Globalization and Free Trade Era had made business competition became very competitive. In macro aspect the impact of this internationalisation made the firm had to be treated globally, and made the managers faced the great challenges. Market planning, product and production had to be coordinated to whole world base. In micro aspect, to become success one business had to develop vision, mission and the right strategy, which had to be supported by the right human resource management system. Basically, all job classifications need the right design of human resource management system. The "X" firm was a global firm from USA, produced footwear, apparel, and equipment for sports with brands that had been marketed globally, it was mean that the sale of the products had reached the whole world. Country brand director had responsibility towards one brand at the certain firm in each country. The marketing region of the Xfirm was divided into four big regions, including USA, Europe, Latin America, and Asia Pacific. The Asia Pacific regions covered China (Hong Kong included), Taiwan, Japan, South Korea, New Zealand, Australia, Singapore, and Malaysia. And Asia was grouped as a region where the economic condition was less stabil, and it became a great challenge for country brand director who had a task in Asia market.

Basically, human resource management system is consist of recruitment, maintenance, training and development. The three aspects had to refer to some factors, such as business strategy, technology, organizational design/work process, behavior/role requirement, labor market, and legal environment.

The human resource management system can be recommended for country brand director in X firm for Asia market. The design of this human resource management system used basic system framework, for individual analysis, group and organizational from Staw to support the development of integrated human resource management system.

Key words: Global vision, business strategy, technology, organization design/work process, behavior/role requirement, labor market, legal environment, human resource management system.