MSAJ Career Fair 2015

Post Event Report

July 10th, 2015

Prepared by,

MSAJ CF Organizing Committee 2015
Table of Contents

1. Introduction.............................................................................. 3
   1.1. Background of MSAJ .................................................... 3
   1.2. Annual Events .............................................................. 3
2. MSAJ Career Fair ................................................................. 4
   2.1. Objective. .................................................................... 4
   2.2. Event Details ................................................................. 4
   2.3. Participated Company List ............................................... 4
   2.4. Participant Statistics ..................................................... 5
       2.4.1 By University.......................................................... 5
       2.4.2 By Region.............................................................. 5
       2.4.3 By Field of Study ................................................... 6
       2.4.4 By Course............................................................ 6
3. Survey Feedback .................................................................... 7
   3.1. Company ..................................................................... 7
   3.2. Participant ............................................................... 13
4. Conclusions ........................................................................ 19
1. Introduction

1.1. Background of MSAJ

The Malaysian Students’ Association in Japan (MSAJ) was established in 1976 with the primary objectives of unifying and caring for the welfare of Malaysian students in Japan. This association welcomes all Malaysian students who are studying or taking courses that are longer than 6 months.

Kanto, Kansai, Tohoku, Hokuriku and Kyuma (Kyusyu) are the five MSAJ divisions executing the objectives of the association at the respective prefectures. Malaysian students studying in Japan manage MSAJ on a voluntary basis. After more than three decades, its high membership number has made MSAJ the main media source of the Embassy of Malaysia in Japan.

1.2. Annual Events

MSAJ organizes various events and activities all year round. The year started with spring when we supported the orientation and reception of new students from late March till early April, Hanami (cherry-blossom viewing) in April and Career Fair in May.

Malaysia being a part of ASEAN country, we also involve ourselves in the ASEAN Festival which is usually conducted in June or October. This event is organized by ASEAN Youth Network in Japan (AYNJ) which aims to build a strong network among ASEAN student associations in Japan. During summer, we hold events like MSAJ Badminton Tournament, small activities like Hari Raya Gathering, Mount Fuji Climbing and also celebrate Malaysia’s Independence Day.

In autumn, sports kicks in with overwhelming response as we organize MSAJ Sports Festival and participate in AYNJ Sports Festival. In winter, we usually hold the Malaysian Night event as MSAJ’s grand finale by inviting the public to learn more about Malaysia besides gathering fellow Malaysian students, get ourselves entertained and end of the year with a bang!

Hanami – Cherry Blossom Viewing in April 2015 (Collaborated with Kelab UMNO Luar Jepun KULN)
2. MSAJ Career Fair

2.1 Objective

The objectives of MSAJ Career Fair are such as below:

- To support Malaysian students in Japan in seeking employment opportunities
- To widen students’ exposure to the corporate sector

MSAJ Career Fair is an important source of revenue for MSAJ to cover our yearly expenses for activities/events as we are not receiving financial support from any parties. Therefore, we hope companies will understand that the income generated through this event is solely for the purposes of covering our expenses and improving our services to fellow Malaysian students living in Japan.

2.2 Event Details

Date: 17th May 2015 (Sunday)
Time: 11:30 a.m. - 4:30 p.m.
Venue: Asuka Hall, 13th Floor, Hokutopia, 1-11-1 Ooji, Kita-ku, Tokyo 114-8503

2.3 Participated Company List

<table>
<thead>
<tr>
<th>No.</th>
<th>Company Name</th>
<th>Booth No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Blueship Sdn Bhd</td>
<td>13 Toray Industries, Inc</td>
</tr>
<tr>
<td>2</td>
<td>Fourth Valley Concierge Corporation</td>
<td>14 Amway Business Services Asia Pacific Sdn Bhd</td>
</tr>
<tr>
<td>3</td>
<td>Pasona HR Malaysia Sdn Bhd</td>
<td>15 Agensi Pekerjaan JAC Sdn Bhd</td>
</tr>
<tr>
<td>4</td>
<td>Hirose Electric Co., Ltd</td>
<td>16 Sumitomo Electric Industries, Ltd</td>
</tr>
<tr>
<td>5</td>
<td>Tokuyama Malaysia Shd Bhd</td>
<td>17 Omron Malaysia Sdn Bhd</td>
</tr>
<tr>
<td>6</td>
<td>Alps Electric (Malaysia) Sdn Bhd</td>
<td>18 ROHM-Wako Electronics (Malaysia) Sdn Bhd</td>
</tr>
<tr>
<td>7</td>
<td>Fuji Electric Malaysia Sdn Bhd</td>
<td>19 Taiyo Yuden Co., Ltd</td>
</tr>
<tr>
<td>8</td>
<td>Toyo Tire &amp; Rubber Co., Ltd</td>
<td>20 Toyo-Memory-Technology Sdn Bhd</td>
</tr>
<tr>
<td>9</td>
<td>Tateyama Kagaku Group</td>
<td>21 Panasonic Group in Malaysia</td>
</tr>
<tr>
<td>10</td>
<td>Maruwa (Malaysia) Sdn Bhd</td>
<td>22 Showa Glove Co.</td>
</tr>
<tr>
<td>11</td>
<td>Polyplastic Co., Ltd</td>
<td>23 Intelligence, Ltd (Recruiting Agent)</td>
</tr>
<tr>
<td>12</td>
<td>Agency Pekerjaan Times Management Consultancy Sdn Bhd</td>
<td></td>
</tr>
</tbody>
</table>

*Arranged according to booth layout.

Note: Click [Here] for the booth layout
2.4 Participant Statistics

2.4.1 By University

<table>
<thead>
<tr>
<th>University</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nagaoka University of Technology</td>
<td>7</td>
</tr>
<tr>
<td>Toyohashi University of Technology</td>
<td>5</td>
</tr>
<tr>
<td>Toyama University</td>
<td>5</td>
</tr>
<tr>
<td>Akita University</td>
<td>6</td>
</tr>
<tr>
<td>Fukui University</td>
<td>4</td>
</tr>
<tr>
<td>Tokai University</td>
<td>4</td>
</tr>
<tr>
<td>Chiba University</td>
<td>2</td>
</tr>
<tr>
<td>Ritsumeikan University</td>
<td>5</td>
</tr>
<tr>
<td>Yokohama National University</td>
<td>3</td>
</tr>
<tr>
<td>Meiji University</td>
<td>3</td>
</tr>
<tr>
<td>Saga University</td>
<td>2</td>
</tr>
<tr>
<td>Niigata University</td>
<td>3</td>
</tr>
<tr>
<td>Kobe University</td>
<td>2</td>
</tr>
<tr>
<td>Kyushu Institute of Technology</td>
<td>1</td>
</tr>
<tr>
<td>Shibaura Institute of Technology</td>
<td>5</td>
</tr>
<tr>
<td>Yamaguchi University</td>
<td>1</td>
</tr>
<tr>
<td>Keio University</td>
<td>2</td>
</tr>
<tr>
<td>Electro - Communication University</td>
<td>3</td>
</tr>
<tr>
<td>Nagoya University</td>
<td>4</td>
</tr>
<tr>
<td>Others</td>
<td>32</td>
</tr>
</tbody>
</table>

2.4.2 By Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kanto</td>
<td>39</td>
</tr>
<tr>
<td>Kansai / Kinki</td>
<td>10</td>
</tr>
<tr>
<td>Chubu</td>
<td>18</td>
</tr>
<tr>
<td>Chugoku</td>
<td>4</td>
</tr>
<tr>
<td>Hokkaido</td>
<td>4</td>
</tr>
<tr>
<td>Kyushu</td>
<td>3</td>
</tr>
<tr>
<td>Shikoku</td>
<td>4</td>
</tr>
<tr>
<td>Tohoku</td>
<td>8</td>
</tr>
<tr>
<td>Others</td>
<td>37</td>
</tr>
</tbody>
</table>
2.4.3 By Field of Study

- **Others**: 35
- **Engineering**: 88
- **Economy**: 2
- **Business**: 2

2.4.4 By Course

<table>
<thead>
<tr>
<th>Courses</th>
<th>Num</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applied Medical Engineering</td>
<td>1</td>
</tr>
<tr>
<td>Business &amp; Economy</td>
<td>1</td>
</tr>
<tr>
<td>Business Administration</td>
<td>2</td>
</tr>
<tr>
<td>Chemical Engineering</td>
<td>8</td>
</tr>
<tr>
<td>Chemical System Engineering</td>
<td>1</td>
</tr>
<tr>
<td>Communication Engineering</td>
<td>1</td>
</tr>
<tr>
<td>Computer Engineering</td>
<td>1</td>
</tr>
<tr>
<td>Design</td>
<td>1</td>
</tr>
<tr>
<td>Economy</td>
<td>1</td>
</tr>
<tr>
<td>Electrical &amp; Electronic Engineering</td>
<td>31</td>
</tr>
<tr>
<td>Environmental &amp; Life Engineering</td>
<td>3</td>
</tr>
<tr>
<td>Environmental Chemical Engineering</td>
<td>2</td>
</tr>
<tr>
<td>Hotel Management</td>
<td>1</td>
</tr>
<tr>
<td>Human Intelligent System Engineering</td>
<td>1</td>
</tr>
<tr>
<td>Information Engineering</td>
<td>1</td>
</tr>
<tr>
<td>Intercultural Communication Studies</td>
<td>1</td>
</tr>
<tr>
<td>Material Engineering</td>
<td>1</td>
</tr>
<tr>
<td>Mechanical Engineering</td>
<td>35</td>
</tr>
<tr>
<td>Physics, Electrical and Computer Engineering</td>
<td>1</td>
</tr>
<tr>
<td>Regional Policy</td>
<td>1</td>
</tr>
<tr>
<td>Others</td>
<td>32</td>
</tr>
</tbody>
</table>
3. Survey Feedback

3.1 Company

Summary of survey result is as the following:
Note: The summary is based on number of respondents (Total: 22).

**SECTION A**

*How did you get to know about this event?*

- Participated previously: 73%
- Friends/Acquaintances: 14%
- **MSAJ Homepage/Mailing List**: 9%
- Others: 4%

*Was the Career Fair 2015 organized at a suitable time?*

- Yes: 82%
- Too late: 18%
- Too early: 0%
What do you think about the length of the entire event?

- Too long: 4%
- Too short: 41%
- Good: 55%

Yes or No

- Are you looking forward to joining MSAJ Career Fair 2016? Yes: 22
- Do you participate in any other career fair? Yes: 13
- Is this your first time participating in MSAJ Career Fair? Yes: 4
How do you rate the following?

- **Location of the hall** (4.39/5)
- **Booth space** (4.4/5)
- **Booth position** (4.4/5)
- **Condition of facilities** (4.2/5)
- **Response speed of staff to request for assistance** (4.45/5)
- **Attitude of staff throughout the event** (4.41/5)

The diagram shows the average rating for each category, with 5 being the highest rating and 1 being the lowest.
What was the language used by your company during the interview?

- Malay: 15%
- Japanese: 49%
- English: 33%
- Others: 3%

What do you think about the students’ command of language used in the interview?

- Very Good: 6%
- Good: 50%
- Average: 38%
- Very Poor: 6%

Others: Chinese
Do the fields of study of the students fit the employment requirements of your company?

- Completely fit the requirements: 21%
- Most of them fit the requirements: 79%

How would you assess the level of participation of students?

- Participation in our presentation was positive: 90%
- They stopped at our booth but didn’t participate: 5%
- They didn't show interest in our presentation: 5%
How would you rate each of the following?

**The qualities demonstrated by the students (3.8/5)**

- 5
- 4
- 3
- 2
- 1

**Level of communication between MSAJ coordinators/staffs and your company before the event (3.6/5)**

- Average Rating

**Level of communication between MSAJ coordinators/staffs and your company after the event (3.6/5)**

How many students visited your booth?

- <10: 26%
- <20: 37%
- <30: 26%
- ≥30: 11%
3.2 Participant

Summary of survey result is as the following:

Note: The summary is based on number of respondents (Total: 77).

**How did you get to know about this event?**

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>MSAJ's Home page / Mailing List</td>
<td>46%</td>
</tr>
<tr>
<td>SNS</td>
<td>30%</td>
</tr>
<tr>
<td>Friends/Acquaintances</td>
<td>24%</td>
</tr>
<tr>
<td>Others</td>
<td>3%</td>
</tr>
</tbody>
</table>

**Was this event helpful to you?**

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES, I found the companies/jobs I was looking for.</td>
<td>36%</td>
</tr>
<tr>
<td>YES, I came to learn about job hunting and I've learnt a lot.</td>
<td>61%</td>
</tr>
<tr>
<td>NO, the companies I'm searching for were not here.</td>
<td>3%</td>
</tr>
</tbody>
</table>
Was MSAJ Career Fair 2015 organized at the right time?

- 4% Right time
- 50% Too early
- 46% Too late

Suggested period:
- Too early: Late May / June
- Too late: March

Were the advertisements received via Mailing List helpful?

- 3% NO
- 97% YES
**Were the promotions/advertisements done timely?**

- **YES**: 79%
- **Too early**: 16%
- **Too late**: 5%

Suggested period: 2 / 3 weeks before event

**Which incentive(s) seems attractive to you if MSAJ provides it?**

- **Quo Card**: 45%
- **Tosho Card**: 30%
- **Lucky Draw**: 23%
- **Others**: 2%

Suggested items: Food / Drinks
**Was the information provided through our media sufficient in assisting your preparation?**

- **YES:** 92%
- **NO:** 8%

**Have you participated in other career fairs before?**

- **YES:** 29%
- **NO:** 71%
How confident were you in getting a job before and after MSAJ Career Fair 2015 started?

<table>
<thead>
<tr>
<th></th>
<th>After</th>
<th>Before</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very confident</td>
<td>18.40%</td>
<td>7.80%</td>
</tr>
<tr>
<td>Confident</td>
<td>70.80%</td>
<td>39.10%</td>
</tr>
<tr>
<td>Not confident</td>
<td>10.80%</td>
<td>53.10%</td>
</tr>
</tbody>
</table>

Where do you prefer to work?

- Malaysia: 39%
- Japan: 31%
- Anywhere is fine: 26%
- Others: 4%

Suggested location: Singapore
How many companies did you apply for/visit in MSAJ CF 2015?

- 1 company: 3%
- 2 companies: 7%
- 3 companies: 27%
- 4 companies: 36%
- 5 or more companies: 27%

How would you rate the following?

- Overall company presentation quality: (4.53/5)
- MSAJ Career Fair 2015: (4.4/5)
- Hall Location: (4.43/5)
- Preparation before attending MSAJ Career Fair 2015: (4.47/5)
- Variety of employers: (4.41/5)

Average Rating
4. Conclusions

This year, a total of 127 students attended our fair. We believe the main cause of the decrease in number is it being held on a Sunday, which was quite inconvenient for students from far regions to attend. The majority of the students are majoring in Engineering especially in Mechanical Engineering and Electric & Electronics Engineering. The huge gap between Engineering and non-Engineering participation is attributed to the majority of students studying in Japan are pursuing Engineering studies.

Although most of the companies offered Engineering jobs, there were also a few companies that offered non-technical jobs but faced problems in scouting for art-stream or commerce-stream students due to the big gap in the majors of study. The following are the summary of the main reasons for the drastic decrease in number of students attending the career fair:

- Organized on an unsuitable date
  The Career Fair was held on a Sunday instead of Saturday. We believed that most students from far (such as from Hokkaido, Kyushu, Tohoko) could not make it as Monday is a school day for most of them.

- Number of 2016 Graduates was the least
  We checked our database and found out that the number of 2016 graduates is less compared to the previous years. Most of the 2016 graduates started pursuing their studies since 2011, which was the year Tohoku earthquake and tsunami occurred. Thus, we believe that the total number of Malaysian 2016 graduates has decreased due to the calamity.

In response to the feedback from companies and students, the following countermeasures are being considered:

- Determine the most suitable day to organize MSAJ Career Fair with consideration of the students’ travelable date so that they don’t have to rush back to class.
- Improving customer service / soft skills of our committee members.
- Find a more strategic venue for both companies and students.

Overall, both companies and students are satisfied with the career fair this year and are anticipating a better career fair next year. To meet this expectation, MSAJ is open to and welcomes any suggestions. Therefore, please kindly contact our Career Fair PR Team at careerfair@msaj.net with your much-appreciated constructive ideas.

We would also like to take this opportunity to express our gratitude to companies and participants for making the effort to join us, and not forgetting those who have supported us endlessly throughout the event.

*Notes
- Click [HERE] to refer 2014 MSAJ Career Fair post event report
- Click [HERE] to refer 2013 MSAJ Career Fair post event report
Appreciation

MSAJ Career Fair 2015 Organizing Committee

Main Coordinator
TAN LING CHEIK

Coordinators
TNEW CHEN ZHUN
ZED AL HABSHEE SYED ABDUL HAMID
ALICIA LEE JIA PEI
COSTANZA ALTHEA NYIGOR
TIONG SIEW JING

Treasurer
SITI MAISARAH BINTI MUHAMAD YUSOP (L)
TIONG SIEW JING
SHARON PHANG SIEW YING

Registration
AHMAD RUIZ BIN MOHD ASRI (L)
ALICIA LEE JIA PEI
IZZATI ZAHRAH BINTI AZMI
COSTANZA ALTHEA NYIGOR
LIM YANG WEI

Hall
OMAR SHAFIQ BIN SUHAIMI (L)
MUHAMMAD AMINUDDIN BIN MD AZIZAN
TNEW CHEN ZHUN
SOO ZHEN IAN
CHANG YONG LIK
AIMAN TAQRIS BIN MOHD SUFIAN

Web / Media
TNEW CHEN ZHUN
LIM YANG WEI

Moderator
THANEER MALAI NARAYAAN
SIM SUK HUI

Food
LAI KIN SING
TIMOTHY QUAH KUOK SIANG
KOO ZHI XIN

PHOTOGRAPHER
JACLYN LEE CHUN LING

Helper
CHU LEE YEE
YONG YONG SENG
MIZUKI WATANABE
TAN ZHENG LIN
AZHAN BIN ABDUL HALIM