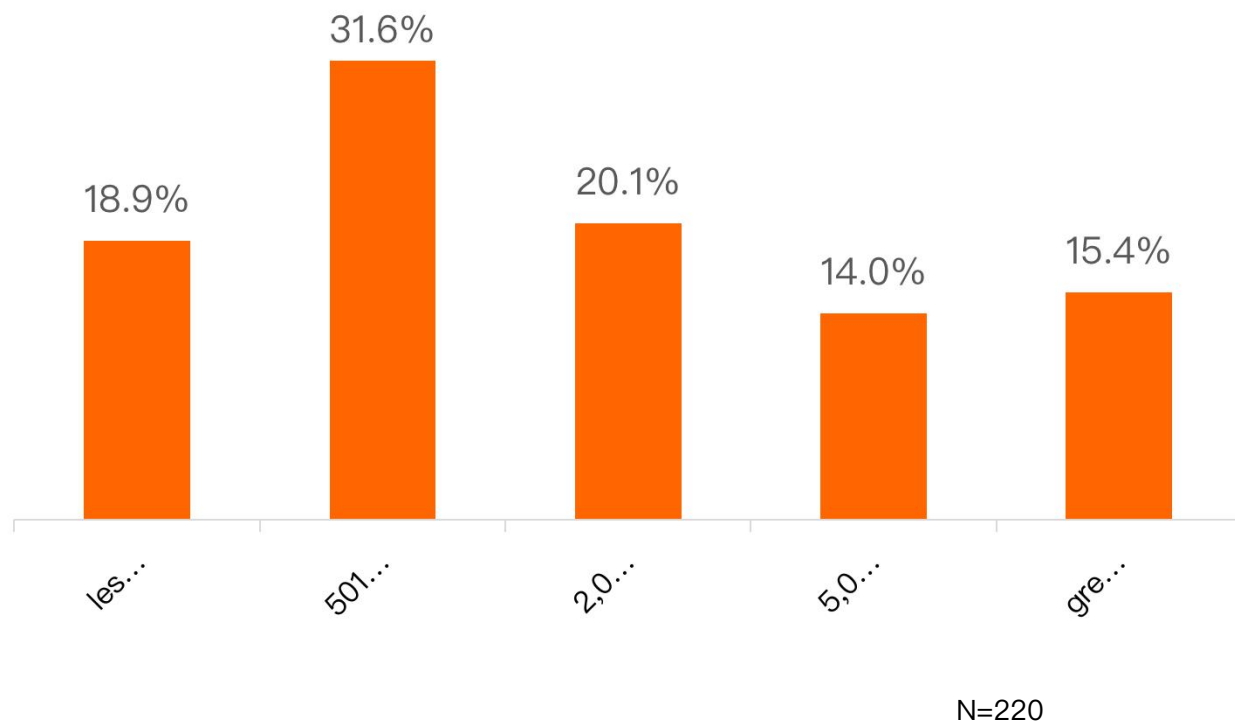
The findings were based on the Overseas Graduates Demand Survey of 220 employers in leading positions in 15 industries and their plans to hire overseas graduates this year.

## 受访雇主的类型 Employer Type

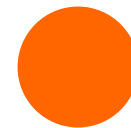




## 受访雇主的员工规模 Staff Size of Employers

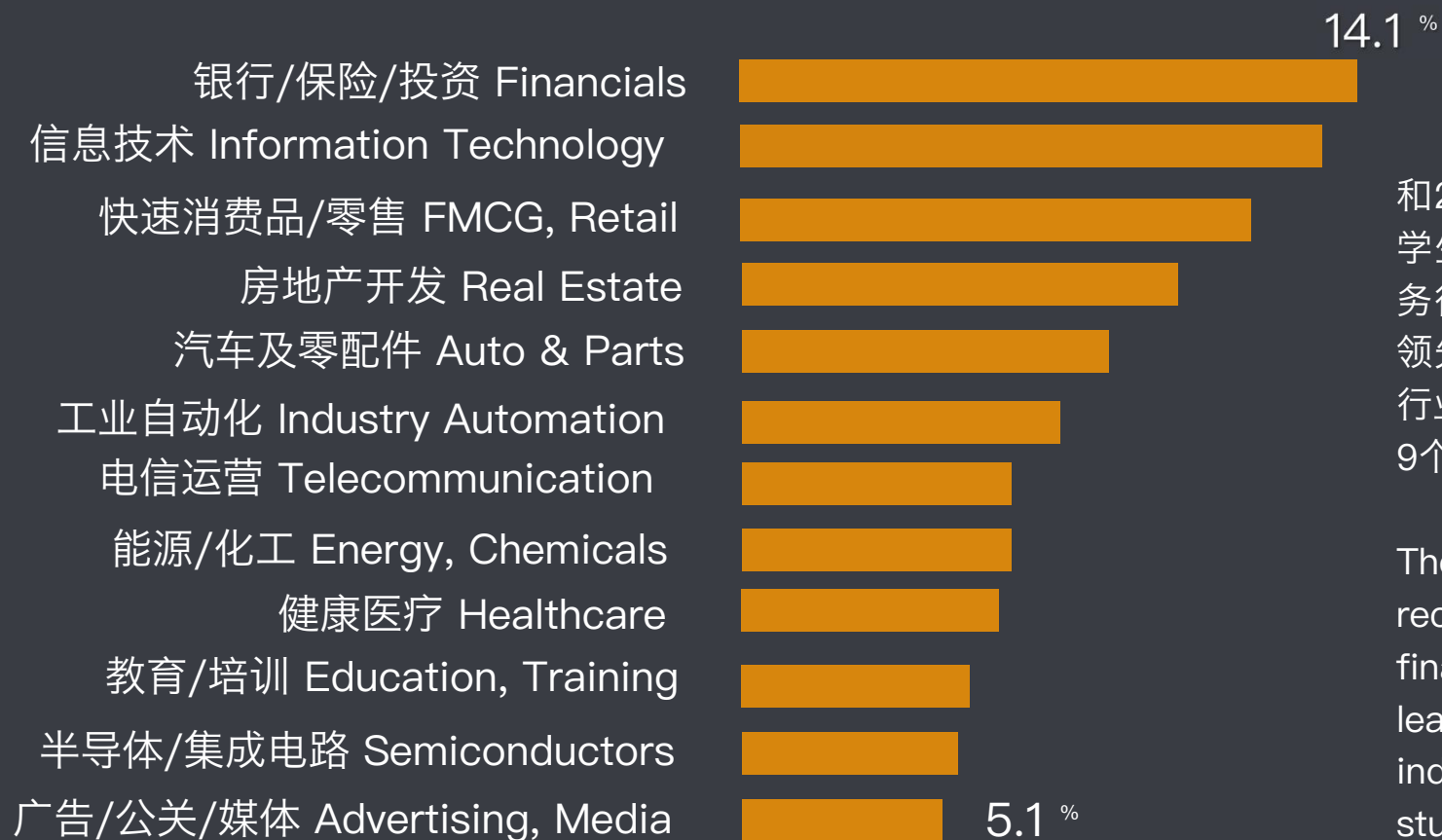


71.8%  
上市公司  
Listed Company



38.2%  
2018财富500强企业  
Fortune 500 Company

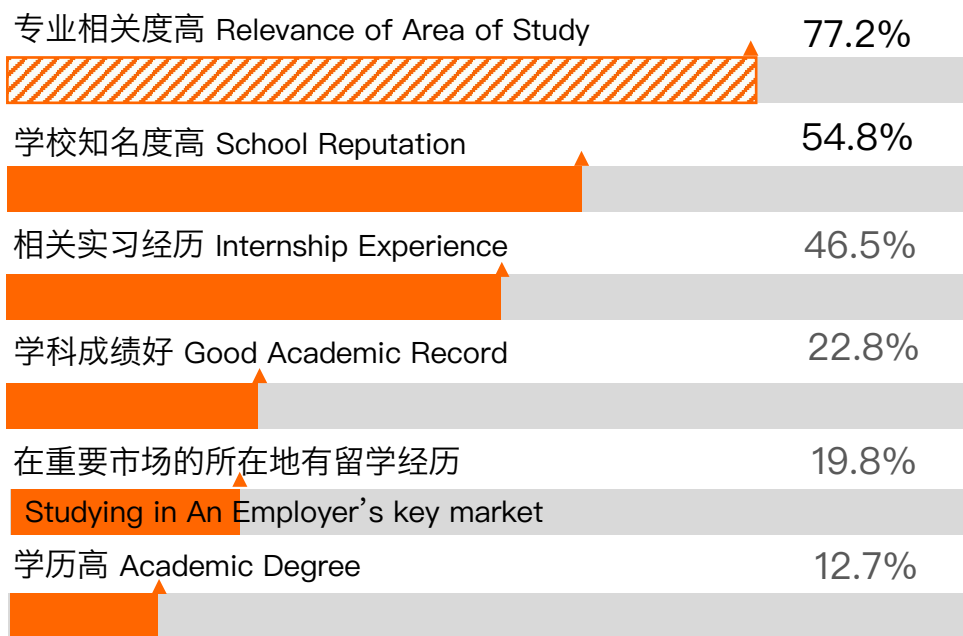
## 2019有海外留学生招聘计划的雇主所在行业 Industries that Have Overseas Hiring Plans



和2018年的调查结果相似，“今年有招聘海外留学生计划”的雇主中来自金融行业和信息技术服务行业的最多。2019的调查显示，各行业的领先雇主对海外留学生都有着较大的需求，15个行业中有12个行业的雇主数量超过5%，2018年为9个行业。

The largest number of employers who plan to recruit overseas students this year are in the financial and IT services industries. Actually, leading employers in more industries are indicating greater interest in hiring overseas students, with employers in 12 out of 15 industries at over 5% compared with just 9 industries in 2018.

## 海外留学生教育背景要求 The Importance of Education Background



## 海外留学生岗位要求 The Job Functions in Demand



68.1%

雇主在中国的一线城市雇佣海外回归人才。

Most employers recruited overseas talents in China's first-tier cities.

前程无忧 ([www.51job.com](http://www.51job.com))的数据显示, 2018年至今, 有12个月以上海外留学经历的求职者中超过75%的人只向一线城市的工作机投递简历。更多合适工作机会和“落户政策”是年轻的海外留学生在一线城市求职的最大动机。

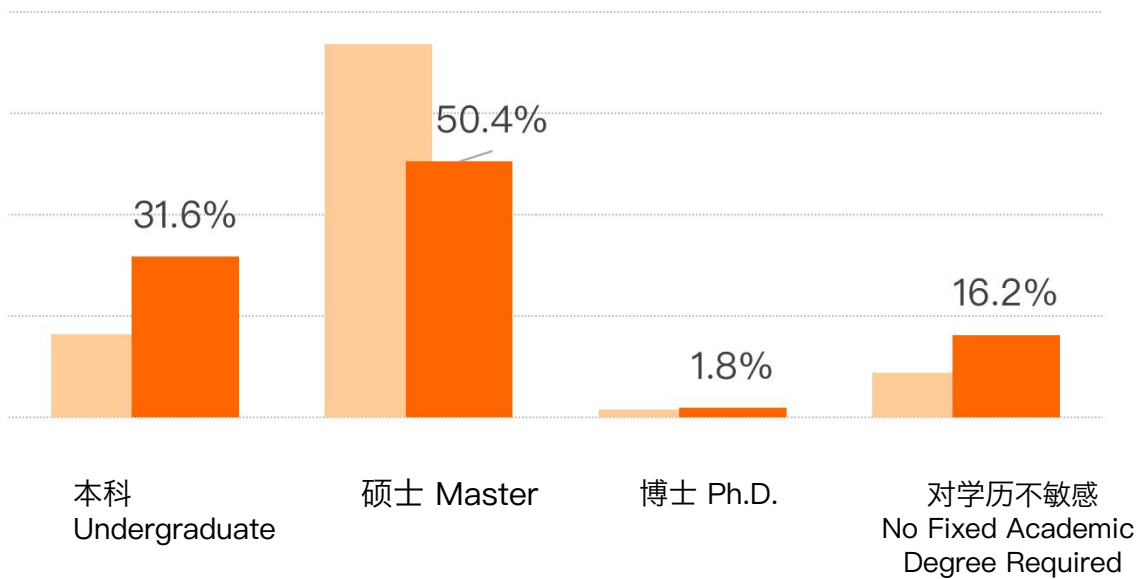
Since 2018, More than 75% of job seekers with 12 months or more of study abroad experiences have only sent resumes to job listings in first-tier cities, according to data from 51job.com. More career opportunities and path to obtaining **hukou** (residence status) are the biggest motivation for young overseas talents seeking job in in first-tier cities.





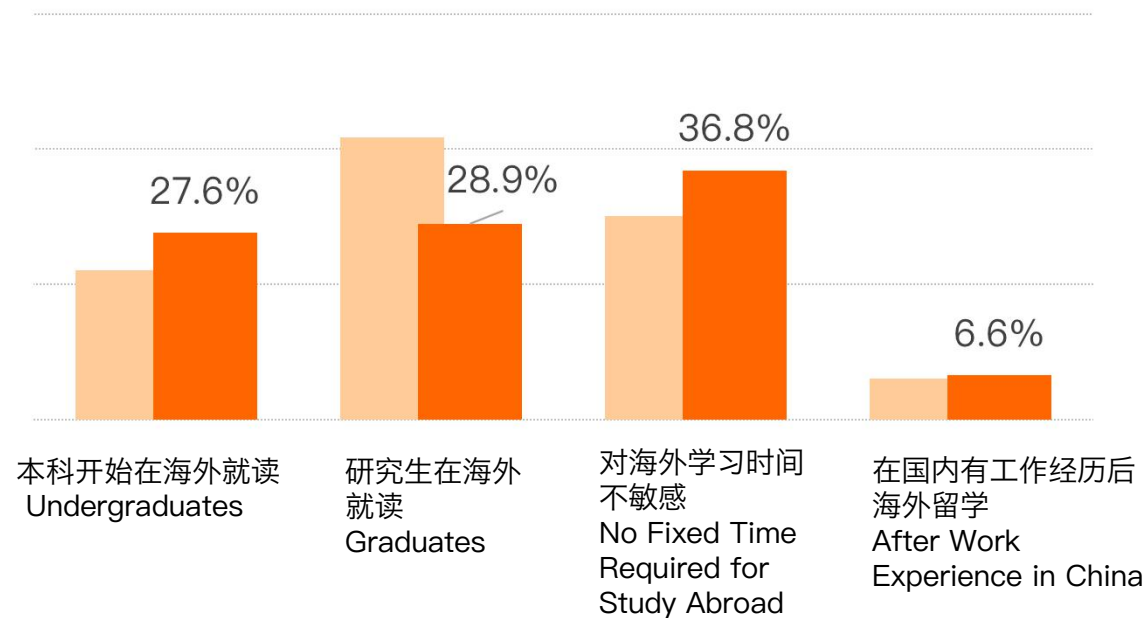
## 海外留学生学历要求 Academic Level in Demand

2018 2019

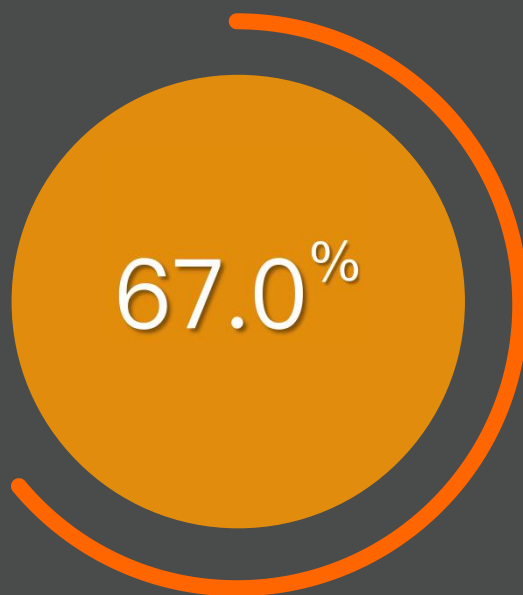


## 海外留学的时间 Level of Study Abroad

2018 2019



## 受访雇主是否有海外分支机构? Has Branches abroad?

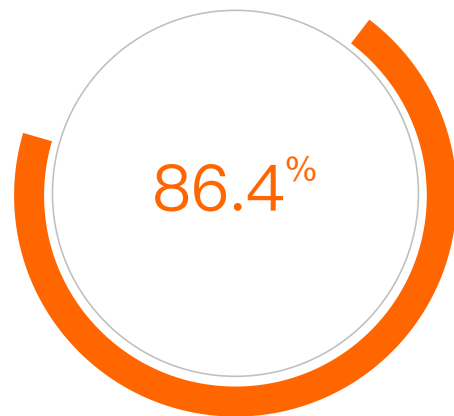


绝大多数企业都有海外分支机构，2018年的调查结果是73.2%。我们发现，企业在中国的业务发展也乐见海外留学人才的加入。

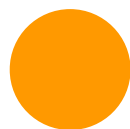
Chinese companies are expanding globally, with the result of 73.2% in the 2018 survey having branches abroad. Meanwhile, the leading employers also welcome talents studying abroad to join their business development efforts in China.



# 企业提供的海外留学生的就业机会 The Jobs Employers offer to Overseas Talent



同时向国内和留学生人才  
Available also to domestic talents



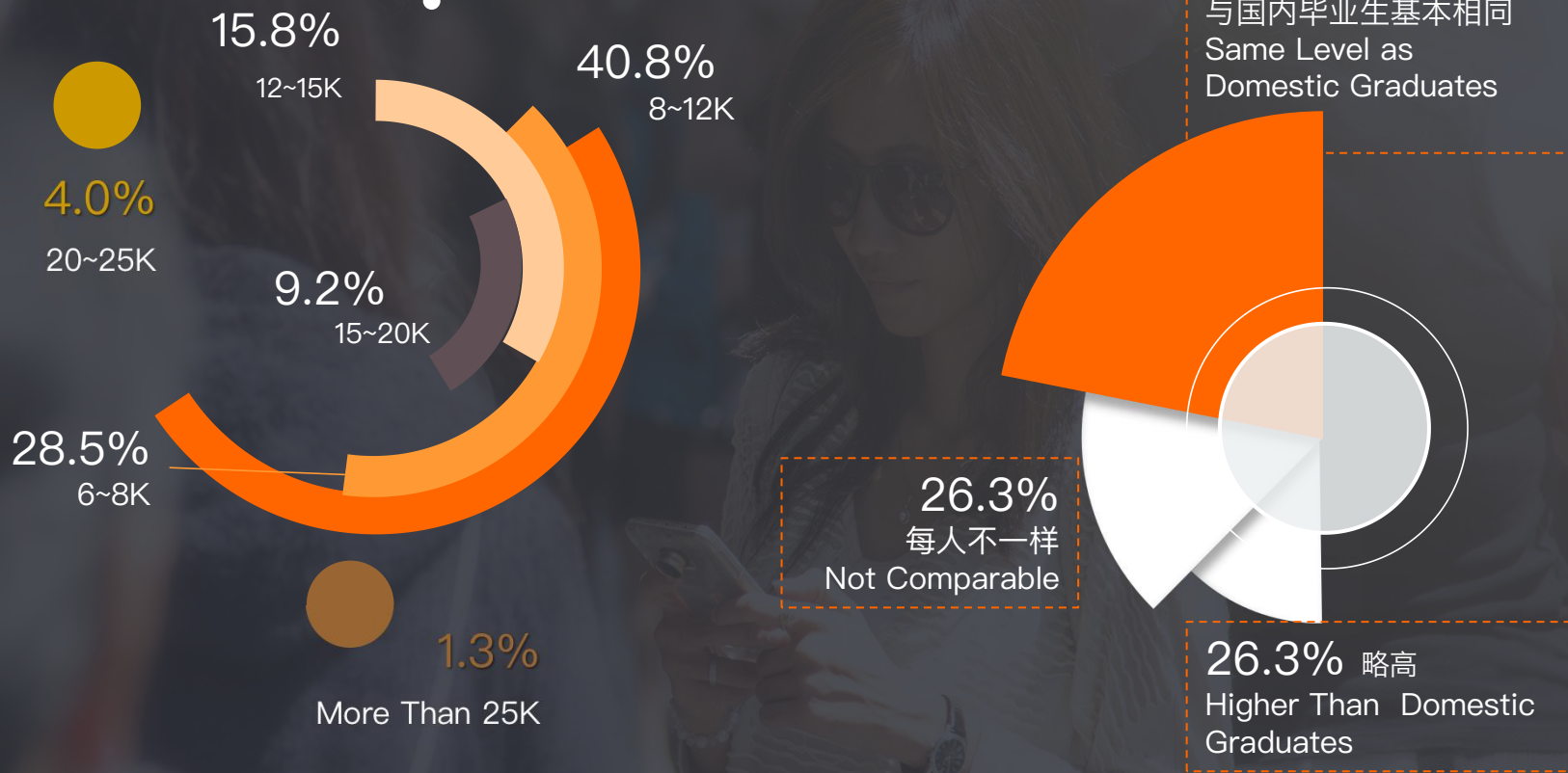
8.3%  
仅向留学海外的毕业生  
Only for overseas graduates



5.3%  
面向有工作经验的留学生  
Only for experienced overseas graduates



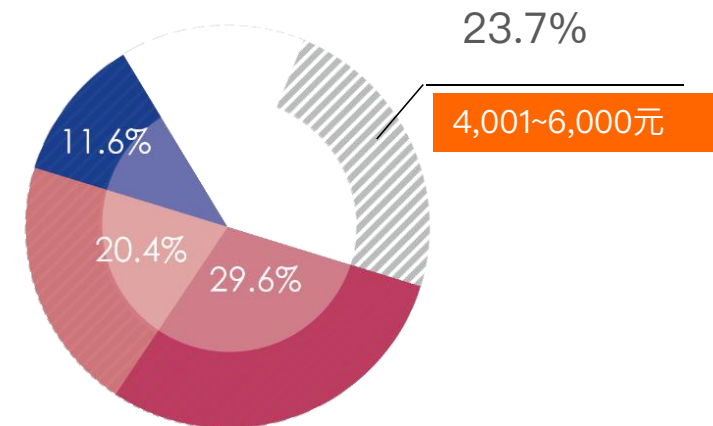
# 海外留学生薪酬水平 Salary of Overseas Talent



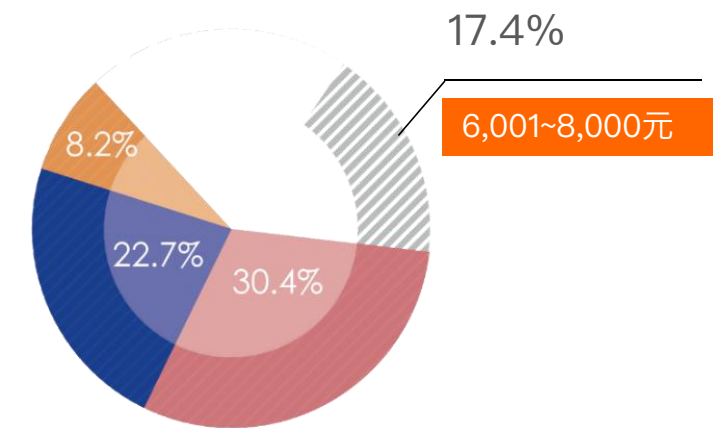
40.8%的受访雇主提供留学生工作机会的起薪在 8,000~12,000元之间大部分雇主提供留学生的起薪和国内的毕业生们基本相同，工作表现和发展潜力决定了毕业生们的薪酬高低和发展晋升机会。

The salary for overseas graduates are the same or higher than domestic students at start, but employers consider job performance and candidate potential to be the key determinants for future compensation and career development.

## 本科毕业生 Domestic Undergraduate Students



## 硕博毕业生 Domestic Graduate Students



- 6,001~8,000元
- 8,001~10,000元
- 10,001~12,000元
- 12,001~15,000元

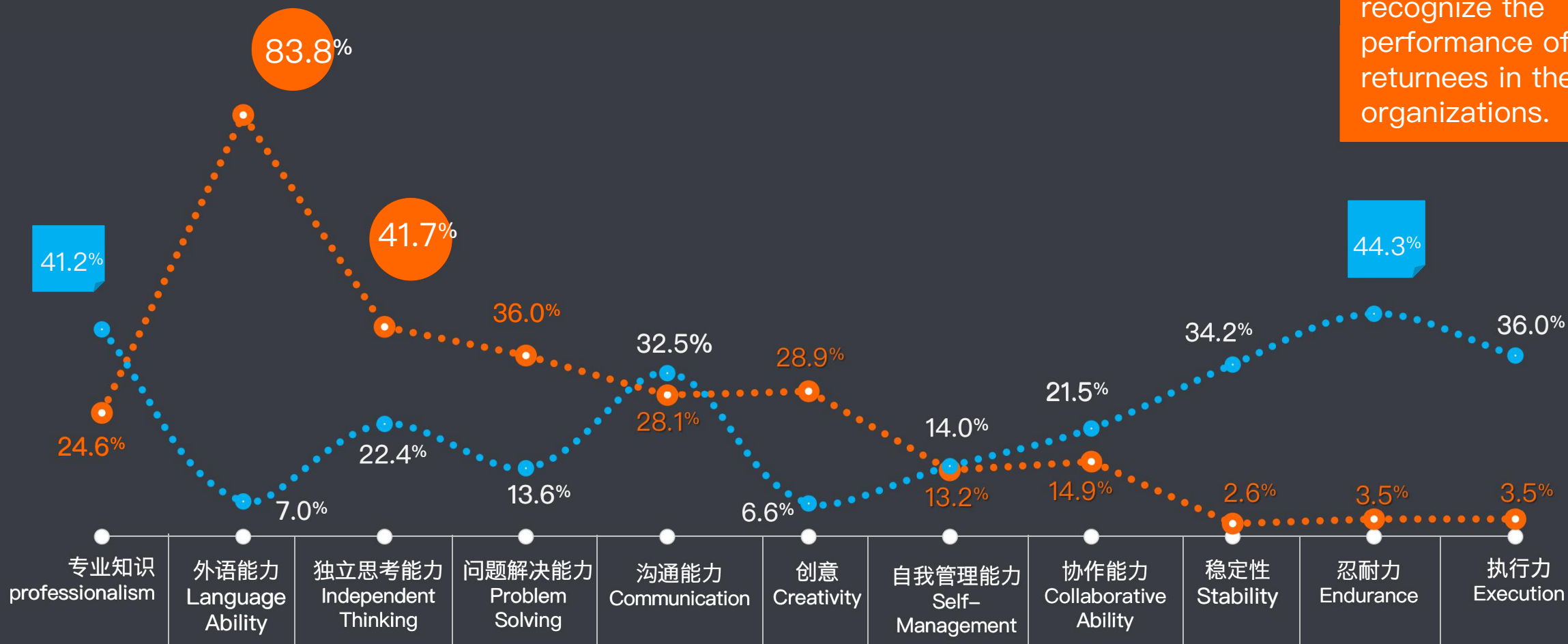


# 留学生和国内毕业生能力评价 Remarks on Overseas Graduates' Capabilities

72.4%

雇主对海归人才的工作表现表示认可

Percentage of employers that recognize the performance of returnees in their organizations.



## 留学生离职的主要原因 Main Reasons Overseas Talent Leave Employment

企业文化缺乏多元  
和包容  
Lack of diversity  
and inclusion in  
corporate culture

01

02

03

不适应中国式  
办公室关系  
Not adjusting to  
office  
relationship with  
China style

雇主期望值太  
高，无法满足  
Employer  
expectations are  
too high, cannot  
be met

## 留学生不受雇主欢迎的主要原因 Main Reasons Overseas Talent Are Less Popular with Employers

短期内能力和业  
绩不突出  
No outstanding  
performance in  
short-term

忠诚度和稳定性  
低  
Low level of  
loyalty and poor  
work stability

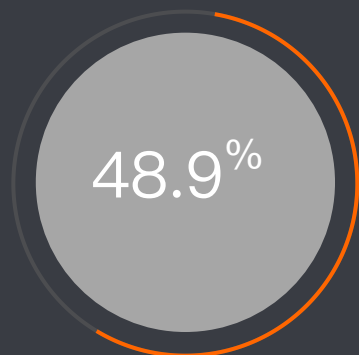
01

02

03

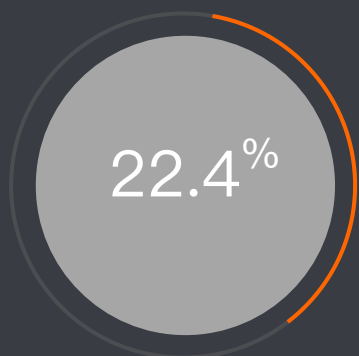
自我感觉过好，  
对雇主要求较多  
Overly self-  
confident and  
seek greater  
requirements  
from employers





半数雇主2018~2019年在海外举行留学生招聘会

Nearly half of employers held job fairs overseas in 2018-2019



雇主已经有成熟的海外人才招聘计划

One fifth of employers have established overseas recruiting strategies.

## 海外留学生求职的难点

### Major Pain Points for Overseas Students

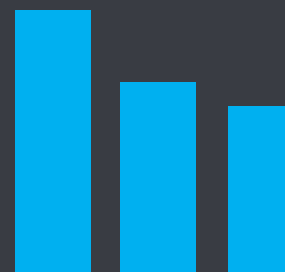
- 1 缺乏集中的招聘信息  
Lack of centralized resources
- 2 合适的工作机会  
Quality of job postings
- 3 招聘的时间和区域不匹配  
Recruiting logistics
- 4 不熟悉中国的商业环境  
Unfamiliarity with Chinese business environment



## 海外人才招聘的难点

### Major Pain Points for Employers

- 1 识别合适的海归人才很难  
Hard to identify qualified overseas candidates with relevant skills
- 2 海外招聘资源缺乏  
Overseas recruiting is resource-intensive
- 3 缺乏能提供定制方的供应商  
Lack of tailored solutions



## 海外校园招聘会

### Campus Receptions

帮助雇主在美国、加拿大和英国等地的高校举办招聘会

Arrange on-campus receptions for companies across the US, Canada and the UK



## 面试安排

### Interview Scheduling

辅助雇主和学生安排在线和线下的招聘面试

Assist employers and students in scheduling online and offline interviews



## 招聘会

### Career Fair

组织在线和线下的海外留学生招聘会

Organize online and in-person career fairs with job opportunities specifically for overseas students



## 数据服务

### Technology Enabled

友好的招聘平台方便工作申请和数据统计

User-friendly recruitment platform for easy application submission and status tracking, available both on PC and mobile



## 关于前程无忧

前程无忧 (NASDAQ: JOBS) 是中国领先的人力资源服务提供商。向雇主提供人才招聘、员工保留和职业发展等全方位的服务，前程无忧的在线和移动平台每天为数百万求职者提供工作机会我们的使命是成为中国所有人力资源需求的“一站式服务”。

### 前程无忧的5大招聘平台 51job Recruitment Services: Five Main Platforms



51job.com

Young Professionals



Yingjiesheng.com

New Graduates/ Campus Hiring



Lagou.com

Technology Talents



51jingying.com

Experienced Professionals



51mdd.com

Front-line Hiring for Urban Service

## Who is 51job?

51job, Inc. (Nasdaq: JOBS) is the leading provider of integrated HR services in China. 51job serves enterprises and job seekers throughout the entire talent management cycle, from initial recruitment to employee retention and career development. Our online recruitment platforms and mobile applications connect millions of people with employment opportunities every day. Our mission is to become the “one-stop shop” for all HR needs in China.

## 数据:

- 1.3亿份简历
- 日均在线用户500万
- 高峰期间日均浏览页面3亿
- 年服务企业用户50万家

## Quick Facts:

- 130+ million resume database
- 5+ million active job postings available online daily
- 300 million daily page views during peak season
- 500,000 corporate customers