

client Spotlight Series

Presented by the TOEIC® Program

A MODEL FOR SUPPORTING RECRUITMENT AND ELEVATING THE TOEIC BRAND

 CORPORATE

 TRAVEL/HOSPITALITY

 TOEIC L&R TEST

 HIRING/RECRUITMENT

SUMMARY

In October 2024, ETS successfully established a partnership with Guangdong Airport Authority (GAA) and its subsidiaries. Under this agreement, GAA incorporated the TOEIC Listening and Reading test as a key assessment tool for screening management trainees during its large-scale campus recruitment process, enhancing both recruitment efficiency and quality. The TOEIC tests align with the company's internationalization strategy. They help identify and discover more international talent, supporting GAA's global development goals.

SNAPSHOT

Organization: GAA

Location: China

About: As one of China's premier aviation infrastructure enterprises, GAA enjoys a distinguished reputation both domestically and internationally. GAA's numerous subsidiaries span airport management, industrial development, engineering and logistics, forming a highly integrated aviation service network.

Baiyun Airport, one of China's top three hub airports, ranks among the world's busiest in passenger traffic, reflecting GAA's robust international reach and market influence.



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SOLUTION

A notable aspect of this collaboration is GAA's decision to use the TOEIC Listening and Reading test as the mandatory qualifying standard for management trainee applicants. This TOEIC benchmark establishes a clear requirement for English communication and comprehension skills, ensuring that selected candidates possess the necessary language proficiency to succeed in an internationalized work environment.

By implementing this standard, GAA has improved the precision of its candidate selection, streamlining the process to identify high-potential candidates with strong global communication capabilities.

RESULTS

The TOEIC assessment enabled GAA to evaluate candidates' English skills efficiently and accurately before the interview stage, significantly reducing both time and HR costs while ensuring high standards in the recruitment process. This flexible approach has won GAA and its subsidiaries high praise, achieving remarkable client satisfaction.

The flexibility of the online TOEIC test format provided GAA with the scalability and adaptability essential for its large-scale recruitment needs.

IMPACT

The successful implementation of the TOEIC tests in GAA's campus recruitment has not only strengthened the TOEIC brand as a trusted English assessment in China's high-end corporate sector, but has also highlighted the TOEIC program's value as a strategic tool for large multinational corporations. This collaboration serves as a model for similar large-scale enterprises seeking effective HR solutions and sets a new standard for language assessment in recruitment.

As the TOEIC program continues to build on its leadership in China, particularly within the aviation industry, this partnership amplifies its influence across Asia-Pacific, reinforcing the TOEIC brand's reputation as the go-to choice for comprehensive English evaluation in corporate talent selection.

To learn more about the TOEIC program, visit **TOEICglobal.com** or contact your local ETS Preferred Network office.

For more than 45 years as an industry leader, the TOEIC program has set the global standard for assessing English-language communication skills needed in the workplace and everyday life. The TOEIC assessments are the most widely used around the world, with 14,000+ organizations across more than 160 countries trusting TOEIC scores to inform the decisions that matter.