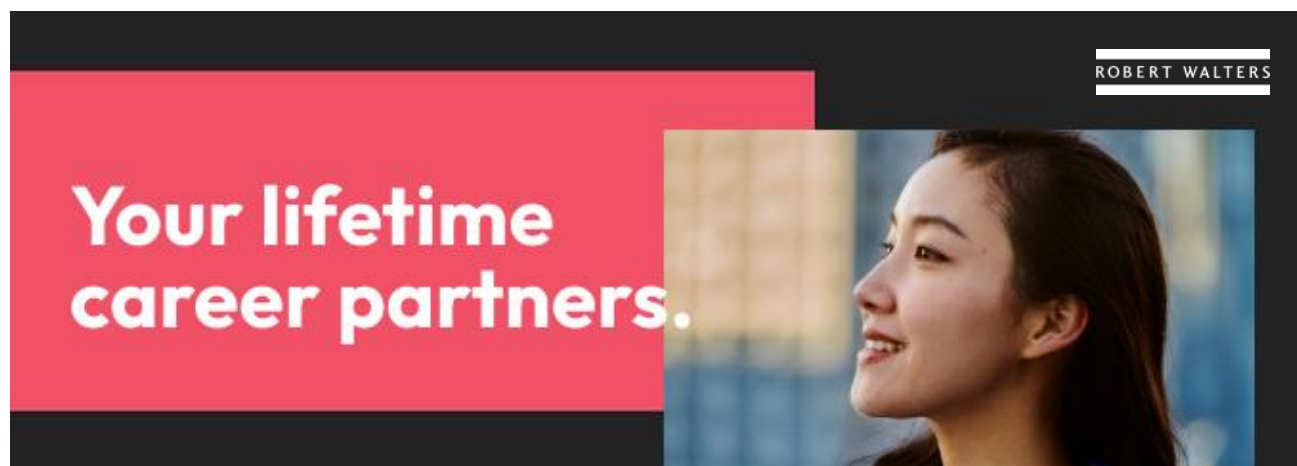


29 February 2024

Robert Walters relaunches brand in Japan for first time in 24 years & officially launches new talent solutions

Specialist professional recruitment firm Robert Walters has relaunched its brand in Japan for the first time since establishing business in Tokyo in 2000 as part of a major re-branding effort rolled out across its entire global network of 31 countries.



With over 60 specialist teams covering nearly every industry and made of consultants from more than 40 nationalities, Robert Walters Japan's key drivers to relaunch their brand at this time are:

- To emphasize a focus on people & their stories, and place long-term relationships front & centre.
- To emphasize expertise in supporting any hiring business & all talented candidates, both Japanese & non-Japanese.
- To highlight capabilities in **talent solutions & advisory** – Robert Walters is more than just permanent recruitment.
- To emphasize the value of equity, diversity, and inclusion, and how the business will leverage this strength to help future-proof businesses in Japan.

Jeremy Sampson, CEO for North East Asia (Japan and South Korea), said, "In today's ever changing employment landscape, it is also important that employees can rely on a trusted partner throughout their career journey, not just a one-off job change. It is important that as a recruitment provider, we understand their story and are career partners in helping them write their next chapter. We also aim to highlight our capabilities in talent solutions, go beyond traditional recruitment activities, and emphasize the value and opportunity of DEI and how this can help future-proof businesses in Japan."

Commenting on the revamp of brand imagery, Jeremy continues, “While our new logo has some slight differences, our imagery, design direction, and imagery has dramatically changed. Our new design brings the individuals, and their stories, front and centre through dynamic angles, and close ups; it’s really a unique look unlike other recruitment firms. We want to showcase who we really are and where we are going – that we are becoming a talent solutions business who still, more than anything else, values meaningful long-term relationships and outcomes for our candidates & clients.”



New logo



Old logo



New brand imagery

Official Launch of New Talent Solutions

In addition to providing permanent recruitment, launched in 2000, and non-permanent in 2006, Robert Walters Japan has also bolstered its service offerings to meet clients’ evolving needs as part of the brand relaunch with two new services officially launching: the Hiring Inclusivity Audit and Talent Development Advisory.

The Hiring Inclusivity Audit is designed to help clients remove barriers which are holding organisations back from growth and transformation, by securing quality diverse talent, and making a success of those hires. Robert Walters have already successfully launched this service in UK, Europe, North

America and now available in Japan.

The Talent Development Advisory service includes working closely with chartered psychologists, ex-human capital consultants, certified executive coaches, and consists of three core offerings:

- Assessments prior to key hires to help clients make more data driven hiring decisions.
- Transition coaching for new senior hires.
- Leadership program design aligned to client priorities.

Additional talent solutions including Market Intelligence Report and Staff Augmentation Services will be officially launched at a later date.

Relaunched website:

<https://www.robertwalters.co.jp/en/> (English website)

<https://www.robertwalters.co.jp/> (Japanese website)

For more detailed information on Robert Walters Japan's brand relaunch, please contact us at the link below:

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About Robert Walters Japan:

Established in London, United Kingdom, in 1985, Robert Walters is a specialist recruitment consultancy with operations in 31 countries around the world. Robert Walters Japan established its Tokyo office in 2000 and Osaka office in 2007. For over 20 years, we've been a driving force in the Japanese bilingual recruitment market, providing high quality candidates for our clients and access to the best jobs. Our consultants are experts in their respective industries and work in teams to provide recruitment consultation services across a wide range of industries and job categories.

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