

Pioneering the Future of Automation and Technology in Asia

Guide to Navigating Emerging Trends in 2024





Asia, the world's largest and most diverse continent, is on the brink of a technological revolution that will redefine the global Automation and Technology industry. With its thriving tech hubs, diverse talent pool, and rapid innovation, Asia is becoming the epicentre of transformation in 2024.

This comprehensive report explores the intricate recruitment landscape, emerging hiring trends, and strategic insights that Asian companies need to embrace to lead the way in this era of profound change.

The Current Recruitment Landscape in Asia

Asia's automation and technology industry is expected to reach a value of \$1.8 trillion by 2024, with a CAGR (compound annual growth rate) of 6.2% from 2019 to 2024. This growth can be attributed to several factors such as rising adoption of Artificial Intelligence (AI) technologies, increasing government support for digitalisation, and a growing tech-savvy population.

The Asian recruitment landscape in this industry is evolving at an unprecedented pace. It is a continent of contrasts, where established tech giants coexist with emerging startups, creating a dynamic talent marketplace. The bustling tech hubs and innovation centres across Asia have set the stage for fierce competition in talent acquisition.

The adoption of automation is on the rise in production and logistics processes across Malaysia, Thailand, and Singapore, prompting many companies to expand their teams. In this dynamic landscape, there's a growing demand for individuals capable of providing holistic automation solutions. However, local companies often face challenges in sourcing skilled talent, particularly in R&D, leading to a reliance on external technical support.

While Singapore and Malaysia exhibit significant growth in automation, Thailand's market remains relatively limited, primarily comprised of local manufacturers. Despite regional variations, the shift towards automation has led to an increase in commercial roles, emphasizing the need for businesses to adapt and capitalize on new market opportunities for continued growth and competitiveness.



Key Recruitment Trends Shaping the Industry

Rise of AI, Smart Cities & the Asian Tech Hubs

The adoption of AI and Internet of Things (IoT) is projected to accelerate in the coming years, driving growth in sectors such as manufacturing, healthcare, and transportation. Asia's large population presents a vast market for these technologies to thrive and evolve. Several Asian countries are investing heavily in building smart cities, with a focus on utilizing technology for sustainable urban development. This presents opportunities for tech companies to provide solutions for efficient city management.

Tech hubs across Asia are now at the forefront of global innovation. From Bangalore to Shenzhen, these hubs are not just driving technological advancements; they are redefining the industry. Companies are increasingly establishing their presence in these hubs to access the specialised talent they produce.



Global Talent Mobility

In 2024, Asian organisations are thinking beyond borders when it comes to talent acquisition. Asia is attracting top talent from around the world, making geographical boundaries less relevant. The Asian industry is investing in remote recruitment capabilities to access talent from every corner of the globe.

Intra-Regional Talent Mobility

Asian companies are capitalising on the proximity of neighbouring markets by leveraging talent from adjacent countries. This approach is cost-effective and promotes cross-cultural collaboration, fostering a diverse and innovative workforce.



Key Recruitment Trends Shaping the Industry (cont.)

Nurturing Local Talent Development

To address the ever-widening skills gap, Asian organisations are investing in developing local talent. There is a growing trend of companies offering comprehensive internship and training programs to students and recent graduates to align their talent development initiatives with the evolving demands of the market.

This collaborative effort allows companies to directly influence the skill development of future professionals, ensuring a pipeline of talent that is attuned to the local market nuances.



*We've found that implementing **knowledge transfer programs**, such as sending local talents to countries like Japan and Europe for training, has been highly beneficial. Not only does it enhance the skills and knowledge of our local talents, but it also fosters cross-cultural understanding and international collaboration.*

The success of these programs hinges on the extent of industry collaboration, the adaptability of educational programs, and the responsiveness to evolving industry demands. It's a proactive approach to nurturing talent that yields positive outcomes for both individuals and the industry as a whole.



Tham Wei Han
Regional Consultant
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Data-Driven Hiring and Predictive Analytics

Data analytics is revolutionising recruitment strategies in Asia. Predictive analytics is set to play a pivotal role in predicting talent requirements, sourcing candidates, and engaging with them. The need to invest in data-driven solutions to stay competitive has never been greater.



Projections and Advice for 2024



Foster Educational Partnerships

Collaboration with academic institutions is essential to establish specialized programs aligned with industry requirements, creating a continuous pipeline of skilled candidates. Nurturing these partnerships can result in a win-win situation for both organizations and educational institutions.



Thailand's companies are actively engaging with academic institutions through internship and co-op programs, alongside recruitment drives and job fairs on campuses. These initiatives create valuable pathways for students to interact directly with potential employers, enhancing their prospects for future employment.

Internship programs, in particular, offer students invaluable hands-on experience, laying a solid foundation for those who choose to pursue permanent roles post-academia.



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Embrace Asia's Startup Ecosystem

Asia's burgeoning startup ecosystem is a goldmine of innovation. Partnering with startups can inject fresh creativity and an entrepreneurial spirit into your organisation, making it more agile and adaptable to change. By tapping into this ecosystem, companies can gain access to cutting edge technologies and novel business models, fostering a culture of innovation and staying ahead of industry trends.



Projections and Advice for 2024

Prioritise Cultural Sensitivity in Recruitment

In a region as culturally diverse as Asia, cultural sensitivity is key. Understanding the unique values and expectations of candidates from different Asian countries is crucial for building harmonious, productive, and innovative teams. By prioritizing cultural sensitivity in recruitment, companies can create an inclusive and supportive environment where employees from diverse backgrounds feel valued and respected. This can lead to enhanced collaboration, creativity, and overall organizational success.

Promote a Culture of Innovation

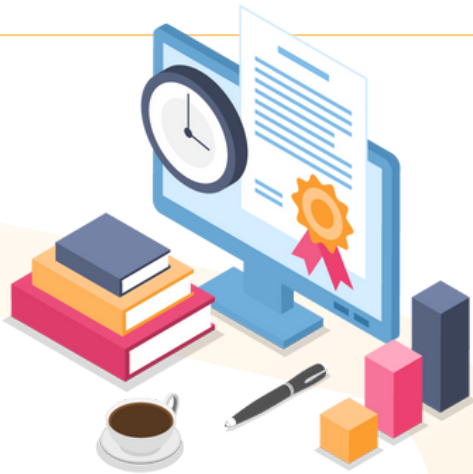
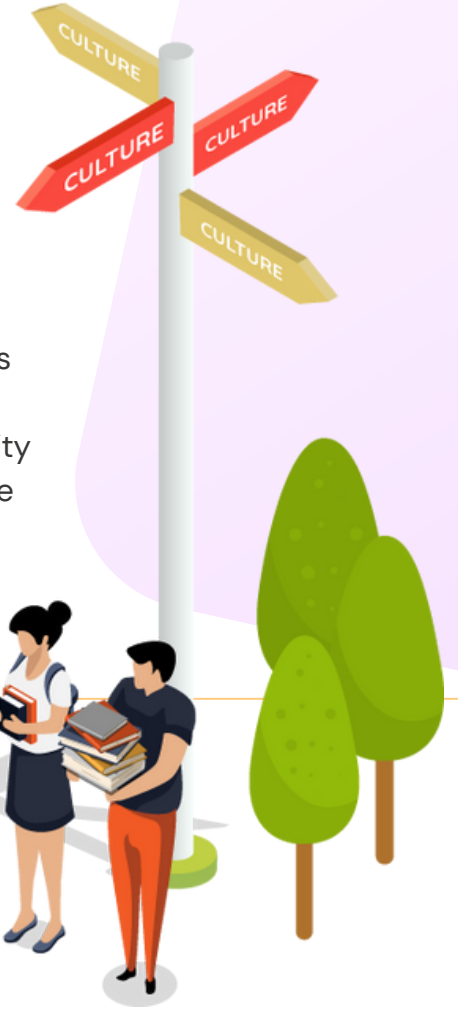
Innovation is the driving force behind success in the Automation and Technology industry. Encourage cross-functional collaboration, cultivate an entrepreneurial mindset, and foster a work environment that celebrates creative problem-solving.

Invest in Continuous Learning and Upskilling

In 2024, upskilling and continuous learning have become essential. Encourage your current workforce to embrace lifelong learning and acquire new skills in order to reduce the talent gap and enhance employee loyalty. As technology continues to evolve at a rapid pace, companies must ensure that their employees have the necessary skills and knowledge to adapt and thrive in this changing landscape.

Embrace Inclusivity and Diversity

In a globalised world, diversity and inclusivity are not just ethical imperatives but also strategic advantages. Promote an inclusive workplace culture and ensure diversity in hiring. A diverse workforce brings unique perspectives and fosters innovation.



Asia – A Beacon of Innovation and Transformation

The Automation and Technology industry in Asia has experienced remarkable growth in recent years and is poised for further expansion. With strong market demand, government support, and a focus on innovation, the sector is set for continued success. The Thailand government's plans to boost the automation sector, particularly in automotive and electric vehicles, will create substantial demand for skilled workers and spur economic growth. Additionally, as more companies in Malaysia adopt automation, there is an opportunity to encourage further integration into business operations.

Specialized recruiters can play a pivotal role in global talent acquisition strategies, facilitating access to diverse skill sets and fostering innovation. By embracing the region's uniqueness and investing in talent and sustainability, Asian companies can shape the future of the Automation and Technology industry, leveraging diverse landscapes, cultures, and markets for growth and innovation.

GET IN TOUCH WITH US

The conversations we have with industry leaders, clients and candidates give us great insights into the market. Speak to our leaders to find out more about the solutions we offer to employers looking for HR solutions and candidates looking for career growth.



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