



Press release

Singapore, 07.04.15

Cegos survey - Learning trends across Asia Pacific region

The compelling rise of technology enabled learning

What are the training practices and needs of companies and their employees in the Asia Pacific region? These are the main focus areas within this survey carried out by Cegos Asia Pacific across six countries (Australia, China, India, Indonesia, Malaysia, and Singapore) after two similar surveys in 2012 and 2014.

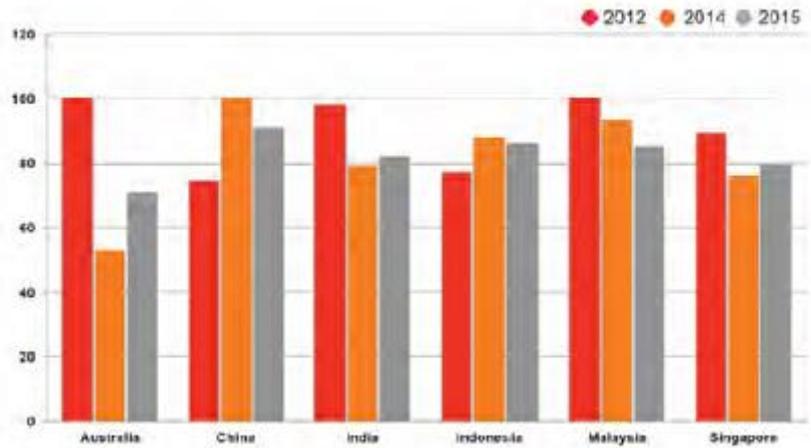
- **The acquisition of new skills and the desire to do one's job better are the main training motivations for learners across the region.**
- **The results also reveal a growth of online training which surpasses the classroom training of today.**
- **Blended learning uptake growing at a higher rate than any other form of learning**
- **The people trained are more and more instigators of their own development and HR and L&OD departments are getting better synced with learners' requirements.**
 - **This point is one of the most encouraging conclusions of this survey, proving that learning professionals have finally seized the initiative and are driving their more focused learning solutions as levers of competitiveness for their organisations.**

The survey consisted of 2,424 respondents from six countries across the Asia Pacific region. The survey concerns the practices, needs and expectations in terms of training and professional development. Respondents consisted of 460 Learning Professionals and 1,964 Learners (Employees and Managers). The bulk of the research took place in January 2015. 60% of the learners surveyed belong to Generation Y (34 years of age or younger).

Training & development; important factors for greater organizational competitiveness

Across the APAC region, 82.5% of the respondents have followed a training course these past 12 months (Vs 81% in 2014 and 89.7% in 2012). But the number of trained people decreases in China (91% that is to say -9%) and in Malaysia (85% that is to say -9%). This decrease can partially be explained by the economic slowdown in these countries and training budgets being held for longer.

On the contrary, Australia has reinforced its training initiatives, 71% of the employees have followed a training Vs 53% in 2014. The number of people trained in Singapore and India is also increasing.



Training and development centred on soft skills are the most popular, particularly in Australia, China, India and Singapore. Business, linguistic and managerial skills as well as personal development were the primary focus of the training courses accessed by the respondents.

Develop new skills for oneself: the primary training & developmental motivation

The acquisition of new skills is the prime training motivation (15%, +3 points) across all countries, as well as the desire to do one's job better (+4 points). It is in China that the development of new capabilities is the highest motivation, whereas in India and Indonesia, the priority is to do one's job better.

This growing awareness of the importance of personal development is very strong for Generation Y who knows what it wants and expects their company to support them through their necessary learning and development. HR and L&D departments seem to have understood it because they are more involved in their employees' training and meet their expectations.

As a result, all the criteria for employees' satisfaction towards HR and L&D services are increasing.

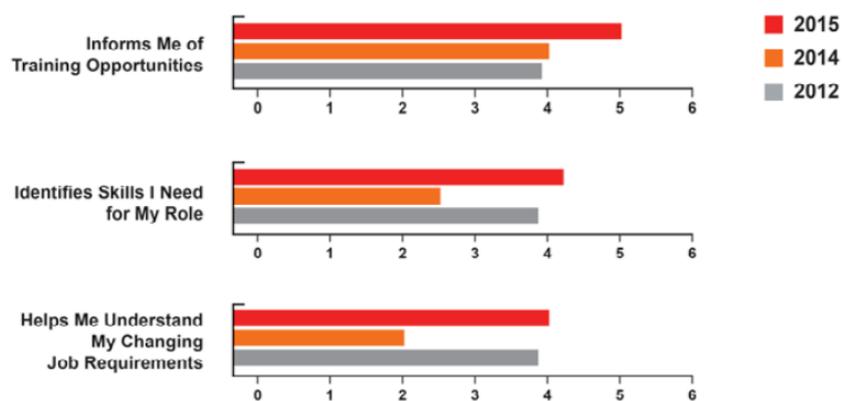


Figure 19: Satisfaction Levels Towards L&D

The company, always very committed to its employees' training

The employer remains the main instigator of training - even if its importance decreases (from 49% in 2012 to 40% in 2015) - and pays it completely in 58% of the cases (+5 points Vs 2014).

The survey reveals a will from companies to find the training sessions for their employees and to deliver them during office hours (69% of the trainings occur during office hours Vs 65% in 2014). The commitment of HR and L&D departments is stronger as the company spend increases, except in Malaysia where training is initiated more by the learner as organisations continue to tighten budget constraints due to the economic outlook, largely driven by the slump in oil prices and resultant confidence in the market.

Online learning is becoming more and more popular

This year, online learning has become the main form of training: 59% of learners have used it. However, traditional training in class is still very widespread, particularly in China, Malaysia, Indonesia and Singapore, whereas blended trainings are more popular in Australia and India.

The uptake of blended learning is accelerating at the highest rate versus any other form of training: the use rate goes from 43% in 2014 to 50% this year. This powerful surge of the blended learning reveals a strong need for human interaction within the learner community, alongside digitised solutions - which are playing a growing role in the overall effectiveness of blended learning across the region.

Regarding the learning tools, the use of tablets is becoming widespread and is the primary learning tool of choice for access to digitised learning options (49% VS 28% in 2012). The results show that China will be the world leader in terms of tablet users in 2015, with more than 328 million residents accessing these devices at least once a month. The laptop / desktop usage actually increases in this latest survey (44% VS 42% in 2014) as more employees are given access to wider learning options in the workplace.

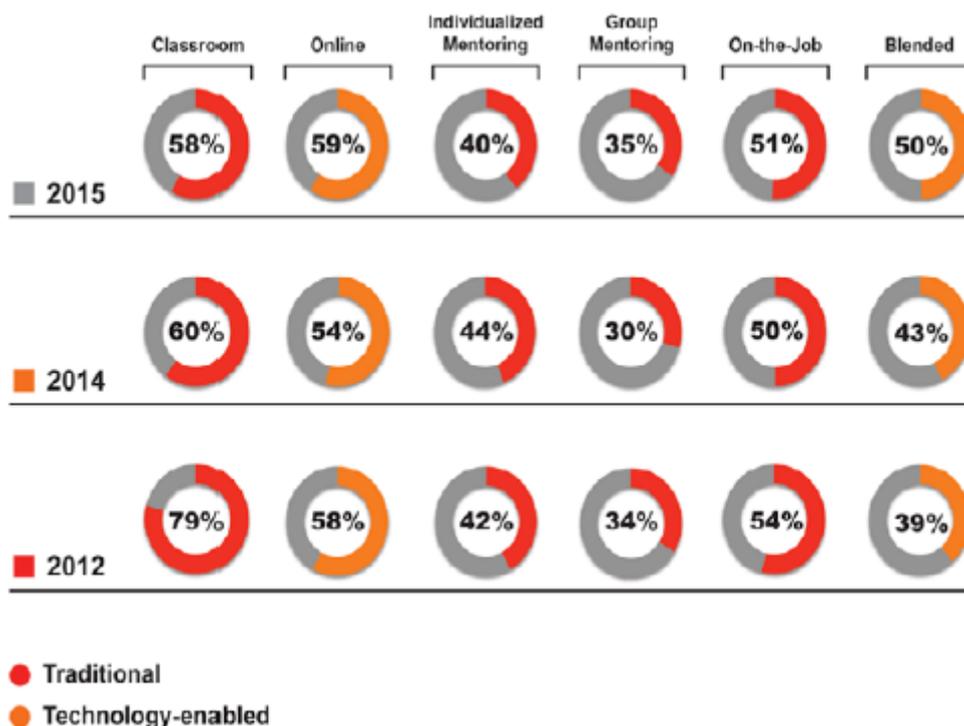


Figure 13: The Most Popular Forms of Training.

Jeremy Blain, Cegos Managing Director for Asia Pacific zone, notes:

“Already perceptible from our 2014 survey, some major trends are confirmed: the increase of technology enabled learning, the increasing use of blended learning and popularity of tablets as learning tools. HR and L&D departments are also more committed and take back the control of their employees’ training, with a firm focus on impacting organisational competitiveness. Some countries are doing better than others. Australia and India have reinforced their training measures and Singapore is seeing a turnaround as it becomes more focused on developing a new generation of workforce talent.”

To download a free copy of the complete, more detailed country by country report, simply complete the request form through this link and we will do the rest: <http://bit.ly/1G0JZ27>

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Since its creation in 1926, the Cegos Group has developed into Europe's leading player and one of the world's top providers of professional and continuing training. Cegos currently employs 1,000 people and operates in over 50 countries worldwide through its subsidiaries and partner distributors. The Group generated sales of €200 million in 2014 (including Integrata AG).

Its consultants' expertise covers every area of skills management and development, and enables the Group to roll out large-scale training programmes in France and worldwide.

Backed by this deep knowledge of the corporate world, Cegos trains 250,000 people around the globe every year, in open or in-house courses. The Group has a comprehensive product range (cegos.fr) that extends from off-the-shelf courses to bespoke solutions. Its 'multimodal' approach draws on all of the currently-available learning formats. Alone or in partnership with universities and top educational facilities, the Group also offers 103 certificate or diploma courses.

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