

Work and Smile

Taiwan
**SALARY
GUIDE**
2023



PERSOLKELLY is a joint venture established in 2016 between PERSOL HOLDINGS (previously Temp Holdings) and Kelly Services to cater to the rising workforce employment needs of the emerging Asia Pacific market. We are one of the largest workforce solutions providers in the region, spanning over 45 offices across 13 markets, including Australia, China, Hong Kong, India, Indonesia, Malaysia, New Zealand, Philippines, Singapore, South Korea, Taiwan, Thailand and Vietnam.

Our reach, scope, and scale of operations have set the industry standard for cross-border recruitment and holistic workforce solutions. Since its inception, PERSOLKELLY has placed over 59,000 positions across the region and works together with 98% of Fortune 100™ companies for their workforce solution needs.

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Work and Smile

Working life is a journey of growth and creation.

We all have big dreams,
and there are many different paths to success.

Thus, we need to make our own choices
from a range of diversified work opportunities.

Our vision is to enrich society
so that all work leads to lives of happiness.



CONTENTS

SALARY GUIDE

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Executive Overview

2022 年全球經濟原本渴望從 COVID-19 疫情緩解中獲得回升，卻因俄烏戰爭與高通膨等因素影響，讓後疫情時代的整體環境仍舊充滿壓力，台灣經濟研究院因此保守預測 2023 年台灣的經濟成長率為 2.58%¹，不論是製造業、半導體、金融、還是零售等產業，都同時面臨利多與利空等多重不確定因素，企業如何在風險中維持營運將會是一大挑戰。2023 年的人才佈局策略也將進入了一個全新的階段，儘管我們看到世界知名的科技大廠紛紛裁減人員以維持獲利，然而產業缺工的情形在許多行業中仍非常緊迫，加上疫情時代的遠距工作 / 彈性工作模式，讓跨國招募變得比你我想像中更為容易，在未來的幾年中，企業的招募與人事佈局將面臨更激烈的變化。PERSOLKELLY 很早就預測此趨勢，並且以全方位的人事服務協助企業建構彈性而堅實的人力架構，我們的服務除了涵蓋正職與約派招募、薪資代算、商業服務外包承攬、教育訓練，更插旗亞太區不同市場的人事服務多年，提供量身訂製的跨國招募方案，企業在營運上因此更有彈性與效益，我們也希望這本薪資報告能帶給企業更多的洞見，有任何需求，PERSOLKELLY 歡迎隨時與我們聯繫。

Executive Overview

The global economy was originally expected to recover from the COVID-19 pandemic in 2022, but the Russo-Ukrainian War and inflation have put great pressure on the overall environment in the post-pandemic era. The Taiwan Institute of Economic Research (TIER) thus conservatively estimated Taiwan's economic growth in 2023 at 2.58%¹. The manufacturing, semiconductor, finance, and retail industries will all face multiple headwinds and tailwinds, and maintaining operations through such risks will be a major challenge for enterprises. The talent strategy will enter a new phase in 2023. Despite layoffs by major tech companies around the world to maintain profits, there is still a severe shortage of talent in many industries. Combined with the remote work/flexible work model during the pandemic, international recruitment has become easier than previously thought, and there will be even more significant changes in recruitment and personnel in the next few years. PERSOLKELLY had long predicted this trend, and provides comprehensive human resource services to help companies establish a flexible and robust manpower structure. Our services include recruitment of full-time employees and contract-based employees, salary calculation, commercial service outsourcing, and education and



training. We have been providing human resource services in different markets in the Asia Pacific for years and have been offering customised international recruitment plans to provide companies with greater flexibility and effectiveness in operations. We hope that this salary report will provide even more insights for companies, and welcome companies to contact us at any time.

Zen Loh

Regional Business Director
Acting Country Head, Thailand

Our Services

We are well-equipped to respond to your staffing needs.

With our extensive experience and innovative staffing solutions, we will prepare your business for tomorrow's workforce, today.

Reach out to us with your specific workforce needs on the right, or find out more about our areas of expertise.



Temporary Staffing

Whether you are looking for temporary manpower to cope with seasonal demand or employee shortages, you can count on us to provide only the highest quality temp staff in the quickest, most efficient manner.



Permanent Recruitment

Looking for talent to take your business to the next level? With our fully integrated recruitment and selection process, you can rely on us to source and shortlist candidates of the highest calibre for your organisation.



Contract Administration

Whether you are facing an increased workload or require more headcount for a major project, you can rely on us to manage and administer projects on your behalf, recruit staff on short-term contracts and oversee the admin and logistics throughout the agreed term, freeing you to focus on your core business.



HR Advisory

We help you craft a better experience, customise your approach and coach your team through change through our HR advisory and learning academy services.



Regional Talent Solutions

In meeting the Future of Work, we offer borderless solutions, leveraging our capabilities as Regional Specialist in End-to-End HR Solutions. We want to partner with you in your journey to build a workforce solution to meet your business needs.



Hi-Tech & Manufacturing

進年來，全球的政經環境不穩定對高科技製造業產生了許多影響。中美貿易戰、俄烏戰爭和 COVID-19 等因素造成的動盪，已經對供應鏈、生產、銷售等各個方面造成重大影響。分析師建議企業開拓多元化來源以降低依賴程度，提高自身製造能力以更好地掌握供應鏈。此外，企業還可以進行技術創新，減少對能源的依賴，以及加強對替代能源的研究。雖然 COVID-19 帶來了很多挑戰，但企業可以通過調整生產線、開展線上銷售和遠程工作等方式應對。根據工研院 IEKQCM 的預測²，未來 5G、AIoT、電動車和低軌衛星等新興產品將為高科技製造業帶來新的市場機會，預估 2023 年資訊電子業產值將達 10.59 兆新臺幣，成長 3.38%。

The unstable global political and economic environment in recent years has impacted the high-tech manufacturing industry. The turmoil caused by the U.S.-China trade war, Russo-Ukrainian War, and COVID-19 have severely impacted supply chains, production, and sales. Analysts recommend that companies diversify their sources of income to lower their dependence, and improve their manufacturing abilities to gain more control over supply chains. Furthermore, companies can engage in technological innovation to reduce their dependence on energy, and step up research for alternative energy sources. Even though COVID-19 has brought many challenges, companies can respond by adjusting production lines and engaging in online sales and remote work. According to forecasts of the IEKQCM², emerging products such as 5G, AIoT, electric vehicles, and low-orbit satellites will bring new market opportunities for the high-tech manufacturing industry, and the output value of the IT and electronics industry is expected to grow by 3.38% to NT\$10.59 trillion in 2023.

Hi-Tech & Manufacturing

► Annual Salary Unit: thousand NTD

POSITION	1 - 5 YEARS		6 - 10 YEARS		10+ YEARS	
	MIN	MAX	MIN	MAX	MIN	MAX
Hardware Engineer	900	1800	1200	3000	1500	3500+
Mechanical Engineer	900	1600	1200	3000	1500	3500+
Tooling Engineer	800	1300	1000	2000	1200	2500+
Thermal Engineer	800	1400	1100	2700	1400	2800+
Radio Frequency (RF) Engineer	900	1700	1200	2800	1500	3000+
Antenna Engineer	900	1700	1200	2800	1500	3000+
Audio Engineer	800	1200	1000	2500	1400	2800+
Optical Engineer	800	1200	1000	2200	1400	2800+
Product Management	800	1500	1000	2500	1300	2500+
Project Management	800	1300	900	2200	1300	2500+
Process Engineer	700	1200	900	1800	1200	2000+
Project Engineer	700	1100	900	1800	1200	2000+
Quality Engineer	700	1200	900	1700	1200	2000+
Software Engineer / Firmware Engineer	800	1500	1100	2800	1500	3000+
Layout Engineer	700	1200	900	1800	1200	2000+
Automation Engineer	700	1400	900	2500	1400	2500+

Hi-Tech & Manufacturing

► Annual Salary Unit: thousand NTD

1 - 5 YEARS		6 - 10 YEARS		10+ YEARS	
MIN	MAX	MIN	MAX	MIN	MAX

GENERAL FUNCTION

Finance & Accounting	800	1500	1000	2000	1300	3000+
HR	800	2000	1100	3000	1300	3000+
IT	800	1500	1000	2200	1300	2800+
Legal & Compliance	800	1500	1100	2800	1300	3000+
Marketing	800	1200	1000	1500	1200	2500+
Office Administration	600	1000	800	1000	1000	1500+
Sales	600	1200	800	2000+	1500	3000+
Purchasing	800	1200	900	1800+	1500	2500+



Semiconductor

半導體產業是當今全球最為重要的高科技產業之一，但也面臨原材料短缺、技術升級和國際貿易等風險。然而，新技術的應用、製程技術的改進和綠色製造等也是潛在的突破點。根據工研院報告³，台灣半導體產業受惠於 AI、IoT、車用、HPC 等新科技，2022 年整體產值預估達 4.7 兆元，年成長率為 15.6%。新科技的應用將持續帶動 2023 年的產業需求，高效能運算（HPC）成為企業布局重點。

The semiconductor industry is currently one of the world's most important high-tech industries, but it also faces raw material shortages, technology upgrades, and international trade risks. New technology applications, improvement of process technologies, and green manufacturing are potential breakthrough points. According to a report of the Industrial Technology Research Institute (ITRI)³, Taiwan's semiconductor industry benefited from new technologies, such as AI, IoT, automotive, and HPC, and its output value is estimated to reach NT\$4.7 trillion in 2022, growing by 15.6%. New technology applications will continue to drive industry demand in 2023 and companies will focus on HPC.

Semiconductor

► Annual Salary Unit: thousand NTD

POSITION	1 - 5 YEARS		6 - 10 YEARS		10+ YEARS	
	MIN	MAX	MIN	MAX	MIN	MAX
IC Designer	1800	3000	2500	5500	3000	6000+
Algorithm Engineer	1800	3000	2500	5500	3000	6000+
AE / FAE	1500	2500	2000	4500	2500	5500+
APR Engineer	1500	2500	2000	4500	2500	5500+
Verification / Validation	1800	3000	2200	4500	2800	6000+
Software / Firmware	1600	2800	2200	4500	2800	5000+
Product Marketing / Project Management	1500	2500	1600	4000	2000	5000+
IC Layout	1000	1800	1200	2200	1500	2500+
Equipment Engineer	1500	2800	2000	3500	3000	5000+
Process Engineer	1500	2800	2000	3500	3000	5000+
Quality Engineer	1300	2200	1800	3000	2800	4000+
Facility Engineer	1300	2200	1800	3000	2800	4000+

► Annual Salary Unit: thousand NTD

1 - 5 YEARS

6 - 10 YEARS

10+ YEARS

MIN

MAX

MIN

MAX

MIN

MAX

GENERAL FUNCTION

Finance & Accounting	900	1500	1100	2000	1500	3500+
HR	1000	1600	1100	2500	1500	3500+
IT	1000	1800	1500	2800	1800	3000+
Legal & Compliance	1000	1500	1200	2500	1800	3500+
Marketing	700	1200	900	1500	1100	1800+
Office Administration	1200	2500	2500	4000	3500	5000+
Sales	1200	2500	2500	3500	3000	5000+
Purchasing	900	1600	1400	2500	1800	3000+



Banking

中華徵信所 CRIF 的報告顯示⁴，台灣的5大產業中，以金融業在 2023 年的表現最樂觀，主因為金融業已歷經防疫保單的虧損，加上升息導致存放款利差加大。主要銀行的高層主管也對 2023 年的金融業表示期待⁵，認為 2023 年的市場波動將逐漸趨緩且受惠於升息，銀行業今年的表現還是有機會創下歷史新高，然以壽險為主的金控仍對辛苦⁶，不過仍有可能於下半年走出陰霾。就金管會統計⁷，2023 年 3 月份的矽谷銀行垮台事件，銀行、壽險、證券對矽谷銀行並無直接曝險，風險相對較小，但仍需密切注意觀察。

金融業景氣好轉直接反映在企業徵才趨勢上⁸，至 2023 年 3 月，國泰金控釋出 6,200 名職缺，富邦金開放 6,500 名職缺，新光金控暨各子公司今年招募人數目標近 4,000 人，台新金控今年預計釋出逾 3,000 個職缺，其他各主要銀行亦多有釋出 500 名以上的徵才計畫，且延續過去 3 年的數位徵才趨勢，加上近期人工智慧（AI）的大力發展，2023 年金融業仍以數位科技、IT 人才為招募重點。

A report from China Credit Information Service (CRIF) showed⁴ that among Taiwan's top 5 industries, the financial industry is the most optimistic about its performance in 2023, and is mainly because it has already suffered losses from epidemic prevention insurance policies and also due to the greater spread from raising interest rates. Senior managers of major banks also have high expectations for the financial industry in 2023⁵, and believe that market volatility will decrease and benefit from raising interest rates in 2023. There is still a chance that the banking industry's performance will reach a record high this year. However, it will still be relatively tough for financial holdings companies with life insurance as their main business⁶, but there is still a chance that they will see improvement in the second half of the year. According to statistics of the Financial Supervisory Commission⁷, after the bankruptcy of Silicon Valley Bank in March 2023, even though domestic banks, life insurance companies, and securities firms do not have any direct exposure and have relatively low risk, the situation still needs to be closely monitored.

The recovery of the financial industry directly reflects on talent recruitment⁸. As of March 2023, Cathay Financial Holdings had 6,200 job openings, Fubon Financial Holding had 6,500 job openings, Shin Kong Financial Holdings and its subsidiaries aim to recruit nearly 4,000 people this year, Taishin Holdings plans to release over 3,000 job openings this year, and many other major banks have plans to recruit over 500 employees. The trend of recruiting digital talent over the past 3 years continues. Combined with recent efforts to develop AI, the financial industry will still focus on recruiting digital technology and IT talent in 2023.

► Annual Salary Unit: thousand NTD

1 - 5 YEARS		6 - 10 YEARS		10+ YEARS	
MIN	MAX	MIN	MAX	MIN	MAX

TRADITIONAL BANKING FUNCTION

Relationship Manager	800	1500	1500	2500	2500	4500
Private Banking Relationship Manager	600	1200	1200	2200	2200	5000
Operation	600	1000	1000	1600	1400	2500
Legal Compliance	700	1200	1200	1800	1800	3500
Risk Management	700	1200	1200	1800	1800	3500
HR	600	1000	1000	1600	1600	2500
Product Management	700	1200	1200	1800	1800	3000
Invest Management	700	1500	1500	2500	2500	3500

FIN-TECH IT FUNCTION

Project Management	800	1200	1000	2000	1700	3000
Architect	900	1400	1400	2000	2000	3000
AI Machine Learning / Data Engineer	700	1500	1500	2500	2000	3000
SA / SD	700	1000	1000	1400	1400	1800
Infrastructure	500	800	800	1400	1400	1800



Information Technology

儘管 2022 年受主要科技大廠裁員影響，IT 產業前景看來不穩定甚至蒙上陰影，但業界觀察⁹，指標性龍頭企業並非僅有人力縮減，同時還持續徵才，此波人力結構調整，目的在重新布局營運策略，把人才重心轉移到 AI 領域，知名人力銀行平台亦表示¹⁰，企業 2023 年要增加職缺，以軟體公司的比例最高（60.6%），員額增加 11.3%，優於半導體，其背後的徵才動力來自大數據、雲端運算、AIoT、軟體相關應用、企業數位轉型需求等等，軟體人才仍然炙手可熱，除了 AI 人工智慧相關職缺，全端工程、APP 開發、網頁設計、UI / UX、CMS 開發、雲端、資安、數據分析等，都是主要的企業求才重點¹¹⁻¹²。然而，台灣的軟體業與人才需要考慮 COVID-19 後興起的遠端工作與 IT 外包，讓跨國 IT 求才更為普遍，未來的競爭對手也可能面臨印度等 IT 外包大國的競爭，倘若能強化優勢，仍有機會搶食 2027 年 4,102 億美元的國際外包市場大餅¹³。

Even though layoffs by major tech companies in 2022 cast a shadow over the IT industry, which seems to have an unstable future, observations of the industry⁹ show that leading companies are not simply laying off employees, but are also recruiting talent at the same time. The purpose of adjusting human resource structure is for their new operational strategy, and transition to the field of AI in terms of human resources. A well-known job bank also indicated that¹⁰ among companies with new job openings in 2023, the highest percentage is software companies (60.6%), which will increase the number of employees by 11.3%, higher than the semiconductor industry. This demand for talent is driven by big data, cloud computing, AIoT, software applications, and digital transformation of companies. Software talent is still in high demand. Apart from AI related job openings, major companies are also focusing on full-stack engineers, app development, web design, UI/UX, CMS development, cloud, information security, and data analysis talent¹¹⁻¹². However, the rise of remote work and IT outsourcing after COVID-19 must be considered by Taiwan's software industry and talent. International IT talent recruitment has become even more common, and companies may face competition from major IT outsourcing countries, such as India. If Taiwan can enhance its competitive advantage, it still has a chance to increase its share of the international outsourcing market¹³, which will reach US\$410.2 billion by 2027.

► Annual Salary Unit: thousand NTD

1 - 5 YEARS		6 - 10 YEARS		10+ YEARS	
MIN	MAX	MIN	MAX	MIN	MAX

MANAGEMENT

General Manager					1000	3000
CIO / CTO					800	3000

ANALYST AND PROJECT MANAGEMENT

Project Management	750	1200	1200	2000	2000	3000
Product Management	800	1500	1500	2200	2200	2800
Data Engineer / Architect / Scientist	750	1200	1200	2000	2000	3000
Software Analyst	800	1300	1300	2000	2000	2500
Algorithm Engineer	800	1500	1500	2000	2000	3000
Machine Learning Engineer	800	1500	1500	2000	2000	3000

SOFTWARE / APPLICATION DEVELOPMENT

Front End Development	650	1100	1100	1800	1800	2500
Back End Development	700	1200	1200	2200	2200	2500
Full Stack Development	800	1300	1300	2200	2200	3000
Manual Quality Assurance (QA)	700	1000	1000	1500	1500	2000
Automation Quality Assurance (QA)	800	1100	1100	1800	1800	2500
iOS Engineer	700	1200	1200	2000	2000	3000
Android Engineer	700	1000	1000	1800	1800	2500

Information Technology

► Annual Salary Unit: thousand NTD

1 - 5 YEARS		6 - 10 YEARS		10+ YEARS	
MIN	MAX	MIN	MAX	MIN	MAX

IT INFRASTRUCTURE

IT Security	650	1100	1100	1800	1800	2500
Network Engineer	650	900	900	1500	1500	2000
System Engineer	650	900	900	1500	1500	2000
DevOps / SRE	700	1200	1200	2000	2000	2500
Infrastructure Engineer	600	900	900	1200	1200	2000

DESIGN

Web Design	550	700	700	1200	1200	1500
UI Design	600	900	900	1500	1500	1800
UX Design	650	1100	1100	1800	1800	2200

GENERAL FUNCTION

Finance & Accounting	650	1000	1000	1500	1500	3000
HR	550	900	900	1500	1500	2500
Legal & Compliance	650	1000	1000	1500	1500	3000
Marketing	650	1000	1000	1800	1800	3000
Office Administration	450	750	750	900	900	1500
Sales	650	1000	1000	1800	1800	3000



Healthcare

KPMG的調查¹⁴指出，在面對高通膨、高風險的外部挑戰下，醫療生技仍充滿機會。KPMG認為，醫療照護與生技醫藥2大領域分別面臨不同趨勢挑戰，但智慧醫療將同為關注焦點，在醫療照護方面，除了傳統醫療資訊大廠成為企業併購交易重點，業界的鎂光燈將打在遠距與混合醫療、人工智慧與機器學習上，台灣政府則於2022年底公告「通訊診療治療辦法」，讓遠距醫療的發展更有前瞻性，吸引科技業積極布局；在生技產業方面，KPMG指出產業雖從疫情紅利的大幅成長中高檔回落但仍處於高點，業界的生技製藥交易主要以罕病、癌症及免疫相關疾病為熱門領域，智慧醫療則是未來一定得關注的趨勢。工研院則表示¹⁵，2023生醫產業將以精準藥物、再生醫學、智慧醫材為3大關鍵趨勢，企業可提早佈局相關領域人才。整體若依2022生技產業白皮書¹⁶而言，台灣生技產業營業額從2012年新台幣3590億元，增加到2021年6665億元，複合年成長率約7.1%，產業前景依然相當看好。

A survey¹⁴ by KPMG pointed out that the healthcare and biotechnology industries are full of opportunities, despite the challenges of high inflation and high risk. KPMG believes that healthcare and biopharmaceuticals have different trends and challenges, but smart healthcare is a common focal point. In terms of healthcare, companies are merging with or acquiring healthcare ICT companies, and the industry is focusing on distance and hybrid healthcare, AI, and machine learning. Taiwan's government announced the Rules of Medical Diagnosis and Treatment by Telecommunications at the end of 2022, providing better prospects for the development of telemedicine to attract tech companies to become active participants. In the biotechnology industry, KPMG pointed out that even though the industry has pulled back from the high-speed growth during the pandemic, it is still growing at a relatively fast pace. Biopharmaceuticals are mainly concentrated in rare diseases, cancer, and immune system diseases, and smart healthcare is a trend that demands attention in the future. The ITRI indicated that¹⁵ the 3 major trends in the biomedical industry will be precision medicine, regenerative medicine, and smart medical devices in 2023, and companies can prepare talent in key fields in advance. Overall, according to the 2022 Biotechnology Industry White Paper¹⁶, the revenue of Taiwan's biotechnology industry increased from NT\$359 billion in 2012 to NT\$666.5 billion in 2021 at a compound annual growth rate of 7.1%, and the industry still has excellent prospects.

► Annual Salary Unit: thousand NTD

1 - 5 YEARS		6 - 10 YEARS		10+ YEARS	
MIN	MAX	MIN	MAX	MIN	MAX

MEDICAL FUNCTION

Medical Director					4500	7000
Medical Advisor			1800	4300		
Medical Science Liaison	800	1800				
Clinical Operation Director					3000	5000
Clinical Project Manager			1500	2000	2000	3000
Clinical Research Manager			1500	2000	2000	3000
Clinical Research Associate	700	1500	1500	1800		
Regulatory Affairs	800	1500	1500	2500		
Regulatory Affairs Manager			1500	2500	2500	3500

COMMERCIAL FUNCTION

BU Director					3200	6000
Sales Manager			1500	2500	2000	3000
Sales Representative	700	1500	1500	1800	1800	2200
Marketing Manager			1800	3000	3000	4500
Group Product Manager			2000	3000	2500	3500
Senior Product Manager			1500	2500		
Product Manager	800	1500				

► Annual Salary Unit: thousand NTD

1 - 5 YEARS		6 - 10 YEARS		10+ YEARS	
MIN	MAX	MIN	MAX	MIN	MAX

TECHNICAL FUNCTION

Application Engineer	700	1300	1300	1800	1800	2500
Technical Services Engineer	800	1500	1500	1800	1800	2800
Q&A Manager	800	1500	1500	2500	2500	4500
Regulatory Manager	800	1500	1500	2500	2500	4500

GENERAL FUNCTION

Finance & Accounting Director					1500	5000
Finance & Accounting Manager			1000	1800	1800	3000
Finance & Accounting Specialist	700	900				
HR Director					1800	4500
HR Manager / HR Supervisor			1000	1800	1800	2500
HR Specialist	600	900				
IT					1600	2500
IT Manager / IT Supervisor				1500		
IT Specialist		900				
Legal & Compliance	800	1200	1300	2000	3000	9000
Office Manager					1500	2000
Office Administration	600	800	800	1200		



Renewable Energy

台灣政府於 2022 年公布「淨零排放轉型路徑」¹⁷，奠定將以「能源轉型」、「產業轉型」、「生活轉型」、「社會轉型」等四大轉型策略，及「科技研發」、「氣候法制」兩大治理基礎，以 2050 年 2050 淨零排放為總目標，擴大再生能源使用將是發展重點之一。預計 2050 年台灣再生能源占比要拉高至 60-70%，其中，太陽光電裝置容量目標要占 40G-80GW、離岸風電目標也要佔 40GW~55GW¹⁸。除此之外，根據 InfoLink 的報告¹⁹，儲能產業也是發展趨勢，2023 年台灣儲能市場規模預估將超過 200 億台幣。台灣的再生能源在台商外商助攻下，產業鏈也逐步完善，相關的電機工程、土木工程、環安、營運、業務等人才，都會是業界的徵才重點。

Taiwan's government announced the path to net zero emissions¹⁷ in 2022, and established four transition strategies, namely energy transition, industry transition, daily life transition, and social transition, and two governance bases, namely technology R&D and climate legislation. The overall goal is to achieve net zero emissions by 2050, and a key development area is expanding the use of renewable energy. Renewable energy is expected to account for 60-70% of Taiwan's energy consumption in 2050, in which the goal for an installed capacity of solar PV is 40-80 GW and offshore wind power is 40-55 GW¹⁸. Furthermore, according to an InfoLink report¹⁹, the energy storage industry is also a development trend and Taiwan's energy storage market is expected to surpass NT\$20 billion in 2023. With the assistance of Taiwanese companies and foreign companies, the industry chain for renewable energy is becoming more complete, and the industry will focus on recruiting electrical engineering, civil engineering, environmental safety, operations, and business talent.

Renewable Energy

1 - 5 YEARS

6 - 10 YEARS

10+ YEARS

MIN

MAX

MIN

MAX

MIN

MAX

POSITION

Electrical Engineer	800	1,200	1,200	2,500	1,800
EHS Engineer	750	1,200	1,000	2,000	1,500
Civil Engineer	750	1,200	1,000	2,000	1,500
O&M Manager	600	1,000	900	2,000	1,500
Construction Management	750	1,200	1,000	2,000	1,600
Purchasing	750	1,200	1,000	2,000	1,600
Contract Management	750	1,200	1,000	2,000	1,600
Project Management	800	1,200	1,000	2,500	1,800

GENERAL FUNCTION

Finance & Accounting	800	1,200	1,000	1,800	1,500
Marketing	600	1,200	1,200	2,500	1,400



Traditional Manufacturing

工研院指出因國際需求疲軟²⁰，金屬機電、化學工業、民生工業僅有小幅成長。金屬機電因市場需求下滑，讓企業設備投資需求連帶降低，倘若後 COVID-19 疫情時代各國順利解封，讓物流費用回歸正常，加上 AI 與自動化的趨勢帶動機器人設備，景氣可望在 2023 年下半年回升，估 2023 年金屬機電業產值為 7.58 兆元新臺幣，將成長 3.08%。針對化學工業，台灣經濟研究院則表示²¹，儘管石化原料業者的原料成本可望緩解，外加中國經濟復甦、全球太陽能等環保材料需求擴大，但受到美國與中國同業的產能競爭，烯烴、乙二醇等石化原料供過於求的可能性仍舊存在，令化工業者對 2023 年下半年的景氣呈兩極化的看法，工研院則預估 2023 年整體化學工業的產值可望達到 5.21 兆元新臺幣，將成長 2.37%²⁰。

The ITRI pointed out that metal and mechanical, chemical, and consumer goods industries only grew slightly due to weak international demand²⁰. There was less need for companies to invest in equipment related to metal and mechanical industries due to the decline in market demand. If countries successfully open up in the post-pandemic era and logistics return to normal, the trend of AI and automation will drive demand on robotic equipment, and the industry can be expected to bounce back in the second half of 2023. The output value of the metals and mechanical industries in 2023 is expected to grow by 3.08% to NT\$7.58 trillion. For the chemicals industry, TIER indicated that²¹ even though the cost of raw materials can be expected to decrease for petrochemical companies, there has been a higher demand for eco-friendly materials due to China's economic recovery and the global solar power industry, and competition from the production capacity of American and Chinese companies still creates the possibility that there will be an excess supply of petrochemical materials, such as olefins and ethylene glycol. As a result, chemical companies have polarized views of the economy in the second half of 2023. The ITRI expects the output value of the overall chemical industry to grow 2.37%²⁰ to NT\$5.21 trillion in 2023.

Traditional Manufacturing

► Annual Salary Unit: thousand NTD

POSITION	1 - 5 YEARS		6 - 10 YEARS		10+ YEARS	
	MIN	MAX	MIN	MAX	MIN	MAX
Hardware Engineer	800	1200	1000	2200	1500	3000+
Mechanical Engineer	800	1200	1000	2200	1500	3000+
Tooling Engineer	600	900	800	1500	1200	2000+
Thermal Engineer	700	1100	900	2100	1400	2800+
Radio Frequency (RF) Engineer	800	1200	1000	2200	1500	3000+
Antenna Engineer	800	1200	1000	2200	1500	3000+
Audio Engineer	700	1100	900	2100	1400	2800+
Optical Engineer	700	1100	900	2100	1400	2800+
Product Management	700	1100	800	1800	1300	2500+
Project Management	700	1100	800	1800	1300	2500+
Process Engineer	600	900	800	1500	1200	2000+
Project Engineer	600	900	800	1500	1200	2000+
Quality Engineer	600	900	800	1500	1200	2000+
Software Engineer / Firmware Engineer	800	1200	1000	2200	1500	3000+
Layout Engineer	600	900	800	1500	1200	2000+
Automation Engineer	700	1100	900	2100	1400	2500+

Traditional Manufacturing

► Annual Salary Unit: thousand NTD

1 - 5 YEARS		6 - 10 YEARS		10+ YEARS	
MIN	MAX	MIN	MAX	MIN	MAX

GENERAL FUNCTION

Finance & Accounting	600	900	800	1300	1200	2000+
HR	600	900	800	1300	1200	2000+
IT	500	1100	800	1600	1400	2000+
Legal & Compliance	600	900	800	1300	1200	2000+
Office Administration	400	800	700	1000		
Sales	500	1000	800	1800	1500	2000+
Purchasing	500	1000	800	1800	1500	2000+



FMCG

KANTAR 凱度消費者指數《2022年第四季台灣民生消費品市場趨勢報告》指出²²，受惠台灣 COVID-19 疫情解封，防疫政策放寬等因素，2022 全年整體 FMCG 市場銷額年對年成長 4.6%，其中健康食品市場因台灣人口逐漸高齡化，加上 COVID-19 疫情提高民眾健康意識，2022 年第四季健康食品市場銷額成長率達 37%，前景頗為看好。另一方面，整體用品類市場的成長則持平，家庭用品則小幅下滑約 2%，整體而言，雖疫情期間的 FMCG 食品銷售推動整體市場的紅利不再，但仍可期望 2023 年 FMCG 市場具備正向成長動能。KANTAR 凱度的另一篇報導則表示²³，疫情已經讓消費者建立網購的習慣，未來企業仍有可深化消費者線上採購的習慣。在此趨勢下，藉由人力配置打造虛實整合的 FMCG 銷售通路，是未來企業的人事佈局重點。

KANTAR Consumer Index 2022 Q4 Taiwan Consumer Goods Market Trend Report pointed out²² that sales revenue of the FMCG market grew 4.6% in 2022 due to Taiwan lifting COVID restrictions and relaxing its epidemic prevention policy, in which sales revenue of the health food market grew 37% in 2022 Q4 and has good prospects with Taiwan's ageing population and higher health awareness due to the COVID-19 pandemic. The overall supplies market remained the same and home supplies slightly declined by about 2%. Overall, even though FMCG sales no longer enjoy dividends from the pandemic, the FMCG market is still expected to show positive growth momentum in 2023. Another report of KANTAR showed²³ that the pandemic has caused consumers to get into the habit of online shopping, and companies can continue to build on the online shopping habits of consumers. Due to this trend, the human resources strategy of companies in the future will be to develop OMO FMCG sales channels through manpower allocation.

► Annual Salary Unit: thousand NTD

1 - 5 YEARS		6 - 10 YEARS		10+ YEARS	
MIN	MAX	MIN	MAX	MIN	MAX

POSITION

Sales Executive	450	1000				
Sr. Sales Executive			1000	1200		
Area Sales Manager			1200	1600		
Regional Sales Manager					1600	2000+
Key Account Manager	600	1000				
Sr. Key Account Manager			1000	1500		
Key Account Director					1500	2000+
Brand Manager	600	1000	1000	1800		
Head of Business Development					2000	3500
E-commerce Specialist	450	750				
E-commerce Manager			800	1200	1200	1800
Head of E-commerce					2000	2000+
General Manager					2500	4000

GENERAL FUNCTION

Finance & Accounting	420	720	750	1000	1000+	
HR	420	750	750	1000	1200	1600
IT	420	750	750	1400	1400+	
Legal & Compliance	550	900	900	1400	1400+	
Marketing	420	750	900	1400	1400	
Office Administration	420	750	750	1000	1000+	



Retail

根 據未來流通研究所²⁴，受惠於COVID-19疫情解封後的強勁消費反彈，2022年零售產業規模年增幅達7.43%，創下2004年後的18年新高紀錄，同時整體產業規模也達新台幣4兆2,815億元，為首次突破4兆元大關，同一份報告亦指出，2022年不管是實體店零售業和非店面零售業皆有成長，且非店面零售業的成長儘管在疫情後滑落，但仍高於實體店零售業的成長率。beBit TECH微拓科技《零售產業：2023 顧客經營趨勢報告》也建議²⁵，企業必須從產品及銷售為核心，轉向以顧客及體驗為核心，整合線上線下數據，打造無縫的OMO（Online Merge Offline）顧客體驗，顯現實體零售的數位轉型與線上線下整合的重要性與日俱增，具備零售經驗的大數據、行銷、資安等人才，將會是未來的企業首選。

According to Mirai Business Research Institute²⁴, the retail industry experienced a growth of 7.43% in 2022 after the strong bounce back in demand once COVID restrictions were lifted. This was a record high in the past 18 years since 2004. Overall industry scale reached NT\$4.2815 trillion and surpassed NT\$4 trillion for the first time. The same report also pointed out that both offline and online retail grew in 2022. Even though online retail growth slowed after the pandemic, it was still faster than the growth of brick-and-mortar retailers. beBit TECH's Retail Industry: 2023 Customer Relationship Management Trends Report also recommended²⁵ that companies transition from being product and sales-oriented to being customer and experience-oriented, and integrate online and offline data to create a seamless OMO (Online Merge Offline) customer experience. This shows the growing importance of digital transformation and OMO in retail. Hence, big data, marketing, and information security talent with experience in retail will be highly sought after by companies in the future.

► Annual Salary Unit: thousand NTD

1 - 5 YEARS		6 - 10 YEARS		10+ YEARS	
MIN	MAX	MIN	MAX	MIN	MAX

POSITION

Sales Supervisor	450	700	700	1200		
Sales Manager			700	1000	1000	1500
Store Manager			700	1200	1200	2000
Area Manager	700	900	900	1500	1500	2000+
Merchandising Executive	500	700	700	900		
Merchandising Manager	750	1000	1000	1500	1500	2000+
Merchandising Director					2000	2800

GENERAL FUNCTION

Finance & Accounting	420	720	750	1000	1000	1800
HR	420	750	750	1000	1200	1800
IT	420	750	750	1400	1400+	2000+
Legal & Compliance	550	900	900	1400	1400+	
Marketing	420	750	900	1400	1400	1800+
Office Administration	420	750	750	1000	1000	1500+

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