

## Carmichael Fisher International Pty Limited

Australian Executive Recruiting Company Carmichael Fisher Opens Branch Office in Tokyo

In November 2009, Carmichael Fisher, a leading Australian executive search and selection company opened its branch office in Tokyo.

Carmichael Fisher was established in 2002 and continues to grow in the senior executive recruiting category despite the sluggish world economy. In addition to operations in Australia (Sydney and Melbourne), Carmichael Fisher also has businesses in Hong Kong, Singapore, Dubai, and London, making Japan their fifth overseas branch.

The company has also opened a new office in Hamburg in 2010.

According to Alan Wharton, Director of Carmichael Fisher Japan, many clients are international corporations with businesses on the ground in each location, so it was a natural progression to open a branch in Japan.

Before setting up the Japan branch, Carmichael Fisher conducted business in Japan via their offices in Australia, Singapore and Hong Kong, as well as an Asia-Pacific cross-border team.

Japan offers its own unique challenges such as language considerations and respecting and understanding unique business cultures. The company also pointed out that many Japanese candidates by nature are very cautious when approached about new job opportunities. As a result, it was essential to establish a branch in Japan in order to cater

to the local culture, establish strong relationships with clients, and support them throughout the recruitment process.

### Japan Branch as a Key for Increasing Sales in Asia

Carmichael Fisher began full-scale service in March 2010. Focusing on foreign-affiliated commercial and financial services, it already has made some results including a new senior hire. Having strengths in Back Office Sales & Marketing, banking, finance including management of purchasing, inventory, human resources, and salary, Carmichael Fisher plans to strengthen other areas, including Front Office Sales & Marketing, banking and finance in the future.

Furthermore, the company aims to expand their services into market entry consultancy.



Alan Wharton, Director of Carmichael Fisher Japan



The Japan Branch in Cerulean Tower in Shibuya

In particular, they plan to support small and medium-sized foreign enterprises via their recruiting services; the most competitive service they can provide.

Alan Wharton said "Recently, amid the mounting concerns from Asian companies about the Japanese market, the demand for human resources with Chinese language skills and Asian business experience is increasing. He views the company's cross-border recruiting service in Asia through their offices in Tokyo Hong Kong and Singapore as a big advantage.

Currently the majority of Carmichael Fisher's profit is derived from the business in Australia and Dubai, but aims are to substantially increase its share from Asia by utilizing this approach.

### **Executive Recruitment by Specialists**

Due to the 25 years of experience that Michael Markiewicz, Carmichael Fisher's founder, has in the executive search and

selection industry, the company continues to grow steadily and now has a presence in some fields including Sales & Marketing, banking, finance, IT, mining, etc.

The company's motto is "Knowledge, Networks and Results," which means that Carmichael Fisher strives to be known as a results-orientated company that leverages the expertise of its consultants who not only have knowledge in the recruitment industry but also many years of commercial or professional expertise in the local area.

The company regards the individual skills of the consultants as a more important resource than a computer system and makes an effort to retain skilled consultants.

By utilizing the consultant's extensive professional network, Michael Markiewicz said the company takes a very proactive, individual approach to find the "star candidates" their clients seek. This is in contrast to relying on databases and job boards which, according to Michael Markiewicz, result in a lot of irrelevant resumes that confuse clients and are quickly screened out. Carmichael Fisher's services can release the clients from that burden.

Alan Wharton said "The main reason for our success is that we are small enough to make a difference yet large enough to have the client relationships and the support and infrastructure of a global company." He added that its simple hierarchy allowed the company to introduce the voice from the local market place into its decision-making. Operating in 7 countries with 95 employees globally, the company is still privately-owned by Michael Markiewicz. This allows for flexibility and

quick decision-making even in a troublesome market situation.

### **Support by JETRO**

To set up Japan branch, Carmichael Fisher used the service of JETRO's Invest Japan Business Support Center (IBSC) in Tokyo, utilizing free temporary office space and consultation in numerous areas including business registration and visa procedures.

The company commented, "The time spent at the JETRO facility was so valuable in helping us to launch Carmichael Fisher in Japan".

*(August 2010)*

### **Japanese Operation**

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Established : 2010  
Employees : 4  
Business : executive search and selection services  
Location : 15F Cerulean Tower, 26-1Sakuragaoka-cho, Shibuya-ku, Tokyo 150-8512 Japan  
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Parent Company: Carmichael Fisher International Pty Limited (Australia)