



Hee Kim Fah, CEO of GTI Media, Johan Merican, CEO of TalentCorp Malaysia, Datuk Seri Abdul Wahid Omar, Minister in the Prime Minister's Office and Mark Blythe, co-founder of GTI Media UK posing with the winners of the Malaysia's 100 Leading Graduate Employers and gradmalaysia Graduate Recruitment Awards

M100 LEADING GRADUATE EMPLOYERS

AWARDS NIGHT

By KAREN NEOH

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It was a night to remember! More than 500 people milling about the foyer of the Grand Hyatt Kuala Lumpur ballroom for the black tie event organised by GTI Media Sdn Bhd – the Malaysia's 100 Leading Graduate Employers Awards Night 2014 was the latest in the annual gathering of the Who's Who of graduate employers in Malaysia.

The guest of honour was Datuk Seri Abdul Wahid, Minister in the Prime Minister's Department, with Hee Kim Fah, CEO of GTI Media Asia, Johan Merican, CEO of TalentCorp, Prof Madya Dr Arham, industrial relations director, Ministry of Education, Ng Wan Peng, COO of MDec, Richard Mosley, EVP of TMP Worldwide, Mark Blythe, founder, Group GTI, and Diego Sanson, EVP of TMP Worldwide also present.

The awards night was the culmination of work by GTI Media to identify the most outstanding graduate employers in Malaysia, including the most sought-after employers in their respective sectors.

"All in all, we gathered the opinions and demands of more than 14,000 graduates and students across Malaysia. This massive undertaking took our team months to fulfill, with frequent visits to university campuses in the country," said Hee.

Maybank took the stage and the award as Graduate Employer of the Year 2014 with AirAsia and CIMB recognised as first and second runners-up respectively.

On top of that, graduate employers across 17 major industry sectors – employers that had been selected by students and graduates as their preferred companies to work for – were rewarded.



Graduate Employer of the Year winner Maybank posing for photos with 1st Runner-up AirAsia and 2nd Runner-up CIMB Group with Hee Kim Fah, CEO of GTI Media (far left), Johan Merican, CEO of TalentCorp Malaysia (second from left), Datuk Seri Abdul Wahid Omar, Minister in the Prime Minister's Office (centre) and Mark Blythe, co-founder of GTI Media UK (far right)

Apart from forming a league table of attractive employers, the Malaysia's 100 Leading Graduate Employers also pinpointed the latest graduate recruitment trends amongst students and fresh graduates. Jaideep Patel, publisher of GTI Media Asia, presented several key findings of the survey at the awards night.

"We continue to see changes in the trends every year, but the biggest surprise this year was the graduates' willingness to stay in their first job. They were prepared to work for 4.6 years in their first job, which is remarkably the same result as 2013.

"Although we discovered that graduates expect to earn more and work fewer hours in 2014, they appear to have the same degree of loyalty. I definitely see this as good news for recruiters," he explained.

The Malaysia's 100 Leading Graduate Employers Conference 2014 was held in the days leading up to the awards night.



Mosley, recognised as one of the world's leading authorities on employer brand development and management, was an integral part of the conference, imparting very practical lessons to participants.

Regional commercial director of GTI Media, Lily Chan spoke at the conference, stating that employers should strive to be different when approaching Gen-Ys.

"Candidates want to know, as soon as they step inside the door, that they will be valued as employees and that the company culture fits them – not the other way around," said Chan.

In his speech, CEO of GTI Media Hee Kim Fah said: "Records are meant to be broken. Whether it is an individual effort, or a team endeavour, we strive each day to be better than the day before. To do more than what we have done thus far. This year, I am proud to say that we have all done our part to break a record, which is for the highest number of votes gathered for the Malaysia's 100 Leading Graduate Employers survey."



Mark Blythe, founder and group director of Group GTI based in the UK, shared his story of how he developed the idea for GTI while he was still in university.



gradmalaysia Graduate Recruitment Awards 2014			Endorsed by MINISTRY OF EDUCATION MALAYSIA	Supported by TalentCorp
FINALIST Maybank	WINNER CIMB	FINALIST CIMB	Best Management Trainee/Graduate Programme	
FINALIST accenture	WINNER Maybank	FINALIST CIMB	Best Innovation On Campus	
FINALIST Maybank	WINNER accenture	FINALIST EY	Best Social Media Usage	
FINALIST CIMB	WINNER Maybank	FINALIST WORKSBOK	Best Internship Experience	
FINALIST USM	WINNER UNIVERSITI TEKNOLOGI MARA	FINALIST UNIVERSITI TEKNOLOGI MARA	Meet Resourceful Career Centre - Public University	
FINALIST T	WINNER TAYLOR'S UNIVERSITY	FINALIST SUNWAY	Most Resourceful Career Centre - Private University	

GRADMALAYSIA

The presentation of the gradmalaysia Graduate Recruitment Awards (GRA) also took place during the Malaysia's 100 Leading Graduate Employers Awards Night 2014.

An initiative by GTI Media, the GRA recognises and applauds the excellence of recruiters who carve a niche for themselves in attracting and hiring graduates.

Accounting and Professional Services:
EY (Ernst & Young)

Banking and Financial Services:
Malayan Banking Bhd

Broadcasting/Media:
Media Prima Group

Consulting:
EY (Ernst & Young)

Education:
Taylor's Education Group

Energy/Oil and Gas/Utilities:
Petroleum Nasional Bhd

FMCG/Retail:
Nestle

Government-linked Companies:
Permodalan Nasional Bhd

ICT and Multimedia:
IBM Malaysia

Insurance:
Great Eastern Life Assurance

Leisure, Travel and Hospitality:
AirAsia

Manufacturing - Automotive:
BMW Group (BMW, Mini, Rolls-Royce)

Manufacturing - Chemical and Heavy Industries:
Chemical Company of Malaysia (CCM)

Manufacturing - Electronics:
Samsung Malaysia

Pharmaceutical:
Pharmaniaga

Plantation/Property and Construction:
Sime Darby Bhd

Telecommunications:
Maxis Communications

