Canada and Philippines – Data for Comparison to Help Develop HR Strategy

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| **HR Relevant Factors** | **Canada (Developed)** | **Philippines (Developing)** |
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| **Population**  | 34,030,589 (July 2011 est.) | 101,833,938 (July 2011 est.) |
|  | Growth Rate = 0.794% (2011 est.) | Growth Rate = 1.903% (2011 est.) |
|  | 5.65% Migrant Population | - 1.29% Migrant Population |
|  | 81% Urbanized Population | 49% Urbanized Population |
|  | Median Age M = 39 / F = 42 | Median Age M = 22 / F = 23 |
|  |  |  |
| **Education Level Average** | 17 years average | 12 years average |
|  | Education Expenditures = 4.9% GDP | Education Expenditures = 2.1% GDP |
|  | 99.8 % Literacy Rate 15yr and older | 92% Literacy Rate 15yr and older |
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| **Other Factors** | **Canada (Developed)** | **Philippines (Developing)** |
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| **Economic Factors** | GDP Purchasing Power = $1.3 Trillion | GDP Purchasing Power = $351 Billion |
|  | Below Poverty Line = 9% | Below Poverty Line = 32.9% |
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| **Existing Industries** | Agriculture, Manufacturing, Services, Construction, Other | Agriculture, Service |
|  | Technologically Advanced Industries are predominant | Fishing and Farming is predominant  |

When comparing Canada and the Philippines, it becomes quickly apparent that the economic and educational gaps are very wide. For each country, the HR strategy will be completely different.

In the Philippines, the HR strategy will have to take into consideration some key factors that are much more challenging than would be found in comparison to the Canadian strategy. For example, the average age in the Philippines is 23yrs old as compared to 40 yrs old in Canada. This means that the strategy will be centered on attracting college aged candidates who are new to the work force. Also, the Philippines has a lower education level on average than Canada, therefore, it will be more challenging identifying, training, and recruiting skilled labor. Another issue in the Philippines is that the predominant industry is farming and fishing, so, a technology company may have much more difficulty in recruiting technologically advanced engineers in the Philippines as an example as compared to Canada.

The economic factor is also a tremendous disadvantage between the two countries. In Canada, the HR strategy will be aimed at a very lucrative and mature workforce where the majority of the population is educated beyond the high school level and they are accustomed to living comfortably above the poverty level. In the Philippines, the average person has only a high school education and almost half of the country is below the poverty line. This will completely alter the types of strategies used in work force training and development in these countries.

The other major disadvantage in comparing Canada and the Philippines is the population of the two countries. The Philippines has 3 times the amount of people that Canada has. So, the Philippines pose a much more cumbersome task when it comes to segmenting specific demographics and areas to try to isolate specific skill sets.

When comparing a highly developed country as compared to a developing country it seems there are many more challenges with putting in place effective strategies in the Philippines. The lack of resources, lower education, poverty, and lack of industry will demand more from HR as opposed to working in a highly developed country such as Canada. However, there can be great advantages to be found when a great strategy is in place in the developing country as the costs are cheaper and in some cases talent may be more abundant. This can be a huge asset to a company that taps these developing resources.

Reference:

<https://www.cia.gov/library/publications/the-world-factbook/geos/xx.html>

Countries compared on this site: Canada and Philippines