

Update on APAC 2018 & 2019

Linked in Economic Graph

2018 APAC Economic Graph Overview

Australia | Commonwealth Treasury and Department of Industry

In October 2017, we embarked on a unique project with the Australian Treasury to gain a deeper understanding of Australia's labour market. This public-private partnership provided a unique opportunity for the Treasury to derive new data-driven insights about industry composition, employment trends, and job creation from LinkedIn's Economic Graph data. The Treasury's domain knowledge of economic modelling and policy design, paired with LinkedIn's rich dataset and specialised analytics capability, has continued to provide a detailed and dynamic narrative of the Australian labour market.

China | Migration insights of China's top 15 cities

In April 2018, the Economic Graph team launched the <u>China</u> <u>Migration Insights</u> at the 16th Conference on International Exchange of Professionals (CIEP) in Shenzhen. The research takes a closer view into the 15 Chinese cities which saw the most international migration in the past year, identifying key trends in global talent migration by analyzing the source country and professional characteristics like industry, job title and skills. Some of the key insights: the United States was the top source of professional migration into China across all 15 cities; and talent inflows are aligned with local demand: Software & IT Services and Finance are the dominant industries workers moving into China represent.



China | Furthering understanding of China's Education Sector

In June 2018, the Economic Graph Team launched a new research project focused on <u>Peking University graduates' career paths</u>, in partnership with the Education School of Peking University. The research examined what Peking University graduates' career paths and outcomes, which provide insights into the Chinese workforce. This project marked our first pilot research in the education sector, which we hope to continue as LinkedIn data can help institutions adjust and optimize their course offerings and curricula.



China | Understanding the digital transformation of China's regional economy - Yangtze River Delta (YRD) region

In October 2018, we partnered with Tsinghua University and the Shanghai Institute of Science and Technology to release a report on <u>the digital transformation of China's Yangtze River Delta</u>, showcasing how digital transformation is taking place in this rapidly transitioning region of China.

The rapid growth of China's digital economy across industries is driving socioeconomic mobility and playing a critical role in regional economic development. The report examines the dynamics and rise of digital skills across the Yangtze River Delta (YRD) region, which includes Shanghai and three major provinces: Jiangsu, Zhejiang and Anhui. In the YRD region, the industries with the most representation are information and communication technologies (ICT), manufacturing, corporate services, consumer goods, and finance. The report also focused on migration trends in the region: Shanghai remains attractive to international talent though smaller cities Jinhua and Changzhou are on the rise as new alternatives. Five cities (Beijing, Shenzhen, Guangzhou, Wuhan, and Chengdu) are the top sources for domestic talent migration both into and out of the YRD region.



China | Tsinghua University School of Economics and Management

In November 2018, LinkedIn CEO Jeff Weiner visited Tsinghua University and spoke with Bai Chong-en, Dean of the School of Economics and Management. The conversation, titled "Digital Economy and Talent Development," focused on our partnership with Tsinghua and LinkedIn's work mapping the future of talent across China.

India | Workforce Report

In August 2018, we launched the first LinkedIn Workforce Report in Asia as part of a groundbreaking partnership with the Government of India. LinkedIn's India Workforce Report is a comprehensive, halfyearly snapshot of the Indian knowledge labour market, presented through the lens of LinkedIn Economic Graph data.

The report provides detailed insights on industry growth, domestic and international migration, on-platform hiring, job growth, and the jobs in demand at both a national and regional level. The report's regional analysis looks at the 15 largest areas in India, including: Bengaluru Area, Mumbai Area, New Delhi Area, Chennai Area, Hyderabad Area, Pune Area, Kolkata Area, Gurgaon, Ahmedabad Area, Noida Area, Chandigarh Area, Jaipur Area, Kalyan Area, and Cochin Area. The first Workforce Report was published concurrently on the website of the Ministry of Skill Development and Entrepreneurship and LinkedIn's Economic Graph <u>site</u>.



2019 APAC Economic Graph Overview



China | Digital Economy and Talent Development in China's Greater Bay Area

In February 2019, we published a report on <u>integration and digital</u> <u>transformation for China's Greater Bay Area</u> in partnership with Tsinghua University. The report analyzes talent landscape, talent migration flows, and skill demands in the Greater Bay Area (GBA), which includes Guangdong, Hong Kong, and Macao.

The report found that the GBA remains one of China's most economically developed regions, with a particular concentration of talent in the finance and technology sectors. We also compared the GBA with other bay areas around the world (including San Francisco and Sydney), and found that it had the lowest proportion of entrepreneurs compared with its peers -- suggesting that there is room for the region's innovation and entrepreneurship ecosystem to grow.

India | Workforce Report

We released the second India Workforce Report in April 2019, taking a close look at workforce trends from the second half of 2018. Our data revealed that software engineers are in high demand across industries including IT services, manufacturing, and finance. It also showed high demand for business management jobs across a broad range of fields -- from corporate services, consumer goods, retail, and media to healthcare, recreation, travel, and logistics. We also gained insight into popular destinations for talent: about 70% of migrants who move out from India as observed on the platform take up a job in the US, UAE, Canada, UK and Australia.



India | National Productivity Council

In February 2019, we shared insights about artificial intelligence (AI) from the Economic Graph to coincide with the National Productivity Week celebrations held by India's National Productivity Council under the Ministry of Commerce and Industry. The Economic Graph insights can help inform policy making specifically related to the rise of AI skills, as AI jobs (particularly machine learning engineers and data scientists) are among the top five emerging jobs in India. The report confirmed that India also faces persistent gender gaps in AI fields, which reflects broader trends we found in our 2018 research on the global AI gender gap with the World Economic Forum.

Singapore | SkillsFuture Singapore

Building on our previous partnerships with the National Trades Union Congress, the LKY School of Public Policy and the Singapore Economic Development Board, we established an ongoing research partnership with SkillsFuture Singapore to generate key resources for the government. First, we will create a "Singapore Skills Observatory" to monitor real-time changes taking place in an identified list of job roles (or tasks) where the domain knowledge and skills are susceptible to a higher speed of obsolescence. For this metric, we'll also be deploying our "skills propagation" methodology, which examines how skills originate and spread from one city, industry, or occupation to others. We will also co-create a "World Skills Map," which will be a global 'heat map' to measure and visualize skills supply, demand, and migration within and between various leading economic locations and innovation hubs. These new resources, powered by LinkedIn's Economic Graph data, will allow Singapore to benchmark its national skill profile and design policy interventions to decrease skills gaps.





