

introducing randstad to you.




randstad

partner for talent.



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benjamin elms
managing director
randstad hong kong

moving you forward in hong kong.

the world's most equitable
and specialised talent company.

In today's evolving business landscape, employers and talent are venturing into uncharted territory. With the rapid growth of the digital economy and enhanced global connectivity, the Greater China region is at the forefront of shaping workforce trends.

Amidst the shifting business landscape, one challenge stands out — talent scarcity. Securing the right talent at the right time is critical for your organisation's success.

Against the backdrop of a changing world of work, our vision is underpinned by two clear principles.

need for specialisation

Our specialisation approach ensures that all talent and clients receive the focused expertise they are looking for. By understanding their industries, markets, and skills needs, Randstad is uniquely positioned to transform their workforce to meet current and future business imperatives and ambitions.

importance of equity

Promoting equity isn't just the right thing to do, it is also a business imperative. To deliver the best talent to our clients, we need to consider every individual, especially in a talent-scarce world.

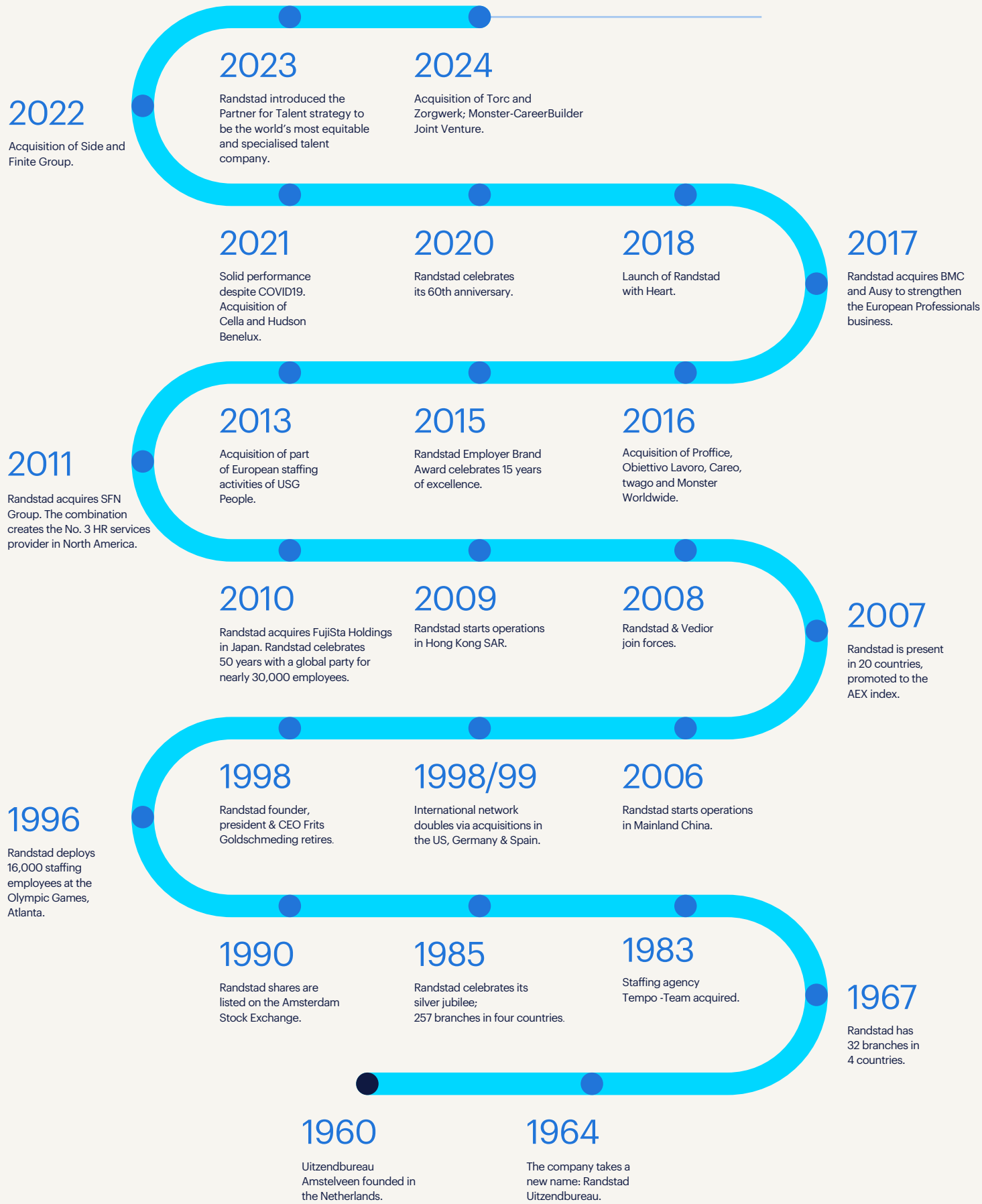
a trusted partner for talent

Our partner for talent strategy is how we deliver our vision. It puts our focus on being a partner for both our clients and the talent themselves. It also ensures talent receive the focused support they require and clients get the specialised skills and expertise their businesses need.

At Randstad, we empower organisations to thrive through our comprehensive workforce consulting, talent recruitment, and management services.

As the demand for top talent becomes increasingly competitive, we are dedicated to helping you identify, nurture, and retain exceptional talent.

our journey.



how far we have come.

Our story started in 1960 when two young economics graduates – Frits Goldschmeding and Gerrit Daleboudt – founded Randstad to help people find jobs, and in turn, income stability, career fulfilment and independence.

Despite decades of evolution and transformation, we stay rooted in our humble beginnings and talent remains firmly at the heart of everything we do.

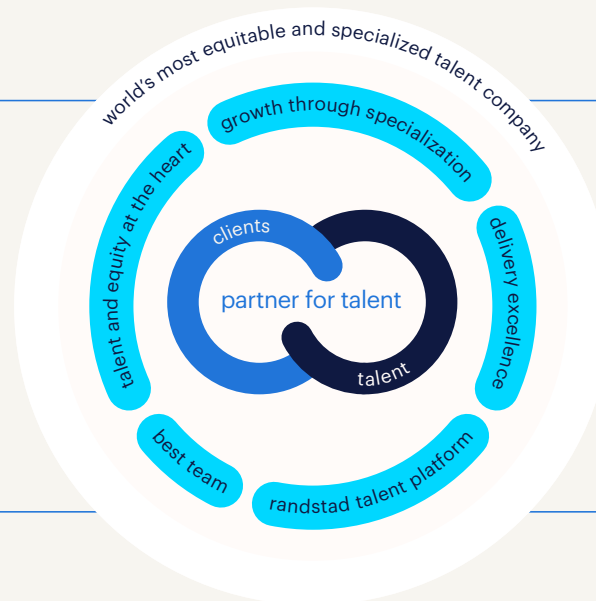


global focus, local experts.

our global presence

our strategy

operational
professional
digital
enterprise



our business model

talent solutions

- temporary talent
- permanent talent
- in-house solutions
- interim assignments
- freelance
- projects (SOW)
- consultancy
- outplacement & career development
- MSP/RPO

in asia pacific



€ 2,382
revenue in millions (2024)



115,900
number of talent working
(on a weekly basis)



6,490
corporate employees



8
markets



127
branches



175
outlets, including
48 in-house

randstad greater china at a glance

Headquartered in the Netherlands, Randstad set sail for Hong Kong in 2009 and China in 2006. In Greater China, Randstad provides a comprehensive range of recruitment services and human resources solutions including:

- permanent recruitment
- executive search
- temporary recruitment & staffing
- HR support & payrolling
- business process outsourcing (BPO)
- bulk and project recruitment

Across Greater China, we can be found in these cities:

- Hong Kong SAR
- Shanghai
- Beijing
- Guangzhou
- Shenzhen
- Suzhou
- Nanjing



€ 24,122
revenue in millions (2024)



570,300
number of talent working
(on a weekly basis)



41,400
corporate employees



4,253
outlets in 39 markets



260,300
permanent placements
(including RPO)



50%
women in
management positions



included in AEX ESG Index
included in Dow Jones Sustainability Index



what we stand for.

Our values shape our culture.
They help us develop, grow and better serve our
clients, candidates and other stakeholders.

to know

We are experts. We know our clients, candidates, suppliers and other business partners.
In our business, it is often the details that count the most.

to serve

We succeed through a spirit of excellent service, exceeding the core requirements of
our industry.

to trust

We are respectful. We value our relationships and treat people well.

striving for perfection

We always seek to improve and innovate. We are here to delight our clients and
candidates in everything we do. This gives us our edge.

simultaneous promotion of all interests

We see the bigger picture and take our social responsibility seriously. Our business
should always benefit society as a whole.



contracting & payrolling services.

In today's dynamic business landscape, accessing the right talent at the right time is crucial for success. Randstad delivers comprehensive contracting solutions for businesses in Greater China.

We provide unparalleled talent access, streamlined recruitment processes, and better cost controls, all while ensuring compliance and risk mitigation. Our dedicated account managers offer personalised support throughout the process, ensuring a positive experience for both you and our talent.

payrolling
Contractors are sourced by organisations while Randstad is responsible for payrolling, so that you can have more time to focus on your business and people.

contract staffing solutions
Our end-to-end solutions that start from talent sourcing, candidate interviews, onboarding and payroll administration.

Partner with Randstad to experience the difference.

benefits of a flexible and agile workforce.

- 

adjust to work fluctuations and changing business requirements
- 

maintain an agile workforce to achieve higher productivity
- 

evaluate talent skills before making a commitment
- 

improve cost & time efficiencies
- 

access to specialised consultants across key industries

our service offering	benefits
fully compliant management process for timesheet and payslip management	<ul style="list-style-type: none">minimise likelihood of manual errorstimely processtransparency
dedicated team with functional specialists	access to experts in legal, payroll, contracting and recruitment
established contracting and payroll process	shorter lead time for managing transitions and contract renewals
shared service teams	in-house contracting administrative work
specialist recruitment team	fast and accurate match to your job requirements



randstad operational.

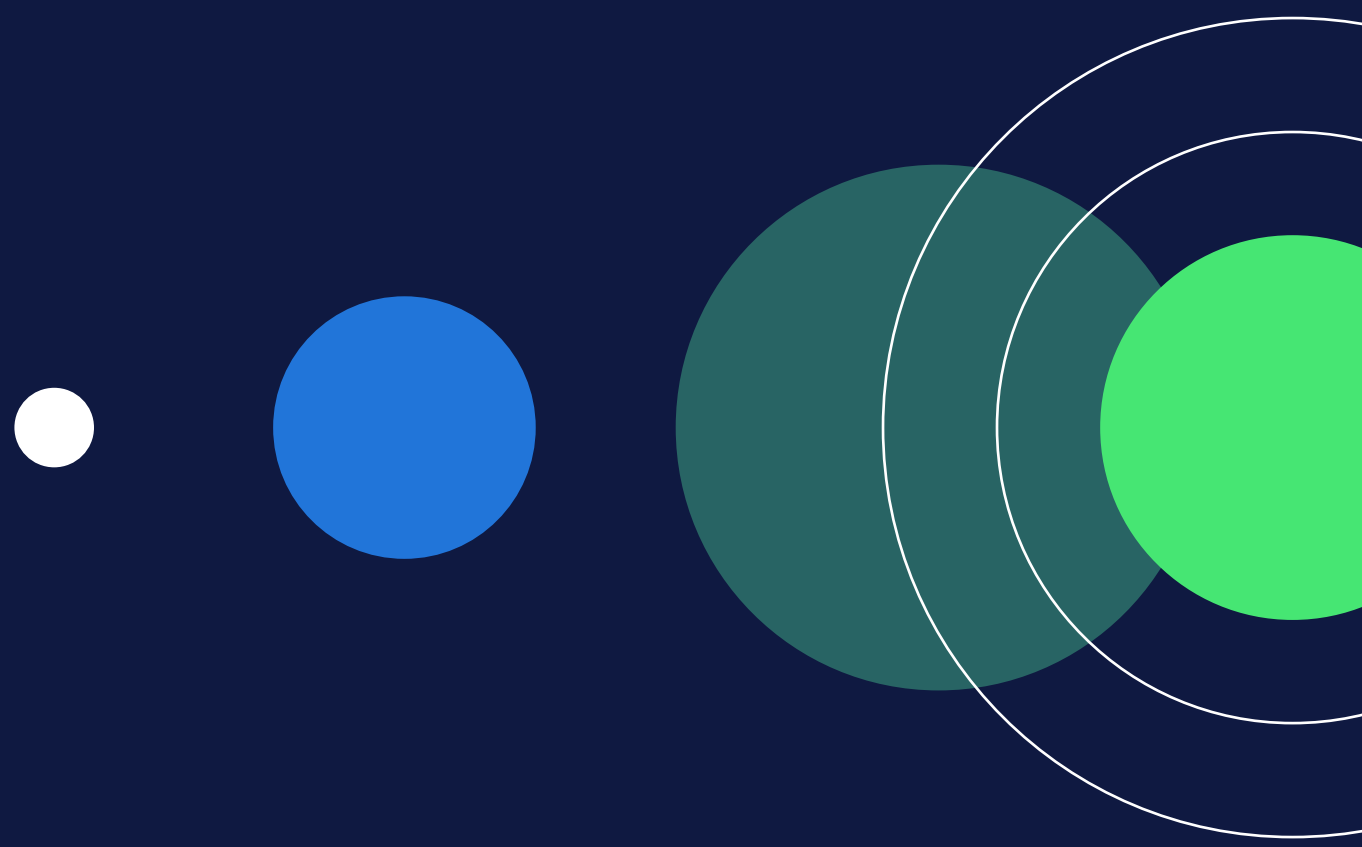
In today's dynamic business environment, you want more than just access to talent. In critical operational roles, we understand that time and efficiency are crucial.

Randstad specialises in connecting employers with highly-skilled professionals equipped with the technical and knowledge proficiency and adaptability required to keep your organisation running smoothly.

With a wide network of qualified and flexible talent, we ensure high-quality delivery at every stage, connecting companies in various service-oriented and industrial sectors with in-demand talent to drive innovation, efficiency, and growth. With Randstad's Operational Talent Solutions, you can simplify your recruiting and scale your workforce on demand — quickly and cost-effectively.

Build a high-performing team with Randstad's Operational Talent Solutions.

-  call centre & customer service
-  retail
-  supply chain & logistics
-  hospitality
-  manufacturing & operations



randstad professional.

The global talent landscape is ever-evolving, with artificial intelligence, new ways of working, talent scarcity and general uncertainty posing challenges to organisations looking for professional talent.

Alongside these developments, demand for specialist skills is growing. Technology is driving organisational transformation which in turn creates fierce competition for talent with the knowledge and skills to drive organisational change and performance.

With our global reach and local expertise, key market insights, and digital talent management solutions, we help employers find the talent they need to drive growth, transformation and agility.

Under Professional Talent Solutions, we bring diverse and pre-qualified professional talent and businesses together to connect the right people to the right roles in the right environment where they can thrive.

Find in-demand, professional talent — when you need it.

- | | |
|--|--|
|  accounting & finance |  engineering & R&D |
|  automotive |  HR & legal |
|  banking & financial services |  IT & digital |
|  business support |  insurance |
|  construction & property |  life sciences & healthcare |
|  education |  sales & marketing |



randstad enterprise.

Randstad Enterprise is the leading global talent solutions provider, enabling companies to create sustainable business value and agility by keeping people at the heart of their organisations. As part of Randstad N.V. — the global leader in the HR services industry with revenue of € 25.4 billion — Randstad Enterprise combines unmatched talent data and market insights with smart technologies and deep people expertise.

Our integrated talent solutions – talent acquisition (RPO, MSP, services procurement/SOW and talent BPO) delivered through Randstad Sourceright, and talent development and transition (talent mobility, career coaching and outplacement) delivered through Randstad RiseSmart – help companies build a skilled and agile workforce that moves their business forward.

For more information, visit www.randstadenterprise.com.



advisory

Randstad Enterprise advisory services offer an independent, outside-in review and analysis of your talent acquisition and retention strategies. We help you find your rhythm and your competitive edge.



talent acquisition

Randstad Sourceright's recruitment process outsourcing (RPO) solutions help you scale quickly while delivering an exceptional experience to talent and hiring managers.

Our managed services programmes (MSP) can help you achieve cost savings without compromising talent quality. Get the visibility, control and intelligence that you need to effectively manage your flexible workforce.



talent development

Randstad RiseSmart helps to support your employees throughout their career journeys with 1:1, on-demand career coaching for everyone. Employees receive tailored guidance and resources as they explore ways to improve multiple facets of their work lives.



talent transition

Navigate organisational change with confidence with Randstad RiseSmart's tech-and-touch outplacement solutions. Provide support for transitioning employees that delivers strong results, while also helping businesses retain and redeploy existing employees and attract new talent.

why work with us.



specialist recruitment consultants

- specialised recruiters with in-depth industry expertise
- comprehensive recruitment solutions tailored to your needs
- dedicated client solutions team for consistent support

our priority: data security & compliance

- ISO 9001 certification and ISO/IEC 27001:2022 (China)
- MLPS 2.0 (Level-3) certification (China)
- proactive risk management and compliance aligned with industry regulations

our focus on equity

- Equity is at the heart of everything we do, and we work to create a fairer labour market where decent jobs offer prosperity and security are accessible.
- 'Randstad with Heart' programme
 - VSO

our regional network & global connectivity

- access to wide and diverse pre-screened talent pools around the world
- strong local relationships and market understanding
- in-depth knowledge of labour markets and culture to support cross-border recruitment

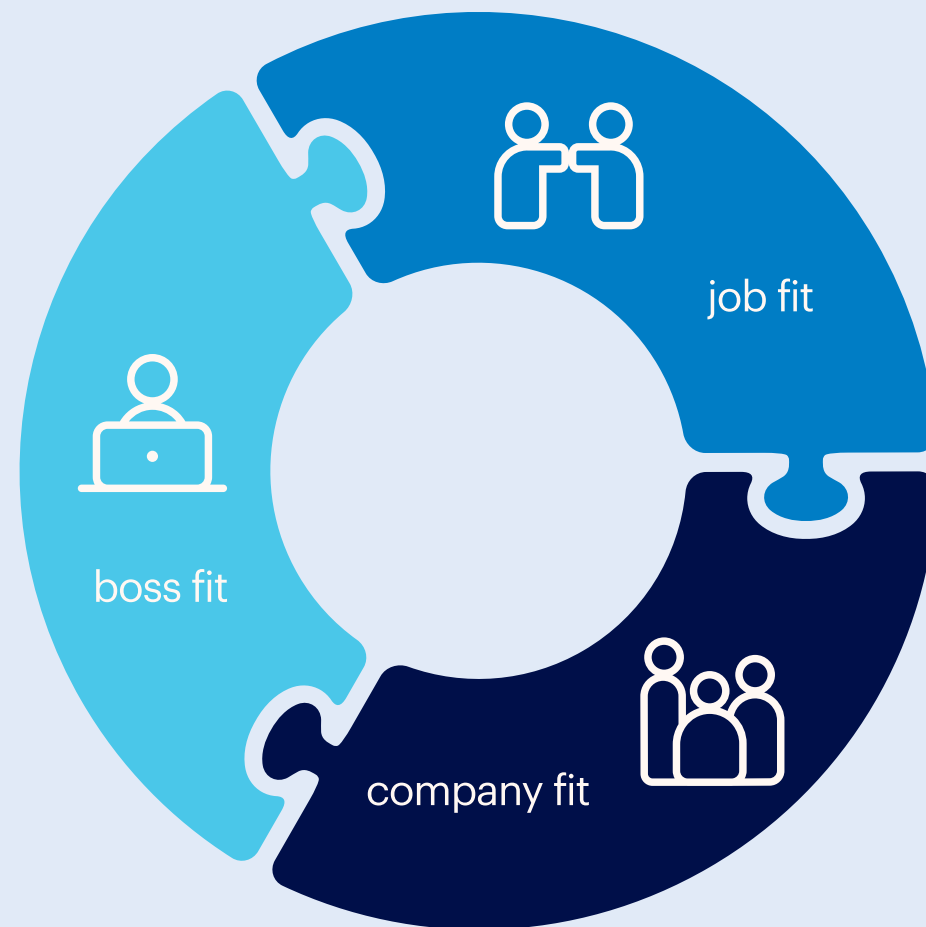
high-standard process you can trust

- industry-standard compliant service process
- mitigated employment risks
- high productivity and outcomes
- accessibility and accountability

our sustainability framework

- We shape and improve the world of work through our core activities, social dialogue and societal impact programmes
- promote a fair labour market
 - foster equity at heart
 - support the green transition

the way we source and match.



We're unique in the way we source and match, our focus on specialisation and True-Fit methodology offers a much more rigorous approach to talent evaluation.

The methodology quantifies fit through objective assessments, removing subjectivity and bias from the hiring process. Our approach towards talent recruitment integrates multiple dimensions — job fit, boss fit, and company fit — into a comprehensive evaluation, recognising that finding and retaining the right talent requires alignment across all these factors.

strategic sourcing and talent intelligence.



talent database

We have an extensive database of pre-screened talent from Greater China's working population.



headhunting

We use in-depth talent and industry mapping and interview strategies to find candidates who best match our clients' needs.



referrals

We offer competitive incentives to drive high-quality talent referrals within our candidate network.



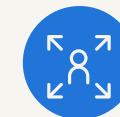
advertising

Leverage our specialist job boards, professional networking sites, social media channels, and traditional media to expand your reach and connect with untapped talent.



paid social

We implement highly targeted campaigns to audience groups across a range of social channels to generate more job applications for our clients.



social selling

Our consultants actively build and maintain their social networks and relationships with talent.



strategic partnerships

We actively partner with educational institutions and industry associations to further widen our talent pool.



direct marketing solutions

We implement content-based lead generation, and direct digital marketing campaigns to attract and engage talent.



website

Our website is always optimised and mobile-responsive to make job search and applications easy from every platform.



SEO & SEA

Our ongoing investment in search engine optimisation and paid search ensures top visibility to attract quality candidate leads.



global network

We have access to a global network of talent across all major disciplines and industries.



events

We host networking events, career talks and workshops to help you build stronger connections with top talent.

in recruitment, less is more.

step into an exclusive partnership with us.

Working with a talent company on exclusive terms promises you a high-touch experience, as well as time and cost efficiency.

factors

multiple recruiters

exclusive partnership with randstad



speed

Using multiple agencies may fill the role faster, but it can also lead to duplicate or unsuitable applicants due to a lack of understanding of your hiring needs.

Finding the right talent demands clear communication, precise matching, and actionable feedback. Our expert consultants and a database of over millions of candidates ensure we deliver the perfect fit for your needs.



quality

When time is of the essence to complete the job, you may receive a shortlist of candidates who haven't been screened, briefed or qualified to ensure that they are the best fit for the role.

Enjoy priority access to our network of qualified talent who meets your exact hiring skills and experience needs.



service
measurement

With multiple agencies operating at different service levels, you may lack consistent feedback and service metrics to evaluate your experience effectively.

We maintain close communication with our clients throughout the entire process, seeking regular and constructive feedback to continuously improve our services and deliver improved results.



account
management

You will need to manage several recruitment agencies on your own.

With a dedicated account manager, we ensure alignment on our partnership through service level agreements and regular review sessions.



brand
ambassador

Candidates may not fully understand how your company can meet their career needs if recruiters represent your employer brand differently in an effort to secure talent quickly.

Our deep understanding of your employer brand through ongoing interactions with you and your business ensures that you are always represented consistently.



candidate
experience

Although recruiters serve as intermediaries, your employer brand may dilute if they are unable to accurately or consistently communicate the hiring requirements and company culture.

Through comprehensive briefs, we clarify your hiring expectations to ensure alignment from the outset. This approach keeps our talent engaged and increases the success rates of your talent outcomes.



recruitment
efficiencies

When you work with several firms, you may experience a conflict of interest or be unable to negotiate on service level agreements in your favour.

Be able to negotiate for a concession in return for an agreed period of exclusive consultancy and recruitment services with Randstad.



thought leadership.

connecting you with the latest insights.

Stay ahead of the curve with our thought leadership content, as we deliver timely insights and analyses on the critical issues to offer actionable insights and practical strategies to navigate the evolving landscape of talent management in Hong Kong and Greater China.

[employer brand research](#)

The Randstad Employer Brand Research is the world's most comprehensive, independent research in employer branding. It provides unique talent insights, as well as year-on-year analysis to support company's efforts in workforce engagement and talent attraction.

[workmonitor](#)

Our Workmonitor study, launched at the World Economic Forum every year, provides employers with an inside look at talent attitudes, ambitions and expectations as the world of work continues to transform.

[HR trends and insights](#)

Randstad's collection of white papers, HR articles and resources offers insights, opinions and research from industry experts and talent. Access videos, articles and white papers on our website to guide your workforce strategies.



impacting lives
in every way.

As an equitable talent company, it's our responsibility to foster an inclusive work environment and create equal opportunities to level the playing field.

equity, diversity, inclusion and belonging (ED&IB)

Randstad is strongly committed to equality, inclusion, diversity and belonging. We believe that inclusivity is key to building a more agile, productive, and innovative workforce that reflects our candidate and client base, and the society in which we work.



equity.

Equity is about taking action to close the pay gap and make sure all groups have the same access to opportunities.



diversity.

Diversity is about respecting and welcoming differences among all communities.



inclusion.

Inclusion is diversity in action. It's about making sure that every person can bring their whole self to work.



belonging.

Belonging is our end goal. It's how we want every single person across our teams to feel.

We participate in many socially involved, philanthropic and sustainability initiatives with an aim to support as many people as possible throughout their working lives.

sustainable development goals

Randstad aims to contribute to a sustainable future, both socially and economically, through facilitating the development of fair and efficient labour markets across the world.

We have committed ourselves to the UN's Sustainable Development Goals (SDGs) — Quality Education (SDG 4), Gender Equality (SDG 5), Decent Work and Economic Growth (SDG 8), Reduced Inequalities (SDG 10), and Climate Action (SDG 13) — to promote sustainable economic growth for our now and future generations.

randstad with heart

Our global programme enables all of our employees to do voluntary activities annually during working hours for a charity of their choice.

Our Corporate Citizenship efforts harness the passion and commitment of our employees who go above and beyond to bring work closer to those who might otherwise be overlooked. Through volunteer projects, not-for-profit partnerships and corporate giving, we help people across the world to reach their full potential.

talent makes us who we are.

The world of work is changes, shaped by three fundamental changs — talent scarcity, a desire for deeper partnerships and digital advancements.

Your relationship with your talent will continue to evolve, and together, we have a unique opportunity to shape the future of work. In a world where talent scarcity will remain a real organisational challenge, you have the opportunity to stay ahead by gaining a competitive edge through insights at the intersection of talent demands and organisational needs. As we embrace the new social contract between employers and talent, our focus remains on ensuring that your organisation not only keeps up but also sets the pace in your industry.

It begins with our deep understanding of what today's talent-driven organisation needs for its workforce and how we can meet these evolving expectations in a sustainable and value-oriented way. Based on informative and meaningful conversations, we develop effective solutions that are aimed at helping organisations achieve their business objectives through workforce excellence.

With talent scarcity affecting your access to much-needed skills and knowledge, we play a critical role in providing consultation on how to best acquire new talent while enhancing your workforce strategies. At Randstad, we put talent firmly at the heart of everything we do. We are an integral partner in helping organisations execute their talent agenda through our unparalleled access to talent, workforce insights and extensive peer networks.

On our journey to become the world's most equitable and specialised talent company, we are committed to delivering the right talent on time and on the mark for your organisation. Throughout this process, we actively support measures to ensure inclusive and equitable quality work and access to knowledge to promote lifelong learning for all. We help talent and clients realise their true potential through life-changing career opportunities that elevate their passions and dreams.

We look forward to working with you on this journey to create exceptional experiences for both your organisation and talent.

greater china latest awards.



[CTgoodjobs](#)

Best HR Awards 2023 - Best HR Vendor of the Year Award - Grand,
Recruitment Agency of the Year - Grand

[JobsDB](#)

2022/23 The Hong Kong HR Awards - Recruitment firm of the year - Premier (Platinum)

[British Standards Institution](#)

ISO/IEC 27001:2022 Information Security Management Certification

MLPS 2.0 (Level-3) certification of human resources management system for
information system security

[HREC](#)

Recruitment & Staffing Solution Provider Value Awards
2024 HR Most Preferred Senior Level Recruitment Service Provider

[Boss Zhipin](#)

Most Recognised Recruitment Partner award 2023

[TopHR](#)

2023 China Pioneer HR Service Agency Award

[GHR](#)

Benchmark HR Service Agency Award 2023

[HRflag](#)

Customer Satisfaction Award in HR services Industry 2023
Best Search and Selection Solution Award 2023
Best HR Comprehensive Service Provider 2022 (Foreign/Joint Venture)

[LinkedIn](#)

MostIn Global HR Services Provider 2022





connect with us.

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shanghai	+86	021	6086 8686
beijing	+86	010	5912 6566
shenzhen	+86	0755	3364 5599
guangzhou	+86	020	2910 2000
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let's connect.

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