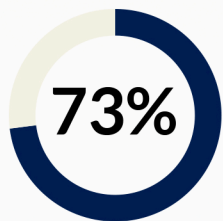
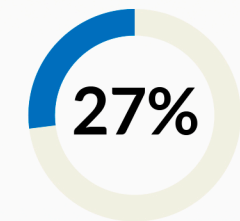


INTERNAL COMMUNICATIONS IN ASIA

We assessed 26 Financial Services organisations across Hong Kong and Singapore and found

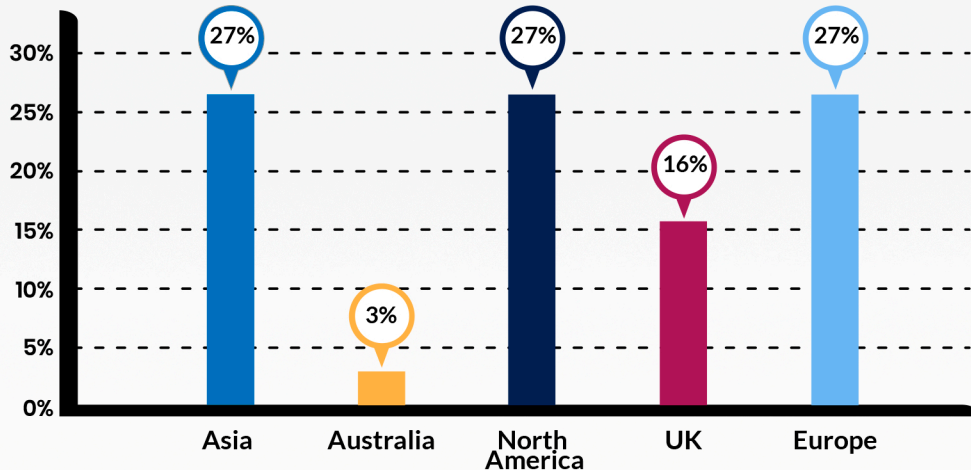


Have a dedicated senior IC Specialist ...whilst



Operate in an integrated team without a specialist headcount

IC Specialists based on HQ locations



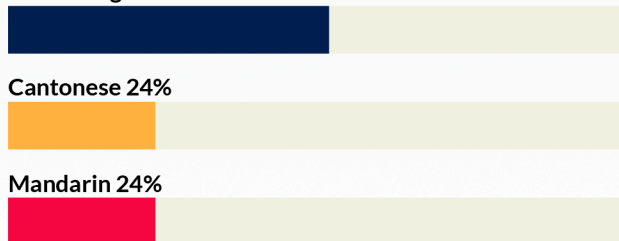
This demonstrates a growth of Asia HQ organisations employing senior IC specialists – and shows a maturity of the Communications market in this region.

Languages:

Native English 52%

Cantonese 24%

Mandarin 24%



Previously 70% Native English, the rise of language skills is in correlation with the rise of Asia HQ's hiring IC and localisation of the function.

Level of experience



On average have: **16.4 years** of total experience



Of which: **5.5 years** of dedicated IC specialisation.