



## Sponsorship Opportunity

# Cambodia's 1<sup>st</sup> Annual Employer Branding Survey

[www.hrinc.asia](http://www.hrinc.asia)

**HRINC Consulting** **INSIGHTS**

Data insights that drive employee  
engagement and bottom line performance

# Introduction

[www.hrinc.asia](http://www.hrinc.asia)

# Why is the Talent War not abating?



**Unprecedented expansion of job market Cambodia**  
Due to domestic and International investment.  
But talent supply is not keeping with the demand



**Shortage of Skilled Labour**  
Intensified by gaps in formal educational, limited vocational training options and general professional development



**Technological Innovation and general progress**  
are transforming the way we operate and defining new professional skills.



**Demographic and Generational Shifts**  
One solution does not fit all any more: 75% of workforce is made up by millennials in Cambodia, but the decisions are made by Gen X

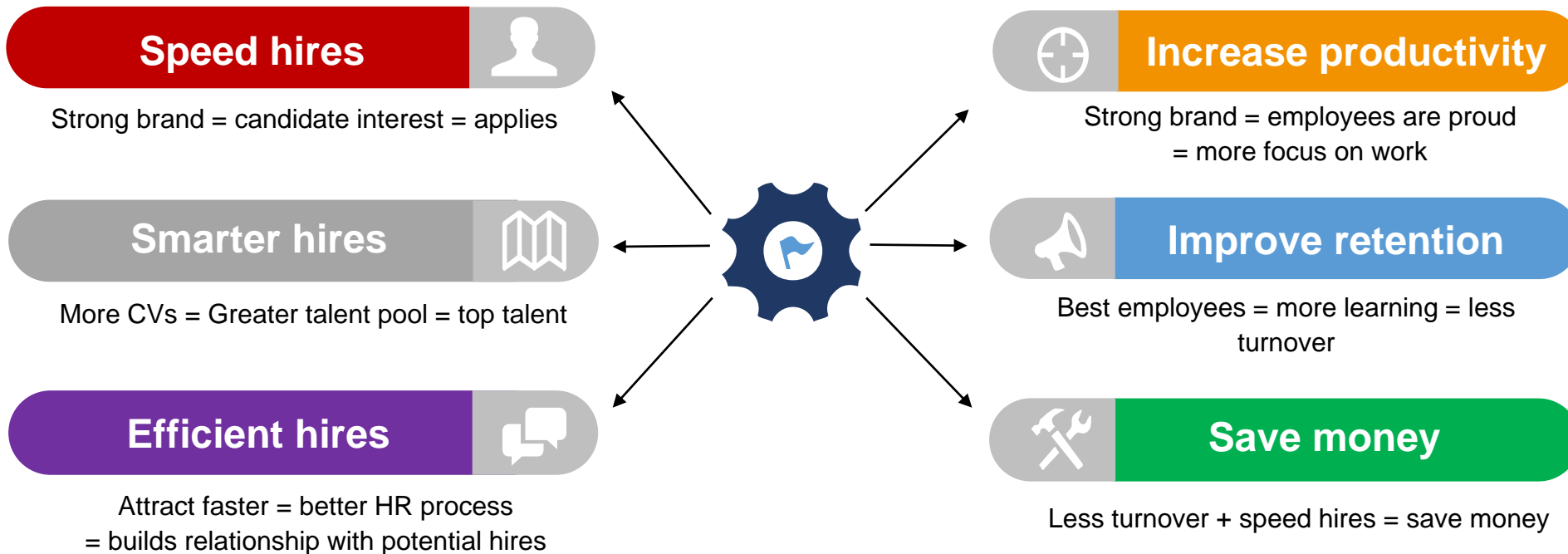


**Climate Change and Sustainability**  
Younger generations feel more responsible for the environmental and social issues.

**Companies in Cambodia are going through the toughest of times to attract and retain talent**

# Your employer's reputation is critical to attracting & retaining the right talent

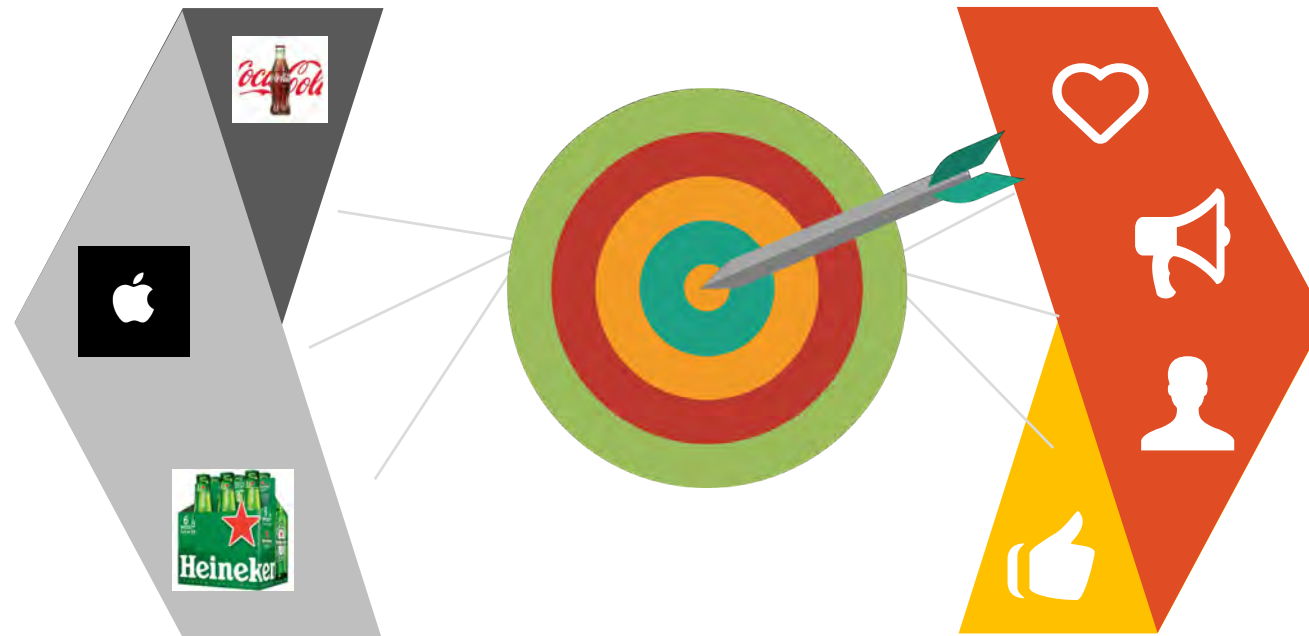
## The benefits of a strong Employer brand



# What is your Employer brand?

## MARKETING BRAND:

Your employer brand does not only depend on how strong or well known your products and services are.



## EMPLOYER BRAND:

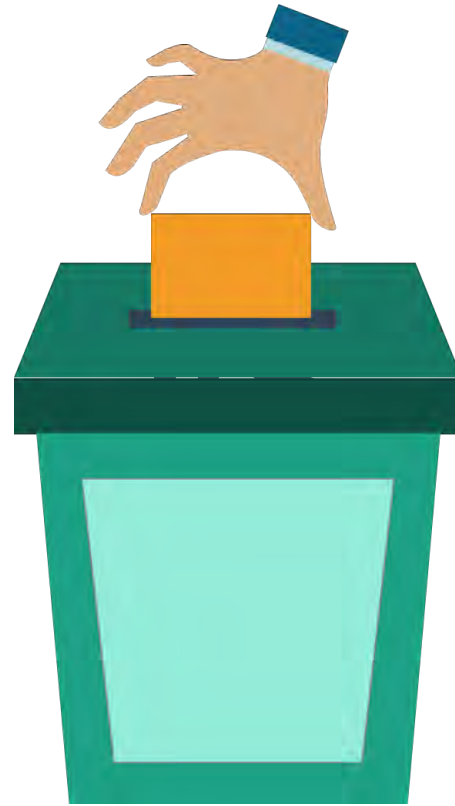
It is how people feel & say about your company:

1. Former employees
2. Current employees
3. Rest of external talent pool

# Internal vs External Employer Brand:

## What do your employees think about you?

Employees are the only people who know first-hand what it's like to work for your company, and their voice and opinion can have a major impact.



## What does the talent market think about you?

Your external employer brand is the reputation your company holds as an employer among job seekers and key stakeholders

# Where do we start?

Your employee value proposition (EVP) is at the core of your branding strategies

## RECRUITMENT & CANDIDATE EXPERIENCE

At what point, employees become aware of your employer brand?

What are your employees saying about you?

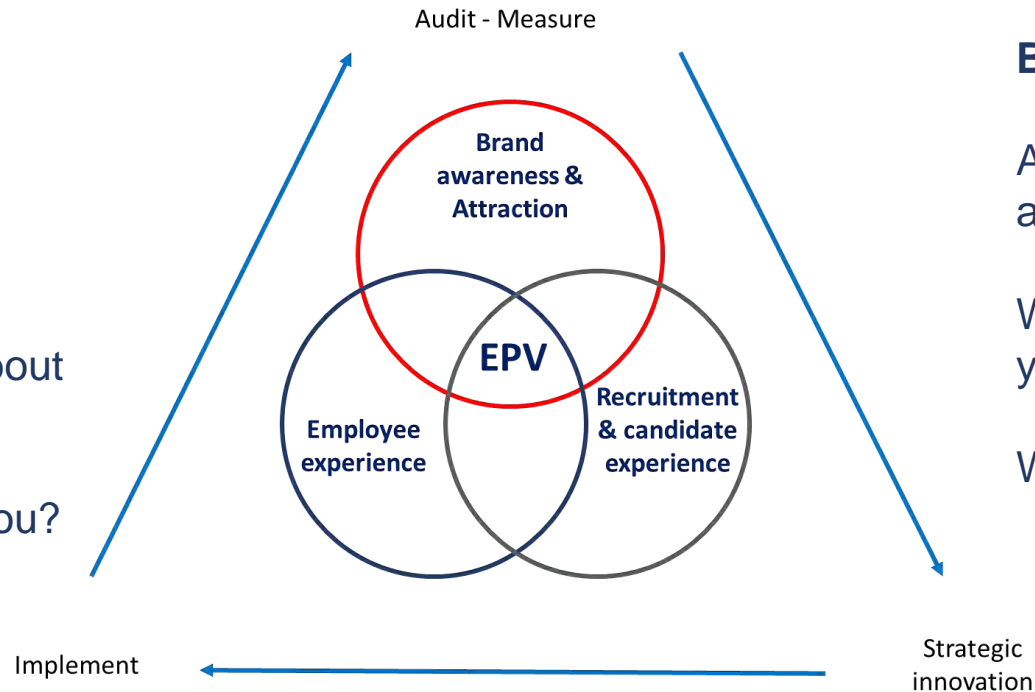
What can we find on media about you?

## BRAND AWARENESS & ATTRACTION

At what point, employees become aware of your employer brand?

What are your employees saying about you?

What can we find on media about you?



## EMPLOYEE EXPERIENCE

How do you measure employee pulse and engagement?

What is your Employee Value proposition?

Are your employees your Brand Ambassadors?

# Employer Branding Survey & Sponsorship

[www.hrinc.asia](http://www.hrinc.asia)



# Annual Employer Branding Survey – 1<sup>st</sup> Edition

HRINC is launching the Annual Employer Branding survey, which will be conducted once a year

The report will help our clients to develop key employer branding strategies based on the following results:

- What industries are preferred and what qualities makes Top Employers the most admired companies to work for, why they are perceived as such and their company attractiveness
- Employee main drivers when selecting job offers, their retention and job switching behaviors, preferred job search channels, internal and external brand perceptions as well as the degree of workforce engagement.
- Data insights will be presented by demographics (generational views, gender, location, industry breakdown, education levels, and current employment status).



# Sponsor the 1<sup>st</sup> Employer Branding survey in Cambodia

**Deadline to confirm sponsorship: 30 Nov 2019**



**Nov 2019: launch**

Employer Branding during survey dissemination and implementation

JANUARY

S	M	T	W	T	F	S
						1 2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						



**Jan 2020: HR Conference**

Sponsor branding: invitation, thank you, logo and banners



**Dec 2019: Results Report**

Sponsor branding in the report + complimentary copy



**Jan to June 2020**

Complimentary branding campaign for our sponsors on HRINC job board



# Employer Branding Survey: Methodology

## Survey Data collection sources



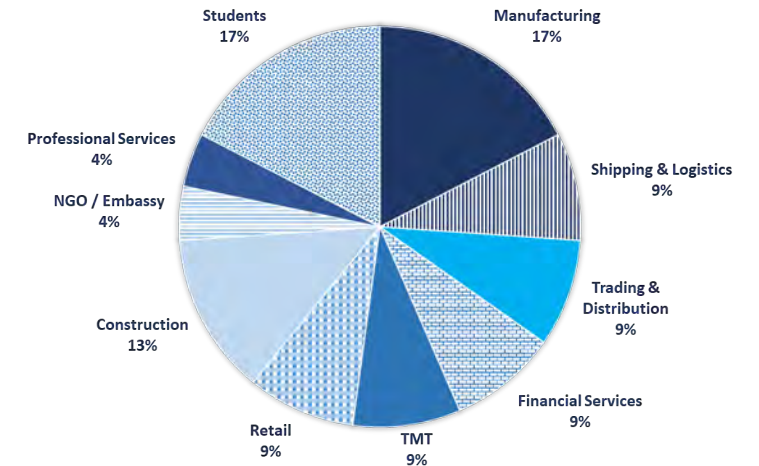
- HRINC's network of HR professionals in Cambodia – over 1,000 – to push the survey through their employees
- Mass email to HRINC's 40,000 professionals CANDIDATES contacts in our database
- Post Survey link on HRINC website.



- Facebook: boost advertising targeting **GENERATIONAL AND LOCATION** demographics
- LinkedIn: general media campaign advertising
- Digital media partners outreach
- Local job portals connectivity: over 50,000 connections

## Data Analysis Methodology

### EXAMPLE: INDUSTRY BREAKDOWN



- Statistically, considering 95% confident level and 5% margin of error it suggests about 1,000 samples, which represents the employment population nation wide.
- However, the survey will target at least 1,500 samples, which include current employees, unemployed/job seekers, and university students

# Employer Branding Survey: Goals And Objectives



## TOP INDUSTRIES

Identify the top Industries in Cambodia

Provide sponsors and HRINC clients with their personalised branding ranking position

(names of companies will not be disclosed)



## TOP QUALITIES

What qualities make companies the most admired employers in Cambodia

What are the best companies advertising their job, developing their career website and implementing the best recruitment process



## EMPLOYEES PREFERENCES

What makes employees stay or leave an employer

What factors employees consider when looking for a new job

How employees learn about jobs and employers



## CAMBODIA ENGAGEMENT

Pinpoint how engaged is the workforce in Cambodia

How employees feel about: career development, HR processes, management & supervisors, work-life balance, culture and values, technology disruptions.

# EMPLOYER BRANDING REPORT – Sponsorship

A variety of **sponsorship & partnership opportunities** to benefit from comprehensive media exposure will be available including a **complimentary digital employer branding campaign and free job advertising for 2 to 6 months**, starting Jan 2020.

## Sponsorship benefits summary

1. **SPONSORSHIP CONFIRMATION:** before the 30 Nov
2. **RESULTS:** available Dec 2019
3. **EMPLOYER BRANDING CONFERENCE, 2020:** presentation of survey high level results

Details	DIAMOND	PLATINUM	GOLD	SILVER
<b>PRICE</b>	<b>\$3,500</b>	<b>\$2,000</b>	<b>\$1,300</b>	<b>\$850</b>
<b>NUMBER SPONSORS</b>	<b>3</b>	<b>5</b>	<b>8</b>	<b>15</b>
<b>Survey launch</b>				
Social media announcements	Yes	Yes	Yes	Yes
News coverage & HRINC media content	Yes	Yes	-	-
Logo at end of survey questionnaire	Yes	Yes	-	-
<b>Employer branding report</b>				
Thank you note in Introduction	Yes	Yes	Yes	Yes
HR interview quotes	3	2	1	-
Logo in the report	Yes	Yes	Yes	Yes
Report copies	2 hard copies	2 hard copies	1 hard copy	1 hard copy
HR Consultation	4 h	3 h	2 h	2 h
<b>HR Conference</b>				
Speaker / panel opportunity	Premium	Standard	Limited	No
Logo exposure	Yes	Yes	Yes	Yes
Conference Invitation	2	2	1	1
Marketing table outside conference room	Yes	Yes	-	-
<b>Marketing digital campaign HRINC portal</b>	<b>6 months</b>	<b>4 months</b>	<b>3 months</b>	<b>2 months</b>
Logo on HRINC job portal	Yes	Yes	Yes	Yes
Interview with HR Manager Job portal	Yes	Yes	-	-
Complementary job adverts	Yes	Yes	Yes	Yes
Sponsor logo on emails to 40k candidates	Yes	Yes	Yes	Yes

# DIAMOND Sponsorship



As a Strategic Diamond Partners, you will enjoy the highest level of branding and exposure during the launch, implementation, conference and a wide range of branding benefits over a period of 6 months after

**\$3,500**



# Unique branding opportunities for Diamond sponsors

## SURVEY LAUNCH CAMPAIGN

HRINC will officially launch the survey in social media and sponsors will be named

Logo will appear in all announcements and & social media covers (FB & LinkedIn)

Mention in all press coverage and exclusive features with media partners

Sponsors' name and logo will appear in the email sent to individuals to filling in the survey questionnaire

Sponsors' logo will also appear at the end of the survey questionnaire

Sponsors will be named in articles providing content on HRINC Employer branding survey

## RESULTS REPORT – DEC 2019

Thank you note to sponsors in the report introduction

Interview quotes with HR Manager or Senior Manager in the report

Logo and name of the sponsor will appear on the back cover of the report

Electronic and 2 hard copies will be delivered to our Diamond sponsors as soon as the report is completed

HRINC will provide 4 h consultation to our diamond sponsors: analytics into action

## HR CONFERENCE – JAN 2020

2 complimentary invitations to the Conference

Logo and name on Premium Spot of conference backdrop and banners

Sponsors will be recognized in the event agenda and thanked at the beginning of the conference

Logo will appear in presentation and by the registration counter

Table to display own sponsor marketing material

Display of own sponsor flags or stands

Be member of panel discussion

Meeting & photo opportunity with speakers

## COMPLIMENTARY MARKETING & ADVERTISING CAMPAIGN

**6 MONTHS**

Logo and name of the sponsor will appear on HRINC new job portal

Interview quote with HR Manager or Senior Manager will appear on HRINC job portal

Link to sponsor career website so candidates can access straight to understand better about your company

Complimentary job advertising on new HRINC job portal

Logos will be on emails to 40k professional candidates

# PLATINUM Sponsorship



As a Platinum sponsor, your company will receive a great range of benefits and branding exposure during the launch, implementation and conference, and a wide range of branding benefits over a period of 4 months

**\$2,000**





# Unique branding opportunities for Platinum sponsors

## SURVEY LAUNCH CAMPAIGN

HRINC will officially launch the survey in social media and sponsors will be named

Logo will appear in all announcements and social media covers (FB & LinkedIn)

Mention in all press coverage and exclusive features with media partners

Sponsors' name and logo will appear in the email sent to individuals filling in the survey questionnaire

Sponsors' logo will also appear at the end of the survey questionnaire

Sponsors will be named in articles providing content on HRINC Employer branding survey

## RESULTS REPORT – DEC 2019

Thank you note to sponsors in the report introduction

Interview quotes with HR Manager or Senior Manager in the report

Logo and name of the sponsor will appear on the back cover of the report

Electronic and 2 hard copies will be delivered to our Platinum sponsors as soon as the report is completed

HRINC will provide 3 h consultation to platinum, and diamond sponsors: analytics into action

## HR CONFERENCE – JAN 2020

2 complimentary invitations to the Conference

Logo and name on Standard Spot of conference backdrop and banners

Sponsors will be recognized in the event agenda and thanked at the beginning of the conference

Logo will appear in presentation and by the registration counter

Display own sponsor marketing material

Display of own sponsor flags or stands

Be member of panel discussion

Meeting & photo opportunity with speakers

## COMPLIMENTARY MARKETING & ADVERTISING CAMPAIGN

**4 MONTHS**

Logo and name of the sponsor will appear on HRINC new job portal

Interview quote with HR Manager or Senior Manager will appear on HRINC job portal

Link to sponsor career website so candidates can access straight to understand better about the company

Complimentary job advertising on new HRINC job portal

Logos will be on emails to 40k professional candidates

# GOLD Sponsorship



As Gold Partners, you will enjoy branding and exposure during the Survey launch, implementation and HR Conference, and a range of branding benefits over a period of 3 months

**\$1,300**



# Unique branding opportunities for Gold sponsors

## SURVEY LAUNCH CAMPAING

HRINC will officially launch the survey in social media and sponsors will be named

Logo will appear in Limited announcements and & social media covers (FB & LinkedIn)

Mention Limited in press coverage and exclusive features with media partners

Sponsors' logo will also appear at the end of the survey questionnaire

Sponsors will be named in articles providing content on HRINC Employer branding survey

## RESULTS REPORT – DEC 2019

Thank you note to sponsors in the report introduction

Limited Interview quotes with HR Manager or Senior Manager in the report

Logo and name of the sponsor will appear on the back cover of the report

Electronic and 1 hard copies will be delivered to our Gold sponsors as soon as the report is completed

HRINC will provide 2 h consultation to Gold sponsors: analytics into action

## HR CONFERENCE – JAN 2020

1 complimentary invitation to the Conference

Logo and name on conference backdrop and banners

Sponsors will be recognized in the event agenda and thanked at the beginning of the conference

Logo will appear in presentation and by the registration counter

Meeting & photo opportunity with speakers

## COMPLIMENTARY MARKETING & ADVERTISING CAMPAING

**3 MONTHS**

Logo and name of the sponsor will appear on HRINC new job portal

Complimentary job advertising on new HRINC job portal

Logos will be on emails to 40k professional candidates

# SILVER Sponsorship



As Silver Partners, you will enjoy the basic level of branding and exposure during the Survey launch, implementation and conference, and branding benefits over a period of 2 months

**\$850**



# Unique branding opportunities for Silver sponsors

## SURVEY LAUNCH CAMPAING

HRINC will officially launch the survey in social media and sponsors will be named

Logo will appear in Limited announcements and & social media covers (FB & LinkedIn)

Mention Limited in press coverage and exclusive features with media partners

## RESULTS REPORT – DEC 2019

Thank you note to sponsors in the report introduction

Logo and name of the sponsor will appear on the back cover of the report

Electronic and 1 hard copies will be delivered to our Silver sponsors as soon as the report is completed

HRINC will provide 2 h consultation to Silver sponsors: analytics into action

## HR CONFERENCE – JAN 2020

1 complimentary invitation to the Conference

Logo and name on conference backdrop and banners

Sponsors will be recognized in the event agenda and thanked at the beginning of the conference

Logo will appear in presentation and by the registration counter

Meeting & photo opportunity with speakers

## COMPLIMENTARY MARKETING & ADVERTISING CAMPAING

**2 MONTHS**

Logo and name of the sponsor will appear on HRINC new job portal

Complimentary job advertising on new HRINC job portal: jobs will be advertised at no cost

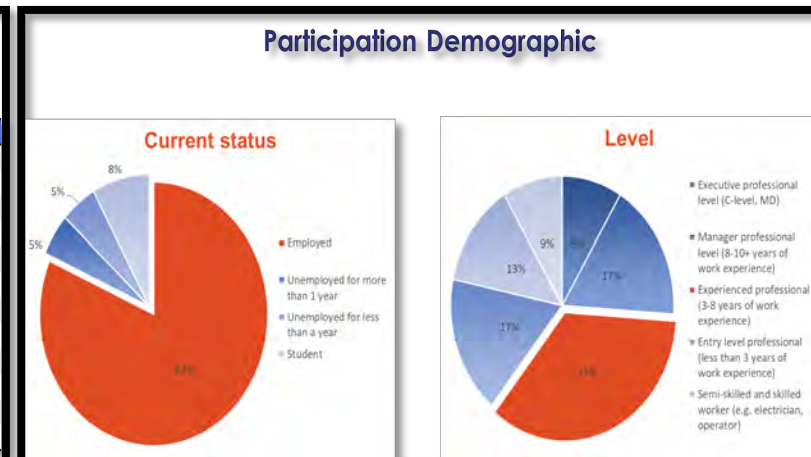
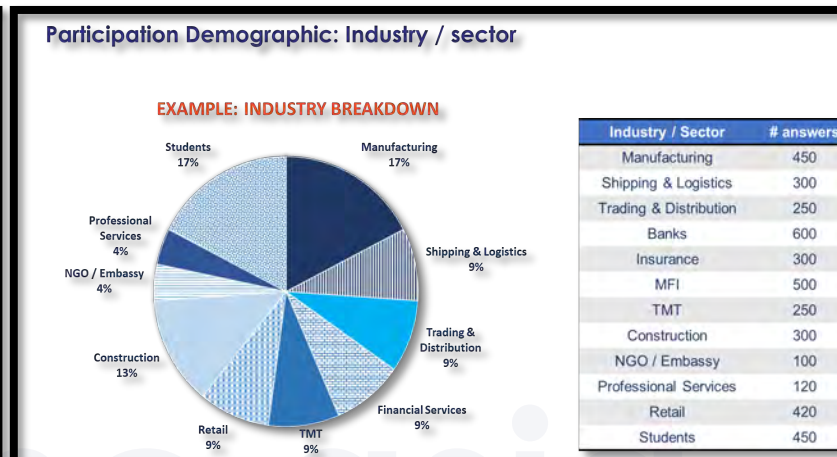
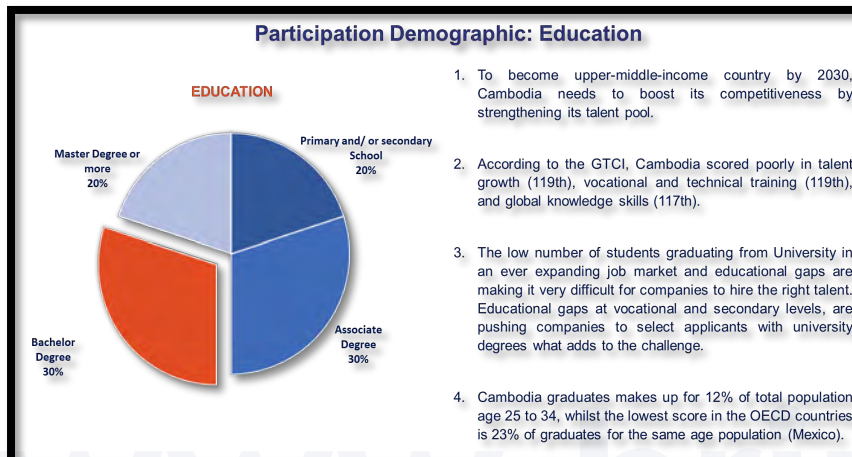
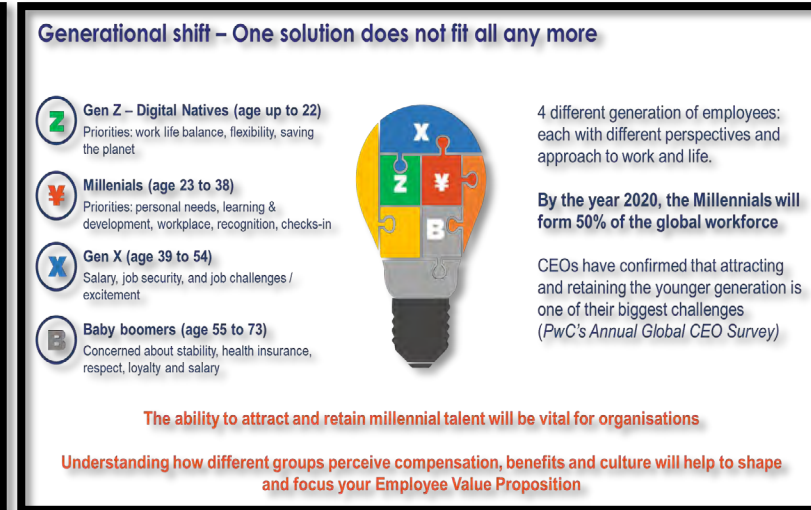
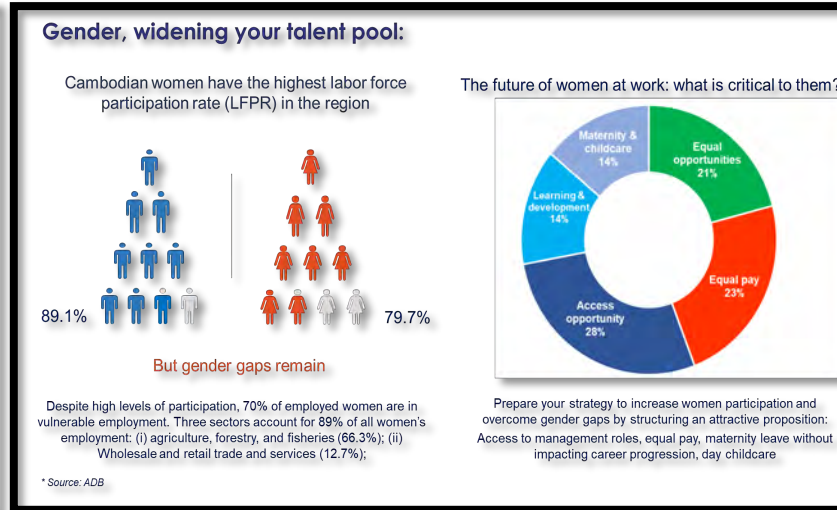
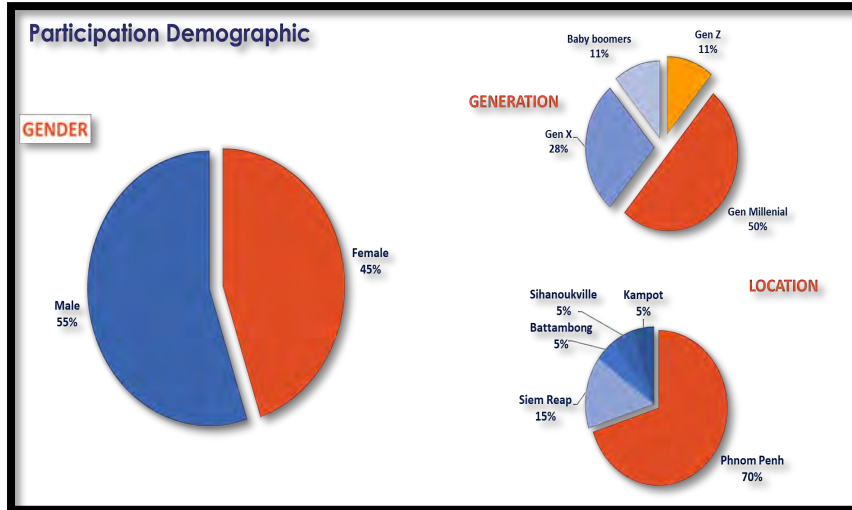
Logos will be on emails to 40k professional candidates

# Employer Branding Survey results

[www.hrinc.asia](http://www.hrinc.asia)

# EMPLOYER BRANDING REPORT – Results (example)

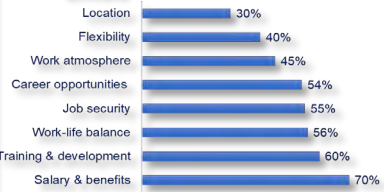
Detailed participation demographics will allow for in-depth analysis and report insights  
**HRINC will be able to provide customized reports for our clients**



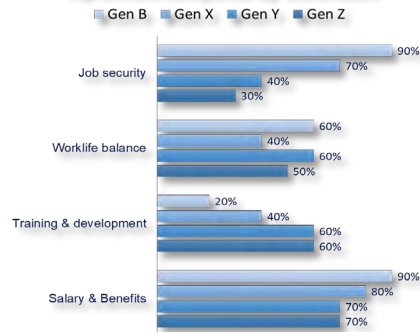
# EMPLOYER BRANDING REPORT – Results (example)

## Job attractiveness: what do employees want?

### Drivers



### Top drivers compared by Generation



Salary & benefits is the most sought after, although when comparing generational preferences, we see differences between younger and older generations.

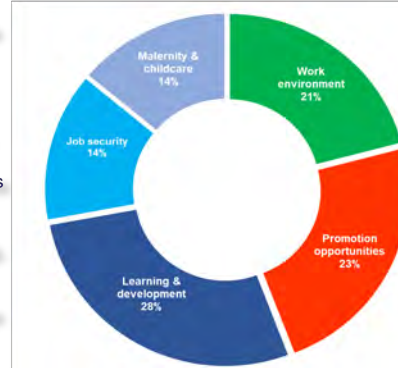
Employee Value Proposition needs to change and adapt to new approaches and evolve with technological changes and developments. We also need to listen to what employees want rather than offering what we think is right

## Employee retention drivers

Reasons why employees like to work for a particular company are not the same as those pushing employees to quit.

A high % of employees will not mention salary as a motivator to stay, so building your employer brand on a more diverse range of aspects will be key to your success attracting and retaining top talent

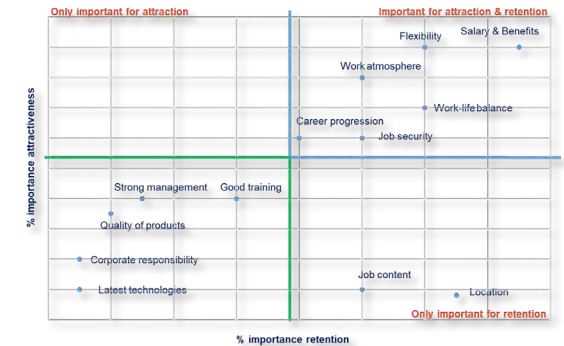
Companies caring for employee well-being, including support to women during their career and through family growth, will engage women at work and will serve as a motivator for other women to join.



## Employee drivers attraction vs. retention:

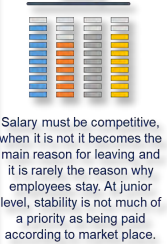
Location might not be a driver when employees are considering an offer but might become a main driver for retention, in which case more flexible working arrangements might help to keep key talent

There are key drivers that are highly important for both attraction and retention: hence more media content can be created around these drivers and EVP can be updated to consider these drivers



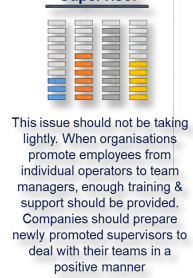
## Factors driving employees away

### Salary



Salary must be competitive, when it is not it becomes the main reason for leaving and it is rarely the reason why employees stay. At junior level, stability is not much of a priority as being paid according to market place.

### Issues with Supervisor



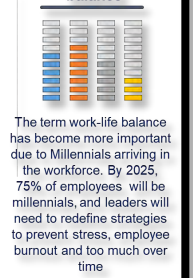
This issue should not be taking lightly. When organisations promote employees from individual operators to team managers, enough training & support should be provided. Companies should prepare newly promoted supervisors to deal with their teams in a positive manner

### No career path & promotion



Since Millennials make up for the biggest group in the workforce, it is important to understand how they operate, communicate to manage their expectations. Transparency on HR processes and decisions will be key to keep your talent.

### Work-life balance



The term work-life balance has become more important due to Millennials arriving in the workforce. By 2025, 75% of employees will be millennials, and leaders will need to redefine strategies to prevent stress, employee burnout and too much over time

## Female & Male switching behavior infographic:



**Recognition & rewards**  
Men are more likely to point out lack of recognition and low bonuses / incentives as main reason to leave employment.

**Work environment**  
Men are more likely to leave their jobs if the work environment is stressful or problematic

**Career path**  
Women likelihood of leaving their employer due to a limited career path

**Flexibility**  
Women are more interested than men in having flexible work arrangements

## We are dealing with different generations in the workplace, their intention to leave and the reasons why they want to stay will be different



**Gen Baby boomers**  
Age 55 to 73



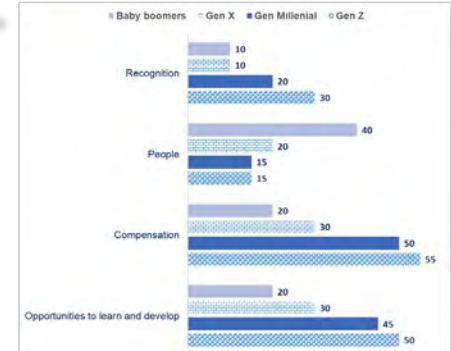
**Gen X**  
Age 39 to 54



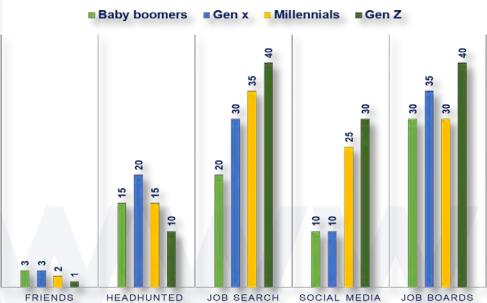
**Gen Millennials**  
Age 23 to 38



**Gen Z**  
Age up to 22



## Job search channels: developing a multi channel strategy approach



1. Have you developed your hiring metrics? What is your time to hire ratio? Do you have enough applicants?
2. Do you need to expand Job advertising efforts?
3. Have you looked at all media options?
4. How about job content and employees testimonials to increase number of applicants?
5. Are you considering how each generation might approach job search differently?
  - Are younger people more technology driven?
  - Are gen X less likely to be an active job seeker? How about executive search?

# 86%

## OF JOB SEEKERS USE SOCIAL MEDIA IN THEIR JOB SEARCH

It's really important to have an idea of how many people know you as an employer. The more well-known and well-liked your company is, the more likely it is you'll attract high-quality candidates when hiring, because you will be their employer of choice.



# EMPLOYER BRANDING REPORT – Results (example)

## How top brands are elected: Internal vs External Brand

**Internal brand**  
=  
**Your employees vote your company**

What is the percentage of employees who will vote for you versus others?



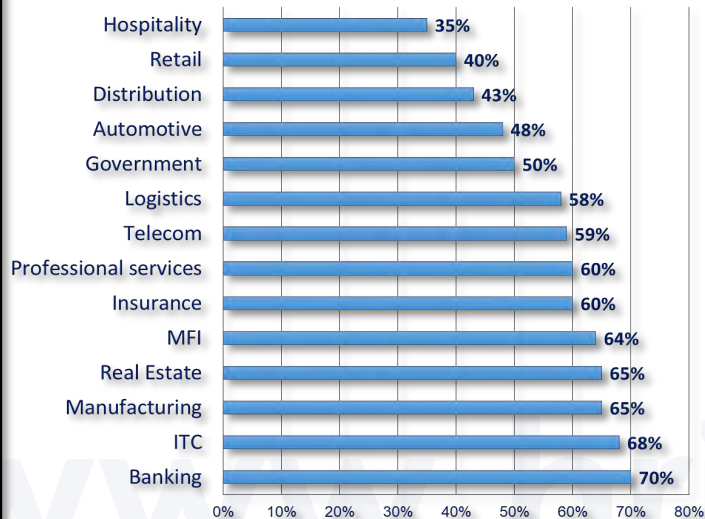
**External brand**  
=  
**Employers of choice ranking**

External talent pool decides which are the top employers based on their perceptions

Names of companies in the Ranking of top employers will not be shared, only sector will be disclosed

- HRINC will ask employees to disclose their employers but will not release a ranking by name
- Employers will be able to request their position in the ranking and will know the other ranked companies by industry / size / type
- **In addition to the general report, employers will be able to request personalized reports based on the results of their brand and their needs**

## Sector Attractiveness



### Attractive sectors

**ITC and Banking sectors** come across the most attractive sector following expansion and further interest of the government to consolidate and promote stability and growth through financial and technology development.

The expansion of the **banking sector** post Global Financial crisis has avoided negative press as compared to Western countries where financial services rank 42%.

**Cambodia's real estate sector** has achieved unprecedented growth in the past few years as excitement builds around big shiny condos. Real estate has been one of the country's best performing sectors in recent years and one of the pistons powering the economy. As a result has become a new contender for previously perceived to be the most attractive companies to work for.

**Retail** is coming short in support at the moment, but as Cambodia retail offering grows, it is expected they will continue expanding their workforce and therefore their attractiveness for the talent pool.

## Ranking of Industry attractiveness by main drivers

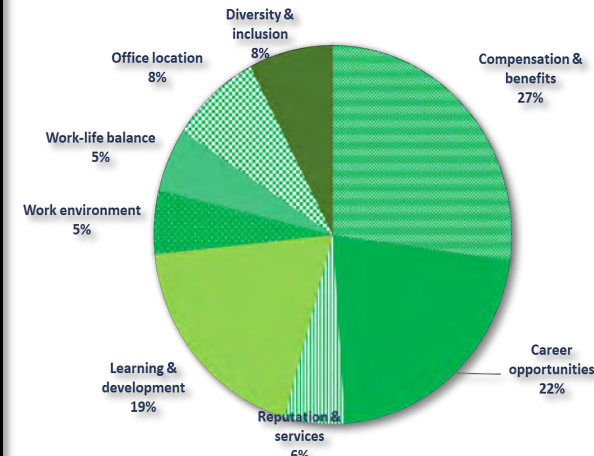
	Reputation & Services	Compensation & Benefits	Career & promotion	Learning & development	Work Environment	Work-life balance	Office location	Diversity & Inclusion
<b>Banks</b>	1	1	1	1	1	10	2	1
<b>Manufacturing</b>	2	5	10	3	5	8	3	10
<b>MFI</b>	3	4	8	9	4	11	9	8
<b>Professional services</b>	4	2	4	5	2	4	5	4
<b>TMT</b>	5	3	2	12	3	2	12	2
<b>Real Estate</b>	6	7	6	7	7	6	7	6
<b>Insurance</b>	7	6	7	6	6	1	6	7
<b>Education</b>	8	8	5	4	8	7	4	5
<b>Trading</b>	9	9	3	2	9	5	1	3
<b>Shipping &amp; logistics</b>	10	10	9	8	10	3	8	9
<b>Hospitality</b>	11	12	11	11	12	9	11	11
<b>Government</b>	12	11	12	10	11	12	10	12

# EMPLOYER BRANDING REPORT – Results (example)

## The talent market elects their top employers

Rank	Sector	Company type	No employees
1	Manufacturing	International	>1,000
2	Bank	Local	>1,000
3	Bank	Regional Asia	100 to 500
4	Manufacturing	Local conglomerate	>1,000
5	MFI	International	500 to 1,000
6	Bank	JV	>1,000
7	Professional Services: Tax, accounting, legal	Global	<100
8	<b>YOUR COMPANY</b>	<b>YOUR COMPANY</b>	<b>500 to 1,000</b>
9	TMT	Local	100 to 500
10	Bank	Regional ASEAN	100 to 500
11	Professional Services: Tax, accounting, legal	Regional	100 to 500
12	Manufacturing	Global	>1,000
13	Trade & Distribution	Global	>1,000
14	Retail	Local	100 to 500
15	TMT	Local	100 to 500

## What qualities were the main drivers when electing top brands

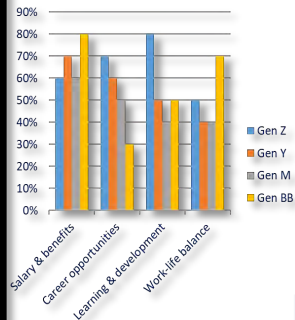


1. Companies ranked in the most attractive sectors score higher across most Employee Value Proposition drivers, what shows that a strong and diverse employer brand directly influences the willingness's to work for a company
2. Younger generations tend to find all sectors attractive enough having not experienced enough to have a favorite
3. Higher education respondents are also willing to work for other sectors which might be because of experience confidence

## Main drivers when electing top brands by industry

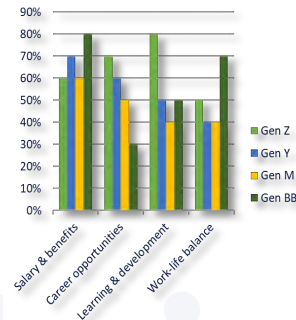
### Employee drivers in ITC

ITC is particularly attractive for younger and educated workforce.



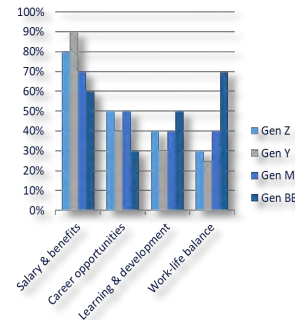
### Employee drivers in Banking

The expansion of the banking sector has pushed salaries and incentives creating a perception of best industry in Cambodia



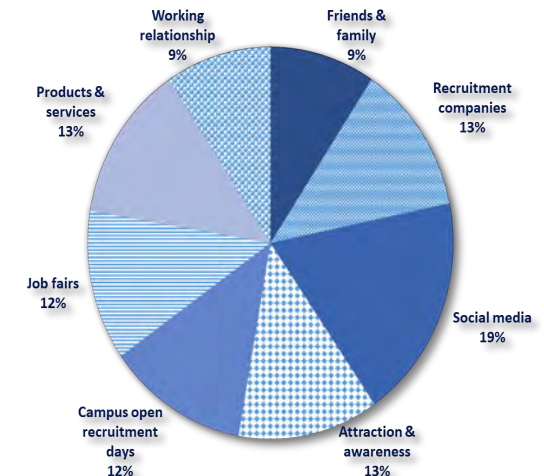
### Employee Drivers in Manufacturing

Provides a sense of the best job security among respondents



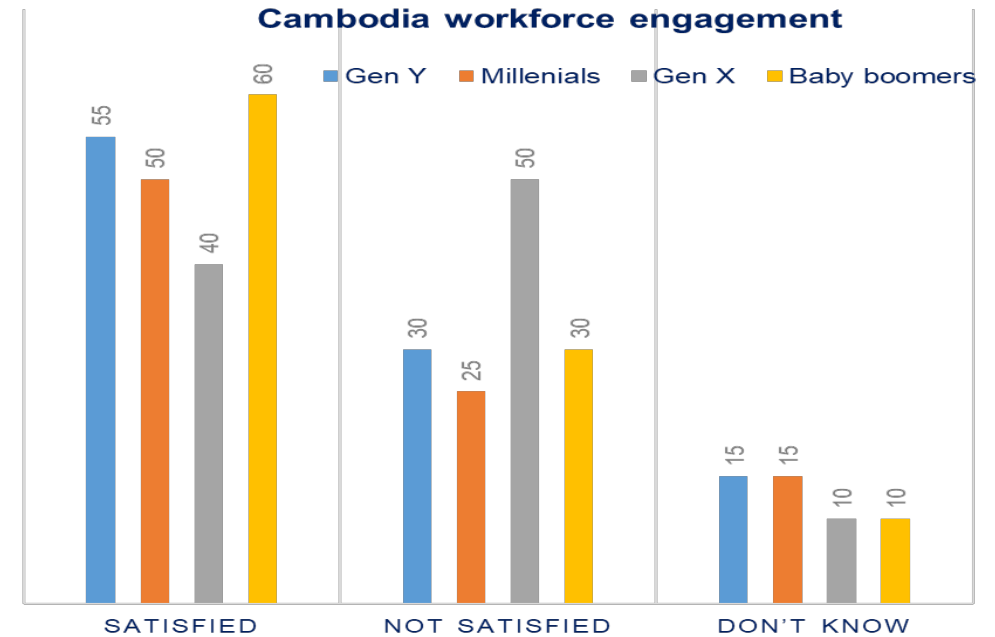
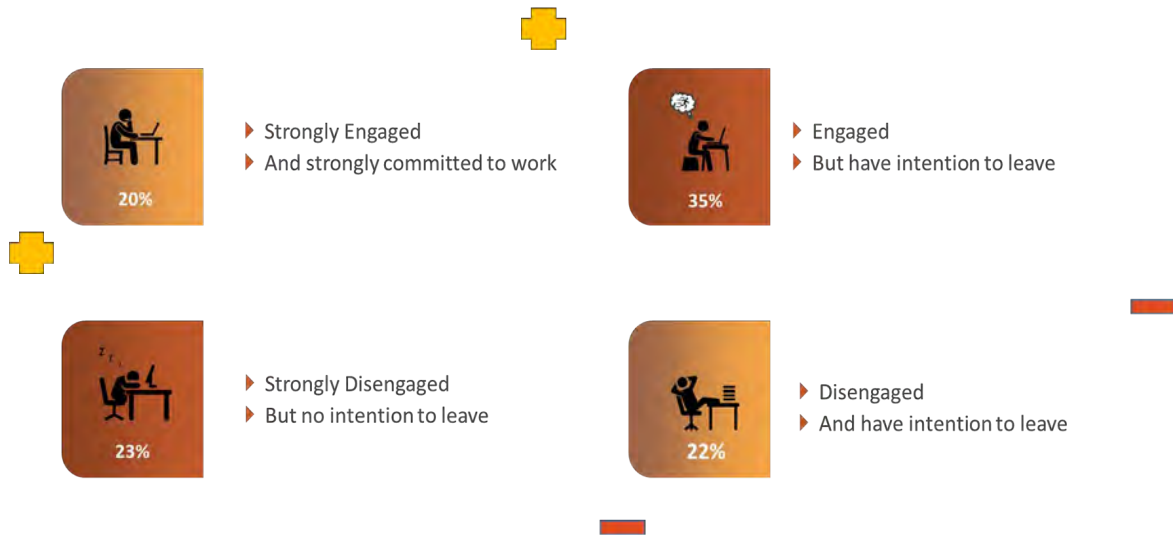
## How do candidates get to know about the top employer brands?

Understanding how candidates get to know about the top employers brands in Cambodia, will help you to focus your efforts and resources on what really works.



# CAMBODIA EMPLOYEE ENGAGEMENT – Results (example)

What is the level of engagement in Cambodia market place?



**Impact of positive engagement:**

<b>21%</b> Higher profitability	<b>24%</b> Less turnout in higher- turnover organizations	<b>70%</b> Fewer safety incidents	<b>17%</b> Higher productivity
	<b>59%</b> Less turnover in low- turnover organizations	<b>41%</b> Lower Absenteeism	

Source: [Building a High Development Culture Through Your Employee Engagement Strategy](#) - Gallu

# HRINC Employer Branding services

[www.hrinc.asia](http://www.hrinc.asia)

# Personalized Employer Branding Report

## HRINC Employer Branding Report

- Using data related to your company: answers from your own employees about your company and about external talent
- Comparing key indicators between your internal engagement and general engagement

## YOUR EXTERNAL BRANDING

- Surveying job candidates: professionals and students
- Monitoring your social media mentions and interactions
- Evaluating online company presence



## YOUR INTERNAL BRANDING

- Internal Engagement Survey
- Company metrics: # applicants, candidate quality, cost per hire, time to hire, employee retention rate, referral rate

# Employer Branding index: analysis of your brand efforts

## Brand awareness & Attraction:



- Building pipelines of candidates
- Company blog: employee level of participation
- Career webpages & social media pages
- Mobile easy access website
- Corporate social responsibility
- Media presence: # representing culture, employee participation & employee testimonials
- Publishing news & awards, company events, employee social activities and training
- University Recruitment
- Diversity & inclusion recruitment

## Recruitment & candidate experience:



- Apply best practices and has a clear process
- Job advertising: content and easiness to apply
- Job post diversification on job boards and social media: #, content, informational, diversity reach
- Hiring criteria, tips for interviews, next steps
- Recruitment process, career path, role content
- Internal team collaboration: act as key brand ambassadors
- Digitalisation & technology: video interviews, etc
- Reaching alternative & diverse talent pools
- Internal mobility: internal candidates
- Recruitment metrics: time to hire, number applicants

## Employee experience:



- Culture & Values - Mission & purpose
- Compensation & Benefits
- Management, transparency, decision making
- Career advancement – Learning & Development
- Environment, people and office
- Work-life balance – well being benefits
- Job Stability
- Performance and employee recognition
- Referral programs
- Employee engagement survey: What do your employees care about?
- Employee engagement pulse



# Employer Branding review:

## How internal & external talent perceive your brand

Do you have particular issues you would like to address?

HRINC can select a sample of former & current and external talent pool and conduct confidential interviews.

HRINC will produce a report and advise on next steps.



**Former employees**

Why they left

**Current employees**

What do they like & not

**External talent**

Their perceptions

# Facts about HRINC Group group



- Is the number of years we have worked in the ASEAN region.



- Is the number of full time professional staff servicing clients across the globe..



- Is the Number of woman who manage our group at Group Level



- Is the number of professional woman working in our group



# Facts about our group

1000+

Outsourced  
Employees

- Is the number of outsourced workforces and professional staff we service across the region helping our clients focus on their core business

15,000+

Compensation  
data points in  
Cambodia Annually

- Is the number of employees represented in our salary surveys in Cambodia

40,000+

Professional talent  
pool and growing

- Is the number of registered and up to date professionals on our recruitment database

200+

Consulting Projects

- Is the number of consulting projects we have worked on from value chain assessments, to agriculture and SME development, financial services, education, skills, health and labor market



With over a decade of experience in the South East Asia Region and offices in Cambodia and Myanmar, HRINC is the provider of choice when it comes to HR implementation for many of the world's most recognisable companies and organisations when doing business in the ASEAN region. With more than 100 qualified full-time professionals we service global corporations and Fortune 500 companies, regional conglomerates, SMEs and emerging entrepreneurs, governments and the donor and not-for-profit sector.

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