

# Q3 / 2010

## Manpower Employment Outlook Survey Hong Kong

A Manpower Research Report



# Q3/10

## Contents

---

Hong Kong Employment Outlook 1

Sector Comparisons

---

Global Employment Outlook 5

International Comparisons – Asia Pacific

International Comparisons – Americas

International Comparisons – Europe, Middle East & Africa

---

About the Survey 14

---

About Manpower 15

# Hong Kong Employment Outlook

The Manpower Employment Outlook Survey for the third quarter 2010 was conducted by interviewing a representative sample of 814 employers in Hong Kong. All survey participants were asked, *“How do you anticipate total employment at your location to change in the three months to the end of September 2010 as compared to the current quarter?”*

Hong Kong employers forecast a favorable hiring climate in Quarter 3 2010. With 19% of employers expecting headcount to increase, 3% anticipating a decrease and 74% predicting no change, the Net Employment Outlook stands at an upbeat +16%.

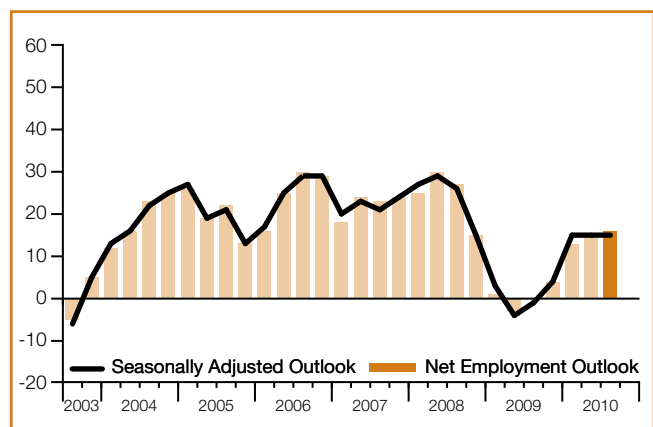
Throughout this report, we use the term “Net Employment Outlook.” This figure is derived by taking the percentage of employers anticipating total employment to increase and subtracting from this the percentage expecting to see a decrease in employment at their location in the next quarter. The result of this calculation is the Net Employment Outlook.

Quarter-over-quarter, the Outlook remains relatively stable, but year-over-year, hiring plans have strengthened considerably, with employers reporting a 16 percentage points increase in the Outlook.

Once the data is adjusted to account for seasonal variations, the Outlook stands at +15% for the third consecutive quarter. Year-over-year, the Outlook improves by 16 percentage points.

From this point forward, all data discussed in the commentary is seasonally adjusted, unless stated otherwise.

	Increase	Decrease	No Change	Don't Know	Net Employment Outlook	Seasonally Adjusted
	%	%	%	%	%	%
<b>3rd quarter 2010</b>	<b>19</b>	<b>3</b>	<b>74</b>	<b>4</b>	<b>+16</b>	<b>+15</b>
2nd quarter 2010	17	2	77	4	+15	+15
1st quarter 2010	17	4	76	3	+13	+15
4th quarter 2009	11	7	80	2	+4	+4
3rd quarter 2009	8	8	81	3	0	-1



No bar indicates Net Employment Outlook of zero.

## Sector Comparisons

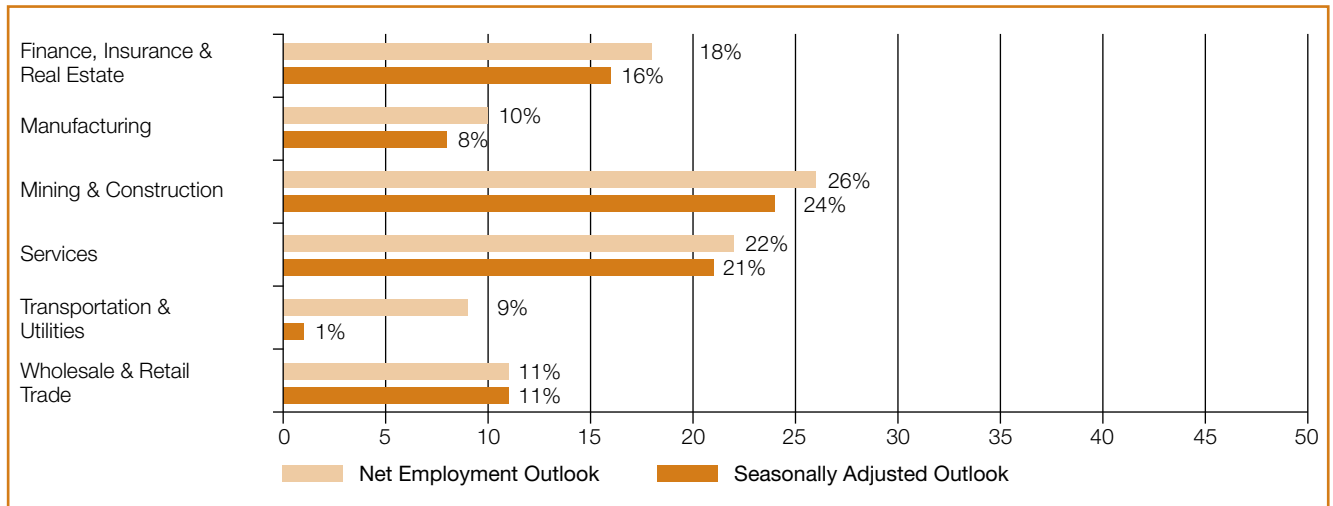
Employers in all six industry sectors anticipate positive hiring activity in Quarter 3 2010. Strong hiring intentions are reported in the Mining & Construction sector, where the Net Employment Outlook is +24%, and in the Services sector, with an Outlook of +21%. Finance, Insurance & Real Estate sector employers forecast respectable headcount gains with an Outlook of +16%, and Wholesale & Retail Trade sector employers are also upbeat, reporting an Outlook of +11%. Meanwhile, employers in the Transportation & Utilities sector report uncertain hiring prospects, with an Outlook of +1%.

Quarter-over-quarter, employers in four industry sectors report weaker hiring plans, with the most noteworthy decline of 7 percentage points in the Outlook for the Mining & Construction sector. Transportation & Utilities sector employers report a 6 percentage point decrease

in the Outlook and the Manufacturing sector Outlook declines by 5 percentage points.

Year-over-year, the Outlook strengthens in all six industry sectors. The sharpest improvement of 28 percentage points is reported by Mining & Construction sector employers, and a steep increase of 21 percentage points is reported in the Finance, Insurance & Real Estate sector. The Services sector Outlook is 16 percentage points stronger while the Wholesale & Retail Trade sector Outlook improves by 13 percentage points.

Based on unadjusted survey data, positive hiring activity is anticipated in all six industry sectors during the upcoming quarter. The strongest hiring prospects are reported in the Mining & Construction sector and in the Services sector. While employers in four sectors report slight quarter-over-quarter declines in the Outlook, hiring prospects have improved in all six sectors year-over-year.



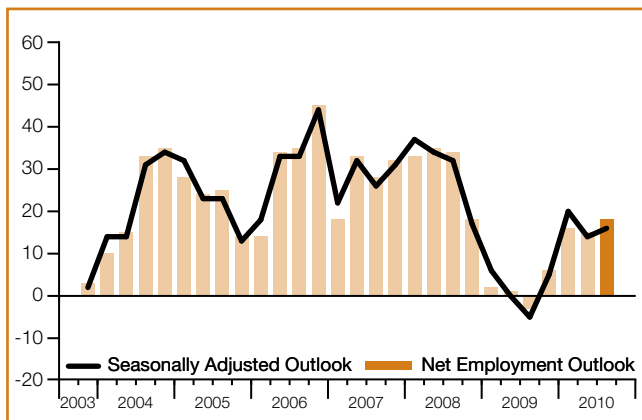
Note: Employers in the Public Administration/Education sector have not been included in this survey

## Finance, Insurance & Real Estate +18 (16)%

Employers report hopeful hiring intentions for Quarter 3 2010, with a Net Employment Outlook of +16%. The Outlook improves by 2 percentage points when

compared with the previous quarter and by a steep 21 percentage points year-over-year.

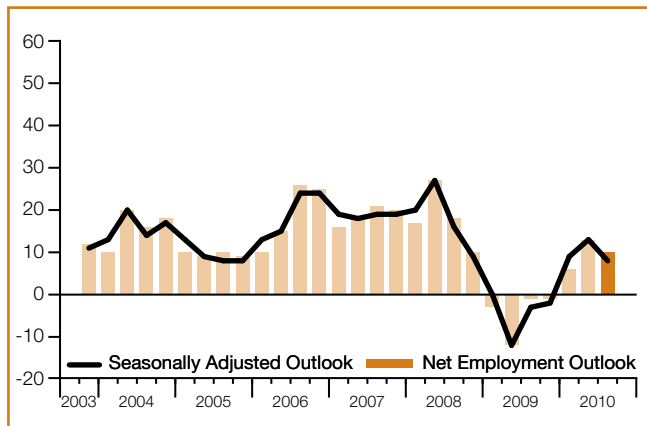
Based on unadjusted survey data, employers anticipate an upbeat hiring pace in the coming quarter. Quarter-over-quarter, hiring prospects are slightly stronger, while year-over-year, employers report a sharp improvement in the Outlook.



### Manufacturing +10 (8)%

Employers report cautiously optimistic hiring plans for Quarter 3 2010, with a Net Employment Outlook of +8%. While the Outlook declines by a moderate 5 percentage point margin quarter-over-quarter it is 11 percentage points stronger year-over-year.

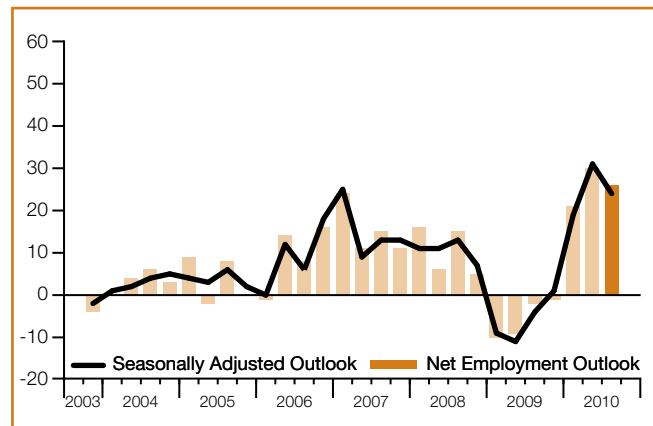
Based on unadjusted survey data, employers predict some opportunities to grow headcount in Quarter 3 2010, despite a slight decline in the Outlook quarter-over-quarter. Year-over-year, the Outlook is considerably stronger.



### Mining & Construction +26 (24)%

Job seekers will benefit from an active labor market in Quarter 3 2010, according to employers, who report a Net Employment Outlook of +24%. Hiring prospects decline by 7 percentage points quarter-over-quarter, but are 28 percentage points stronger year-over-year.

Based on unadjusted survey data, employers forecast healthy headcount growth in Quarter 3 2010. The Outlook is slightly weaker compared with the previous quarter, but has improved sharply year-over-year.

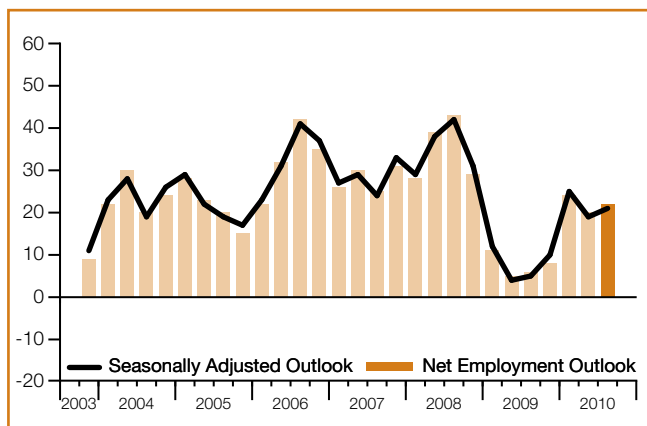


No bar indicates Net Employment Outlook of zero.

### Services +22 (21)%

With a Net Employment Outlook of +21%, employers report optimistic hiring plans for Quarter 3 2010. The Outlook improves by 2 percentage points quarter-over-quarter, while year-over-year, employers report 16 percentage point increase.

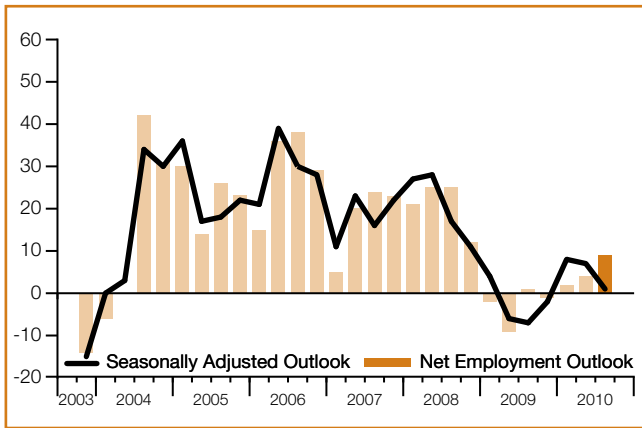
Based on unadjusted survey data, solid headcount growth is expected in the forthcoming quarter. The Outlook improves slightly quarter-over-quarter and is considerably stronger year-over-year.



## Transportation & Utilities +9 (1)%

Employers report mixed signals for job seekers in Quarter 3 2010, with an uncertain Net Employment Outlook of +1%. The Outlook declines by 6 percentage points quarter-over-quarter but is 8 percentage points stronger when compared to Quarter 3 2009.

Based on unadjusted survey data, employers anticipate modest headcount growth in Quarter 3 2010. The Outlook is stronger both quarter-over-quarter and year-over-year.

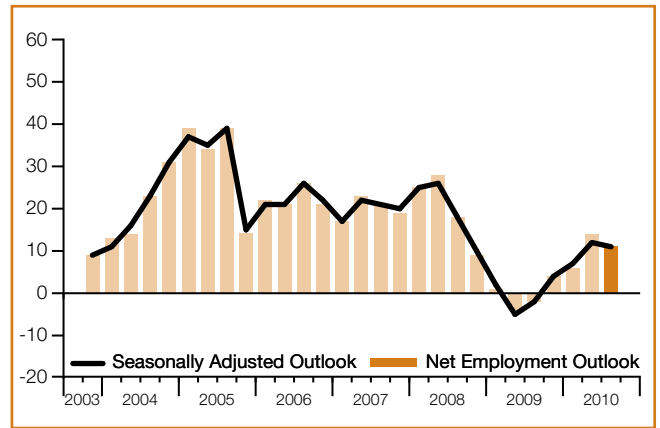


No bar indicates Net Employment Outlook of zero.

## Wholesale & Retail Trade +11 (11)%

Steady headcount gains are forecast for Quarter 3 2010, with employers reporting a Net Employment Outlook of +11%. The Outlook remains relatively stable quarter-over-quarter, and is 13 percentage points stronger year-over-year.

Based on unadjusted survey data, employers report upbeat hiring intentions for the coming quarter. While the Outlook is slightly weaker quarter-over-quarter, it is considerably stronger year-over-year.



# Global Employment Outlook

Americas	Net Employment Outlook			Qtr on Qtr Change Q2 2010 to Q3 2010	Yr on Yr Change Q3 2009 to Q3 2010
	Quarter 3 2009	Quarter 2 2010	Quarter 3 2010		
	%	%	%		
Argentina	-3	18	11	-7	14
Brazil	-	38	40	2	-
Canada	5 (-1) <sup>1</sup>	11 (7) <sup>1</sup>	16 (10) <sup>1</sup>	5 (3) <sup>1</sup>	11 (11) <sup>1</sup>
Colombia	-2	16	16	0	18
Costa Rica	-1	23	18	-5	19
Guatemala	-1	11	10	-1	11
Mexico	0 (0) <sup>1</sup>	14 (10) <sup>1</sup>	17 (16) <sup>1</sup>	3 (6) <sup>1</sup>	17 (16) <sup>1</sup>
Panama	-	15	16	1	-
Peru	5 (7) <sup>1</sup>	25 (27) <sup>1</sup>	24 (26) <sup>1</sup>	-1 (-1) <sup>1</sup>	19 (19) <sup>1</sup>
United States	2 (-2) <sup>1</sup>	8 (5) <sup>1</sup>	10 (6) <sup>1</sup>	2 (1) <sup>1</sup>	8 (8) <sup>1</sup>

Asia Pacific	Net Employment Outlook			Qtr on Qtr Change Q2 2010 to Q3 2010	Yr on Yr Change Q3 2009 to Q3 2010
	Quarter 3 2009	Quarter 2 2010	Quarter 3 2010		
	%	%	%		
Australia	0 (3) <sup>1</sup>	24 (22) <sup>1</sup>	21 (24) <sup>1</sup>	-3 (2) <sup>1</sup>	21 (21) <sup>1</sup>
China	2 (3) <sup>1</sup>	17 (18) <sup>1</sup>	27 (27) <sup>1</sup>	10 (9) <sup>1</sup>	25 (24) <sup>1</sup>
<b>Hong Kong</b>	<b>0 (-1)<sup>1</sup></b>	<b>15 (15)<sup>1</sup></b>	<b>16 (15)<sup>1</sup></b>	<b>1 (0)<sup>1</sup></b>	<b>16 (16)<sup>1</sup></b>
India	23 (23) <sup>1</sup>	36 (40) <sup>1</sup>	42 (42) <sup>1</sup>	6 (2) <sup>1</sup>	19 (19) <sup>1</sup>
Japan	-9 (-3) <sup>1</sup>	13 (2) <sup>1</sup>	3 (6) <sup>1</sup>	-10 (4) <sup>1</sup>	12 (9) <sup>1</sup>
New Zealand	-6 (-3) <sup>1</sup>	17 (13) <sup>1</sup>	15 (18) <sup>1</sup>	-2 (5) <sup>1</sup>	21 (21) <sup>1</sup>
Singapore	5 (3) <sup>1</sup>	24 (25) <sup>1</sup>	23 (21) <sup>1</sup>	-1 (-4) <sup>1</sup>	18 (18) <sup>1</sup>
Taiwan	12 (8) <sup>1</sup>	35 (34) <sup>1</sup>	39 (35) <sup>1</sup>	4 (1) <sup>1</sup>	27 (27) <sup>1</sup>

* EMEA	Net Employment Outlook			Qtr on Qtr Change Q2 2010 to Q3 2010	Yr on Yr Change Q3 2009 to Q3 2010
	Quarter 3 2009	Quarter 2 2010	Quarter 3 2010		
	%	%	%		
Austria	-1 (-3) <sup>1</sup>	4 (2) <sup>1</sup>	8 (6) <sup>1</sup>	4 (4) <sup>1</sup>	9 (9) <sup>1</sup>
Belgium	-1 (-1) <sup>1</sup>	3 (3) <sup>1</sup>	4 (4) <sup>1</sup>	1 (1) <sup>1</sup>	5 (5) <sup>1</sup>
Czech Republic	1	-5	1	6	0
France	-3 (-3) <sup>1</sup>	1 (1) <sup>1</sup>	4 (4) <sup>1</sup>	3 (3) <sup>1</sup>	7 (7) <sup>1</sup>
Germany	-2 (-4) <sup>1</sup>	3 (1) <sup>1</sup>	10 (9) <sup>1</sup>	7 (8) <sup>1</sup>	12 (13) <sup>1</sup>
Greece	-7	0	-5	-5	2
Hungary	-4	-3	3	6	7
Ireland	-7 (-10) <sup>1</sup>	-8 (-9) <sup>1</sup>	-3 (-6) <sup>1</sup>	5 (3) <sup>1</sup>	4 (4) <sup>1</sup>
Italy	-3 (-5) <sup>1</sup>	-10 (-8) <sup>1</sup>	-8 (-9) <sup>1</sup>	2 (-1) <sup>1</sup>	-5 (-4) <sup>1</sup>
Netherlands	-1 (-1) <sup>1</sup>	-2 (-1) <sup>1</sup>	3 (3) <sup>1</sup>	5 (4) <sup>1</sup>	4 (4) <sup>1</sup>
Norway	15 (9) <sup>1</sup>	4 (6) <sup>1</sup>	11 (5) <sup>1</sup>	7 (-1) <sup>1</sup>	-4 (-4) <sup>1</sup>
Poland	9	13	18	5	9
Romania	-7	-7	2	9	9
South Africa	2	8	7	-1	5
Spain	-5 (-8) <sup>1</sup>	-9 (-10) <sup>1</sup>	-3 (-6) <sup>1</sup>	6 (4) <sup>1</sup>	2 (2) <sup>1</sup>
Sweden	1 (-1) <sup>1</sup>	8 (6) <sup>1</sup>	10 (8) <sup>1</sup>	2 (2) <sup>1</sup>	9 (9) <sup>1</sup>
Switzerland	-1 (2) <sup>1</sup>	5 (1) <sup>1</sup>	-3 (0) <sup>1</sup>	-8 (-1) <sup>1</sup>	-2 (-2) <sup>1</sup>
UK	-4 (-5) <sup>1</sup>	1 (1) <sup>1</sup>	2 (1) <sup>1</sup>	1 (0) <sup>1</sup>	6 (6) <sup>1</sup>

\* EMEA - Europe, Middle East and Africa.

1. Number in parentheses is the Net Employment Outlook when adjusted to remove the impact of seasonal variations in hiring activity.

Over 61,000 employers across 36 countries and territories have been interviewed to measure anticipated employment trends\* between July and September 2010.

All participants were asked, “How do you anticipate total employment at your location to change in the three months to the end of September 2010 as compared to the current quarter?”

Employers in 31 of the 36 countries and territories Manpower surveys expect to add to their workforces in Quarter 3 2010. In quarter-over-quarter comparisons, Outlooks improve in 23 of 36 countries and territories. Where year-over-year comparisons can be made, hiring expectations are stronger in 30 countries and territories. Across the Europe, Middle East & Africa (EMEA) region hiring expectations are mixed: Employers in 13 of 18 countries forecast positive Outlooks in the quarter ahead, comparing favorably to Quarter 3 2009 when employers from only five of 18 EMEA countries reported positive Outlooks. Meanwhile, forecasts throughout the Americas region are positive, and continue to be strong in Asia Pacific.

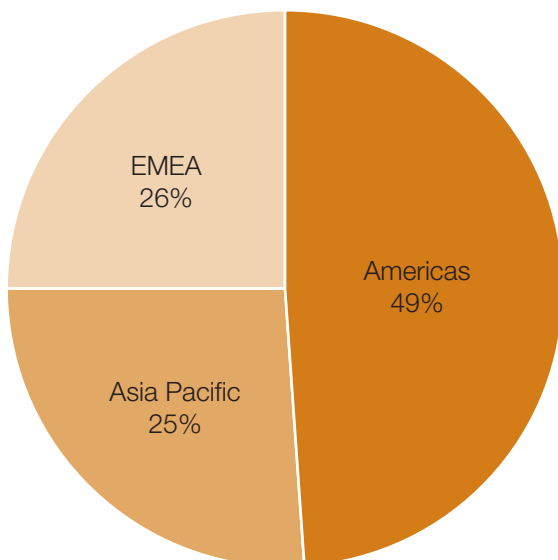
Forecasts are strongest in India, Brazil, Taiwan, China, Peru and Australia. However, hiring intentions are

weakest in Italy, Ireland, Spain and Greece, where employers report the only negative hiring intentions among the countries and territories surveyed.

Regionally, employers across the 10 countries in the Americas report positive Net Employment Outlooks, with only employers in Argentina, Costa Rica, Guatemala and Peru reporting weaker forecasts compared to Quarter 2 2010. Employers in Brazil, Peru and Costa Rica continue to report the strongest regional hiring plans, while job prospects in the U.S., although notably improved from 12 months ago, are the weakest in the region. Employer confidence across Asia Pacific continues to strengthen with stronger year-over-year forecasts reported in every country and territory; employers in India are once again reporting the most optimistic hiring plans globally, and their counterparts in China and Taiwan are reporting their most optimistic forecasts since the surveys began there. In the EMEA region, employers report positive hiring intentions in most of the countries surveyed; and employers in Germany—Europe’s largest economy—are anticipating the strongest hiring pace in two years and reporting notable improvements compared to both three months ago and this time last year.

\* Comments in this section are based on seasonally adjusted data where available.

## Survey Respondents by Region



Research for the Quarter 3 2010 Manpower Employment Outlook Survey involved surveying over 61,000 human resource directors and senior hiring managers from public and private organizations worldwide. 49% of the respondents came from 10 countries in the Americas; 26% from 18 countries and territories in EMEA; and 25% from eight countries and territories across Asia Pacific.

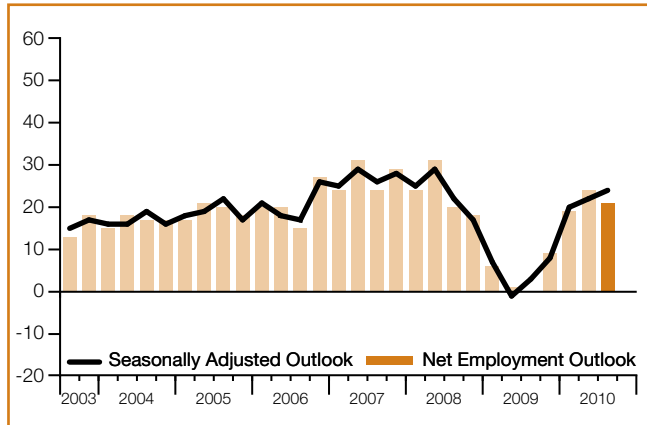
## International Comparisons - Asia Pacific

Nearly 16,000 interviews have been conducted across the Asia Pacific region to measure anticipated hiring activity between July and September 2010.

Hiring plans are strongest in India, Taiwan, China and Australia, with Taiwanese and Chinese employers reporting their strongest hiring plans since the surveys began there in 2005. Employer optimism increases quarter-over-quarter in six of the eight countries and territories surveyed. In year-over-year comparisons, considerably stronger hiring plans are reported by employers in all countries and territories in the region.

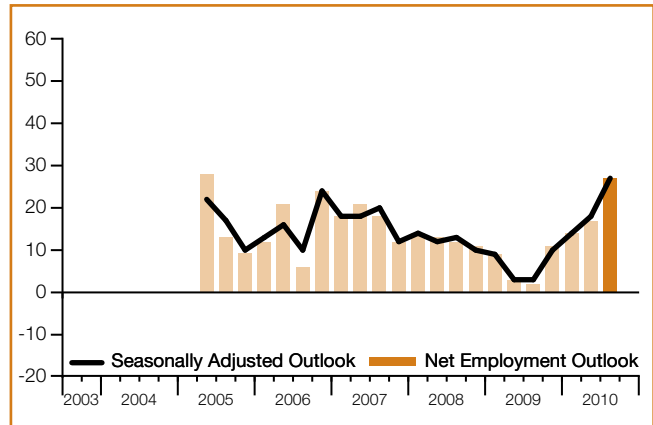
The robust hiring pace is expected to continue in India, buoyed by employer confidence in the Mining & Construction and Manufacturing industry sectors. Elsewhere, Chinese employers are anticipating a brisk hiring pace with 31 percent of employers indicating they will add employees in the quarter ahead. Surging confidence expressed by employers in China's Services and Wholesale & Retail Trade industry sectors is helping to fuel the strong third quarter Outlook. Optimism among Taiwanese employers is underpinned by strong forecasts in the Manufacturing industry sector where nearly half of all employers surveyed anticipate adding to their staff in the next three months. Although Japanese employers report the weakest job prospects in the region, their confidence appears to be improving—Japan's Outlook has grown stronger for four successive quarters.

### Australia



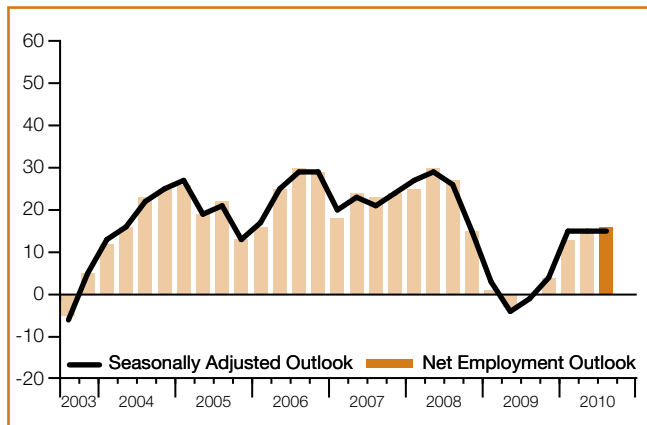
Australia joined the survey in Q3 2003. No bar indicates Net Employment Outlook of zero.

### China



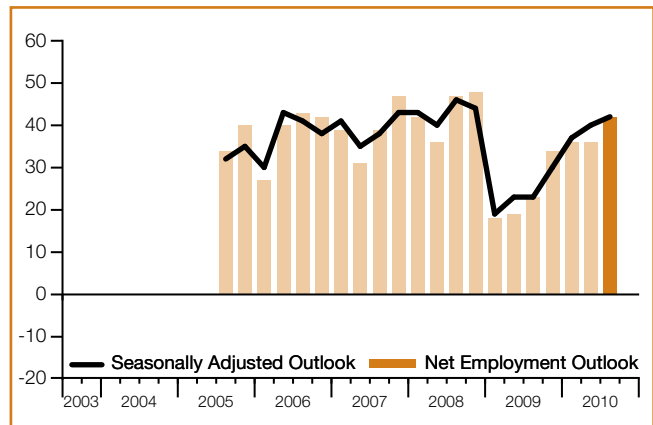
China joined the survey in Q2 2005.

### Hong Kong



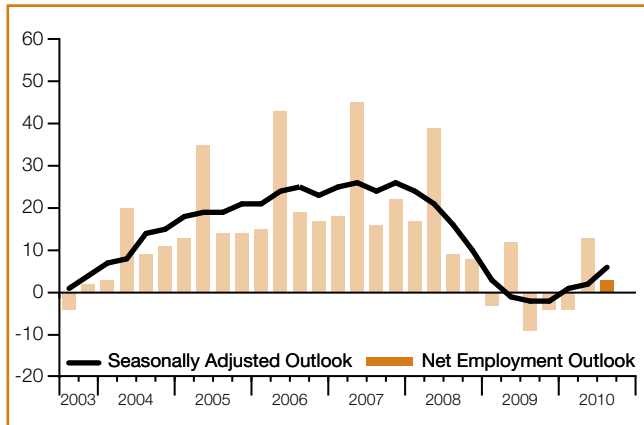
Hong Kong joined the survey in Q3 2003. No bar indicates Net Employment Outlook of zero.

### India



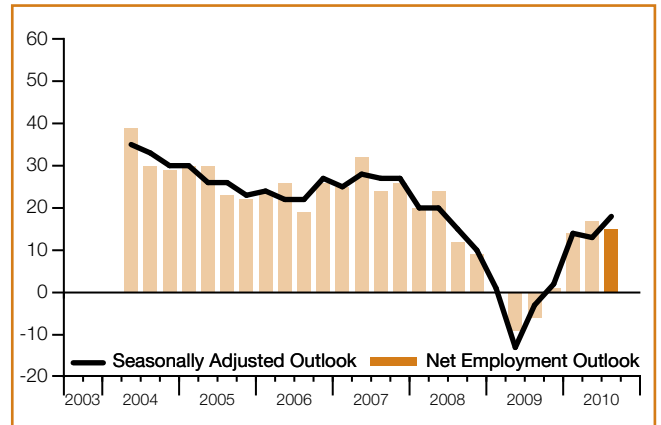
India joined the survey in Q3 2005

## Japan



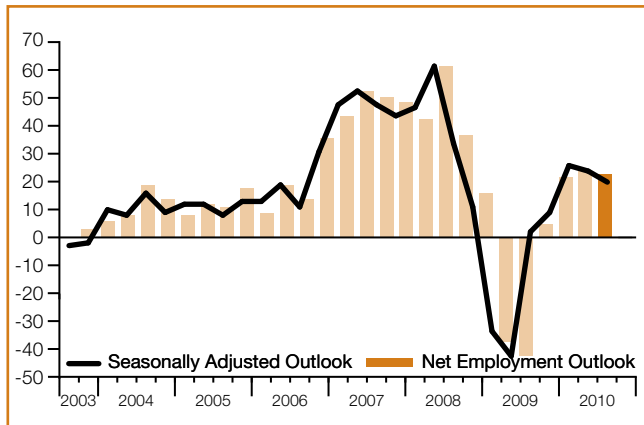
Japan joined the survey in Q3 2003.  
No bar indicates Net Employment Outlook of zero.

## New Zealand



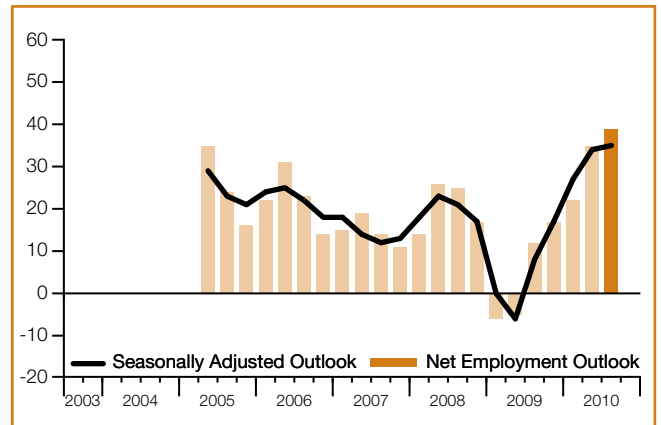
New Zealand joined the survey in Q2 2004.  
No bar indicates Net Employment Outlook of zero.

## Singapore



Singapore joined the survey in Q3 2003.  
No bar indicates Net Employment Outlook of zero.

## Taiwan



Taiwan joined the survey in Q2 2005.

## International Comparisons - Americas

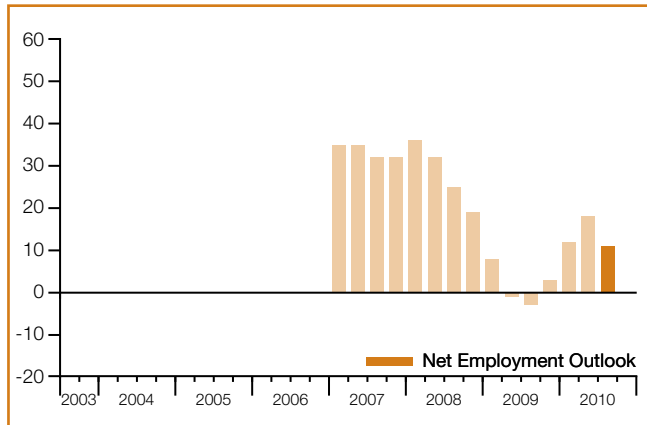
Nearly 30,000 interviews were conducted across the Americas region to measure anticipated hiring activity between July and September 2010.

Net Employment Outlooks continue to improve modestly in most of the countries surveyed in the Americas region. Hiring plans are stronger in comparison to one year ago in all countries where year-over-year data is available, and stronger in five countries in quarter-over-quarter comparisons. Regional

hiring plans are strongest in Brazil, Peru and Costa Rica, and weakest in the U.S. where the national Outlook remains relatively stable from three months ago but is moderately stronger when compared to the third quarter of 2009.

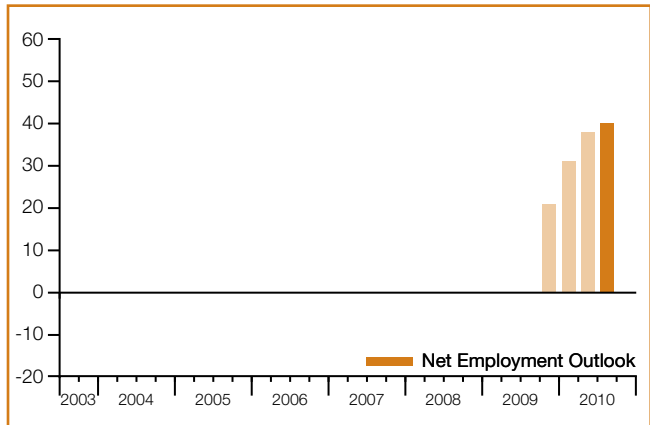
Optimism in Brazil is driven by strength in the Services and Construction industry sectors where more than half of the employers surveyed anticipate adding to their payrolls in the quarter ahead. Meanwhile, confidence among employers in Mexico's Manufacturing and Mining & Extraction industry sectors should boost opportunities for job seekers and help return overall hiring to the pace seen before the recession.

### Argentina



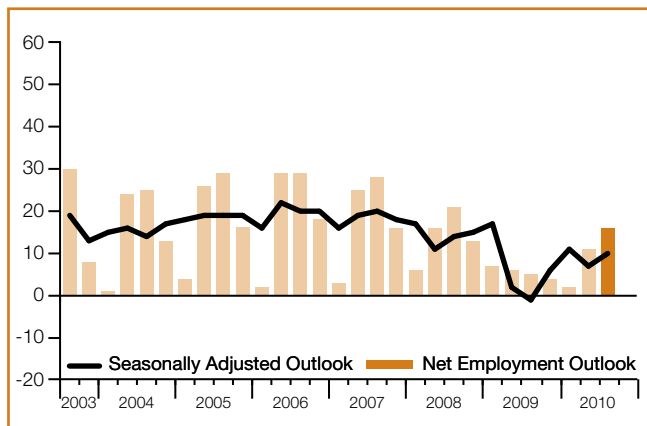
Argentina joined the survey in Q1 2007.

### Brazil

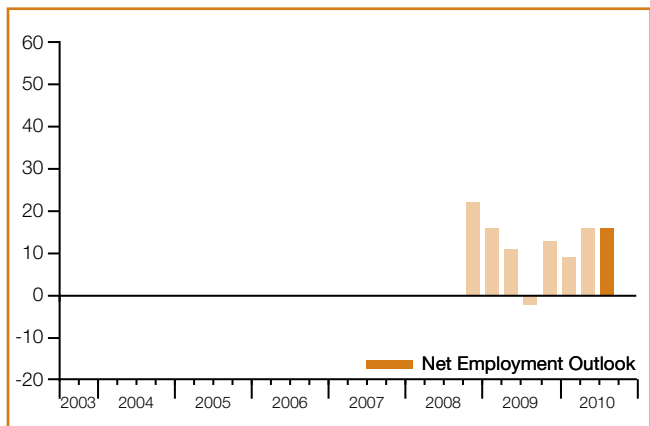


Brazil joined the survey in Q4 2009.

### Canada

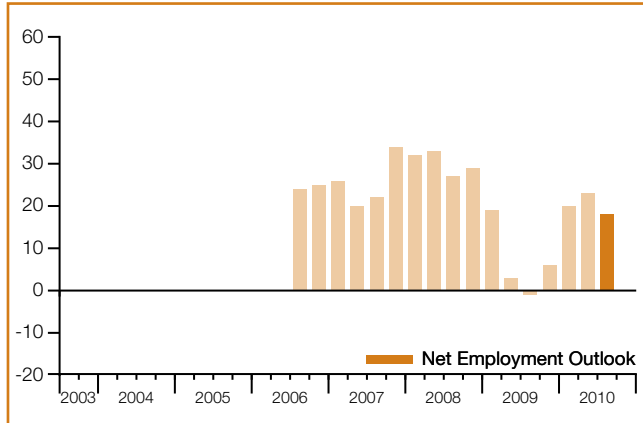


### Colombia



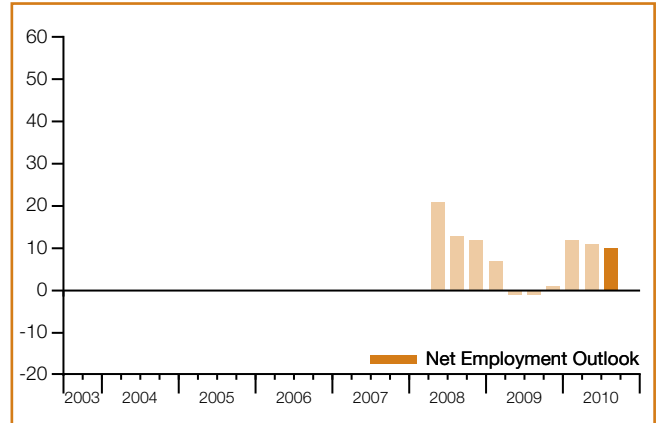
Colombia joined the survey in Q4 2008.

## Costa Rica



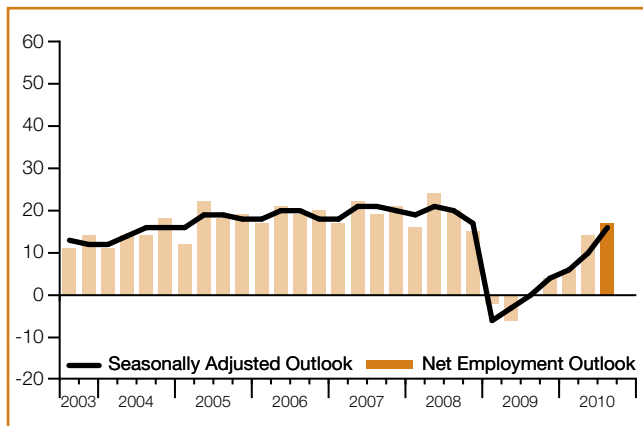
Costa Rica joined the survey in Q3 2006.

## Guatemala



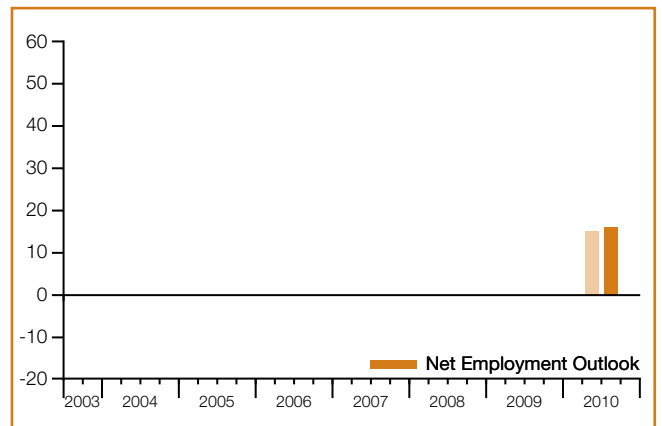
Guatemala joined the survey in Q2 2008.

## Mexico



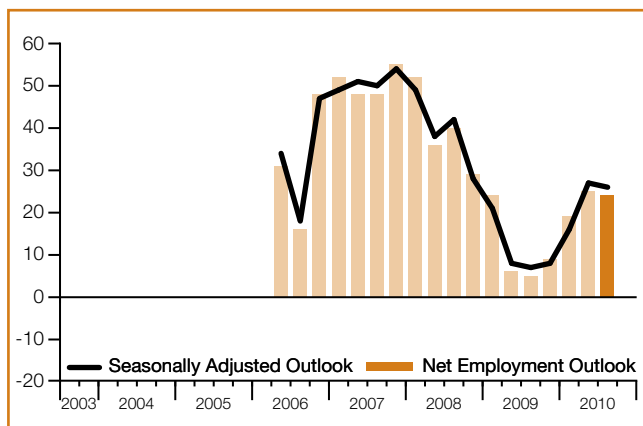
No bar indicates Net Employment Outlook of zero.

## Panama



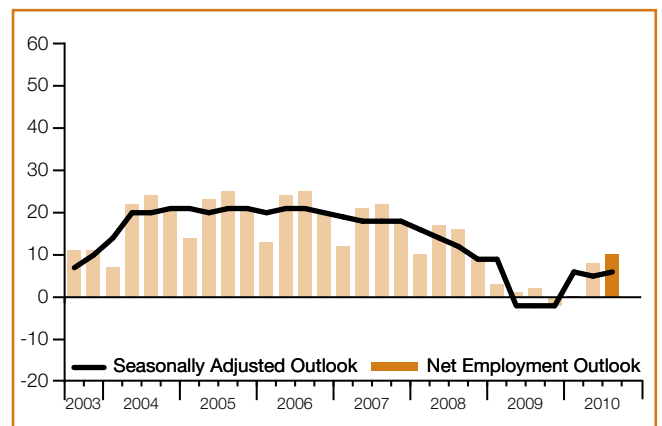
Panama joined the survey in Q2 2010.

## Peru



Peru joined the survey in Q2 2006.

## USA



No bar indicates Net Employment Outlook of zero.

## International Comparisons - Europe, Middle East & Africa (EMEA)

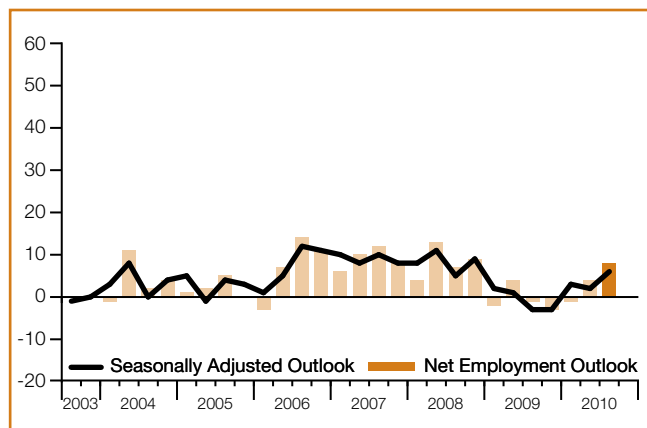
Interviews with nearly 16,000 employers across 18 countries were conducted to measure anticipated employment trends across the Europe, Middle East and Africa (EMEA) region for Quarter 3 2010.

Hiring expectations are mixed: Employers in 13 countries report positive hiring activity for the quarter ahead, and most employers report they intend to keep hiring at or above the same pace compared to Quarter 2 2010. Compared to three months ago, the pace of hiring is expected to improve in 12 countries, while Outlooks improve year-over-year in 14 countries. Hiring activity in the region is expected to be strongest in

Poland, Germany and Sweden, and weakest in Italy, Ireland, Spain and Greece.

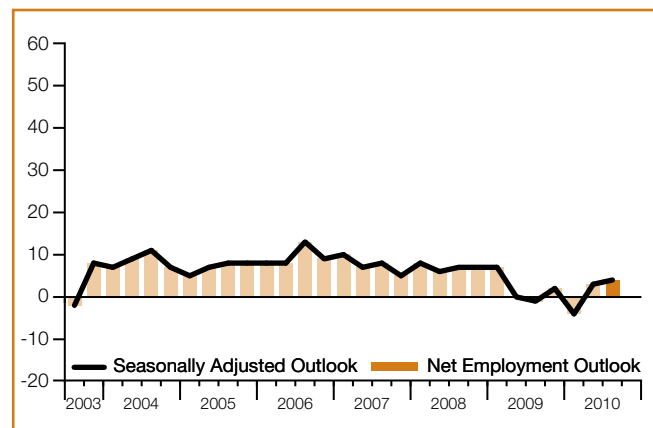
Hiring plans among employers in Europe's Finance, Insurance & Real Estate industry sector have improved from Quarter 2 2010 in 15 countries, including Austria, where one in four sector employers say they will add employees in the next three months. German job seekers should see more opportunities in the quarter ahead with employers reporting their strongest Outlook in two years. Meanwhile, hiring intentions among employers in the Construction and Manufacturing industry sectors are also expected to improve from three months ago in 11 countries. Opportunities for job seekers in Poland's Construction sector have improved notably with nearly half of the sector's employers indicating they will add to their payrolls in the quarter ahead.

### Austria



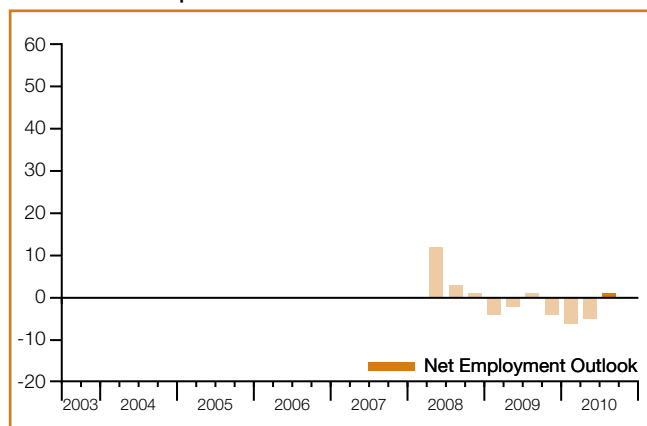
No bar indicates Net Employment Outlook of zero.

### Belgium



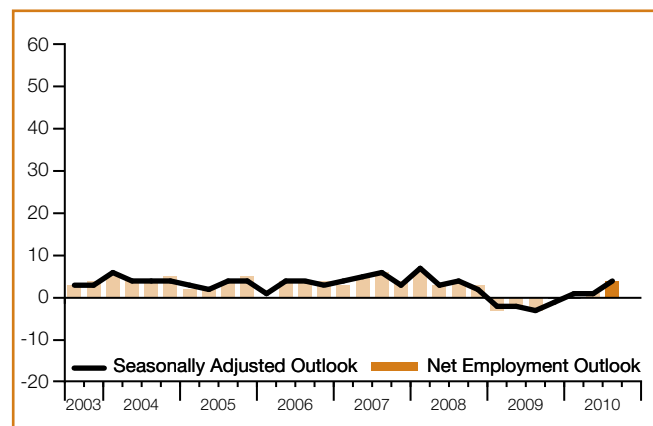
No bar indicates Net Employment Outlook of zero.

### Czech Republic



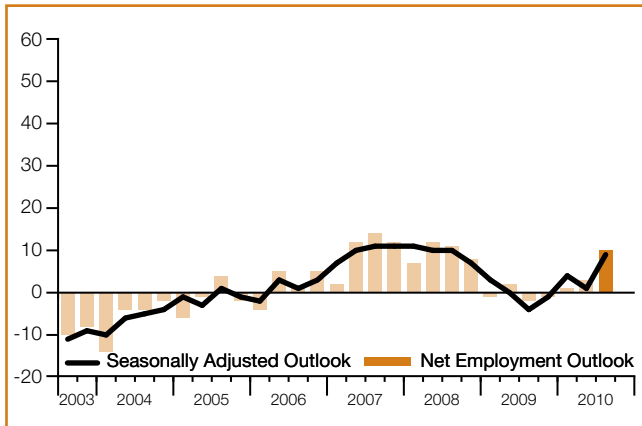
Czech Republic joined the survey in Q2 2008.

### France

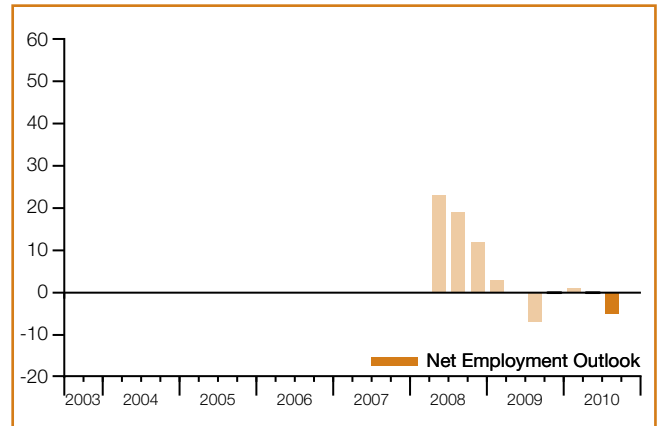


No bar indicates Net Employment Outlook of zero.

## Germany

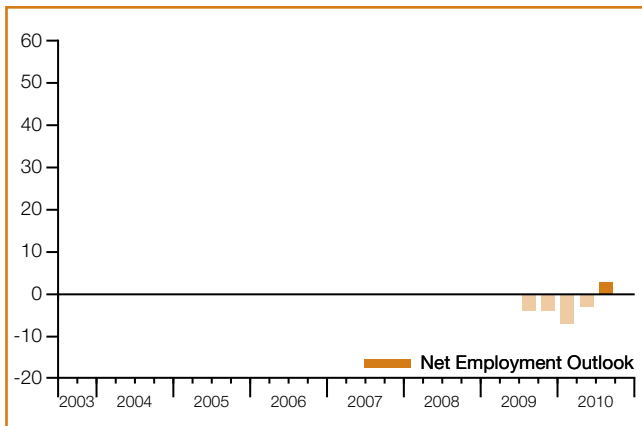


## Greece



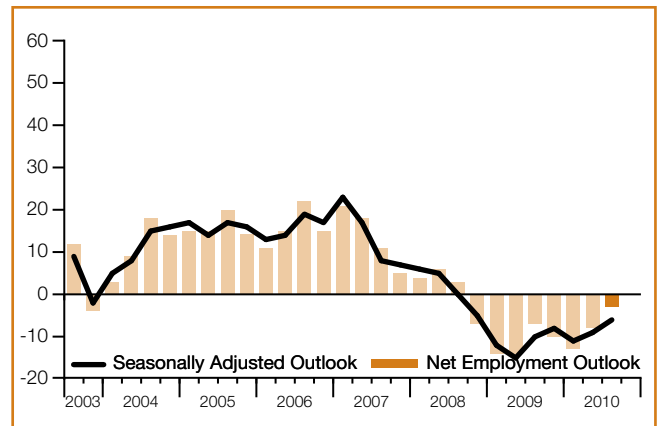
Greece joined the survey in Q2 2008.  
No bar indicates Net Employment Outlook of zero.

## Hungary

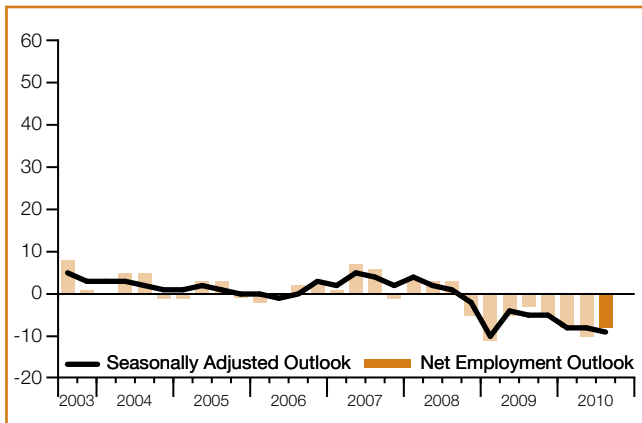


Hungary joined the survey in Q3 2009.

## Ireland

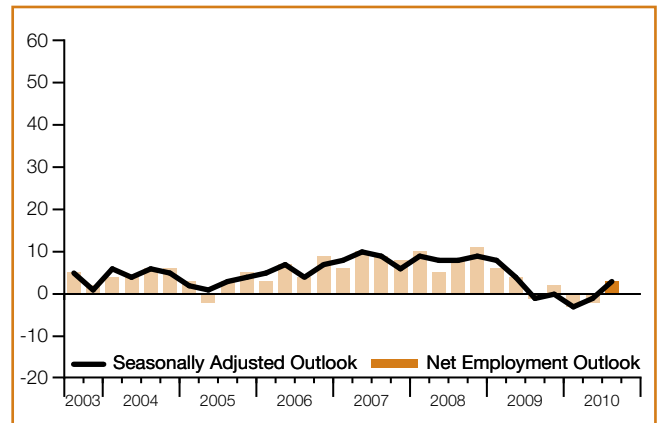


## Italy

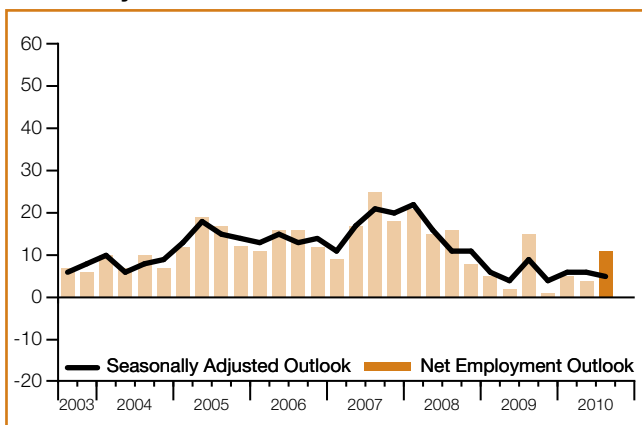


No bar indicates Net Employment Outlook of zero.

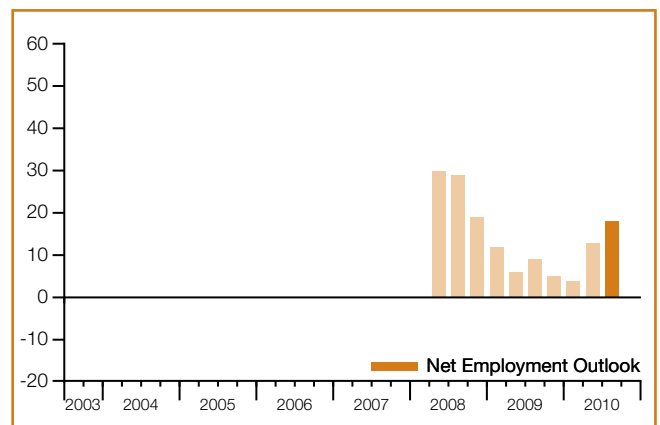
## Netherlands



## Norway

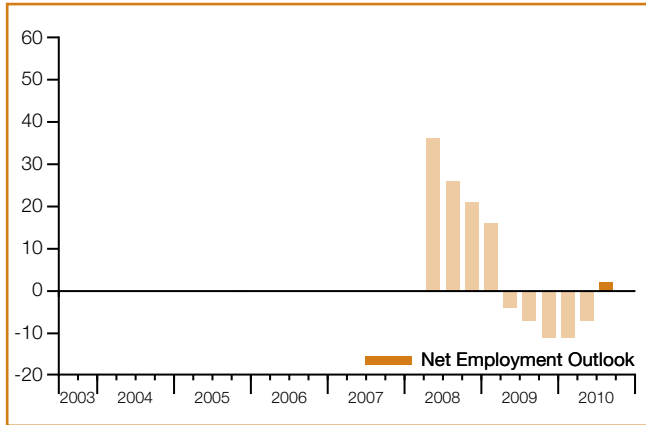


## Poland



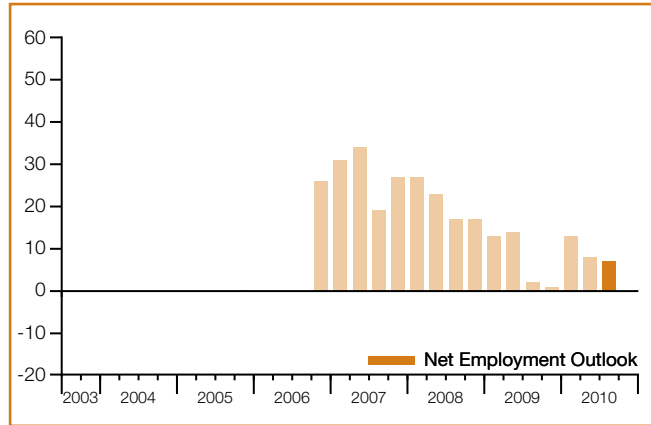
Poland joined the survey in Q2 2008.

Romania



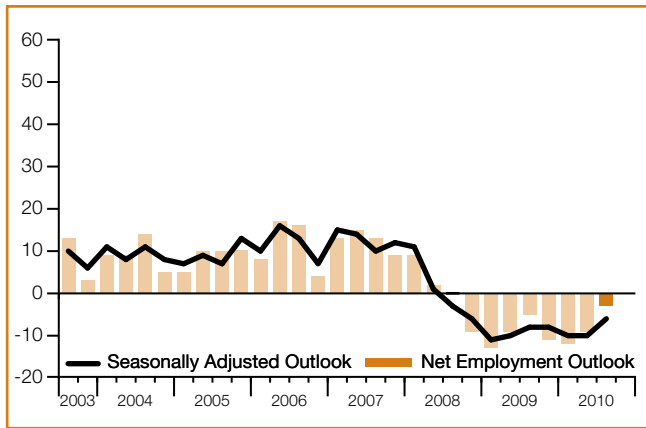
Romania joined the survey in Q2 2008.

South Africa



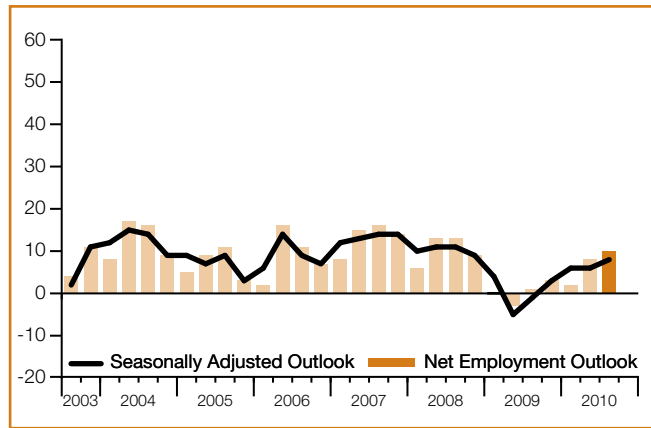
South Africa joined the survey in Q4 2006.

Spain



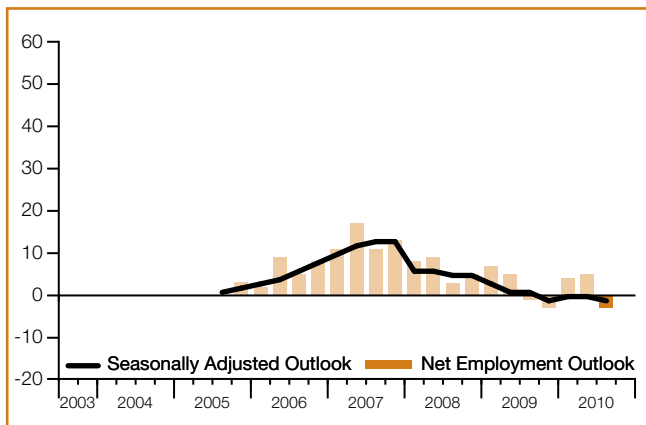
No bar indicates Net Employment Outlook of zero.

Sweden



No bar indicates Net Employment Outlook of zero.

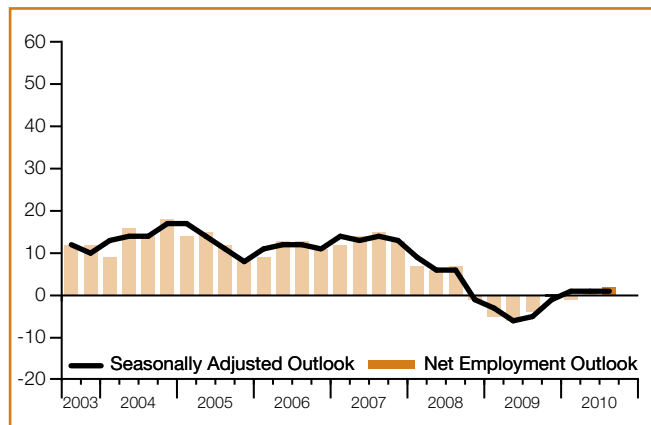
Switzerland



Switzerland joined the survey in Q3 2005.

No bar indicates Net Employment Outlook of zero.

UK



No bar indicates Net Employment Outlook of zero.

## About the Survey

The Manpower Employment Outlook Survey is conducted quarterly to measure employers' intentions to increase or decrease the number of employees in their workforce during the next quarter. The survey has been running for more than 47 years and is one of the most trusted surveys of employment activity in the world. Various factors underpin the success of the Manpower Employment Outlook Survey:

**Unique:** It is unparalleled in its size, scope, longevity and area of focus.

**Projective:** The Manpower Employment Outlook Survey is the most extensive, forward-looking employment survey in the world, asking employers to forecast employment over the next quarter. In contrast, other surveys and studies focus on retrospective data to report on what occurred in the past.

**Focused:** For nearly five decades, the survey has derived all of its information from a single question.

**Independent:** The survey is conducted with a representative sample of employers from throughout the countries in which it is conducted. The survey participants are not derived from Manpower's customer base.

**Robust:** The survey is based on interviews with over 61,000 public and private employers across 36 countries and territories to measure anticipated employment trends each quarter. This sample allows for analysis to be performed across specific sectors and regions to provide more detailed information.

## Survey Question

All employers participating in the survey worldwide are asked the same question, "How do you anticipate total employment at your location to change in the three months to the end of September 2010 as compared to the current quarter?"

## Methodology

The Manpower Employment Outlook Survey is conducted using a validated methodology, in accordance with the highest standards in market research. The research team for the 36 countries and territories where the survey is currently conducted includes Manpower's internal research team and Infocorp Ltd. The survey has been structured to be representative of each national economy. The margin of error for all national, regional and global data is not greater than +/- 3.9%.

In Hong Kong, the national survey is conducted by the Manpower Call Center and Marketing, includes 814 employers. With this number of interviews, the margin of error for the Hong Kong Survey is +/- 3.4%.

## Net Employment Outlook

Throughout this report, we use the term "Net Employment Outlook." This figure is derived by taking the percentage of employers anticipating an increase in hiring activity and subtracting from this the percentage of employers expecting to see a decrease in employment at their location in the next quarter. The result of this calculation is the Net Employment Outlook.

## Seasonal Adjustment

Seasonal adjustments have been applied to the data for Australia, Austria, Belgium, Canada, China, France, Germany, Hong Kong, India, Ireland, Italy, Japan, Mexico, Netherlands, New Zealand, Norway, Peru, Singapore, Spain, Sweden, Switzerland, Taiwan, United Kingdom and the United States to provide additional insight into the survey data. These adjustments make it possible to review the data without the employment fluctuations that normally occur at the same time each year, thus providing a clearer picture of the data over time. Manpower intends to add seasonal adjustments to the data for other countries in the future, as more historical data is compiled. Note that in Quarter 2 2008, Manpower adopted the TRAMO-SEATS method of seasonal adjustment for data.

## History of the Survey

- 1962** First generation of the Manpower Employment Outlook Survey launched in the United States and Canada.
- 1966** Manpower's United Kingdom operation launches the equivalent of the United States survey, naming the report the Quarterly Survey of Employment Prospects. The survey adopts the same forward looking research format as the United States survey and is the first of its kind in Europe.
- 1976** Second generation of Manpower's Employment Outlook Survey launched in the United States and Canada. Research methodology is updated to evolve with advancements in the field of market research.
- 2002** Manpower United Kingdom's Quarterly Survey of Employment Prospects is updated to adopt an enhanced research methodology. Manpower's operations in Mexico and Ireland launch the survey in their respective countries.
- 2003** Third generation of the Manpower Employment Outlook Survey is launched, expanding the program to a total of 18 countries worldwide: Australia, Austria, Belgium, Canada, France, Germany, Hong Kong, Ireland, Italy, Japan, Mexico, Netherlands, Norway, Singapore, Spain, Sweden, the United Kingdom and the United States.
- 2004** Manpower operations in New Zealand launch the Manpower Employment Outlook Survey.
- 2005** Manpower operations in China, India, Switzerland and Taiwan launch the Manpower Employment Outlook Survey.
- 2006** Manpower operations in Costa Rica and Peru join the survey program. Surveys in Australia, Austria, Belgium, France, Germany, Hong Kong, Ireland, Italy, Japan, Mexico, Netherlands, Norway, Singapore, Spain and Sweden add seasonally adjusted data in the third quarter. Manpower operations in South Africa launch the Manpower Employment Outlook Survey.
- 2007** Manpower operations in Argentina join the Manpower Employment Outlook Survey. The survey in New Zealand adds seasonally adjusted data in the first quarter.
- 2008** Manpower operations in Colombia, the Czech Republic, Greece, Guatemala, Poland and Romania join the survey program. China and Taiwan add seasonally adjusted data in the second quarter. India and Switzerland add seasonally adjusted data in the third quarter.
- 2009** Manpower operations in Hungary and Brazil launch the Manpower Employment Outlook Survey.
- 2010** Manpower's Panama operation launches the Manpower Employment Outlook Survey, expanding the program total to 36 countries and territories worldwide. Peru adds seasonally adjusted data in the second quarter.

## About Manpower Inc.

Manpower Inc. (NYSE: MAN) is a world leader in innovative workforce solutions; creating and delivering services that enable its clients to win in the changing world of work. With over 60 years experience, Manpower offers employers a range of services and solutions for the entire employment and business cycle including permanent, temporary and contract recruitment; employee assessment and selection; training; outplacement; outsourcing and consulting. Manpower's worldwide network of nearly 4,000 offices in 82 countries and territories enables the company to meet the needs of its 400,000 clients per year, including small and medium size enterprises in all industry sectors, as well as the world's largest multinational corporations. The focus of Manpower's work is on raising productivity through improved quality, efficiency and cost-reduction across their total workforce, enabling clients to concentrate on their core business activities. Manpower Inc. operates under five brands: Manpower, Manpower Professional, Elan, Jefferson Wells and Right Management. More information on Manpower Inc. is available at [www.manpower.com](http://www.manpower.com).

Manpower Services (Hong Kong) Limited  
Room 501-502A, 5/F, Asian House,  
1 Hennessy Road, Wanchai, Hong Kong  
Clients' Inquiries Hotline : +852 2525 3513  
Job Seekers Hotline : +852 2525 3516  
[www.manpower.com.hk](http://www.manpower.com.hk)

© 2010, Manpower Inc. All rights reserved.

