

Great Place To Work™

Your Passport to Global Recognition



How Great Place to Work®
Certification™ helps you expand
from Greater China to Global

Welcome letter from our CEO

Dear Leaders,

Every journey begins with a single step. For companies, that step is often proving that your workplace culture is more than a local achievement – it is adaptable, inclusive, and ready for the world.

At Great Place to Work®, we believe Certification™ is not just a badge – it's your passport. A passport that validates your culture locally, and serves as a springboard for growth, expansion, and global recognition.

As you read this guide, think of each milestone of Certification as a passport stamp – evidence of your progress, your credibility, and your readiness to thrive beyond borders. Here is where your journey starts.

Sincerely,

José C. Bezanilla
Great Place to Work®



José C. Bezanilla
CEO Greater China



Why Certification Matters

In today's fast-changing business environment, culture is more than an internal value—it is a competitive advantage. Companies in Greater China are competing not only for market share but also for global visibility and international talent. That's why Great Place to Work® Certification™ matters.

Certification™ is recognized worldwide as the most trusted mark of a high-trust, high-performance workplace. It demonstrates that your organization puts people first, builds trust, and creates a culture that can thrive across borders.

Key Benefits of Certification™

Attract Top Talent

- 1** Skilled professionals want to work for companies where people thrive. The Certification™ badge signals to candidates—locally and globally—that your workplace is a trusted, people-centered environment.
- 2** Strengthen Employer Brand
- 3** Recognition as a Great Place to Work® positions your company as a credible, admired employer. It enhances your reputation in Greater China and strengthens your brand story for clients, investors, and future employees.
- 4** Gain Global Credibility
- 5** Certification™ is more than a local milestone—it's a passport to global recognition. It validates that your culture meets international standards and gives you visibility on regional and global Best Workplaces™ lists.



Numbers that **Speak Globally**

Certified™
companies are

50%

more likely to
attract and retain
international talent.

Over

10,000

in 100+ countries trust Great Place
to Work® Certification™.

Certified™ companies
consistently see higher engagement, trust, and retention.



From Greater China to the World

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Checklist: Is Your Company Ready?

Before starting your Certification™ journey, ask yourself these quick questions:

- ☐ **Do employees feel proud of working here?**
Pride is one of the strongest indicators of a thriving workplace culture.

- ☐ **Is trust part of our strategy?**
Trust is not only about relationships—it's the foundation of sustainable growth.

- ☐ **Are we ready to showcase our culture to the world?**
Certification™ shines a spotlight on your workplace, locally and globally.

From China to the world

Certification isn't just recognition — it's your passport to global recognition!

Certification™ is just the beginning. Once you are Certified™, your company becomes eligible to be featured in our Best Workplaces™ Lists, both locally and internationally. Each list is like a passport stamp, showing the world that your culture is recognized and trusted.

National Lists

Best Workplaces in Hong Kong

Best Workplaces in Taiwan

Best Workplaces in Greater
China

Best Workplaces for Women in
Greater China



International Lists

Best Workplaces in Asia

World's Best Workplaces



Some testimonials!



"This achievement has expanded our reach and brought our people closer!"

– Jennifer Lee, HR Manager, General Mills



"Participating in the Great Place To Work™ recognition program delivers positive brand recognition worldwide. It provides a competitive advantage for us and drives our credibility with customers, suppliers, investors and shareholders."



"The value of this recognition has been instrumental in our recruiting efforts, retention and credibility with our customers and partners."

Join our global community!



Certification is not the destination—it is the first stamp on your company's passport to global recognition.

The journey begins here, and the world is ready to see your culture thrive.



Contact us today to start your **Certification™** journey:

WeChat:



SHANGHAI:

+86-21 6308 8260

HONG KONG:

+852 9474 5819

Start your journey to **global recognition** now.