

MALAYSIA'S 100 Leading Graduate Employers is the country's largest and longest-running study on graduate recruitment.

More than 14,000 respondents took part in the survey in 2014, signifying a growth in the number of students and fresh graduates who have contributed to determining the latest graduate recruitment trends via a comprehensive study held across Malaysian campuses.

Apart from selecting their preferred companies to work for upon graduation, the study also highlights the hot-button topics when it comes to hiring Gen-Y, for instance, their desired starting salary and working hours in a first job, as well as employer attractiveness factors such as working from home options along with training and development opportunities.

In 2012, the brand expanded to include the annual Malaysia's 100 Leading Graduate Employers Conference. This year, it will take place from Nov 6 to Nov 7.

This year's conference embraces the presence of Richard Mosley, author of the global best-seller *The Employer Brand*, as special keynote presenter.

As executive vice-president of People in Business and global head of brand consulting for TMP Worldwide, Mosley has led major employer brand development projects for Bacardi, BP, Coca-Cola, Ferrero, GSK, HSBC, Lafarge, Lego, L'Oreal, JTI, Nokia-Siemens, PepsiCo, RBS, Santander, and Unilever.

He was recently awarded by the Asia-Pacific HR Congress in Mumbai for his contribution to global human resources (HR) innovation.

Key benefits of attending Malaysia's 100 Leading Graduate Employers Conference include:

- Introducing proven practices and tools to HR functions.
- Preparing organisations to address people-centred issues more effectively.
- Recognising the new roles of HR to steer organisations toward profitability.
- Examining the factors that drive the need for innovation in recruitment and retention practices.

MALAYSIA'S LEADING GRADUATE EMPLOYERS



Group photo of all the sector winners and top three graduate employers of the Malaysia's 100 Leading Graduate Employers 2013.

- Lowering high attrition rates by incorporating compelling changes in HR systems.

Malaysia's 100 Leading Graduate Employers

culminates in a prestigious gala awards dinner, graced by representatives from the country's most creative and effective graduate recruiters.

This year, 17 sector awards will be presented to deserving corporations, alongside the highly

sought-after Graduate Employer of the Year accolades, at the awards night happening at Grand Hyatt Kuala Lumpur on Nov 7.

For more information, visit <http://malaysia100.com/>