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# ● Indonesian Talents Acquisition for Hong Kong Corporates

by Andrew You

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# About Us

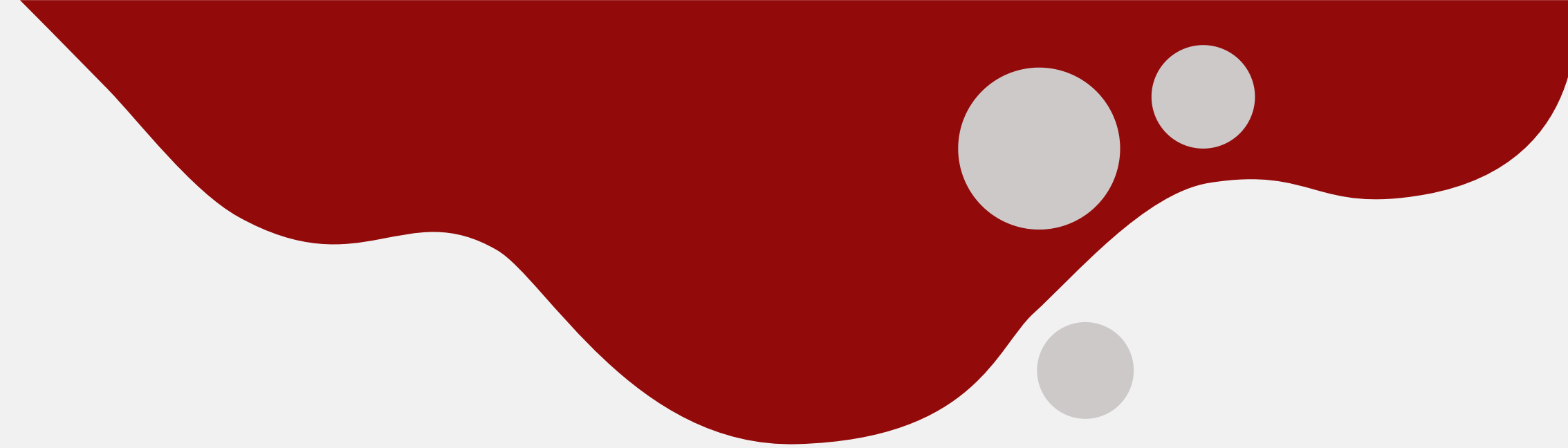
Hong Kong's corporates are facing a severe labor shortage, with many businesses struggling to hire enough skilled workers. Meanwhile, Indonesia has a large pool of talented high skilled workers seeking better job opportunities abroad.

BEP Talenta bridges this gap by sourcing, screening, and recruiting qualified Indonesian professionals for Hong Kong's corporates.

This business model ensures a win-win solution:

- Hong Kong employers get reliable, pre-vetted talents.
- Indonesian workers secure high-paying jobs overseas. Hong Kong's modern infrastructure further enhances its appeal, providing workers with a comfortable and dynamic working environment.





In 2024, Hong Kong has solidified its position as the leading destination for Indonesian migrant workers, attracting thousands with its competitive income levels, stable working environment, and robust labor protections.

According to the Indonesian Migrant Workers Protection Board (BP2MI), a significant portion of the 297,434 Indonesian workers placed abroad in 2024 chose Hong Kong as their destination.



# CEO Profile

## **Andrew YOU Kam On** *Founder and CEO of BEP*

Andrew You, the visionary 45-year-old CEO of LEP, AEP, MAJU, BEP Talenta (The LAMB venture) is a distinguished entrepreneur with a remarkable track record in the B2B procurement platform industry. He has dedicated his career to developing innovative solutions that streamline and optimize business purchasing processes. In 2021, driven by a commitment to creating a simpler SOP, he founded HAVA.id, revolutionizing B2B procurement platform in Indonesia. Today, he continues to lead LEP, AEP, MAJU, BEP Talenta with a perfect blend of academic knowledge, entrepreneurial spirit, and a passionate advocate for empowering individuals, Andrew believes in unlocking human potential and pioneering new opportunities within the evolving landscape of B2B commerce. His commitment to excellence and forward-thinking approach have established him as a servant-leader in the field.



# Vision & Mission

## **Company Vision**

To become the leading bridge connecting Indonesia's top-tier middle to high skilled talents with Hong Kong's thriving corporates such as transportation, hospitality, healthcare, real estate, tourism, and education, fostering mutual growth and global career opportunities.

## **Company Mission**

Our mission is to solve Hong Kong's labor shortages by sourcing, training, and deploying skilled Indonesian professionals - delivering reliable talent to employers while empowering workers with fair wages, safe employment, and career advancement. We prioritize ethical recruitment, language training, seamless relocation, and lasting partnerships to create value for both Hong Kong businesses and Indonesian families.



# What is BEP Talenta?

**Bridgepoint for Elite Professional Talent**

*Sourcing Indonesia's Finest for  
Hong Kong's Future*

## **Right Talent, Right Place, Right Future**

### 1. Employer-Focused

Addresses Hong Kong's urgent need for staff.

### 2. Talent-Focused

Highlights opportunities for Indonesian workers.

### 3. Values-Driven

Stresses ethics (fair wages, safety) and quality (training, reliability).

### 4. Scalable

Flexible enough to include future expansions (e.g., other industries).



# Why Is This Important?

## Hong Kong's Labor Shortage

- Hong Kong's unemployment rate increased to 3.7% as of July 2025, corporates struggle with high turnover and labor gaps.
- Many locals avoid jobs due to long hours and challenging work conditions.
- The government has relaxed foreign worker policies to address shortages.

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## Indonesia's Talent Surplus

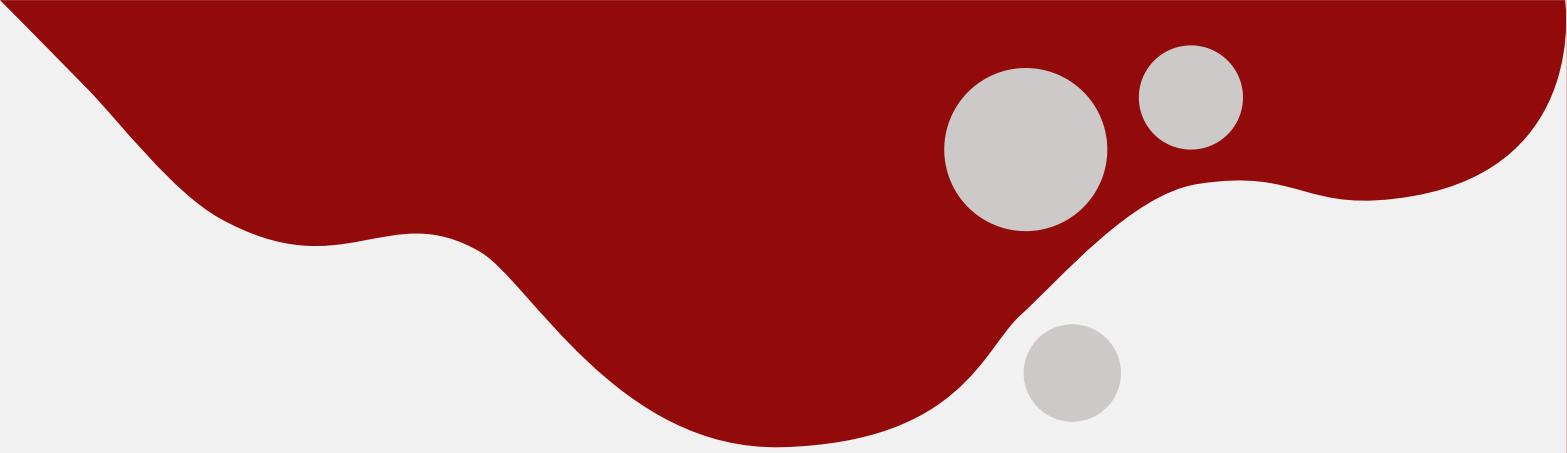
- Indonesia has a young, skilled workforce with experience in industries such as transportation, hospitality, healthcare, real estate, tourism, and education.
- Many qualified professionals are underemployed or unable to find well-paying jobs in Indonesia.
- Hong Kong offers higher wages (HK\$7,000–HK\$25,000/month) compared to Indonesia's average salaries.

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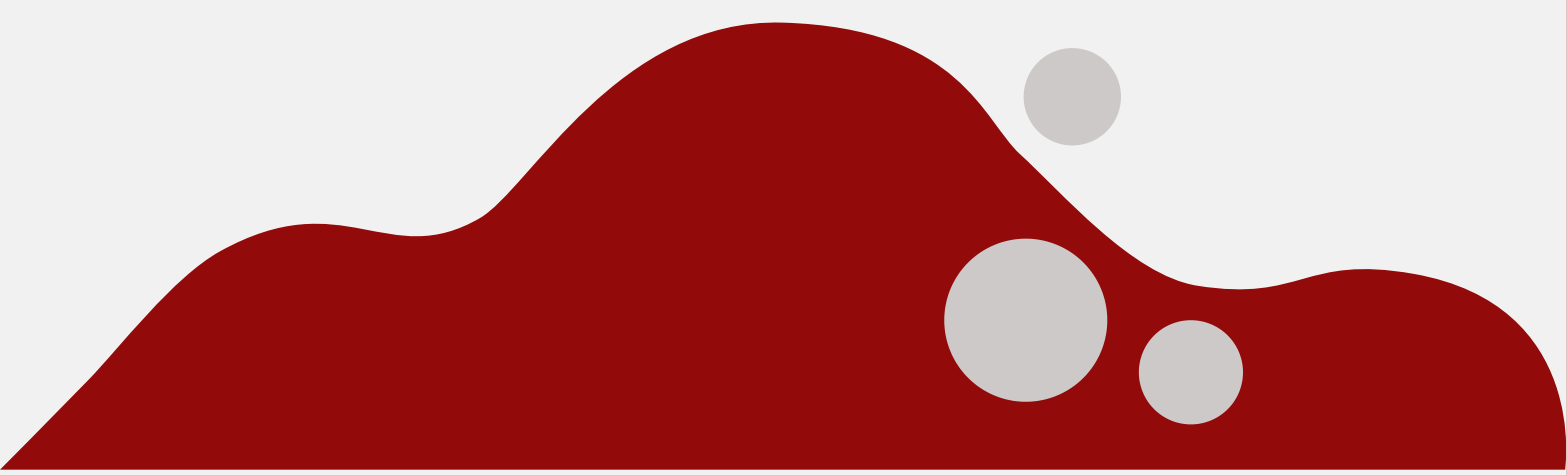
## BEP Talenta's Competitive Advantage

- Direct recruitment network in Indonesia (partnering with local universities, vocational schools and hotel groups).
  - Full compliance with Hong Kong labor and immigration laws.
  - End-to-end support (document processing, interviews, visa applications, language training and relocation assistance).
  - Lower costs for employers compared to hiring through traditional HR or recruitment agencies.
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# Business Model



## **Talent Sourcing & Screening**

- Identify qualified candidates (managers, chefs, secretaries, waitstaff, housekeepers etc.).
- Conduct background checks, language tests (English), and skills assessments.

## **Employer Matching**

- Connect candidates with Hong Kong corporates.
- Arrange interviews and internship or trial periods (if required).

## **Visa & Relocation Support**

- Assist with work visa applications (under Hong Kong's Supplementary Labour Scheme or other relevant schemes).
- Provide orientation on Hong Kong's culture, labor laws, language and workplace expectations.

## **Post-Placement Follow-Up**

- Ensure smooth onboarding and address any issues post-hiring.



# Recruitment Channels in Indonesia

Partner with Indonesia universities and vocational schools  
(e.g., tourism & hospitality institutes)

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Work with local recruitment partners in Jakarta and Manado

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Advertise on Indonesian job portals  
(Kalibrr, JobStreet, LinkedIn)

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# Operational Plan

## Team Structure

- Hong Kong Team:  
Sales, employer relations, legal compliance.
- Indonesia Team:  
Recruitment, screening, pre-departure training.

## Legal & Compliance

- Registered as a licensed employment agency in Hong Kong.
- Ensure all workers enter Hong Kong legally with proper work visas.
- Comply with Indonesian overseas employment regulations.

## Technology & Tools

- Applicant Tracking System (ATS) for candidate management.
- Video interview platforms for remote hiring.



# Thank You

Our offices in Jakarta, Manado, Hong Kong