

Identify **female talent** to solve labor shortage problems.

Create a diverse and inclusive workplace to improve organizational performance and brand image.

Gender friendly workplace Win the talent war

#Solving the Labor Shortage #Diversity and Inclusion #Gender Friendly Workplace



Q: Why should we pay attention to **gender-friendly workplaces** amidst the wave of talent shortages and ESG?

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① Attract & retain outstanding talents to solve the talent shortage problem

Investigation

Reports

"White Paper on Talents Among the New Generation" ¹

Survey on employed persons aged 18-45:

84.2%

Considers corporate image before entering a new company

71.6%

Will pay attention to company benefits and employee care conditions

76.1%

Agree that women should account for half of the company's executives

The results show that the younger generation places more value on a **"Culture of Diversity, Equality and Inclusion"** and **"Female friendly"**.

Data source:

1. DailyView "White Paper on Talents Among the New Generation and Workplace DEI Exposure Index Insight Report"
2. Commonwealth Learning, Cheers "2023 Taiwan Enterprise Employee Welfare Checkup"

"2023 Taiwan Enterprise Employee Welfare Checkup" ²

Nearly **80%** of respondents think

"Does the company value diversity, inclusion and welfare?" is an important factor in onboarding or retention.



② Bring diverse perspectives, promote innovative development, and meet the diverse needs of different customers

Teams composed of different genders, races, ages, and social backgrounds can provide diverse perspectives, generate innovative thinking, and be more capable of **servicing a variety of customers**.

"Top Ten Global Consumer Trends in 2023"
Female consumers tend to buy products made according to women's needs and are willing to choose brands that promote women's power.

Source: foodNEXT <The top ten global consumer trends in 2023 are out! The rise of Gen Z and women's power created very different consumption habits in the post-pandemic era>



③ Improve performance and profits, and increase competitiveness

McKinsey study (2017)¹

- Increasing female participation is the key to economic growth in aging countries and for companies to find talent.
- The greater the number of female senior managers, the more it can improve organizational performance and financial performance, enhancing the company's ability to face future challenges.

Taiwan Stock Exchange Corporation (2020) study²

- Increasing gender diversity on the board can boost company profits.
- Women's cognitive patterns and human capital will positively affect a company's operational performance.



Source:
1. McKinsey & Company (2017) Women Matter: Ten years of insights on gender diversity.
2. Taiwan Stock Exchange Corporation (2020) A study on the correlation between gender diversity and financial performance on the boards of TWSE (TPEX) listed companies.

④ Comply with ESG trends to achieve sustainable operations and attract investors and consumers

Gender equality is also a part of ESG!



- Information transparency
- Occupational ethics
- Shareholder rights
- Director institution
- Remuneration institution
- Employee benefits
- Labor rights
- Diverse human rights
- Community programs
- Information security



Announced by the FSC (2023)
Sustainable development action plan for TWSE/TPEX listed companies



A company applying for an IPO in 2023 should appoint at least 1 female director.



A TWSE/TPEX listed company in 2024 shall appoint at least 1 female director.



If the number of female directors of a company has not reached 1/3 in 2025, the reasons and improvement measures must be disclosed in their annual report.

⑤ Friendly workplace certification to enhance corporate image

★ Gender friendly workplace is a scoring/bonus criteria. ★



Create a gender-friendly workplace, support work-life balance, establish an employer brand, and enhance corporate image.

How to attract talents with a gender-friendly workplace?



Scan to see more

