

# FOUNDER

THE ADVENTUROUS ENTREPRENEUR



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LIMITED

[WWW.ASIACEO.CLUB](http://WWW.ASIACEO.CLUB)

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# Building success

**Can you tell us about your background and what inspired you to start a recruitment company?**

My twin brother Eddie and I have always been interested in the recruitment industry. We started our careers in the online job portal sector, working for JobsDB.com and Monster.com from 2004 to 2008. We learned a lot about the recruitment market and the major players in the field. We also joined two different recruitment companies in 2008 to gain more hands-on experience. Our goal was to start our own firm by the time we turned 30.

However, our plans changed when the global financial crisis hit in 2008. We lost our jobs and decided to take the plunge and start our own recruitment company. In 2009, at the age of 26, we founded KOS International Limited together with our eldest brother, Kevin, and our childhood friend, Raymond.

As a team, we recognized that each of us brought unique strengths and expertise to the table. We leveraged our individual skills to work collaboratively and complement each other's abilities. With our combined strengths and diverse backgrounds, we formed a strong founding team that could tackle various aspects of the business. Teamwork has been a fundamental aspect of our journey, allowing us to navigate challenges and make informed decisions.

# KOS International

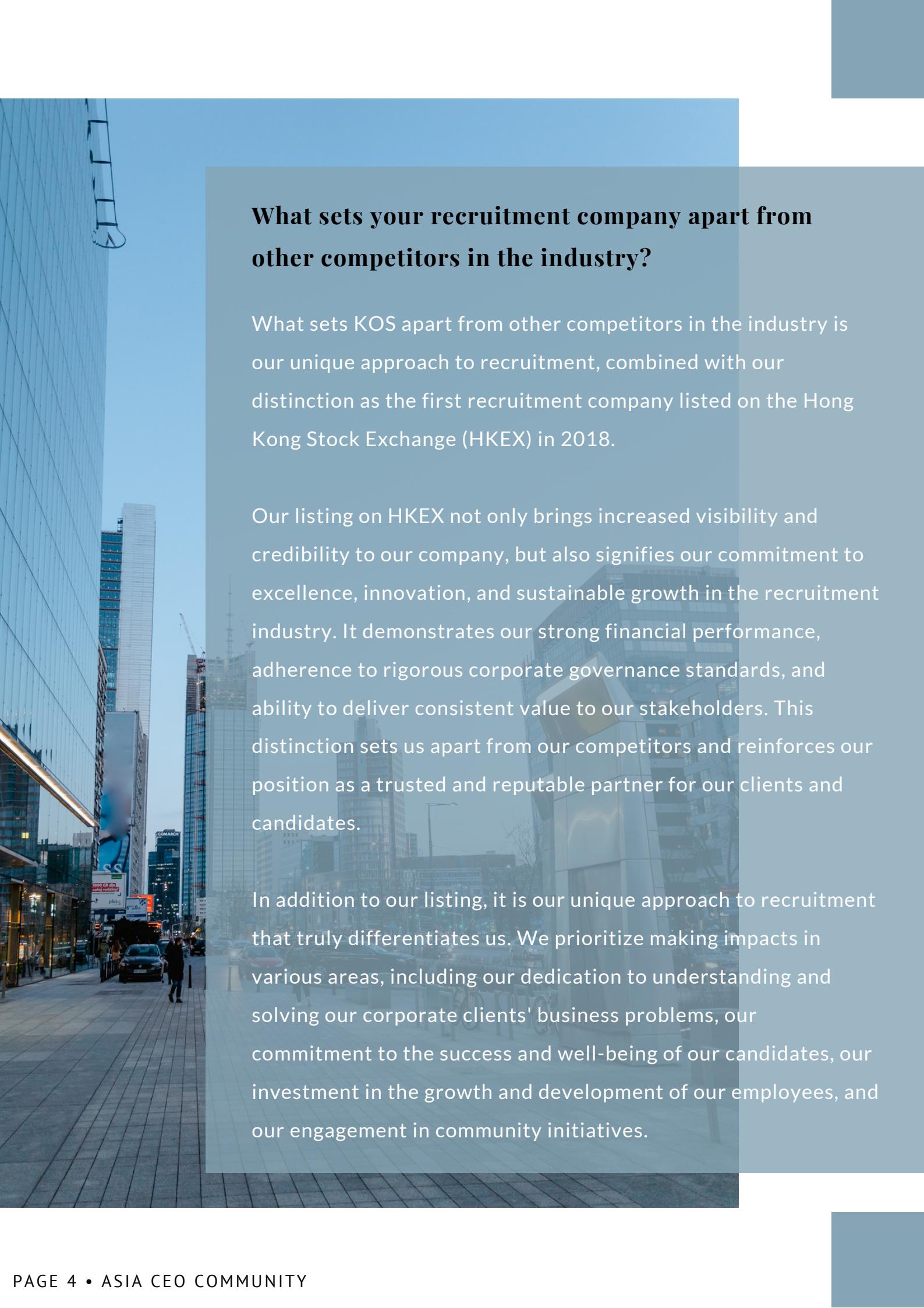
## Holdings Limited



We noticed that there were many recruitment companies in the market, but most of them were either multinational firms with a systematic and specialized approach, or local firms with a personal and owner-centric approach. We wanted to create a unique company that would combine the best of both worlds. We wanted to build a platform that would focus on the company branding, rather than the owner branding. We also wanted to create a culture that would balance the KPIs and sales with the impacts and values.

We believe that our recruitment company is not just about making sales or billings but making impacts. We strive to create positive outcomes for our corporate clients, our candidates, our employees, and our community.

We also want to showcase our Chinese identity and blend the Eastern and Western management styles. That is what inspired us to start KOS and what drives us to grow it further.



## **What sets your recruitment company apart from other competitors in the industry?**

What sets KOS apart from other competitors in the industry is our unique approach to recruitment, combined with our distinction as the first recruitment company listed on the Hong Kong Stock Exchange (HKEX) in 2018.

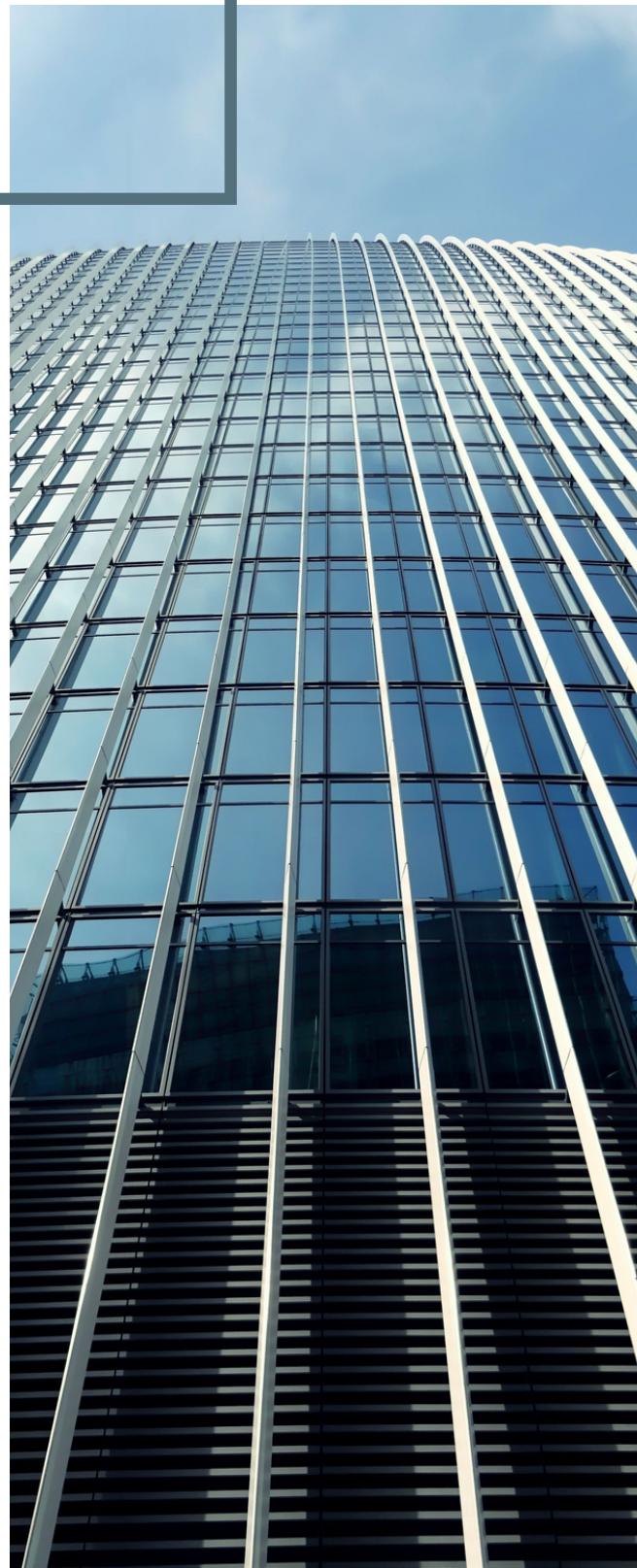
Our listing on HKEX not only brings increased visibility and credibility to our company, but also signifies our commitment to excellence, innovation, and sustainable growth in the recruitment industry. It demonstrates our strong financial performance, adherence to rigorous corporate governance standards, and ability to deliver consistent value to our stakeholders. This distinction sets us apart from our competitors and reinforces our position as a trusted and reputable partner for our clients and candidates.

In addition to our listing, it is our unique approach to recruitment that truly differentiates us. We prioritize making impacts in various areas, including our dedication to understanding and solving our corporate clients' business problems, our commitment to the success and well-being of our candidates, our investment in the growth and development of our employees, and our engagement in community initiatives.

# THE COMPETITIVE EDGE

To our corporate clients, we go beyond simply matching candidates to job openings. We take the time to thoroughly understand their needs, culture, and goals, providing them with candidates who not only possess the necessary skills and qualifications but also align with their values and long-term objectives. We strive to be a strategic partner, offering feedback, support, and guidance throughout the hiring process and beyond.

To our candidates, we provide personalized attention and support to help them find the right career path. We assess their strengths, aspirations, and career goals, matching them with the best opportunities available. We guide them through the application and interview stages, providing support, feedback, and career advice along the way. Our commitment extends beyond the placement, as we maintain regular contact to ensure their continued satisfaction and professional development.





We also invest in our employees' growth and development, fostering a collaborative and supportive work environment. Through comprehensive training and a focus on professionalism and ethics, we equip our employees with the skills and knowledge to provide exceptional service to our clients and candidates.

Furthermore, we are dedicated to making a positive impact on the community. We engage in partnerships with social organizations and initiatives, offering career guidance, mentoring, training, and job opportunities to underprivileged and marginalized groups. Additionally, we participate in charitable events and volunteer activities to contribute to the community and make a difference in the lives of those in need.

Overall, our distinction as the first recruitment company listed on HKEX, combined with our unique approach to recruitment, positions KOS as a leader in the industry. We continue to strive for excellence, innovation, and making positive impacts in all aspects of our business, while providing trusted and reputable services to our clients and candidates.



ZETL

## THE ENTREPRENEUR

*How do you ensure that your recruitment company stays up to date with the latest industry trends and best practices?*

We believe that staying up to date with the latest industry trends and best practices is essential for our success and competitiveness.

We invest in our internal training and development. We provide our employees with continuous learning opportunities and resources to enhance their skills and knowledge in the recruitment field. We also encourage our employees to pursue professional qualifications and certifications that are relevant and recognized by the industry.

We also foster a culture of innovation and creativity within our company, where we welcome new ideas, feedback, suggestions, and experiments that can improve our processes, systems, products, and services.

We also participate in industry events and activities. We attend and sponsor various conferences, seminars, workshops, webinars, and exhibitions related to the recruitment industry and the sectors that we serve. We also join and contribute to various industry associations, committees, forums, and groups that promote the development and best practices of the recruitment profession. These events and activities help us to network with other industry players, learn from the experts, share our knowledge and experience, and showcase our brand and services.

We believe that by doing so, we can deliver high-quality and value-added solutions to our clients and candidates, as well as maintain our competitive edge in the market.

# Our Customers

*What types of clients does your recruitment company typically serve, and what industries do you specialize in?*

KOS International Limited operates in HK, Shenzhen, Guangzhou and Singapore. We work with a diverse range of clients, from Multinational companies and Local Conglomerates to Public Utilities and Government bodies.



We serve various industries, such as Banking & Finance, Property and Constructions, Engineering, Logistics and Sourcing, Hospitality and F&B, Healthcare and Pharmaceutical, Retail. We have expertise in different functions, such as Human Resources, Admin and Secretarial, Accounting & Finance, Sales & Marketing, Operation & Supply Chain, Legal, and C-Suite positions. We also provide contract and staffing solutions for temporary and high volume hiring needs.

*Could you describe the typical process your recruitment company follows when working with a client to fill a job vacancy?*

## **1** Understanding the client's needs:

We conduct a thorough analysis of the client's business, culture, and goals. We also gather detailed information about the job vacancy, such as the responsibilities, qualifications, expectations, and benefits. We use this information to create a customized job description and a recruitment strategy.



## **2** Sourcing and screening candidates

We use various channels to source potential candidates, such as our own database, online platforms, referrals, and networking. We then screen the candidates based on their resumes, skills, and suitability for the job. We conduct preliminary interviews with the shortlisted candidates to assess their fit for the role and the client's organization.

## **3** Presenting and recommending candidates

We present the best candidates to the client along with their profiles, resumes, and interview feedback. We also provide our professional recommendations and insights on each candidate. We coordinate with the client and the candidates to arrange further interviews and assessments as needed.

## **4** Negotiating and finalizing the offer

We facilitate the negotiation process between the client and the selected candidate on the terms and conditions of the offer. We also assist the candidate with any queries or concerns they may have about the job or the client. We ensure that both parties are satisfied with the outcome and that the offer is finalized in a timely manner.

## **5** Following up and providing support

We maintain regular communication with both the client and the candidate throughout the hiring process and after the placement. We provide ongoing support and guidance to ensure a smooth transition and a successful integration of the candidate into the client's organization. We also solicit feedback from both parties to evaluate our performance and improve our service quality.

# Strategies & Resources

*How do you source and attract top talent for your clients? What strategies and resources do you utilize?*

We source and attract top talent for our clients by using a combination of strategies and resources. Some of the methods we use are:

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01

## Leveraging our own database

We have a large and updated database of qualified candidates who have registered with us or applied for our previous job openings. We use various criteria to match them with the client's requirements and reach out to them with relevant opportunities.



02

## Utilizing online platforms

We use various online platforms, such as job boards, social media, professional networks, and industry forums, to post our job ads and search for potential candidates. We also use online tools, such as resume parsers, keyword analyzers, and talent analytics, to optimize our sourcing process and identify the best candidates.



# 03

## Generating referrals

We encourage our existing candidates, clients, and employees to refer suitable candidates for our job openings. We offer incentives and rewards for successful referrals and maintain a strong relationship with our referrers. We also use referral platforms, such as [LinkedIn Referrals] and [Hiretual], to expand our referral network and reach more passive candidates.



# 04

## Networking

We attend various networking events, such as industry conferences, trade shows, seminars, and workshops, to meet and connect with potential candidates. We also host our own events, such as webinars, podcasts, and career fairs, to showcase our clients and their job opportunities. We follow up with the attendees and invite them to apply for our job openings or join our talent pool.



# 05

## Building employer brand

We help our clients build a strong employer brand that attracts top talent. We create and share engaging content, such as testimonials, case studies, videos, and blogs, that highlight the client's culture, values, vision, and achievements. We also promote the client's social responsibility initiatives, employee benefits, and career development opportunities.



# Professionalism

*How do you ensure that your recruitment company maintains a high level of professionalism and ethical standards?*

KOS ensures that we maintain a high level of professionalism and ethical standards by following these principles:

## Respecting the rights and interests of all parties

We treat our clients, candidates, and employees with respect, fairness, and honesty. We protect their privacy and confidentiality and do not disclose any information without their consent. We also respect the laws and regulations of the countries where we operate and do not engage in any illegal or unethical practices.

## Providing quality and reliable service

We strive to provide the best possible service to our clients and candidates. We conduct thorough research and analysis to understand their needs and expectations. We use our expertise and experience to source, screen, and present the most suitable candidates for each job vacancy. We also provide timely feedback and follow-up support to ensure a smooth hiring process and a successful placement.

## Maintaining integrity and accountability

We uphold the highest standards of integrity and accountability in our work. We do not make any false or misleading claims or promises to our clients or candidates. We do not accept any bribes, kickbacks, or favors from any party. We also do not discriminate or favor any candidate based on their race, gender, age, religion, or any other irrelevant factors. We take responsibility for our actions and decisions and admit our mistakes when we make them.

## Continuously improving and learning

We are committed to continuous improvement and learning in our work. We seek feedback from our clients, candidates, and employees to evaluate our performance and identify areas for improvement. We also keep ourselves updated with the latest trends and developments in the recruitment industry and the markets we serve. We invest in training and development programs for our staff to enhance their skills and knowledge.

*Can you provide an example of a particularly challenging recruitment project your company has undertaken, and how you successfully overcame the challenges?*



We assisted a shopping mall client with their recruitment needs, as they were preparing to launch a new mall in 2019 and some of the challenges that we faced in this project were:

Finding qualified and experienced candidates who can work in various roles, such as leasing, customer services, engineering, marketing, and operations.

Meeting the high standards and expectations of our client, which is known for its quality and innovation in the cultural and creative industry.

Adapting to the changing consumer preferences and market trends, such as the demand for more immersive and interactive experiences, the rise of online platforms and social media, and the impact of the pandemic on travel and tourism.

We showcased the benefits and opportunities of working for our client, such as the chance to be part of the global high-end lifestyle brand operator, the exposure to diverse cultures and guests, and the potential for personal and professional growth.

We look for candidates who have the potential to grow and innovate, rather than just focusing on their experience, as our client has a culture of creativity and diversity. We are open to hiring people from different industries who can bring new perspectives and ideas.

# OUR STRATEGIES

We provided extensive training and support for the candidates to help them develop the skills and knowledge required for their roles.

We used a multi-channel approach to reach out to potential candidates, such as online job boards, social media platforms, referrals, campus recruitment, and career fairs.



# Measuring Success



*What metrics or key performance indicators (KPIs) does your recruitment company track to measure success?*



## Qualified candidates per opening

This metric measures the number of candidates who meet the minimum requirements for a job opening. It helps us to assess the quality and relevance of our sourcing and screening strategies, and to optimize our talent pool.

## Candidate satisfaction

This metric measures the level of satisfaction and engagement of the candidates throughout the recruitment process. It helps us to evaluate the effectiveness and efficiency of our communication, feedback, and relationship-building with the candidates, and to improve our employer brand and reputation.



#### Offer acceptance rate

This metric measures the percentage of candidates who accept a job offer from us. It helps us to understand how attractive and competitive our offers are, and to identify any gaps or issues in our negotiation and closing stages.

#### Quality of hire

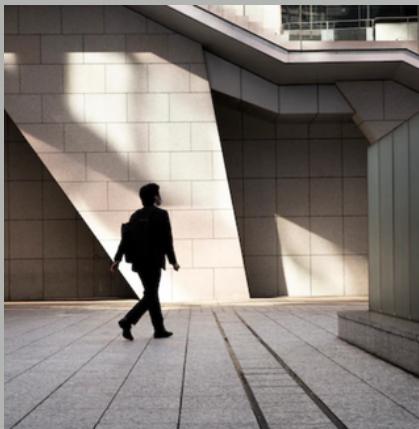
This metric measures the performance and retention of the candidates we hire within a certain period of time. It helps us to determine the value and impact of our hires on the organization, and to validate our recruitment methods and decisions.

#### Social media reach

This metric measures the number of people who see and interact with our content on social media platforms, such as LinkedIn, Facebook, Instagram, etc. It helps us to increase our visibility and awareness among potential candidates, and to showcase our company culture and values.



We track these metrics not only to measure our billings, but also to focus on how many people we can really help and how our staff can build a good personal brand and eventually build a good company brand. We believe that these metrics reflect our mission and vision as a recruitment company, and help us to achieve our goals.

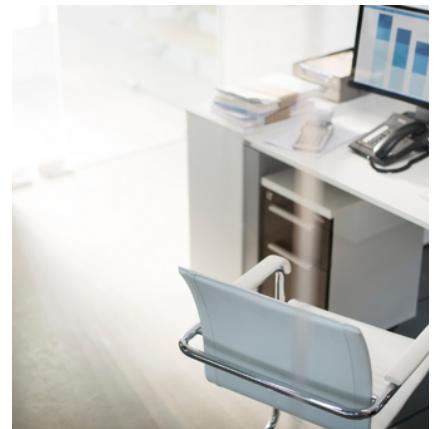


*How do you foster long-term relationships with both clients and candidates to ensure satisfaction and repeat business?*

We follow up with both parties after the placement, and solicit feedback on their satisfaction and performance. We also address any issues or concerns that may arise, and offer solutions or alternatives.

We maintain contact and rapport with both parties, and show appreciation and recognition for their trust and cooperation. We also seek opportunities to expand and deepen the relationship, such as introducing new services, products, or candidates.

# LONG-TERM RELATIONSHIPS



We provide value-added services and support for both parties, such as offering career advice, market insights, training opportunities, and referrals.

We communicate regularly and effectively with both parties, keeping them updated on the progress and status of the recruitment process, and providing timely and constructive feedback.

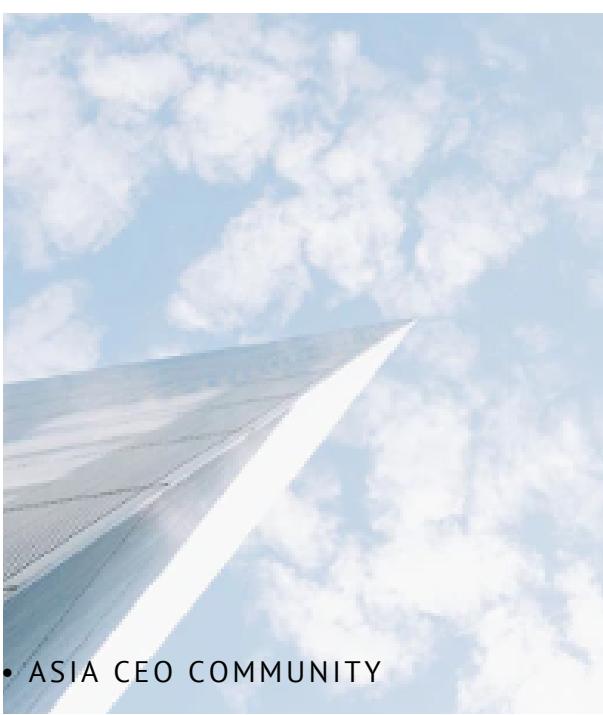
We understand the needs and expectations of both parties, and match them with the best fit based on their skills, qualifications, personality, and culture.



*Can you share any success stories or testimonials from clients and candidates who have worked with your recruitment company?*



A client from a renowned retail group said: "KOS International has been our trusted partner for many years. They have always delivered high-quality candidates who fit our culture and values. They are professional, responsive, and attentive to our needs. We highly recommend their services to anyone looking for talent in the retail industry.



A client from a global high-end lifestyle brand operator said: "KOS International is more than just a recruitment agency. They are a strategic partner who understands our business objectives and challenges. They have provided us with innovative and customized solutions for our HR and payroll outsourcing needs, as well as sourcing and retaining the best talent for our projects. They have exceeded our expectations in every aspect.

# Testimonials



A candidate who was placed as a Digital Marketing Manager for a luxury hotel said: "KOS International is the best recruitment agency I have ever worked with. They have a deep knowledge of the hospitality industry and the digital marketing field. They matched me with a perfect role that suits my skills, qualifications, and personality. They also helped me to develop my career plan and goals, and offered me various training opportunities and referrals. They are not only recruiters, but also mentors and friends.

*Charmaine  
Cheung*

Written by

A candidate who was placed as a HRBP Lead for a leading property business said: "KOS International helped me land my dream job in a very competitive market. They were very supportive and helpful throughout the whole process, from preparing my resume and interview, to negotiating the offer and contract. They also followed up with me regularly after I joined the company, and provided me with valuable feedback and advice. I am very grateful for their assistance and guidance.

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