



Belgium's Most Attractive Employers 2016

STUDENTS

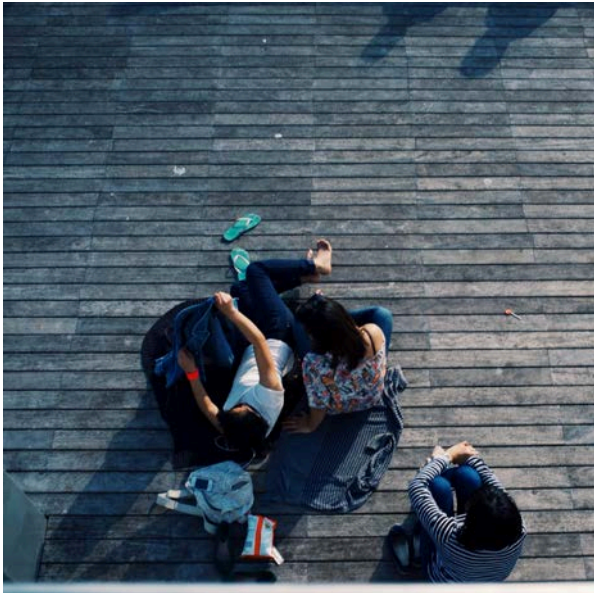


Where do you rank?

Today's businesses operate in a highly competitive employment landscape, and you can gain a valuable insight into how your organization is perceived by tomorrow's workforce with the results of our 2016 Talent Survey in Belgium.



What is this?



AN ESSENTIAL RESOURCE

It's so important to secure the very best young talent out there, which is why HR and C-level leaders around the world refer to Universum's research. Drawing on the opinions of more than 7,000 students, this preview of the 2016 Talent Survey gives a clear indication of where your organization ranks when it comes to its potential to attract new recruits.

VALUABLE INSIGHTS

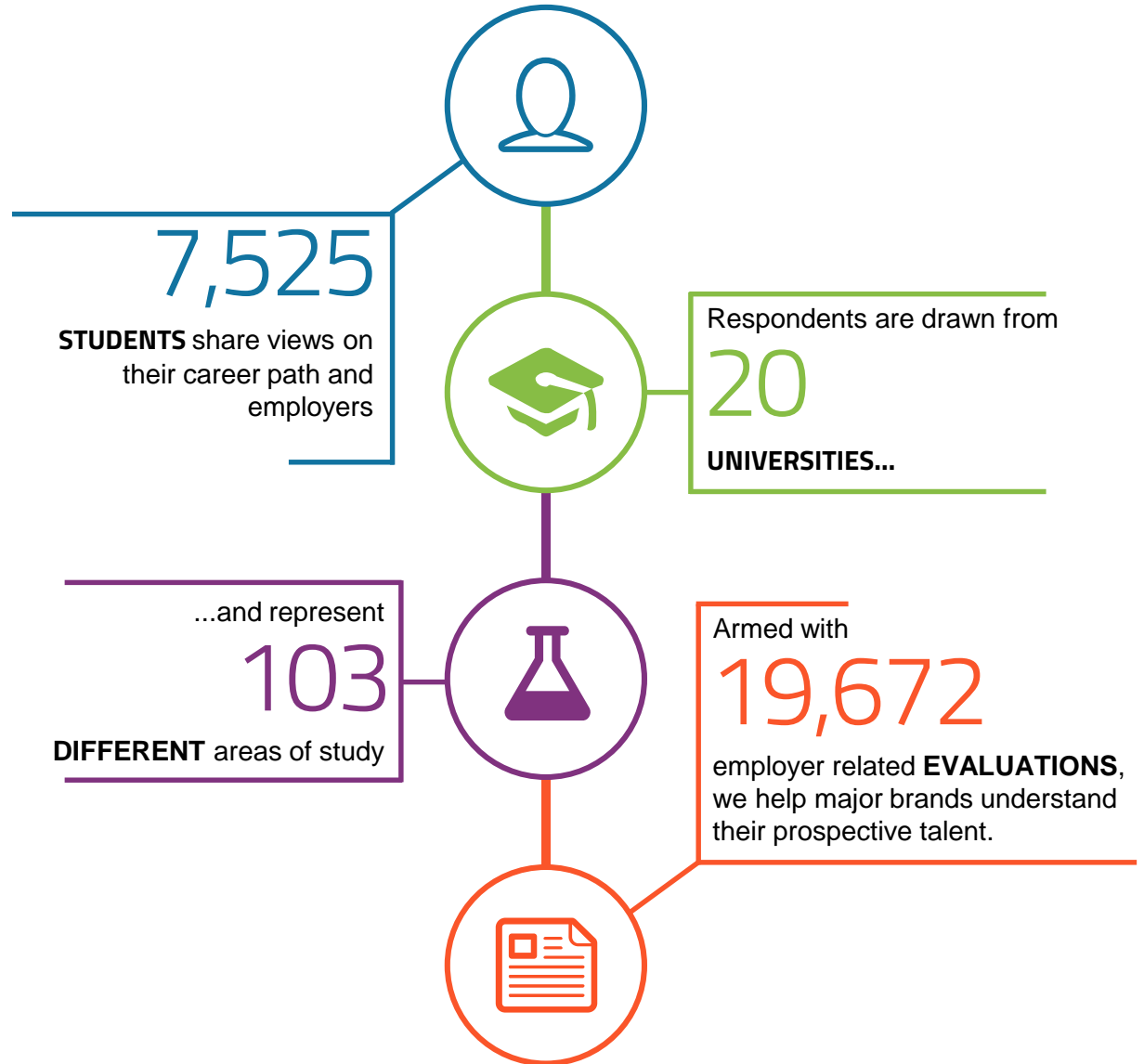
This preview provides you with an understanding of where your organization currently ranks, as well as highlighting career






aspirations and desirable industries identified by the respondents.

ACTIONABLE ASSESSMENTS

But this preview is only the beginning. By becoming a member you can access Universum's full report, which contains company-specific findings and custom insights and recommendations that are critical when it comes to developing your employer branding strategy.

Survey specifics



	Business/Commerce	2,394
	Engineering/IT/ Natural Sciences	1,467
	Humanities/Liberal Arts/ Education	2,082
	Health/Medicine	1,118
	Law	464
Total number of respondents		7,525

The most attractive employers of 2016 – Business/Commerce

1	Google
2	L'Oréal Group
3	Coca-Cola Enterprises
4	Brussels Airlines
5	AB InBev
6	Microsoft
7	BMW Group
8	European Commission
9	Deloitte
10	Unilever
11	Mediahuis
12	EY (Ernst & Young)
13	Volkswagen Group
14	BNP Paribas Fortis
15	LVMH
16	McKinsey & Company
17	PwC
18	Procter & Gamble (P&G)
19	ECB (European Central Bank)
20	Nestlé
21	KBC Group
22	The Boston Consulting Group
23	Goldman Sachs
24	NBB (Banque Nationale de Belgique)/BNB (Belgische Nationale Bank)
25	ING Group

26	Decathlon
27	Ferrero
28	KPMG
29	J.P. Morgan
30	Danone
31	Air France-KLM
32	Belfius
33	SOLVAY
34	Daimler/Mercedes-Benz
35	Jan De Nul Group
36	Colruyt Group
37	Delhaize Group
38	Omega Pharma
39	IBM
40	Airbus Group
41	Morgan Stanley
42	PepsiCo
43	AXA
44	Janssen Pharmaceutica
45	Accenture
46	AG Insurance
47	Proximus
48	Carlsberg
49	Telenet Group
50	Bain & Company

51	GSK (GlaxoSmithKline)
52	Duval Guillaume
53	Mondelēz International
54	Heineken
55	Mobistar
56	Sanoma
57	BASF
58	Carrefour
59	Philips
60	Intel
61	HSBC
62	Bekaert
63	Bpost
64	D'Ieteren
65	ExxonMobil
66	Argenta
67	Maersk
68	DHL
69	HP
70	Mars
71	Delta Lloyd
72	BDO
73	Bayer
74	ESA (European Space Agency)
75	Allianz

76	Pfizer
77	Umicore
78	Philip Morris International
79	A.T. Kearney
80	Ethias
81	Henkel
82	Albert Heijn
83	NMBS / SNCB
84	Oracle
85	Toyota Motor
86	JACOBS DOUWE EGBERTS
87	RBS (Royal Bank of Scotland)
88	Capgemini
89	Siemens
90	Total
91	DEME
92	General Electric (GE)
93	Ackermans & van Haaren
94	ArcelorMittal
95	SWIFT
96	Suez
97	ABN AMRO
98	PSA Peugeot Citroën
99	Shell
100	H. Essers

The most attractive employers of 2016 – Engineering/Natural Sciences/IT

1	Google
2	Microsoft
3	Jan De Nul Group
4	BASF
5	BMW Group
6	Intel
7	ESA (European Space Agency)
8	AB InBev
9	Janssen Pharmaceutica
10	Volkswagen Group
11	Bayer
12	European Commission
13	Coca-Cola Enterprises
14	SOLVAY
15	Brussels Airlines
16	IBM
17	Omega Pharma
18	Siemens
19	Techspace Aero
20	Airbus Group
21	L'Oréal Group
22	Total
23	ArcelorMittal
24	Oracle
25	DEME

26	NMBS / SNCB
27	GSK (GlaxoSmithKline)
28	ENGIE Electrabel
29	Cisco Systems
30	Nestlé
31	Philips
32	Umicore
33	Pfizer
34	HP
35	Medialaan
36	Suez
37	Ferrero
38	BESIX
39	ExxonMobil
40	Danone
41	Telenet Group
42	Colruyt Group
43	Daimler/Mercedes-Benz
44	Toyota Motor
45	Shell
46	KBC Group
47	McKinsey & Company
48	Bosch
49	Unilever
50	General Electric (GE)

51	Veolia Environnement
52	Carlsberg
53	The Boston Consulting Group
54	BP
55	Altran
56	Thales
57	Air France-KLM
58	Decathlon
59	Proximus
60	NBB (Banque Nationale de Belgique)/BNB (Belgische Nationale Bank)
61	Elia
62	Deloitte
63	Bain & Company
64	Bekaert
65	Procter & Gamble (P&G)
66	Accenture
67	ECB (European Central Bank)
68	Mobistar
69	Eandis
70	IBA
71	BNP Paribas Fortis
72	Belfius
73	Barco
74	SABCA
75	Goldman Sachs

76	Novartis
77	Sweco
78	PwC
79	PepsiCo
80	Groupe Renault
81	ASML
82	ING Group
83	Roche
84	ABB
85	Delhaize Group
86	Michelin
87	D'leteren
88	Alstom
89	EY (Ernst & Young)
90	Goodyear Dunlop
91	CFE
92	DHL
93	Bpost
94	Mondelēz International
95	Albert Heijn
96	Capgemini
97	JACOBS DOUWE EGBERTS
98	J.P. Morgan
99	A.T. Kearney
100	Allianz

The most attractive employers of 2016 – Humanities/Liberal Arts/Education

1	Google
2	European Commission
3	Medialaan
4	Brussels Airlines
5	L'Oréal Group
6	Coca-Cola Enterprises
7	Microsoft
8	Ferrero
9	BMW Group
10	Volkswagen Group
11	Air France-KLM
12	Sanoma
13	Nestlé
14	Unilever
15	Colruyt Group
16	LVMH
17	Decathlon
18	NMBS / SNCB
19	ESA (European Space Agency)
20	BNP Paribas Fortis
21	AB InBev
22	NBB (Banque Nationale de Belgique)/BNB (Belgische Nationale Bank)
23	Janssen Pharmaceutica
24	Belfius
25	Danone

26	Proximus
27	ECB (European Central Bank)
28	The Boston Consulting Group
29	ING Group
30	Omega Pharma
31	KBC Group
32	Carrefour
33	Carlsberg
34	Heineken
35	Bpost
36	Duval Guillaume
37	PepsiCo
38	Jan De Nul Group
39	Allianz
40	Procter & Gamble (P&G)
41	Société Générale
42	Intel
43	Telenet Group
44	Philips
45	Daimler/Mercedes-Benz
46	Mondelēz International
47	JACOBS DOUWE EGBERTS
48	Delhaize Group
49	Pfizer
50	GSK (GlaxoSmithKline)

51	Albert Heijn
52	Bayer
53	EY (Ernst & Young)
54	Toyota Motor
55	Mobistar
56	SOLVAY
57	Argenta
58	Deloitte
59	PwC
60	Goldman Sachs
61	McKinsey & Company
62	HP
63	Michelin
64	Veolia Environnement
65	Techspace Aero
66	British American Tobacco
67	Accenture
68	SAS Institute
69	Thales
70	BASF
71	Mars
72	Airbus Group
73	RBS (Royal Bank of Scotland)
74	Delta Lloyd
75	IBM

76	Philip Morris International
77	Bosch
78	Ethias
79	AXA
80	Novartis
81	D'leteren
82	Henkel
83	ENGIE Electrabel
84	E.ON Benelux
85	Suez
86	SWIFT
87	Umicore
88	AG Insurance
89	Morgan Stanley
90	Goodyear Dunlop
91	DHL
92	Bain & Company
93	Siemens
94	Total
95	Oracle
96	PSA Peugeot Citroën
97	J.P. Morgan
98	Bekaert
99	Cisco Systems
100	Groupe Renault

The most attractive employers of 2016 – Law

1	European Commission
2	Google
3	Brussels Airlines
4	Deloitte
5	ECB (European Central Bank)
6	Coca-Cola Enterprises
7	L'Oréal Group
8	BMW Group
9	AB InBev
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65	Pfizer
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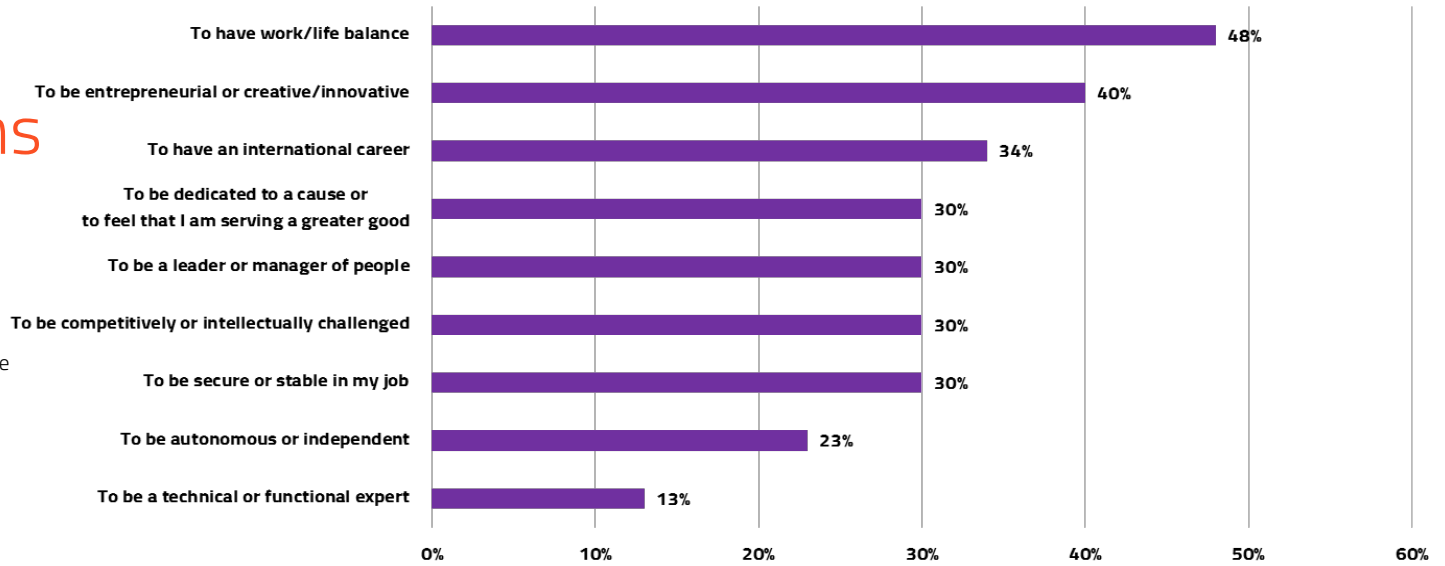
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77	Bekaert
78	Ackermans & van Haaren
79	ExxonMobil
80	Decathlon
81	PepsiCo
82	Carlsberg
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85	BDO
86	ENGIE Electrabel
87	Mars
88	Heineken
89	General Electric (GE)
90	Maersk
91	Michelin
92	Goodyear Dunlop
93	Cisco Systems
94	DEME
95	Siemens
96	Agfa-Gevaert
97	Alstom
98	BP
99	HP
100	Toyota Motor

Career aspirations

TALENT GOALS

Which of these career goals are most important to you?

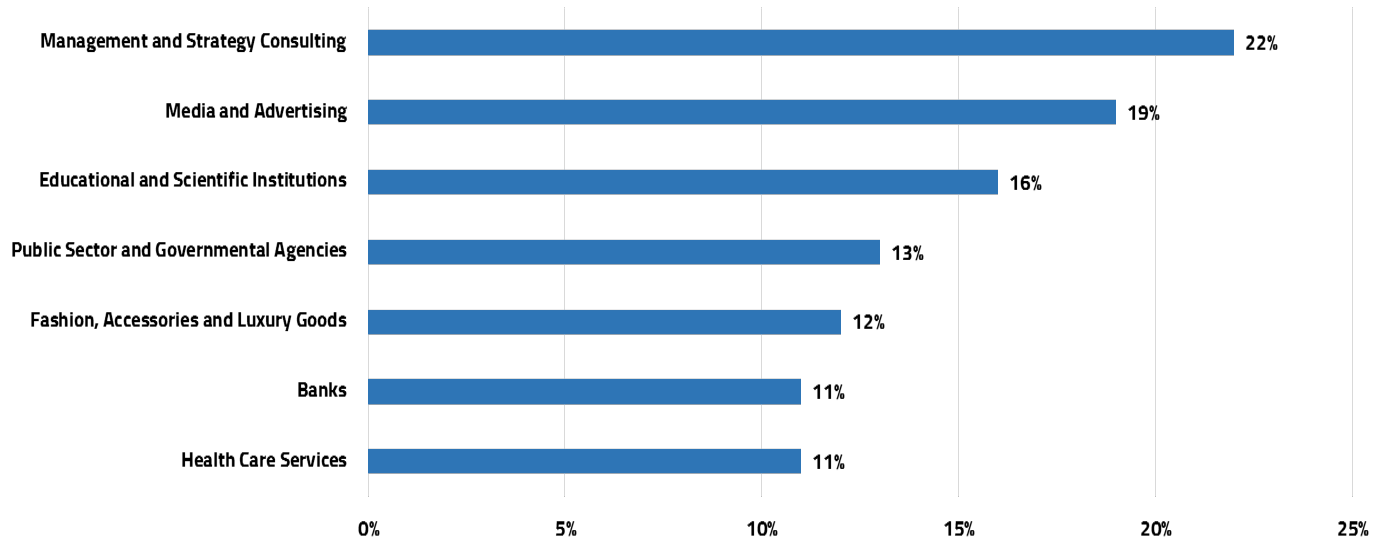
Up to 3 career goals could be chosen.



PREFERRED INDUSTRIES

In which industry would you most like to work after graduating?

Up to 3 industries could be chosen.



Where do I go from here?



Hopefully you have learned something new about Belgium's employment landscape, and the qualities students want from an employer. But this is just the first step in thinking strategically about employer branding and attracting the talent you need to embrace the future.

Through the high-level data contained in the full report, members can uncover areas of weakness and identify demand they might not know existed. Armed with this comprehensive information, you have the ability to make real and positive change and, most importantly, position your organization as a highly attractive employer.

Universum has 26 years' experience in guiding organizations in this space. To access the most comprehensive data set of talent insights for employer branding in the world, and learn more about our other custom solutions, please [contact us.](#)

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