



2024 Workforce Trends in Agribusiness A China & Southeast Asia Report

Highlighting what matters most to employees at work.

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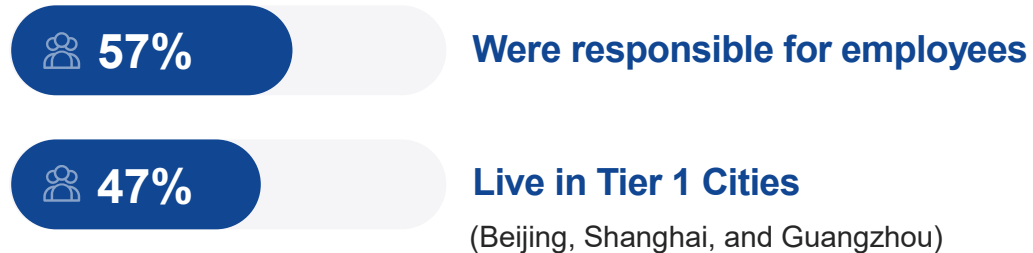
China Report

INTRODUCTION

Employee Insight Report: Understanding Work Values

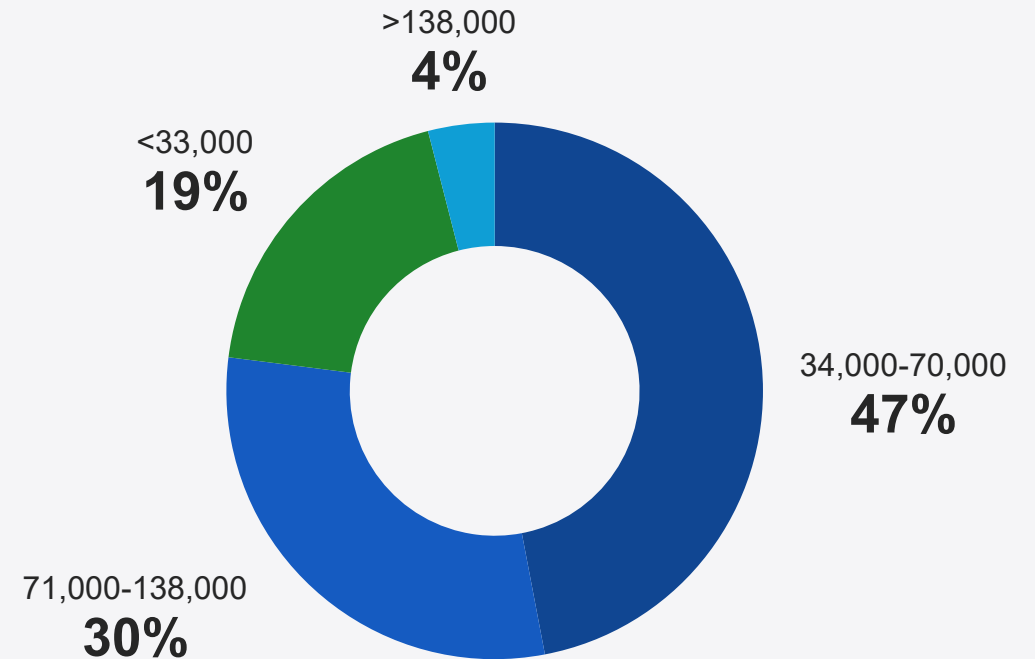
A year after returning to the office in China, we conducted a survey of our candidates to gather their insights on the workplace and identify their core values. This report aims to **furnish employers with a deeper understanding of what employee's value**, thereby fostering a more informed environment for both parties.

Respondents



Respondent Annual Salaries (in USD/Year)

Not including annual bonus



SURVEY RESULTS

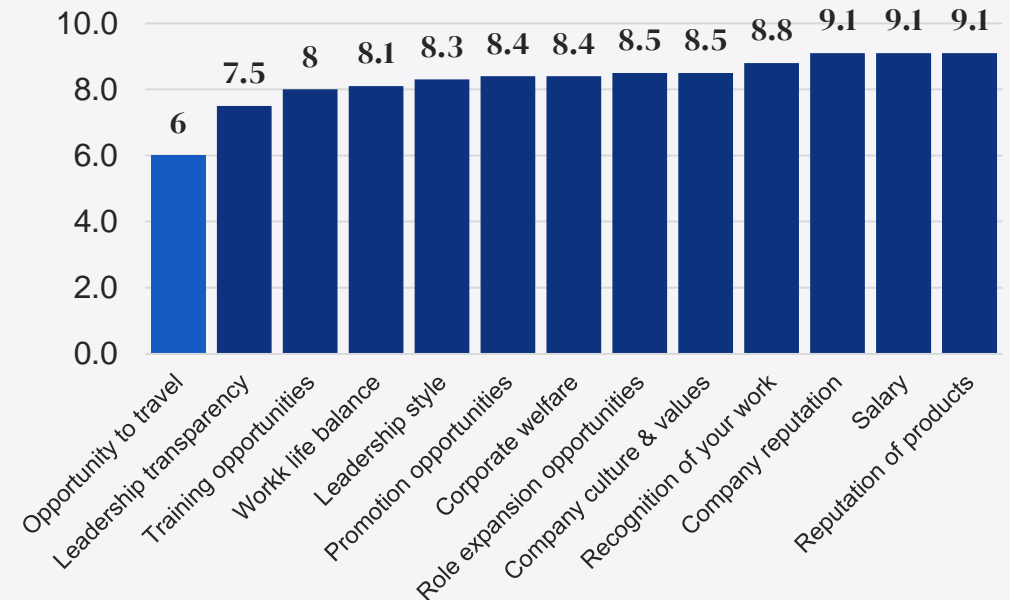
Workplace Values Ranked by Importance

Survey participants were queried on various workplace aspects, rating their significance on a scale from one, indicating 'extremely unimportant', to ten, representing 'extremely important'.

According to the findings, 'hard' factors such as reputation of products, salary, and company reputation emerged as the top priorities for those surveyed.

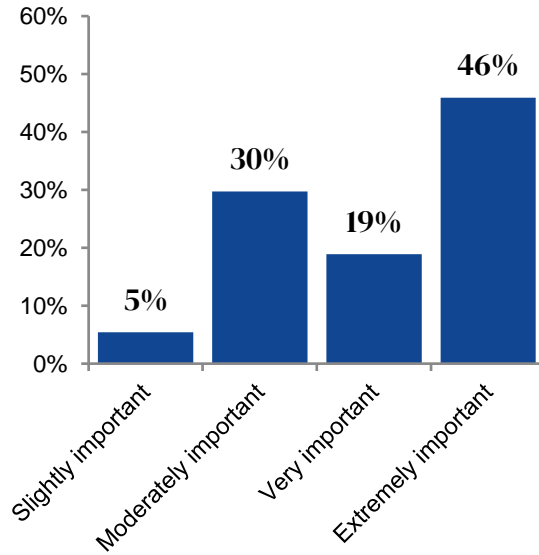
While 'soft' factors, including acknowledgment of work, company culture and values, opportunities for advancement and corporate welfare were important, but not as important as the “hard” factors.

Employee Importance Scale

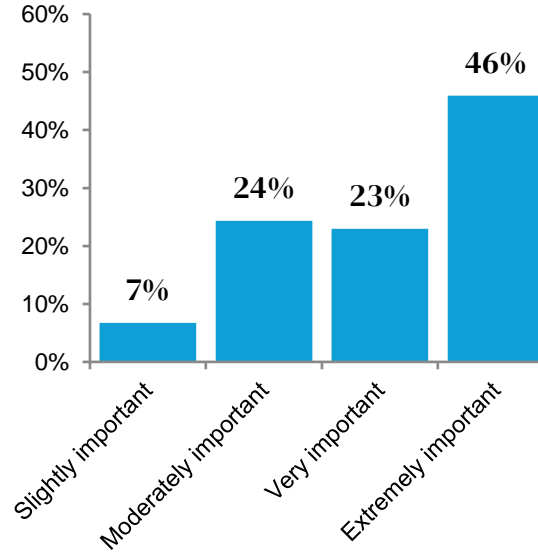


Notably, the **opportunity to travel** ranked lowest in this group and is a reflection below of the perceived issues and challenges of travel still and the desire to spend more time with family.

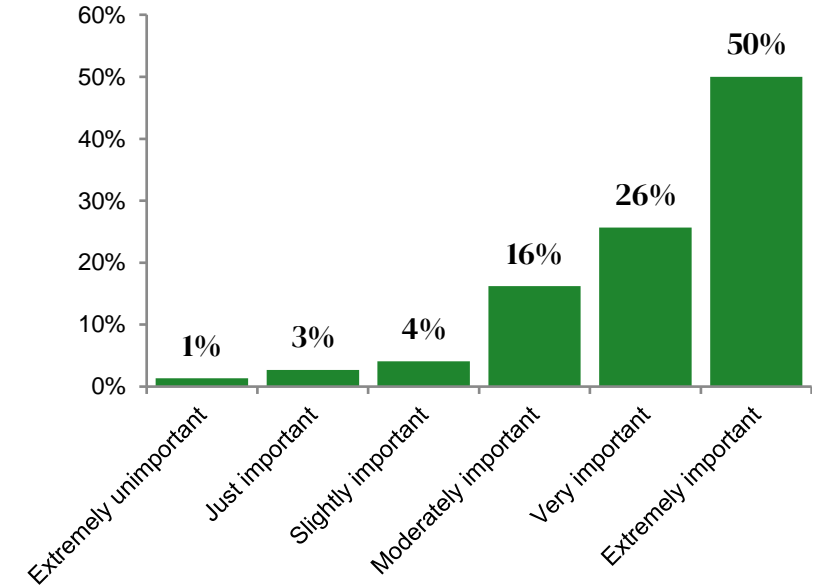
The importance of Company Reputation



The importance of Product Reputation



The importance of Salary



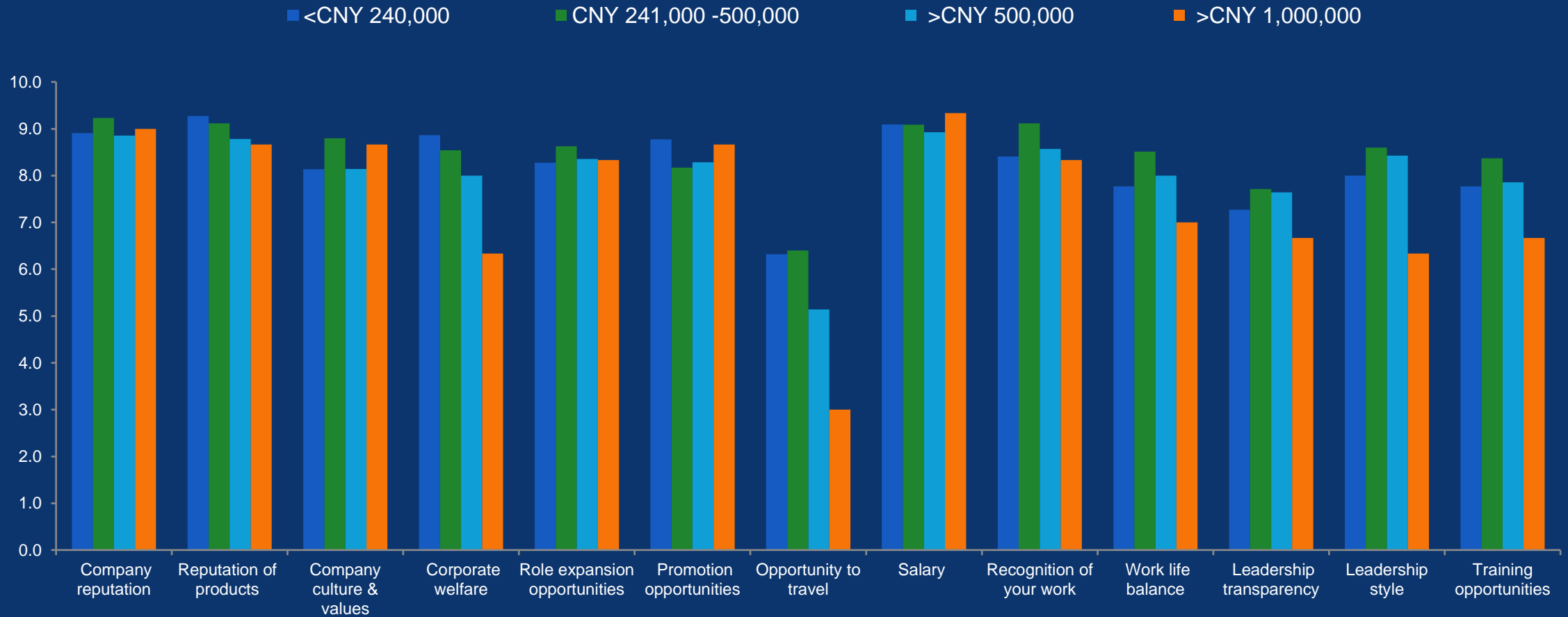
Employees w/annual salary
>USD 138,000
(CNY 1 Million)

Think that **salary** is the important.

Employees w/annual salary
< USD 69,000
(CNY 500,000)

Think that **company reputation and product reputation** were the most important.

Average scores of what employees cared about



CONCLUSION

Strategic Insights and Actionable Recommendations

Despite significant shifts in workplace conditions over the past year, our industry survey reveals that company and product reputation remain important to respondents, particularly those in sales roles. Salary also continues to be a key driver for employee satisfaction. The increasing competition in China and the consolidation of the industry as increased the pressure on salespeople accessing larger accounts, well regarded products assist to open opportunities.

[Travel, previously seen as a coveted perk, has notably diminished in appeal.]

The narrow range of survey responses suggests that employee needs are diverse and nuanced, underscoring the necessity for management to engage in tailored approaches. **We recommend that employers routinely survey their workforce to deeply understand and respond to their specific concerns, ultimately enhancing overall job satisfaction and workplace morale.**

02

Southeast Asia Report

INTRODUCTION

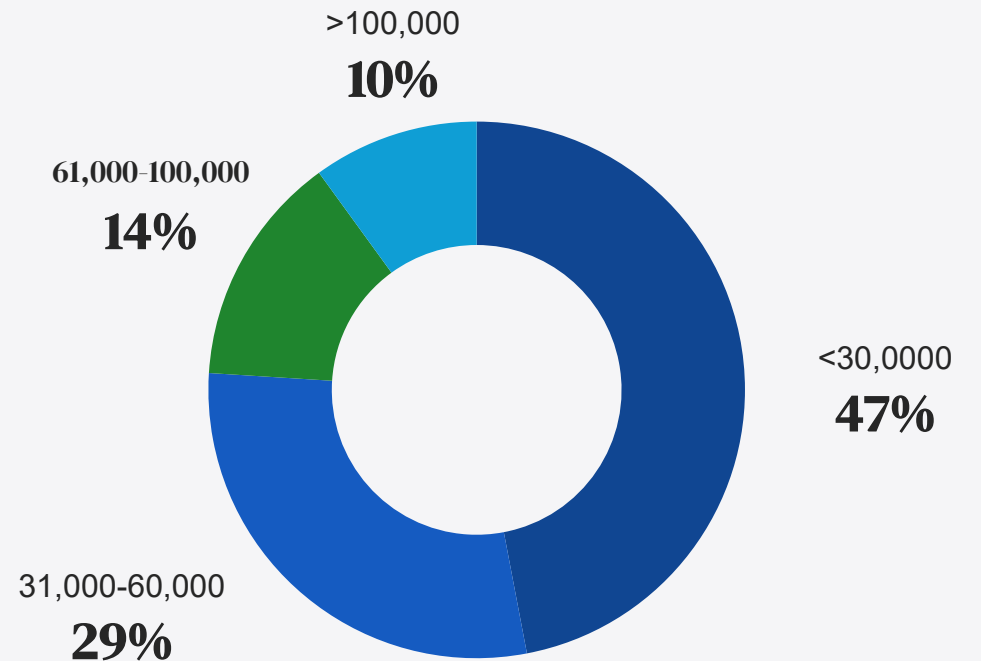
Employee Insight Report: Understanding Work Values

After over one year into the return to the office in Southeast Asia, we surveyed employees to understand what they valued at work. This report aims to **provide employers with key insights into what employees valued**, fostering greater comprehension among employers and employees alike.

Respondents



Respondent Annual Salaries (in USD/Year) Not including annual bonus



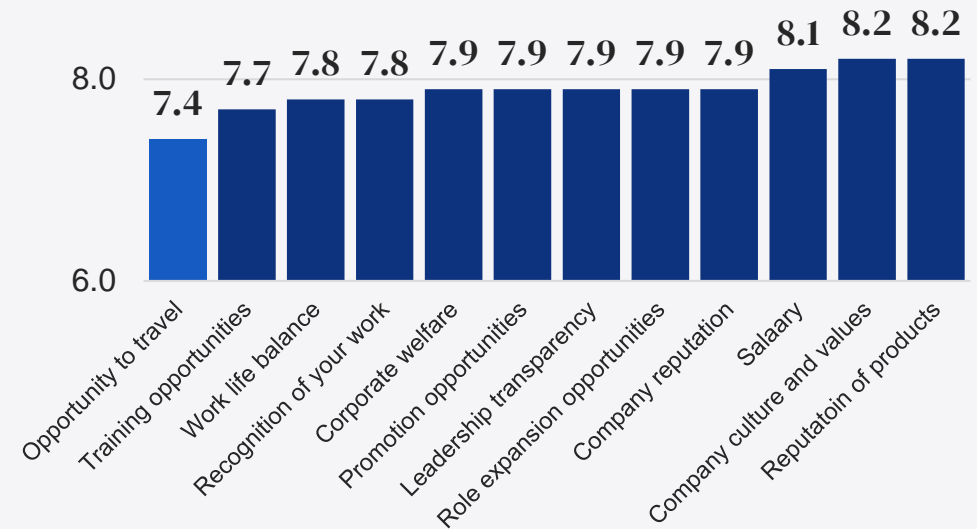
SURVEY RESULTS

Workplace Values Ranked by Importance

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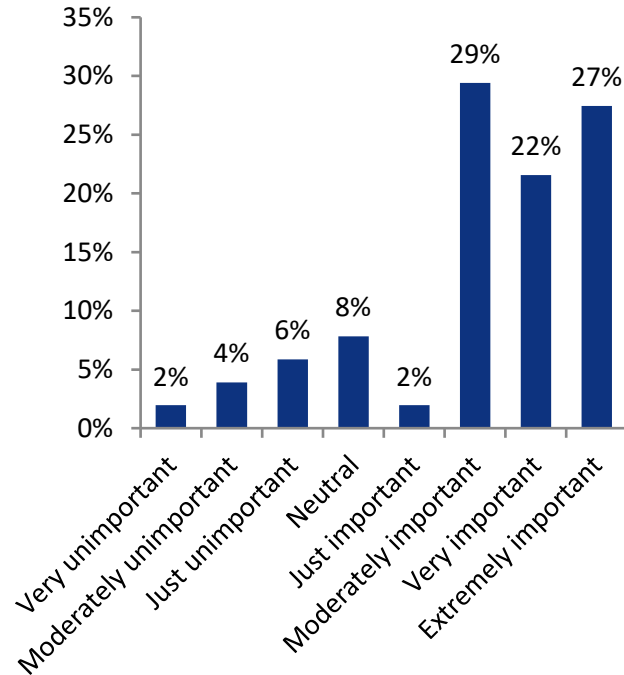
The survey findings reveal that product reputation, company culture and values, leadership transparency, and salary are highly valued by the respondents.

Average score of the importance

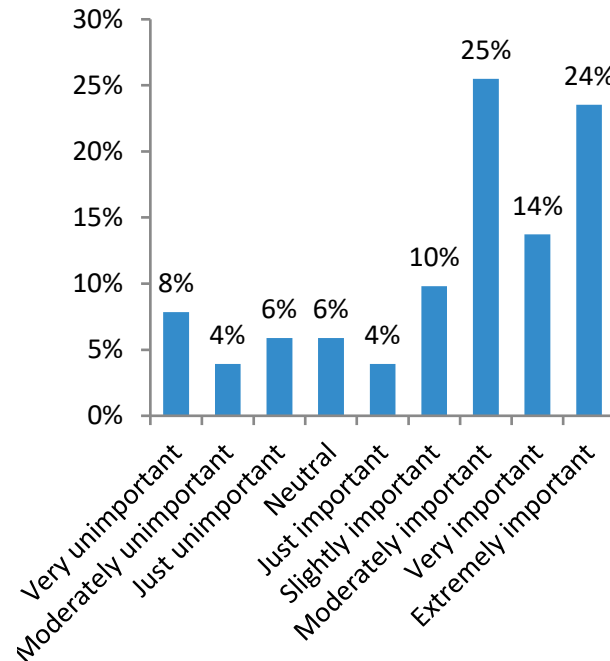


Across Southeast Asia, 25% of respondents believe **travel opportunity** is moderately important, but 24% of respondents believed travel opportunity is extremely important; these respondents were from the Philippines, and in this market, respondents placed the highest importance on travel.

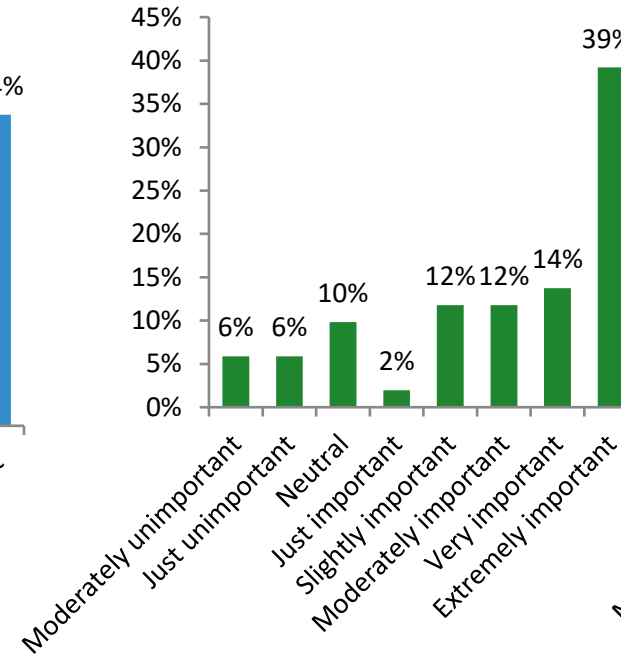
The importance of Company Reputation



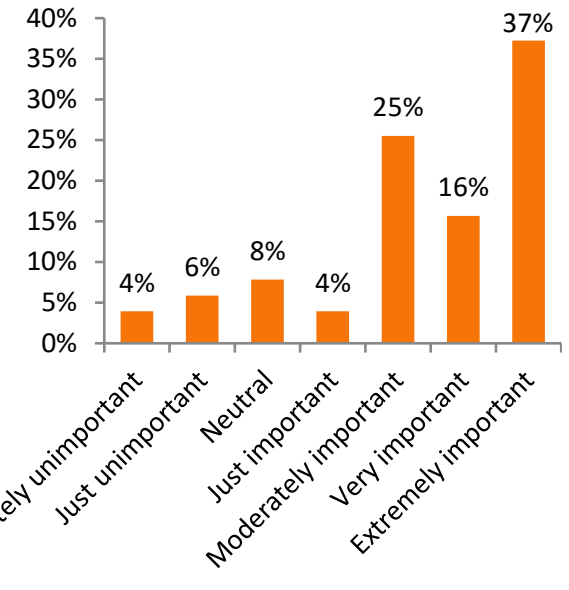
The importance of Leadership Transparency



The importance of Salary



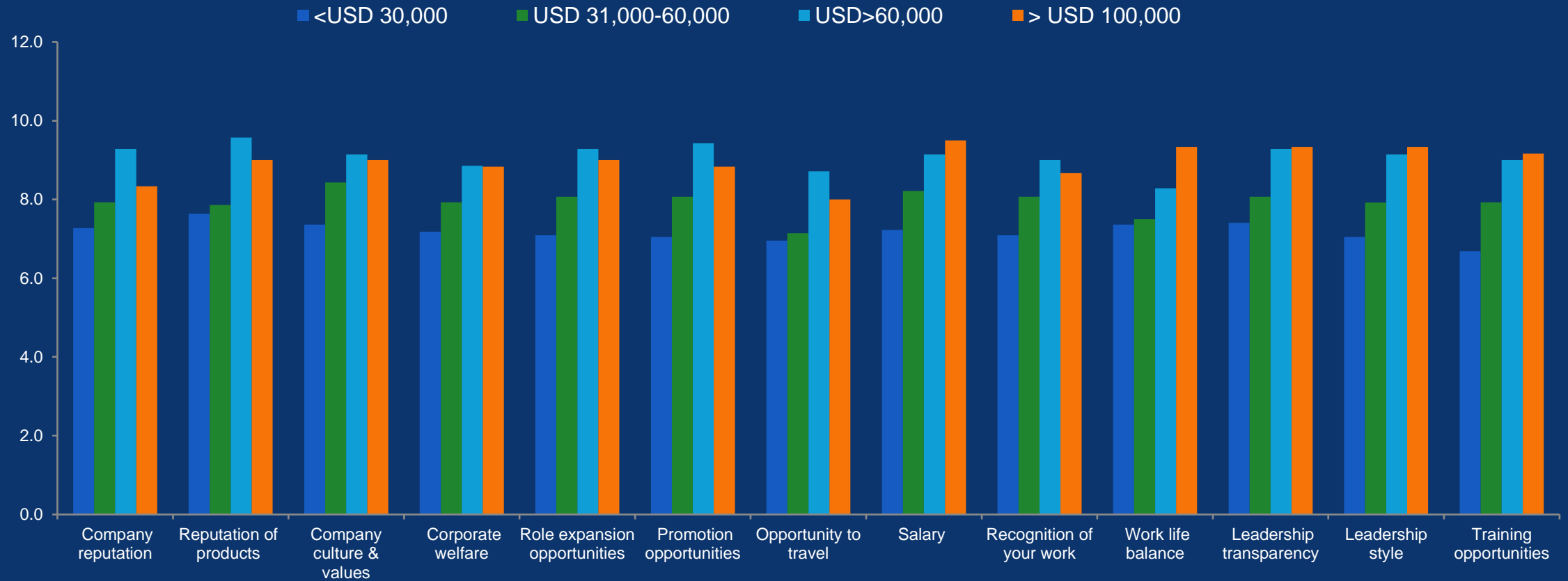
The importance of Culture & Values



Employees w/annual salary
>USD 100,000

Ranked **salary, work-life balance, leadership** (transparency & style) and **training opportunities** as extremely important

Average scores of what employees cared about



CONCLUSION

Strategic Insights and Actionable Recommendations

Southeast Asian respondents showed a balanced concern for both practical and cultural workplace factors. Notably, they placed high values on both the reputation of the company, management style, as well as salary.

The convergence in responses underscores the need for understanding and addressing unique employee satisfaction drivers and our findings would suggest that management practices should recognize the essentials of employee well-being, including transparency and a culture aligned with their values.

The survey of Southeast Asia featured four countries, and within these countries there were notable differences, something for companies operating across the region to consider.

The differences between China and Southeast Asia satisfaction drivers, where the Chinese found the “hard” factors the most important could be attributed to the higher competitive pressure in China, increased international and domestic competition, higher costs of living and population pressures compared to their colleagues in Southeast Asia.

As a first-off survey, we have found the findings enlightening, and we trust that management will also find these findings valuable.





About Asian Agribusiness Recruitment

Asian Agribusiness Recruitment (AARTD) is a specialized full-service executive search firm that concentrates on sourcing middle and senior management and executives across Asia in the Agribusiness sector.

AARTD's executive search consultants live and work in Asia. All our consultants understand agribusiness because they work in an agricultural environment and this is helpful in saving a lot of time and energy, having to explain what often complex roles.

We have offices in Beijing, Ho Chi Minh City, and now Bangkok. We travel extensively across Asia to meet clients and candidates face-to-face and be "on the ground" at important industry events. We have made placements in most countries in Asia and the Pacific.

Mission Statement

Our mission is to help Asia feed itself! Food security is one of the biggest challenges facing Asia. Growing GDP, population, and protein demand require talented people to deliver solutions.

With that focus, we're single-mindedly dedicated to helping Asian Agribusinesses recruit and retain the best talent and helping talented people find opportunities in agriculture in Asia that are worthy of their potential.

Thank You



On behalf of AARTD, I would like to personally thank all our respondents. Thank you for taking the time to make this survey valuable for our industry. We look forward to seeing you in person in the coming year, and we wish you all the very best for a successful year in which, you realise your dreams.

Yours sincerely,

Michael Boddington

Founder & Managing Director
Asian Agribusiness Recruitment