



Career workshop - Asian

Sep 2019

Career Development Centre

General Services / Asia



Ping Xu
Associate Director
Office: F515
pxu@iese.edu



Pilar Fernandez
Office: F504
Coordinator



Luis Go

Greater China
Office: HK
luisgo@iese.edu



Camille Chow

South East Asia and India
Office: Singapore
cchow@iese.edu



Tomofumi Nishida

Japan and South Korea
Office: Japan
tnishida@iese.edu



01 Strategy

Everything starts with a case in IESE...



Product

A dessert based on fresh cheese from one of the largest dairies in Germany

Market size of post-meal dessert

Small

% dessert based on fresh cheese in post-meal dessert

Small

Competition in post-meal dessert market

High

Gervais Obstgarten

■ Let's take a consulting case interview method

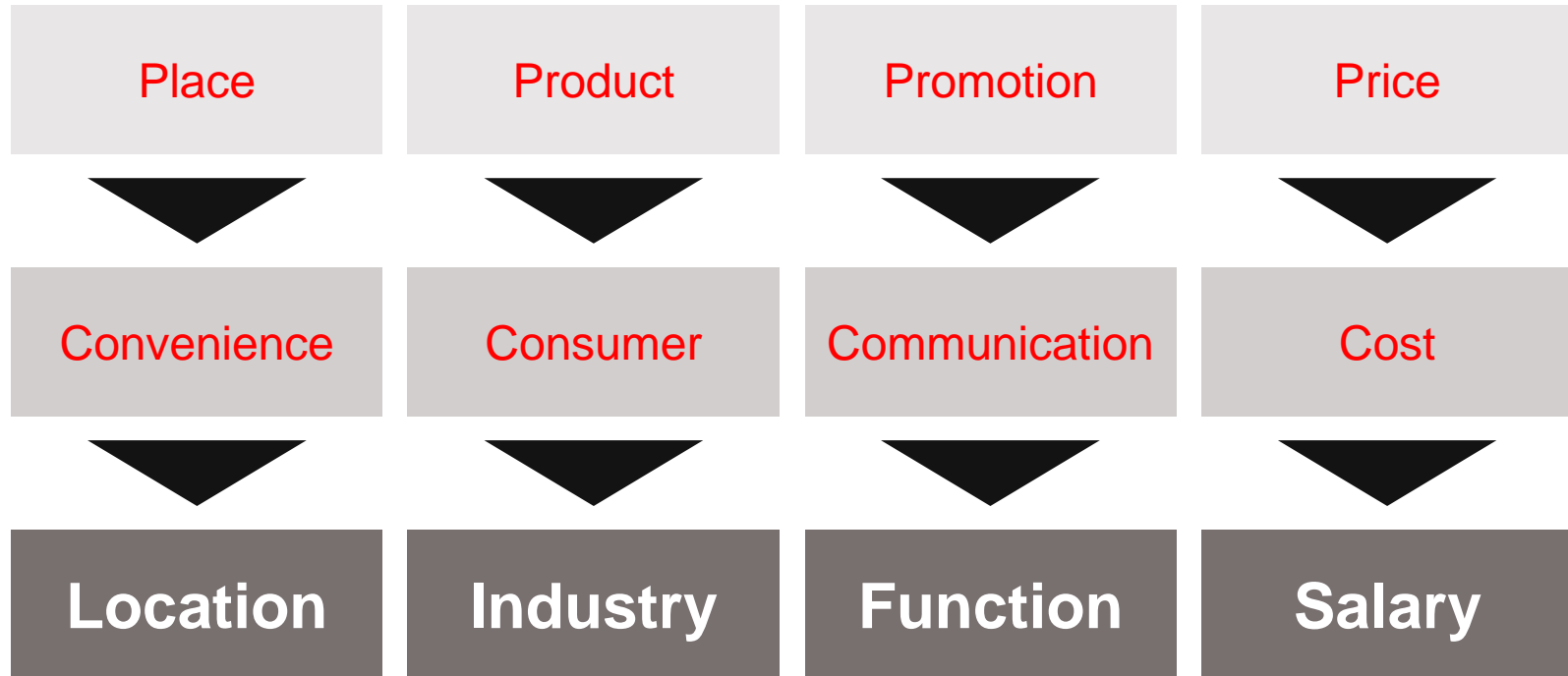
Situation: It is a highly competitive niche market ("labor market"). We have to launch a new product ("YOU") to the market.

Task: How can you make the market success

Analysis: This is a Go-To-Market Case

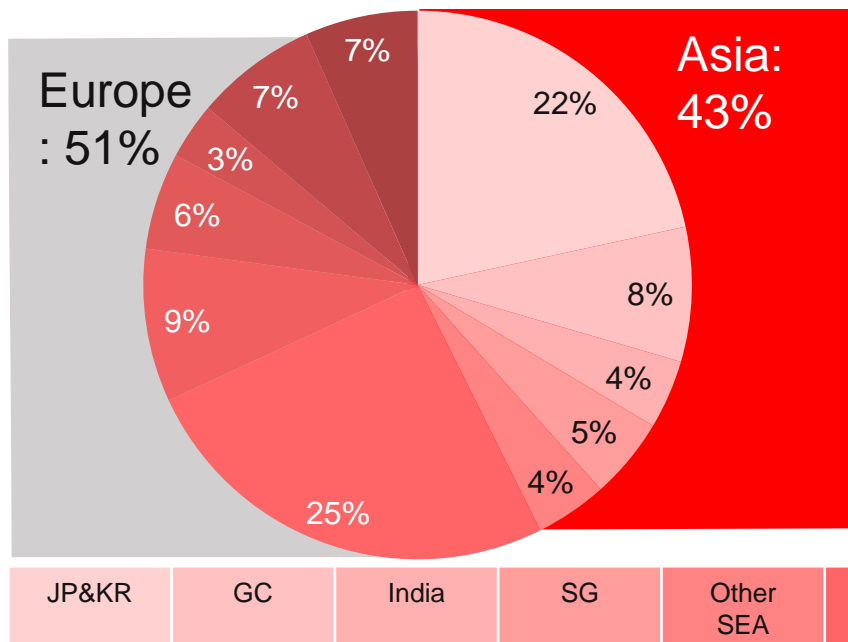


Where should I start with the market analysis?

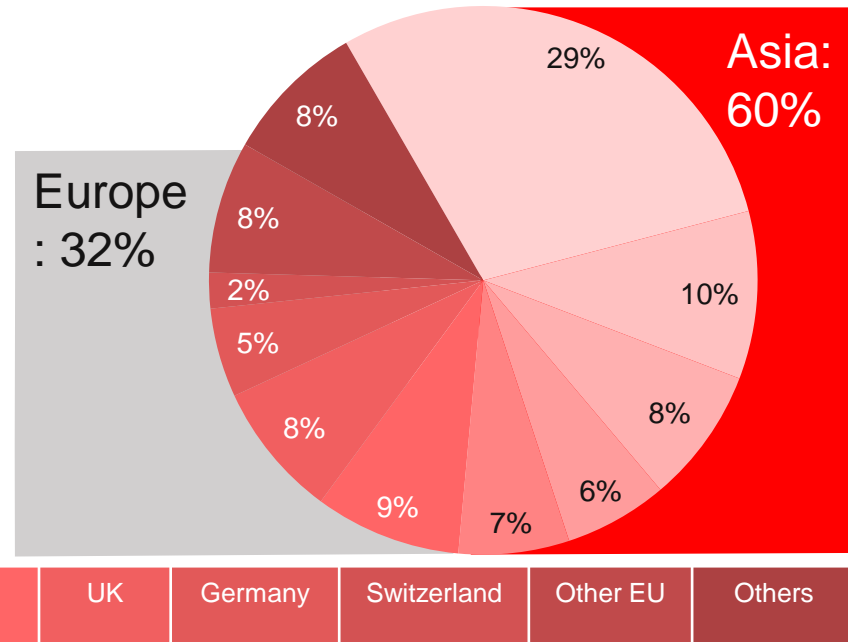


Where did the Asian students go?

Internship job work location



Fulltime job work location



(Data source: job placement survey MBA'11 -20)

■ Is intern in Asia must for FT in Asia, and vice versa?

	Asia - Internship	Out of Asia - Internship
Asia - Fulltime	33%	27%
Out of Asia - Fulltime	9%	32%

Who is giving offers to Asian students in Europe?

Internship

Companies hire > one Asian in MBA 2018 - 2020

Firm	Location	2018	2019	2020	Total
IESE	Spain	4	7	2	13
AMAZON	Germany		1		1
	UK		1		1
	Western Europe	7		1	8
NOVARTIS	Czech Republic	1			1
	Switzerland	2	2	3	7
CITIGROUP	UK	2		2	4
GLOBAL PRAXIS GROUP	Spain	1	2		3
Planalto Capital	Portugal		1	2	3
GESIURIS ASSET MANAGEMENT	Spain		2	1	3
RealXData	Germany		2		2
LEO PHARMA	Spain		2		2
Amalfi Analytics	Spain			2	2
DEPOSIT SOLUTIONS	Germany	1		1	2
BBOOSTER VENTURES	Spain			2	2
EIT Health	Spain		2		2
SCHNEIDER ELECTRIC	Spain		1	1	2
ELI LILLY	Spain		1	1	2
Inka Software (Bitinka)	Spain		2		2
GENESIS-BIOMED	Spain		2		2
NIKE	Netherlands	1		1	2
WORLDSENSING SL	Spain		1	1	2
BTS	Spain	2			2
AMERICAN EXPRESS	UK		2		2
ROLAND BERGER	Netherlands		1	1	2
HP	Spain	1		1	2
SYMRISE	France	1			1
	Germany	1			1
ICFO - The Institute of Photonic Sciences	Spain		2		2
Anna Bonny	Spain	1	1		2
INTEL	UK	2			2

Companies hire one Asian in MBA 2018 - 2020

Firm	Location	Firm	Location
5GCroCo	Spain	MASQUELACK	Spain
AB INBEV	Western Europe	MCKINSEY	Spain
Alira Health	Spain	MEDISIEVE	UK
ALTAIR	Spain	MICROSOFT	Germany
AREX	Spain	MORGAN STANLEY	UK
BADI	Spain	Naturitas	Spain
BASF	Germany	Navozyme	Spain
Bebelona	Spain	Neuroelectronics	Spain
BEYOU	Spain	Neventa Capital	Switzerland
BIOCAT	Spain	NOMURA	UK
CACHE	Spain	NordicNinja VC	Finland
CDC GROUP Plc	UK	OMBU INVESTMENTS	Spain
CREDIT SUISSE	UK	Oneprojects	Spain
CRHIM	Spain	Opportumeety	Spain
CSI Renting	Spain	Optimus Garden	Spain
Daimler AG	Germany	OWN-KINDCRDT	UK
DANAHER	France	PARTHENON EY	UK
DNANUTRICOACH	Spain	PERNOD RICARD EUROPE	Spain
Docomo digital	Germany	PGGM	Netherlands
ecoalf	Spain	Pharmacelera	Spain
ELCANO SICAV	Spain	PHILIPS	Netherlands
EQUATORIAL COCACOLA BOTTLING	Spain	QUIBIM	Spain
COMPANY	Spain	ROCHE	Switzerland
ESIN CAPITAL	Spain	RsA	Italy
EUROPEAN BANK FOR RECONSTRUCTION & DEVELOPMENT	UK	SIGFOX	France
EVERIS	Spain	SIGRUN CORPORACIÓN, S.L.	Spain
Ferrer	Spain	SILVER 8 CAPITAL	Spain
First Lucky Holdings Corporation	Spain	STRADA	Spain
FLOMICS	Spain	STRANDS	Spain
FORBION	Spain	SUNCO CAPITAL	Spain
GLAXOSMITHKLINE	UK	The Essentials	Spain
Grover	Germany	trnd	Spain
HAITONG BANK	Spain	UBER	Netherlands
HENKEL	Spain	United Nations World Food Program	Italy
Holala Rentals	Portugal	UNIVERSAL DIAGNOSTICS	Spain
HOPPY & HAPPY PROJECTS SL	Spain	VALERY CAPITAL BV	Netherlands
IDNEO	Spain	Value Creation - Alternative	Spain
Kiversal	Spain	VODAFONE	Spain
KUFLINK	UK	WERFEN	Spain
Luvata Pori Oy	Finland	ZECLINICS S.L.	Spain
Macsha	Spain	zeotap GmbH	Germany
MAGISSO	Finland	ZS ASSOCIATES	UK
Mapegy	Germany		

Who is giving offers to Asian students in Europe?

Fulltime

Companies hire > one Asian in MBA 2017 - 2019

Firm	Location	2017	2018	2019	Total
AMAZON	Germany			1	1
	Luxembourg	3			3
	UK		4		4
	Western Europe	1	1		2
IESE	Spain	1	2	1	4
MCKINSEY	Belgium	1			1
	Italy	1			1
	Spain			1	1
NOVARTIS	Czech Republic		1		1
	Germany		1		1
	Switzerland			1	1
WAYFAIR	Germany	1	2		3
AMERICAN EXPRESS	UK	1		1	2
MORGAN STANLEY	UK	1	1		2
CITIGROUP	UK		2		2
DHL CONSULTING	Germany		1	1	2
ALFA CONSULTING	Spain	2			2
GLOBAL PRAXIS GROUP	Spain		1	1	2
CREDIT SUISSE	UK	2			2
AB INBEV	Belgium	2			2

Companies hire one Asian in MBA 2017 - 2019

Firm	Location	Firm	Location
ACCENTURE	Germany	Mycelium Networks S.L.	Spain
AIRBUS	France	Nutreco	Netherlands
ALLIANZ SE	Spain	OCTAPHARMA	Switzerland
BEREPUBLIC	Spain	P&G	Spain
CAMPER	Spain	Pelikan Group	Spain
Continental Global Service		QUIBIM	Spain
Limited	Spain	RIJK ZWAAN	Spain
DEPOSIT SOLUTIONS	Germany	ROCHE	Switzerland
EasySize	Denmark	ROLAND BERGER	Netherlands
EIT Health	Spain	SANOFI	France
EVERIS	Spain	SAP	Western Europe
GENESIS-BIOMED	Spain	SIEMENS	Germany
H&M	Sweden	STRATECON	Germany
HENKEL	Netherlands	Stylist	Spain
IBM	UK	SYMRISE	Germany
ICFO - The Institute of		TAN BEI XIONG APP	Spain
Photonic Sciences	Spain	UNIQLO	Spain
LikeMeat	Germany	WELLINGTON PARTNERS	Germany
Mercaux	UK	WERFEN	Spain
MERRILL LYNCH	UK	Wunder Mobility	Germany
Mesoesthetic	Spain		
MIZUHO	UK		
MONITOR DELOITTE	Netherlands		

Who is giving offers to Asian students in Asia?

Internship

Companies hire > one Asian in MBA 2018 - 2020

Firm	Location	2018	2019	2020	Total
JOHNSON & JOHNSON	Mainland (GC)		2		2
	Japan	1	1	2	4
	South Korea	1			1
ELI LILLY	Mainland (GC)	1			1
	India		1		1
	Japan			3	3
	Philippines		2		2
HENKEL	Mainland (GC)	1			1
	Singapore	2	2	1	5
AMAZON	Mainland (GC)		1		1
	Japan	1	2	1	4
INFOSYS	India	1	1	3	5
Sterlite Technologies	India	3	2		5
BCG	Japan	2	1	2	5
MCKINSEY	Asia (East)		1		1
	Japan	2		1	3
	South Korea			1	1
BAIN	Japan			3	3
	Singapore		1		1
Jing Dong	Mainland (GC)	4			4
CITIGROUP	HK (GC)		1	1	2
	Japan			1	1
	South Korea	1			1
STRATEGY& GOOGLE	Japan	1	2	1	4
	Mainland (GC)	1			1
	Japan	1			1
RIJK ZWAAN	South Korea			1	1
	Mainland (GC)		1		1
RAKUTEN	India		1		1
	Japan	1		1	2
Bank Mandiri	Indonesia			2	2
Samsung	South Korea			2	2
ACCENTURE	Singapore		1	1	2
Globis	Japan		1	1	2
Industrial Growth Platform	Japan		2		2
A.T. KEARNEY	Japan	1			1
	Malaysia			1	1

Companies hire one Asian in MBA 2018 - 2020

Firm	Location	Firm	Location
AbbVie	Japan	NTT	Japan
ALIBABA	Mainland (GC)	OBJECT OF NULL	Japan
ARA Asset Management	Singapore	Planet Growth, K.K.	Japan
BASF	HK (GC)	PRIME MINISTER'S OFFICE	
Bloch Brewery (TW)	TW (GC)	OF SINGAPORE	Singapore
CAPITAL FLOAT	India	PROPHET	HK (GC)
DAIWA SECURITIES	Japan	ROLAND BERGER	Japan
DELOITTE	Singapore	RSM	Singapore
DHL CONSULTING	Singapore	SCHNEIDER ELECTRIC	Mongolia
FOSUN	Mainland (GC)	Schroders Investment	
GLAXOSMITHKLINE	Mainland (GC)	Management	Indonesia
HAKUHODO CONSULTING INC.	Japan	Shanghai Elegant Investment	
Hanwa Co.	Mainland (GC)	Co., Ltd.	Mainland (GC)
IGPI	Japan	Simple Wearables	Philippines
IMS	Mainland (GC)	Singapore FinTech Consortium	Singapore
Invengo Technology PTE LTD	Singapore	Sipra Labs Limited	India
Japan Exchange Group Inc.	Japan	SK Telecom	South Korea
KRAFT	Mainland (GC)	SUGUNA FOODS LIMITED	India
LAZADA	Vietnam	Sumitomo	Japan
LIXIL Corporation	Japan	SUNTORY	Japan
Mahajan Imaging	India	TEJIDOS ROYO, S.L.	Japan
MANDOM CORPORATION	Japan	TerraCycle	Japan
MERRILL LYNCH	Japan	TOYOTA MOTOR	
MICROSOFT	Indonesia	CORPORATION	Japan
MITSUBISHI	Japan	UBER	Philippines
MONITOR DELOITTE	India	Xpedite Ventures	India
MORGAN STANLEY	Japan	YAMAHA	Japan
NESTLE	India	YCP HOLDINGS	Singapore
NIKE	Japan	YIN JEWELRY	Mainland (GC)
Nippon	Japan	Zimplystic Pte Ltd	Singapore
NITASURI LLC	South Korea	Zomato	India

Who is giving offers to Asian students in Asia? (1)

Fulltime

Companies hire > one Asian in MBA 2017 - 2019

Firm	Location	2017	2018	2019	Total	Firm	Location	2017	2018	2019	Total
MCKINSEY	Mainland (GC)			1	1	GOOGLE	Mainland (GC)		1	1	2
	Indonesia		1		1		Japan	1			1
	Japan	4		1	5	STRATEGY&	Japan	1	2		3
	South Korea			1	1	NTT	Japan	1	1		2
MICROSOFT	Mainland (GC)	1		1	2	Jean-Claude Biguine	India	2			2
	Indonesia			1	1	ROLAND BERGER	Mainland (GC)	1			1
	Japan	1		1	2		Japan			1	1
	TW (GC)	1	1		2	JOHNSON & JOHNSON	Mainland (GC)	1			1
Samsung	South Korea	1		5	6		Japan			1	1
AMAZON	Mainland (GC)	1			1	NISSAN	Japan	1	1		2
	Japan		2	2	4	Didi Chuxing	Mainland (GC)			2	2
A.T. KEARNEY	Mainland (GC)	1			1	DAIWA SECURITIES	Japan		1	1	2
	Japan			1	1	ACCENTURE	Singapore		2		2
	South Korea		2		2	BAIN	Japan	1			1
RAKUTEN	Japan	1	2	1	4		Singapore		1		1
DELOITTE	Japan	1			1	CITIGROUP	HK (GC)			1	1
	Singapore		1	1	2		Indonesia	1			1
BCG	Japan	2	1		3	MITSUBISHI	Japan	1	1		2
APPLE	Singapore	1	1	1	3	HENKEL	Singapore	1	1		2
Shopee	Philippines	1			1	WALMART	Japan		2		2
	Singapore		2		2	Industrial Growth Platform	Japan		1	1	2
SUNTORY	Japan	1	1	1	3	LIXIL Corporation	Japan	2			2
ELI LILLY	Mainland (GC)			1	1						
	Japan			1	1						
	Singapore	1			1						

Who is giving offers to Asian students in Asia? (2)

Fulltime

Companies hire one Asian in MBA 2017 - 2019

Firm	Location
AbbVie	Japan
Amitdeep Motors	India
Bank Mandiri	Indonesia
BASF	Asia (East)
Beijing Kanglihao Music Co.	Mainland (GC)
Bizreach Inc.	Japan
BridgeU	HK (GC)
CARREFOUR	Mainland (GC)
Curious Drive Co., Ltd. (Kids&Us Japan)	Mainland (GC)
DELTA PARTNERS	Singapore
ELEGANT INVESTMENT	Mainland (GC)
Gagale	Mainland (GC)
GLAXOSMITHKLINE	Mainland (GC)
Government of Japan	Japan
Hankook Shell Oil	South Korea
Hanwa Co.	Mainland (GC)
Hokkaido Nipponham Fighters	Japan
HK Exchange and Clearing Limited (HKEX)	HK (GC)
INDITEX	Japan
Infinity Venture Partners	TW (GC)
INFOSYS	India
Japan Bank International Cooperation	Japan
Japan Exchange Group Inc.	Japan
Japan Post Holdings Co	Japan
JBS Partners	Japan
KEYLOGIC	Mainland (GC)
KRAFT	Mainland (GC)
LANSUM Properties LLP	India
LG corp	South Korea
Looxent	South Korea
MANDOM CORPORATION	Japan
MORGAN STANLEY	Japan

Firm	Location
Mylan Pharmaceuticals	India
Nippon	Japan
NOMURA	Japan
NOVARTIS	Mainland (GC)
OMNI MOTOR	Nepal
PETRONAS	Malaysia
PRIME MINISTER'S OFFICE OF SINGAPORE	Singapore
PRONOVIA	Mainland (GC)
RIJK ZWAAN	India
Ritsumeikan University	Japan
ROBERT BOSCH LLC.	Japan
Saleswhale	Singapore
Schindler	Mainland (GC)
Sipra Labs Limited	India
SK Telecom	South Korea
Snet Systems	South Korea
Sojitz Corporation	Japan
Sompo Japan Niponkoa Insurance Inc.	Japan
SUGUNA FOODS LIMITED	India
Sumitomo	Japan
SYNGENTA	Singapore
Tetra Pak Vietnam	Vietnam
TOYOTA	Japan
TWITTER	Japan
United Capital Management JSC	Vietnam
United, Inc.	Japan
VB ADVISORY SERVICES	India
WeWork	Japan
YAMAHA	Japan
YASHODA HOSPITALS	India
YIN JEWELRY	Mainland (GC)
ZS ASSOCIATES	Asia (East)

■ I want to work for...?

“Google Strategy Department in Europe”



Where can I find the Salary information by region and by sector?



IESE employment report|



iese employment report 2016

Eliminar

iese employment report 2015

Eliminar

iese employment report 2014

iese employment report 2013

Buscar con Google

Voy a tener suerte

[Más información](#)

Denunciar predicciones inadecuadas

A yellow diamond-shaped sign with a black border, featuring the text "Now what?" in bold black font. The sign is centered against a background of a blue sky with wispy white clouds.

**Now
what?**



02 Plan and Execute

■ There are so many things to do



What would you do if you have a big project or a big problem to solve?

Break-down the issue and solve it one-by-one

Offer

Conversion rate
(Success rate)

Volume

Applications

Interviews

Offers

Opportunities

Applications

CV

CL

certificate

Knowledge

Interview skills

Contact

Negotiate

Select

On-campus

Off-campus

Calendar

Review

Industry

Company

Position

Elevator
Pitch

Question
list

Case
interview

Experien.

Network

symplicity

Career
forum

Career
Trek

Company
Event

Prof. club

NS job
search

Network

Info.
sharing

Deadline

Tracking

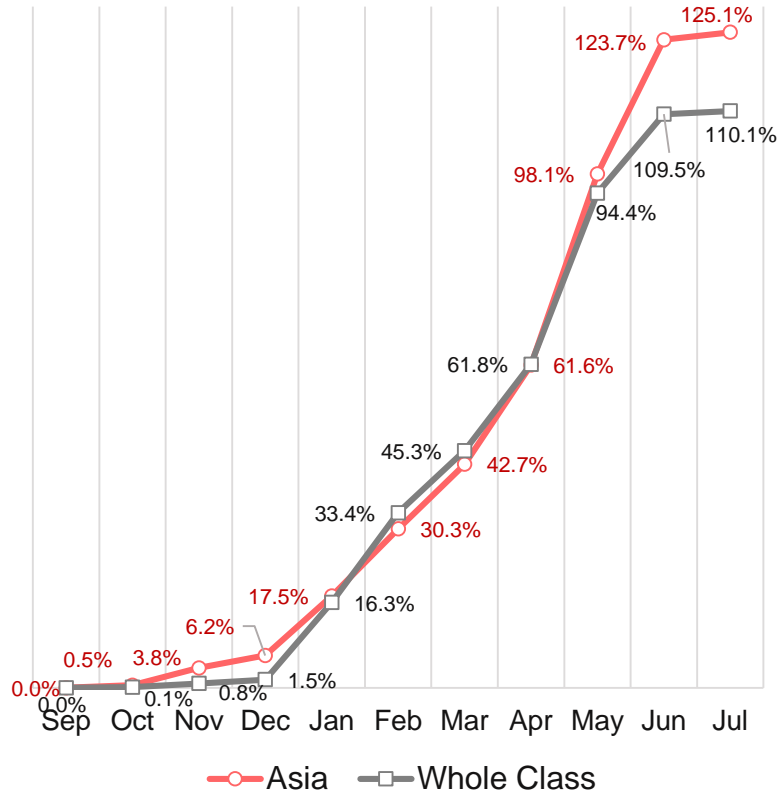
Backup
plans

Self

Others

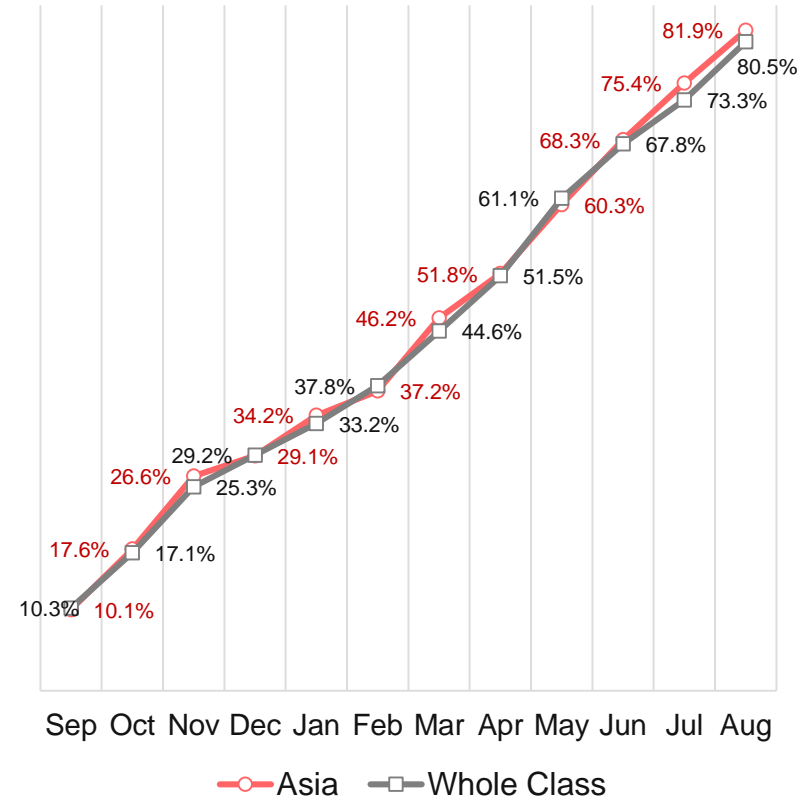
Calendar: backup plans, backup plans.....

Date of offer: Internship
(MBA'18 -20)



- Exclude sponsored students

Date of offer: Fulltime
(MBA'17 -19)



Calendar: essential events for Asian students

Career Forums

Feb 29, 2020, Asia Career Fair, IESE North Campus
Apr, 2020, Asia Career Summit, Singapore

Career Treks

Jan, 2020, China Trek, Shanghai and Beijing

Corporate Events

Sep / Oct, 2019, Didi Global
Virtual talk: Eli Lilly, Google, Sanofi, Henkel...
...

Others

Jan 6-17, 2020, Intensive module in Shanghai
4th/5th Term, Exchange Programs with Asia BS school

Asia Clubs

Professional clubs

Greater China, ASIA

Social Clubs

Japan, South Korea, India

Asia Career Fair – Feb 29, 2020

Registration deadline: Feb 16th, 2020

<https://forms.gle/12ZefbnDeFXPx86q8>



Some participating companies in the previous editions



Globalpraxis



KraftHeinz



QATAR
AIRWAYS القطرية



Schneider
Electric



Schunk Xycarb Technology
Pure Excellence

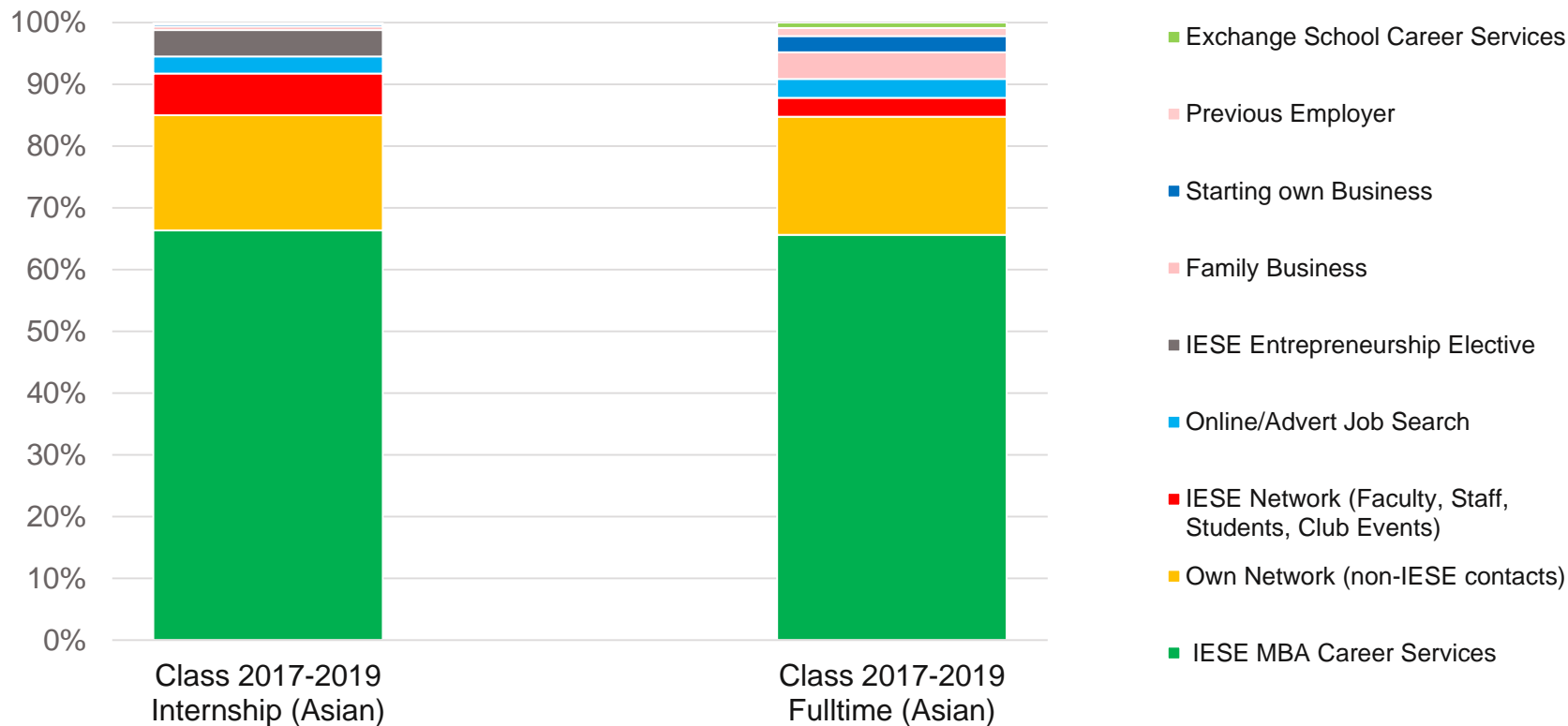
SHV Energy

Tencent 腾讯

■ Is applying through Symplicity sufficient?

Ask for help and be grateful

Sources of offers



- Exclude sponsored students



03
You are not
competitors
with each
other

■ Share, help and benefit

Job opportunities – WhatsApp group (1)

What to share in the group:

1. Important announcement / news / reminder / information / notices / tips for on- campus recruitment application, events
2. Job opportunities through online research by CDC and you
3. Propose employers that you want CDC to push your applications
4. Other career related articles, suggestions and questions

What not to share in the group

(Please keep the group conversation clean and relevant):

1. “Thank you”
2. Non-career related

■ Share, help and benefit

Job opportunities – WhatsApp group (2)

Class 2021

Greater China

[https://chat.whatsapp.com/
E8lEzclFYlp62ewkJSLeSX](https://chat.whatsapp.com/E8lEzclFYlp62ewkJSLeSX)



Southeast Asia

[https://chat.whatsapp.com/C
Z7TSGpnPiP442qEng0Af3](https://chat.whatsapp.com/CZ7TSGpnPiP442qEng0Af3)



Northeast Asia

[https://chat.whatsapp.com/Hl
TN8uXxOkS5lvSoGJMM6a](https://chat.whatsapp.com/HlTN8uXxOkS5lvSoGJMM6a)



Share, help and benefit

Interview experience – Shared folder

To get access, fill in your Dropbox account in the google form:

<https://goo.gl/forms/NIJ7iJ93HDhYLbYS2>



What to share?

- Questions or any tips from your interview
- Any position adequate to MBA students (usually mid-senior level)
- Any company, regardless of the size or prestige of the company

📁 > Career > Company Prep

Name +	Modified ▾
 AMAZON EU.docx	10/5/2017 5:11 PM
 Caixabank.docx	30/5/2017 1:34 PM
 Cargill China.docx	23/5/2017 2:08 PM
 Citi FMA.docx	20/5/2017 2:50 PM by jiayu hu
 Globalpraxis.docx	16/6/2017 5:56 PM by 晨希廖
 Johnson& Johnson China.docx	27/6/2017 4:28 PM
 Werfen.docx	20/5/2017 2:55 PM by jiayu hu

■ If you have some time, 3 pieces of homework...

**Think about your
advantage**



**Set up a plan
(calendar, backup plan)**



**Help each other
(Join the groups)**

