The Ministry of Trade, Industry & Energy (MOTIE) and the Office of the Foreign Investment Ombudsman held two on-campus recruitment expos last month. Started in 2011, MOTIE and the Ombudsman’s Office doubled the number of fairs this year, from two to four, in an effort to join the Park Geun-hye administration’s initiatives to create jobs. The other two expos will be held later this year.

The first On-Campus Recruiting for Foreign-Invested Companies 2013 expo was held at Chungbuk National University on May 15, and the second at Chonbuk National University on May 28. The expos aim to help foreign-invested companies find qualified employees and offer students and graduates of universities in regions outside of Seoul the opportunity to work for global enterprises.

About 75 percent of the head offices of foreign-invested companies in Korea are in Seoul or Gyeonggi Province. But with many qualified workers in the provinces, the rural workforce can provide foreign-invested enterprises with tailored solutions to find outstanding employees in local areas and increase their desire to do business there.

Also, many foreign-invested companies in Korea have a hard time finding quality employees due to their relatively weak brand power here, despite in many cases being ranked in the Fortune Global 500 and being global leaders in their field. Expectations for companies like these to find workers through the On-Campus Recruiting for Foreign-Invested Companies expo are high.

In addition to the On-Campus Recruiting for Foreign-Invested Companies expo, the Office of the Foreign Investment Ombudsman and MOTIE also hold the Job Fair for Foreign-Invested Companies every year. Ninety to 100 multinational enterprises are invited to this job fair, which is the only one for foreign-invested firms in Korea. It aims not only to introduce these companies to Korean job seekers, but also to raise public awareness about their contribution to the Korean economy, thereby easing anti-foreign capital sentiment.

When it comes to attracting foreign investment, one of Korea’s strengths is its excellent manpower. But a lack of information between foreign employers and job seekers has led to severe mismatching in the Korean employment market; foreign-invested companies have trouble finding qualified job seekers and vice versa. Resolving this mismatch situation has become critical for inducing foreign investment. As a result, the government will increase support for foreign investors, as they have proven to contribute to national economic development, and expand incentives for foreign-invested enterprises that hire people.

The Office of the Foreign Investment Ombudsman will also endeavor to better manage the On-Campus Recruiting for Foreign-Invested Companies and the Job Fair for Foreign-Invested Companies to maximize opportunities for multinational companies and job seekers to find each other. Furthermore, through building networks with local universities and other measures, the Office of the Foreign Investment Ombudsman will take the initiative in helping foreign-invested companies find qualified employees and adding jobs to the Korean economy.

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Going On Campus to Find Talent

The On-Campus Recruiting for Foreign-Invested Companies 2013 expos help match foreign-invested companies with job seekers outside of Seoul.