



For immediate release

New nationwide campaign aims to celebrate the best companies to work in Myanmar based on employee engagement levels

JobNet.com.mm, Myanmar's leading white collar job search site, is launching a new campaign this year aiming to recognize companies for their efforts into creating engaging organizations for their employees.

Yangon, 1 June 2020. By recognizing employers based on the satisfaction and overall engagement of their own employees, the **Best Companies to Work in Myanmar** campaign, launched on Friday 29 May 2020, provides a measure for companies to benchmark themselves against the rest of the market. The yearly platform will also provide companies an opportunity to further strengthen their employer brands and gain better insights into their organization. The campaign has received extensive support from Deloitte as Official Verifying Partner, CCI France Myanmar, the British Chamber of Commerce Myanmar, the Australia-Myanmar Chamber of Commerce, the Italy-Myanmar Business Association, the American Chamber of Commerce, and the India-Myanmar Chamber of Commerce as supporting partners.

"Launching this campaign, similarly to when we launched the Myanmar Employer Awards three years ago, is testament to our mission of accelerating the adoption of HR and talent management best practices in Myanmar. There are many companies in Myanmar who work very hard to create great workplaces and this platform will offer an additional, independent channel for amplifying their employer brand amid the war for talent" adds Matt De Luca, Managing Director of JobNet.com.mm.

Applications for the **2020 Best Companies to Work in Myanmar** open on Wednesday, 3 June. Companies must first submit their Entry Form to confirm their participation, and can do so until the Entry Form closing date of Friday, 17 July. After the Entry Form submission, companies will be given the survey questionnaire which they must complete before the survey closing deadline of Saturday, 25 July. Once the questionnaire responses have been verified and tabulated, participating companies will be provided with the Survey Report, and the option of a Winner Promotional Kit.

The survey is divided in 7 functional areas, from measuring employees' general alignment with company strategy to assessing the overall satisfaction with management and leadership in the business. Other parts include measuring satisfaction levels pertaining to teamwork, career growth opportunities and the overall work environment.

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Besides extensive employer branding opportunities, the BCIM campaign aims to help HR departments gain a more thorough understanding of their people. Organisations always greatly benefit from additional data about the levels of engagement of their workforce and an analysis of the data can provide exceptional insights into the state and trends across the organization. This in turn can facilitate more effective HR and business strategy planning, which is something most Myanmar organizations can greatly benefit from. A comprehensive report will be provided for each participating company after the survey is completed, showing also aggregated results of the rest of the industry for comparison.

Companies must reach a required number of responses threshold, varying on company size and on average ranging around 80% of the white collar portion of an organization's full time headcount. Those who achieve a minimum overall score as measured by the Employee Engagement coefficient, will have the option to officially be recognized and listed as Best Companies to Work in Myanmar for a given year. In this year's campaign, an additional chapter about the impact of COVID-19 on the wellbeing of employees is added, aiming to measure the overall satisfaction and opinion of employees with regards to how the company has been dealing with the COVID-19 crisis.

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