

MRI China Group Customer Profile Becker Acroma

Simon Huang, Managing Director of Becker Acroma China has always been a big supporter of MRI. He has been enlisting the services of MRI China Group since 2003. “From my previous experience when I was already co-operating with MRI, I found the consultants professional and ethical when they conducted the search.”

Becker Acroma has been developing and manufacturing innovative, high quality solutions in the wood finishing industry. Customers are located in Europe, North America and in the Asia Pacific Region.

Mr Huang was appointed Managing Director of Becker Acroma in 2007 to set up its business in China. When he joined, Mr Huang was using two other international Headhunting firms to hire sales, marketing and production managers for its China operations. However he had to switch to MRI when they were unable to fulfill his requirements. “Overall, the two headhunters are quite professional but they are not focused in the chemical industry. Becker Acroma is a worldwide leader in wood finishing, which is a very niche area of the chemicals industry. We were looking for talent who have some direct experience in the industry or if not, with at least some indirect experience. We need much specialised experts in the chemical industry,” states Mr. Huang.

Before partnering with MRI, the hiring cycles for the search of any position were long. Reasons could probably be that the industry is quite young and there are just not that many good talent available here for Becker Acroma’s specialised line of business. “Even for positions that are not too senior, which are mainly at the manager levels we have to take about 4 – 5 months to fill a position,” claimed Mr Huang,

After MRI came on board the search processes became a lot smoother. “The consultants in MRI and I have very good communications and they are very clear on

the requirements on the candidates. They were able to establish and locate quickly the potential candidates in the industry who met our criteria. They are practically faultless in their search for the right candidate!” added Huang.

The MRI consultants are also very professional when they approach the candidates. Hence the search assignments were completed very quickly.

Huang reckons that the chemical industry in China is facing a serious challenge in that there are limited talent available due to the dynamics of the industry and the job market in China. However he is confident he has found the right recruitment partner in MRI.

“MRI services are professional, and efficient. There is tremendous teamwork to indicate the deliverance of quality candidates and we will definitely continue to have MRI China as our recruitment partner and will also recommend its services to the Asia offices too!”