

**Recovering economy prompts JobsDB and allies to hold  
Career Exhibition 2012 offering 30,000 job vacancies  
from 200 leading companies**

In an effort to restore Thailand's economy by creating jobs for those looking for, **JobsDB** is joining forces with over 200 partner companies, led by the Bank of Ayudhya PCL, Kasikorn Bank Group, Panasonic Group in Thailand, Unilever Group in Thailand including PTT and many more, to offer over 30,000 quality job vacancies at its 8<sup>th</sup> edition of **Career Exhibition 2012 by JobsDB.com**. The event will take place at the Plenary Hall, Queen Sirikit National Convention Center from March 16 - 18, 2012. It will feature e-recruitment solution using barcodes and career cards to facilitate the job applications of some 80,000 anticipated participants at the event.

**Mrs. Noppawan Chulakanista, General Manager, JobsDB Recruitment (Thailand) Co., Ltd.** said JobsDB.com is the first company in Thailand to hold such a large and sophisticated careers exhibition -- and this will be the eighth of its kind. "Last year's event saw more than 50,000 participants applying for 370,000 jobs, and we succeeded in helping many of them to find jobs. We're expecting 80,000 participants this year to apply for over 500,000 job opportunities. We are proud to be part of the effort to stimulate the country's economy by finding employment for people looking for a job."

The labour market trends this year have seen some improvements as the economy began to recover. It is a good time for people to look for a new job as well as for companies looking to hire new staff. It is seen that online recruitment websites business is highly competitive. And to make a website a market leader is more difficult nowadays, especially when customers and users are more educated. Because they will choose what suits them most.

"Therefore JobsDB is focussed on providing the best experience to the clients or job seekers looking for a quality job. That is when they visit our website they can find what they want immediately with accurate search results. This is the first principle to attract people to visit our website," Mrs. Noppawan said.

For job seeking trends, it is in line with today's trends that people use the internet to search for information online through every kind of telecommunication device whether they are at home or at work, or anywhere. Those devices range from mobile phones, smartphones, notebook computers to PC tablets. Even when 3G technology is introduced in Thailand, user access to technology will be double. It is expected that the number of online users looking for online jobs through smartphones and PC tablets will be increased this year. And JobsDB has all the applications to respond to users' changing behaviours which include iPhone Applications, BB applications and for some brands of Android phone.

**Ms. Kesorn Wangwongwiroj, Deputy Director of Human Resource and Planning Division, Panasonic Management (Thailand) Co., Ltd.** said that Panasonic manufacturers and distributes products that cover a wide range of industry. And job positions that we require most are "engineers" that cover all fields ranging from R&D, design, production, quality control, sales & service and IT. In the world of globalization and **we count down to the year of the full implementation of the ASEAN Economic Community in 2015**, the labour market will witness a highly competitive environment due largely to free flow of labour in the region. Working in a multinational company with a global network such as Panasonic, one is required to communicate with customers, suppliers, stakeholders in the business.

"Foreign language could play an important role in increasing your chance of getting a new perspective, learning something new, and using this knowledge to create value-added benefits to improve the lives of people around the world through our business activities. Job seekers should develop business skills, communication and foreign language concurrently in order to work effectively in the globalization era," she said.

**Mrs. Duenpen Pawakranond, Senior Vice President Human Resource Management Department, KASIKORNBANK Public Company Limited.** said that at Kasikorn Bank Group, we require candidates who graduated with a Bachelor's Degree or higher in business administration, banking and finance, economics, engineering and other related fields. They should have work experience in financial planning, loan, risk management including sales and service. We are looking for good and competent people who are able to adapt to our cultural organization — customer centric. The ones who can

work together as a team, be professional and creative. Our suggestions to those looking for a job is come to Career Exhibition 2012 and you will find a

chance to closely communicate with many good companies and you will learn what suit you most.

Business partners contributing to the exhibition are led by Bank of Ayudhya PCL, Kasikorn Bank Group, Panasonic Management (Thailand), Unilever Thai Trading and PTT. The sponsors include Prueksa Real Estate PCL, Thai Military Bank PCL, Thai Beverage PCL, Siam City Cement PCL, CIMB Thai Bank PCL, Saint-Gobain Group Thailand, Thai Amadeus Southeast Asia Co., Ltd, Betagro Group, Nestle Thai, Minor Corporation PCL, Loxley Group and Ek-Chai Distribution System Co., Ltd (Tesco Lotus) Michelin Siam Group and other companies, making a total of 200 key names in Thailand's employment sector.

In addition, more than 200 companies will have booths at the three-day exhibition, which will also feature a wide range of activities. Experience sharing by HR managers from leading firms, seminars and training on job interview preparation, HR forums led by JobsDB's executives and HR managers from Bank of Ayudhya PCL, Kasikorn Bank Group, Panasonic Management (Thailand) and Unilever Thai Trading on the topic "Be Competent and Good as Employer Needs in Digital Era and Getting Ready for the ASEAN Economic Community (AEC) will be included".

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## **About JobsDB.com and Exhibition Information**

### **"Career Exhibition 2012 by JobsDB.com"**

Career Exhibition 2012 by JobsDB.com to be held this year is the eighth edition with the concept "Infinity". This means the ultimate career exhibition is entering its eighth year. The company will continue to develop its website aiming to be top of mind for entrepreneurs and job seekers. The event will take place at the Plenary Hall, Queen Sirikit National Convention Center from March 16 - 18, 2012 from 10.00am – 7.00pm. It is the only event that more than 200 leading companies from across the country will join and offer over 30,000 job vacancies for those looking for a job. For more information visit [www.jobsdb.co.th/ce](http://www.jobsdb.co.th/ce).

The eighth edition of CE job fair will be equipped with e-recruitment solutions with barcodes to facilitate the job applications of participants at the event. To respond to the increasing number of people hunting for jobs the event will feature its sophisticated e-recruitment solution that's equipped with a barcode. Its aim is to integrate job recruitment with the internet and provide the fastest and most efficient solutions for job hunters and recruiters alike.

JobsDB.com's barcode system also helps job seekers by eliminating the need to bring their resumes with them to apply for a job. The barcode will be a key pass to help them make a paperless application. All they need to do is register with [www.jobsdb.co.th/ce](http://www.jobsdb.co.th/ce) in advance, and they will receive a career card at the event. It's so simple. Participants can apply for as many jobs with as many companies as they like with just one click.

### **Pre-event activities**

**JobsDB.com** invites jobseekers to have fun with "Pre-register with JobsDB for a chance to get free bonus credit" by pre-registering to the Career Exhibition 2012 by JobsDB via [www.jobsdb.co.th/ce](http://www.jobsdb.co.th/ce). Also, tell your friends to pre-register and you will get a chance to win bonus worth a total of 4,000 baht every week. Registration period is from now until March 13, 2012. For more information please call 02-667-0832.

### **Activities at the event include:**

1. HR forum led by JobsDB's executives and HR managers from leading companies on the topic "Be Competent and Good as Employer Needs in Digital Era and Getting Ready for the ASEAN Economic Community (AEC)".
2. Job seeking manual (latest edition) to be given away to the first 1,000 participants each day.
3. Activities by HR managers from leading companies to provide tips and secrets on how to get a good job throughout the three days. Especially, on Saturday 17, 2012 from 4.30pm – 5.00pm the Bank of Ayudhya PCL will invite Nat Sakdatorn (Nat AF4) to perform on stage and visit the booth.

4. Popular Voting programme:

- The Most Admired Company – for a company with most people want to work for at CE2012.
- The Best Impressive Exhibitor – for a company that most jobseekers are impressed with, in terms of information provision, question answering, and everything.
- The Best Design Booth – for a company that designed and decorated the most impressive designs.

The companies that win popular votes in each category on each day will receive a plaque of honour presented by JobsDB with lucky voters receiving a gift voucher worth 4,000 baht/day.

5. Hire Me Please! is an activity that invites participants to take a photograph with a cool & chic frame and upload the picture to Facebook immediately.

6. "Big Bonus for inviting friend to get a job" is an activity that encourages you to invite friends to apply for a job at CE 2012, when you or your friend get hired by your desired company, you both will receive a Big Bonus presented by JobsDB. The four couples that win award are required to show their career card to claim for the bonus worth 10,000 baht for each couple. There are only four prizes for four couples worth a total of 40,000 baht. The promotion is available from April 23 to May 31, 2012.

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