



VENTURE HONG KONG

Fresh skills for a new era

The HKTDC Education & Careers Expo gives people of all ages a chance to boost their skillsets and knowledge bases.

14 July 2022

Hong Kong is forever changing and adapting as China, East Asia and the rest of the world move forward. The city's people, especially the young, need to continually upgrade their skills and knowledge bases to match.

For the past three decades the Hong Kong Trade Development Council has brought the world of education and careers to local citizens through the HKTDC Education & Careers Expo. Marking its 31st edition this year, the expo will run from 21 to 24 July at the Hong Kong Convention and Exhibition Centre, running in parallel with the [HKTDC Hong Kong Book Fair](#), [HKTDC Hong Kong Sports and Leisure Expo](#) and [HKTDC World of Snacks](#).

Featuring two major sections, Education and Careers, the four-day expo is open to the public free of charge and hosts more than 90 inspiring events, providing comprehensive information on education and job opportunities available in Hong Kong and overseas.

Global appeal

Announcing details of the expo, Jenny Koo, HKTDC Assistant Executive Director, said: "The Education & Careers Expo will host more than 780 organisations from 18 countries and regions include educational institutions, professional associations, government departments, public organisations and private companies, offering more than 2,700 job openings. The expo provides a one-stop platform with information on further studies and career development, and with events that equip people with the necessary hard and soft skillsets for the new future. This year's event will see new exhibitors from countries such as the consulate general offices of Japan, Finland, Ireland and Switzerland, helping to offer a greater diversity of higher education options for students."



Jenny Koo, HKTDC Assistant Executive Director (centre), addresses the press conference to introduce this year's expo

Career trends

Four theme days during the expo will highlight the latest career trends. For the Skilling for the Future: New Technology and New Talents theme day (Thursday, 21 July), co-organiser the Vocational Training Council will introduce technologies and skills such as geospatial data, Chinese medicine research and art technologies, highlighting more choices for further study. The Electrical & Mechanical Engineering theme day (Friday, 22 July), co-organised by the Electrical and Mechanical Services Department and the Hong Kong Electrical and Mechanical Trade Promotion Working Group, will invite industry professionals to speak on prospects in areas such as railway engineering, car engineering and the electrical and mechanical engineering industry.

On the third day of the expo, the brand-new Professional Development for the Future theme day (Saturday, 23 July), supported by The Hong Kong Federation of Youth Groups, will address hot topics such as gerontechnology application and digital marketing through a series of seminars. On the last day, the Exploring Construction Industry theme day (Sunday, 24 July), co-organised by the Hong Kong Institute of Construction (HKIC), will invite construction professionals to discuss industry prospects and help interested applicants prepare.

Career zones

Recruitment Square will cooperate with various recruitment platforms, public organisations and private companies, including Cathay Pacific, QB house, Tai Hing Group and Asia Airfreight Terminal, to recruit on the spot. More than 2,700 job opportunities will be offered, and visitors can bring their CV along to the expo to apply for the posts they are interested in.

Youth Square will be a summer job and internship zone. Being the first youth career path planning service centre, Career Sparkle will arrange multiple working experience activities to help teenagers explore their personal interests and abilities.

To celebrate the 25th anniversary of the establishment of the Hong Kong Special Administrative Region, the Qianhai Management Bureau is offering preferential policies for Hong Kong people, covering housing, starting a new business, finance, innovation and technology, and household registration. A series of seminars will provide details on these policies and should not be missed by young people with an interest in working in the Guangdong-Hong Kong-Macao Greater Bay Area or Shenzhen Qianhai Authority.

Overseas opportunities

Three educational zones will be set up at this year's expo. The Local Education Zone features universities and community colleges such as Hong Kong Shue Yan University, the Hang Seng University of Hong Kong, as well as Chu Hai College of Higher Education, Caritas Institute of Higher Education and Caritas Bianchi College of Careers that provide educational support services.

The Overseas & Mainland China Education Zone gathers consulate general offices and officially approved organisations from different countries and regions. Booths from the consulate general offices of Japan, Ireland, Finland and Switzerland will run for the first time, providing valuable consultation services. With further study in mainland universities becoming a growing trend in recent years, the Heung To College of professional studies will speak on the most popular majors among local students and give details of preferential policies offered to Hong Kong students by top-ranked universities in

the mainland. In the Continuing Education Zone, the Hong Kong School of Commerce and Tak On Driving School will offer self-betterment programmes for visitors.

The expo will feature four educational theme days – the European Union (21 July), Japan (22 July), France (23 July) and Germany (24 July). Representatives from the consulate general offices will provide details about admission requirements, the preparation processes and campus life in their respective higher education institutions.

Various overseas studies centres will provide consultation services for preferred education destinations such as the United Kingdom, the United States, Australia and New Zealand. Meanwhile, the consulate general offices of countries such as Hungary, France and Germany will offer information on working holidays that are very popular among the younger generation.

Success stories shared

More than 90 inspiring events will be held during the expo, with celebrities and education experts joining to share their success stories.

Kandy Lui, Executive Director of the Hong Kong Institute of Human Resource Management, will talk about the new-normal in workplaces under the COVID-19 pandemic and tips for enhancing personal capabilities. Tsang Yip-kiu (Siu Mai), a contestant on television talent show *King Maker IV*, will share valuable experiences in the pursuit of her dream. Wong Kim-fung, founder of threezero and Chairman of the Hong Kong Brand Toy Association, and two vice chairmen, Howard Chan (founder of Hot Toys) and Kenny Wong (designer of brand toy “Molly” and creative director of Kennyswork), will talk about how to turn hobbies into careers and offer tips on joining the toy industry.

They will be joined by Pinky and Tammy, the construction industry’s “Dream Girls” key opinion leaders group, will share their interesting working experiences and how they joined the construction industry. Education expert and one of the 10 Outstanding Young Persons, Principal Chu Tsz-wing, will share on how he brought experiential learning to Hong Kong and offer advice on career planning for students.

Samuel Chan, an expert on British education, will introduce the British educational system and strategies for applying for schools in Britain. And Patrick Sir, TV host, actor and education centre/international kindergarten founder, will talk about his journey from the education field to the television industry, encouraging young people to further explore their potential in both their careers and personal lives.



The preview press conference drew strong interest from local media

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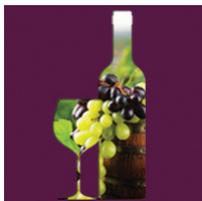


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