



VivaKi China appoints Talent2 as RPO provider

Talent2 announced today that they had been appointed by VivaKi China to provide them with Recruitment Processing Outsourcing (RPO) services.

VivaKi is a new strategic initiative designed to boost Publicis Groupe's growth in the rapidly expanding digital market. VivaKi will take advantage of the combined scale of the autonomous operations of Digitas, Starcom-MediaVest, Denuo and ZenithOptimedia, as well as the newly acquired Razorfish, to develop new services, tools, and partnerships.

This initial two year deal will see Talent2's onsite teams in Shanghai, Beijing and Guangzhou hire an average of 330 professionals per year.

"Our aspiration is to build a fluid talent platform across VivaKi brands in the Greater China Region which empowers each network with greater resources and talents to grasp the substantial growth opportunities with the digital boom in China. With the innovative talent acquisition management model and Talent2's accumulated experience in this sector, we will be more efficient and agile to tap into the new talent resources, as well as to build a strong talent pipeline to fuel the growth of VivaKi", commented Connie Ma, VivaKi's Talent Transition Officer, Greater China.

Odilia Poon, Talent2's Operations Director, China said "although this is not a large deal in dollar terms, it is significant in that it demonstrates an appetite for our RPO model in China. This will allow us the opportunity to showcase the model in this relatively untapped market, while at the same time being an integral part of VivaKi's rapid expansion plans."

For further information, please contact:

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About Talent2

Around the world companies seeking competitive advantage are outsourcing their human resources (HR) requirements. To meet the increasing demand, Talent2 has strengthened its position as Asia Pacific's first end-to-end human resources outsourcing (HRO) business with a global footprint.

Talent2 is leading the region in execute recruitment, HR business process outsourcing and technology. It is focused on providing integrated HR solutions that are innovative and effective. Talent2 helps its clients to 'Acquire, Manage and Optimise' their talent so that they can focus on growing their businesses.

Talent2 has offices across Australia, Bahrain, China, Hong Kong, India, Japan, Malaysia, New Zealand, Oman, Papua New Guinea, Qatar, Singapore, Taiwan, the UAE, the UK and the US to serve its extensive client base of blue-chip multi-nationals and public sector organisations.