

**AGCAS Scotland Virtual Careers Fair for Greater China and South East Asia,
25th to 29th October 2010**

PMI2 Project Report

Name of institution

AGCAS Scotland

Contact details for project leaders

Linda Murdoch,
AGCAS Scotland Convenor/ Deputy Director, Careers Service, University of Glasgow
Careers Service,
University of Glasgow,
The Fraser Building,
65 Hillhead Street
Glasgow, G12 8QH
Tel: 0141 330 8784
Email: l.murdoch@admin.gla.ac.uk

Jim Campbell
International Careers Adviser,
Careers Service,
University of Glasgow,
The Fraser Building,
65 Hillhead Street
Glasgow, G12 8QH
T. +44 (0)141 330 3119
E. j.campbell@admin.gla.ac.uk

Project title

AGCAS Scotland Virtual Careers Fair for Greater China and Southeast Asia

1. Project Overview & Rationale

In 2009, AGCAS Scotland obtained funding from the Scottish Government in order to deliver a series of four virtual international careers fairs over a two year period with the aim of facilitating the global employability of all students at Scottish institutions, home and international, by offering access to international employers through a series of virtual international careers fairs focussed on selected countries and regions. The first event in the series, a virtual Careers in China fair took place in November 2009 with some 57 employers and 600 students from Scottish Institutions.

The second event in the series followed in October 2010 with additional funding from AGCAS (UK) via the PMI2 fund. This financial assistance was given on the condition that this latest event would be made available to students and graduates from all UK universities. In return the additional funding helped the project team to widen the geographical focus of the event to include Greater China and Southeast Asia.

2. Approach & organization

2.1 Market research and employer liaison

The additional funding received via AGCAS (UK) paved the way to extend the range of featured countries for the 2010 event by paying for market research activities across Greater China and Southeast Asia. The project team invested in market research reports from UKTI's Overseas Marketing and Information Service (OMIS) for Malaysia and Taiwan. The information contained in these reports complemented the desk research undertaken by the virtual fair's project officer, Dora Long. Ultimately five specific countries were targeted based mainly on figures for international student enrolments at Scottish universities along with knowledge of local visa regimes and graduate recruitment processes – they were China, Hong Kong, Taiwan, Malaysia and Singapore. Visits were subsequently arranged to each of the target countries to meet employers and key intermediaries and seek support for the event.

2.2 Publicity

The 2009 careers in China event was promoted to just 15 universities, i.e. those in Scotland. Under the terms of the agreement with AGCAS (UK) that number had to be increased by 1000% to reach institutions in all four corners of the UK. The increased costs incurred by the larger print runs and the wider distribution of publicity materials was another of the items to be paid for by the PMI2 fund

2.3 Software

The fair was once again delivered using the Graduate Prospects virtual careers fair product. The range of tools on this platform include a vacancy database, a CV bank, a live chat facility and an e-guidance module allowing for another truly interactive event.

2.4 Contributions from AGCAS Scotland

Although the project itself is headquartered at the University of Glasgow, the Greater China and Southeast Asia event was delivered with the help of contributions from many other institutions. Members of staff from careers services across the AGCAS Scotland community acted as moderators for live chats and volunteered to deal with e-guidance queries. Special mention must also be made for the contribution given by Dominic Prosser at the University of Exeter who volunteered to moderate a live chat even though he resides a little outside the AGCAS Scotland boundary.

3. Meeting PM12 / AGCAS objectives

The virtual fairs project creates a legacy of enhanced knowledge, expertise, employer networks, information provision within careers services and also an increased use by international employers of Scotland's Shared Graduate Vacancy Service, an online vacancy database developed and supported by AGCS Scotland. It also adds to the body of knowledge steadily being built within the AGCAS community around the delivery of online fairs.

The project was promoted not only to careers services across the country but also to international offices with the intention that it may be cited in campaigns to promote the benefits of a UK education to international students – meeting one of the stated PMI2 objectives.

The positive feedback received from students who have participated in the virtual careers fairs suggests that the project has also made a contribution towards another of those

objectives namely to ensure international students have a positive experience of their UK studies.

4. Summary of key deliverables

4.1 Number of employers by country

The project team and in particular its project officer, Dora Long were able to recruit 94 companies across six countries, namely China, Hong Kong, Malaysia, Singapore, Taiwan and Vietnam. A full list by country is provided in Annex A.

4.2 Number of vacancies

The employers concerned posted a total of 230 jobs to the virtual fair site during the week of the event. The total number of hits to these vacancy pages reached 10,971 in five days.

4.3 Number of live chat events

The fair was intended to be a fully interactive event allowing students to gain information not necessarily carried on company websites via live chats with employers. Employers were enthusiastic to participate in these sessions and by the end the week a total of 55 chats had taken place.

4.4 Participating students and graduates

The final count for student and graduate registrations stood at 1679 students. The registrations came from different institution across the UK. The majority (some 1025) of participants originated from Scottish institutions which might have been anticipated given that the project enjoys a higher profile north of the border. A full breakdown of registrations by institution is supplied in Appendix B.

5. Conclusion

The various statistics above demonstrate clearly that demand does exist for international virtual careers and recruitment events, at least in the Greater China and Southeast Asia regions. The project team were also anxious to ensure that the latest event delivered against the expectations students, graduates and employers may have brought to such an event. Feedback questionnaires were distributed to each distinct group of participants including live chat moderators. Along with the level of participation in the event itself, the positivity expressed in the responses to these feedback surveys offer a compelling case to continue with the delivery of this kind of provision.

Annex A: List of employers

China	Accenture
	AES Ltd
	Airbus China
	Applied Materials China
	Arup China
	Atkins Group
	AXA ASLA PACIFIC
	BDA China
	British Embassy Beijing
	British Sugar Group
	China Daily
	Climate Action
	Deloitte
	Elsevier
	Ernst & Young
	Goldwind
	Green Gas
	Hill & Knowlton
	Hilton Beijing Hotel
	Hilton Wangfujing Beijing
	HP China
	HSBC (Shanghai Office)
	IBM
	Inpro System Ltd.
	Intel Chengdu
	Intercontinental Beijing Beichen
	ITT
	Joy Global
	KPMG China
	Lee & Lee Associates
	Lehmanbrown
	Lenovo
	Lining China
	Neusoft Corporation

	New Oriental
	Nova Networks Asia
	Oakwood Residence Beijing
	Park Hyatt Beijing
	Philip
	PWC
	Radox Laboratories
	RIB limited
	Saint-Gobain Isover China
	Shanghai-La
	Shell China
	Sodexo Shanghai
	Sony Ericsson
	Standard Chartered China
	TechFaith
	Thomas Reuters
	TMF Group
	Volvo China
	Worldmark China

Malaysia	Accenture Solutions Sdn Bhd
	AXA ASLA PACIFIC
	BMW
	CIMB Aviva Assurance Berhad
	Deloitte
	E&Y
	Gamuda Berhad
	GSK
	ICAEW
	KPMG Malaysia
	Microsoft
	PLUS Expressways Transportation
	PricewaterhouseCoopers Malaysia
	Public Bank Berhad

Singapore	AXA ASLA PACIFIC
	Capitaland LTD

	Contact Singapore
	Deloitte
	Gallup Organisation
	KPMG SERVICES PTE LTD
	Microsoft
	Siemens
	Singapore Press Holdings LTD
	Singapore Technologies Kinetics

Hong Kong	AECOM
	Environmental Resources Management(ERM)
	AXA ASLA PACIFIC
	KPMG HK
	Atkins Group
	Jardines
	IBM
	Deloitte
	E&Y

Taiwan	Atos Origin
	AXA ASLA PACIFIC
	Deloitte
	E&Y
	IBM
	Polaris Securities
	Standard Chartered Bank (Taiwan) Limited

Vietnam	Intel
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Annex B: List of students by institution

University	No of registrants	University	No of registrants
Aberdeen	24	London School of Economics	19
Abertay	7	London South Bank	1
Aberystwyth	3	Loughborough	19
Aston	2	Luton	1
Bath	6	Manchester	71
Birmingham	21	Manchester Metropolitan	8
Bournemouth	2	Middlesex	1
Bradford	6	Newcastle-upon-Tyne	10
Bristol	3	None of the above	26
Buckinghamshire New University	1	Northumbria	3
Cambridge	8	Nottingham	35
Cardiff	10	Oxford	43
Central England	1	Oxford Brookes	4
Central Lancashire	1	Portsmouth	3
Chichester	1	Queen Margaret University College	1
City	5	Queen's University Belfast	2
Cranfield	1	Reading	6
De Montfort	17	Robert Gordon	186
Dundee	8	Salford	1
Durham	14	Sheffield	57
East Anglia	31	Sheffield Hallam	1
Edinburgh	268	Southampton	6
Edinburgh College of Art	2	St Andrew's	70
Essex	6	St Mary's University College Belfast	1
Exeter	14	Staffordshire	1
Glamorgan	1	Stirling	61
Glasgow	300	Strathclyde	36
Glasgow Caledonian	3	Sunderland	2
Glasgow School of Art	1	Surrey	5
Goldsmiths College	3	Sussex	3
Heriot-Watt	52	Swansea	2
Hertfordshire	3	Teesside	1
Hull	13	Ulster	4
Imperial College London	6	University College Birmingham	2
Kent	14	University College London	6
Kingston	6	University of London	14
Lancaster	7	Warwick	9
Leeds	12	West of Scotland	7
Leeds Metropolitan	1	Westminster	1
Leicester	7	Winchester	1
Limerick Institute of Technology	1	Wolverhampton	1
Liverpool	5	York	51