

Asia-Pacific Region expansion

As a leading North American talent acquisition company, DHI is considering expanding into the Asia-Pacific region with their tech talent brands, Dice and eFinancial Careers. Leadership requested a deep dive into market dynamics, product design, go-to-market strategies, and potential revenue opportunities.

A comprehensive analysis was conducted to identify market entry points, assess total market size, and discover unique product offerings not yet realized in the region. Functioning product prototypes were developed to highlight features most appealing to APAC candidates and recruiters.

All findings were consolidated into a formalized business plan, including launch strategies and growth projections through year five.

Results:

- **eFinancial Careers adopted the recommendations with plans to enter the APAC region.**
- **Dice implemented new features based on the research findings, enhancing user experience.**

Estimate of Tech APAC Opportunity



According to the [Hong Kong Office of the Government Chief Information Officer](#), the total number of IT workers operating in Financial Services, Real Estate, Professional and Business Services is estimated to be 18,100/ 110,000 (17%).

On the assumption that 17% of the tech population work in FS across the three markets, then eFinancialCareers serve:

SG	HK	AU
14% of population	12% of population	0.3% of population

The 2019 eFinancialCareers revenue from tech related inventory was:

SG	HK	AU
\$2,500,000 SGD	\$1,500,000 SGD	\$100,000 SGD

Using these two data points we estimate the value of the tech opportunity **including** the non-FS population to be:

SG	HK	AU
		\$32,000,000 SGD

