

## Asia's pollution exodus: Firms struggle to woo top talent

<b>Notes &amp; Cues:</b>	<b>Article:</b> <p>From smog breaks to pollution bonuses, Asia's businesses are promising increasingly inventive perks in a desperate bid to lure executives to a region where toxic air engulfs major cities for much of the year.</p> <p>Health concerns are putting off those initially attracted by Asia's growing economic opportunities, experts warn, so firms are struggling to recruit — and retain — people with the expertise they need.</p> <p>According to the United Nations Environment Programme, some 92 percent of people in the Asia-Pacific region are exposed to levels of air pollution that pose a significant risk to health.</p> <p>This means that on top of large salaries, businesses are having to offer extra incentives. These include paying for smog breaks every few months, or allowing non-traditional working arrangements so people can commute from less polluted areas, says Lee Quane, Asia director for consultancy ECA International.</p> <p>At "a location with a higher level of pollution, you're likely to see us recommend allowances of anywhere between 10 to 20 percent of the person's base salary, " he says.</p> <p>This estimate, derived from a rating system his firm uses to help companies decide appropriate financial compensation for relocation, would also incorporate factors such as crime rates and access to services, he adds.</p> <p>India has one of the world's fastest growing economies, making it an appealing career option, but it is also home to seven of the most polluted cities, according to a recent report by Greenpeace and IQ Air Visual.</p> <p>"All senior executives want to have India experience on their CVs. There is however, a fear of pollution related health issues, " says Atul Vohra, managing partner of Transearch, a global recruitment firm.</p>
<b>Summary:</b>	