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SIFE (Students in Free Enterprise) is a unique program that gives KPMG member firms the opportunity to support students and educational institutions around the world which aim to create responsible business leaders for the future; and through these young leaders make an impact on the communities we work in. KPMG firms have been involved in SIFE since 1996, and have played a pivotal role in helping SIFE go global.

Each year all the countries that participate in SIFE run a national competition, and the winners go through to compete in the SIFE World Cup. In 2009 the SIFE World Cup was held in Berlin, and over 400 of the 1,200 students who attended this event were surveyed to find out their views on KPMG's reputation and what aspects they consider important when choosing a potential new employer.

The survey results revealed that the students' top three priorities when choosing an employer are:

- Real opportunities to learn new skills and develop myself personally and professionally
- Challenging and exciting work
- Work with and learn from talented colleagues

The students' lowest priority was to have a market leading pay and benefits package, with over 75 percent of the students rating job security over their pay and benefits package. Over 50 percent are looking to work internationally immediately after graduating, and the majority are looking to stay with their first employer for two to four years.

The majority rated Facebook as their most frequently used social media. They describe KPMG as a 'Prestigious Global Organization', and regard it as an exciting place to work which also provides great training.

View the full analysis of the survey results [here](#). To find out more about SIFE, visit the [SIFE website](http://www.sife.org/Pages/Default.aspx) (www.sife.org/Pages/Default.aspx)

Survey