

To assignment editors:

HKTDC Education & Careers Expo opens this week *Star speakers guide visitors to unlock new opportunities*

18 July 2022 – Organised by the Hong Kong Trade Development Council (HKTDC), the **31st HKTDC Education & Careers Expo** will be held from 21 to 24 July at the Hong Kong Convention and Exhibition Centre (HKCEC), running in parallel with the HKTDC Hong Kong Book Fair, HKTDC Hong Kong Sports and Leisure Expo and HKTDC World of Snacks. The four-day expo has attracted more than 780 organisations from 18 countries and regions, including local and foreign educational institutions, consulate general offices from various countries, public organisations and private companies to offer the latest information on education and career prospects. Entry to the event is open to the public free of charge.

More than 90 informative events will be held during the expo, including seminars on further education, career opportunities and working holidays. Various star speakers and industry experts will share their valuable insights and experiences, including **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. Also appearing are **Pinky and Tammy**, members of the construction industry’s key opinion leader (KOL) team “Dream Girls”, and **Tsang Yip-kiu (Siu Mai)** from the popular local TV programme *King Maker IV*. Education expert and one of the Ten 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, while **Samuel Chan**, an expert on education in the United Kingdom, will introduce the British educational system and strategies for applying for schools there.

The expo offers designated zones under two major categories, Education and Careers, giving the public information related to further education and opportunities in the workplace. The **Education Zone** connects visitors to openings offered by local and international universities and higher education institutions, while consulate general offices will provide information on foreign education. The **Careers Zone** is organised in collaboration with various recruitment platforms, public organisations and private companies, offering around 2,700 job opportunities with some exhibitors even recruiting onsite. There is also a youth career path planning centre where visitors can get useful advice.

One of the expo’s participating organisations, Y.Elites Association Limited, has invited Qianhai International Liaison Services Limited to introduce Qianhai’s preferential policies for Hong Kong people, covering housing, starting a business, financial support, innovation and technology backing, and household registration. Young people interested in working in cities in the Guangdong-Hong Kong-Macao Greater Bay Area, especially Qianhai, should not miss this seminar.

Catering to the demand of different industries, the expo will feature a range of career theme days. For the **Skilling for the Future: New Technology and New Talents** theme day (21 July), co-organiser the Vocational Training Council (VTC) will introduce new technologies and skills, such as geospatial data, Chinese medicine research and art technologies, highlighting more choices for further study, while **Electrical & Mechanical Engineering** (22 July) has invited industry

professionals to share current and future prospects. **Professional Development for the Future** (23 July) will enrich participants' knowledge on gerontechnology and digital marketing through a seminar series and **Exploring the Construction Industry** (24 July) will invite construction professionals to share the career pathway and requirements for working in this field.

The expo will also feature several emerging study hotspots in thematic Education Days, focusing on the **European Union, Japan, France and Germany**. A series of seminars will present details and characteristics of the education systems in hotspots such as the **United States, the UK, Canada and Mainland China**.

We cordially invite you or your representative to cover the expo. Details are as follows:

HKTDC Education & Careers Expo Opening Ceremony

Date:	21 July 2022 (Thursday)
Time:	11am
Venue:	Open Forum (Hall 5FG), Hong Kong Convention and Exhibition Centre
Guest of Honour:	Secretary for Labour and Welfare Chris Sun

HKTDC Education & Careers Expo

Date	Opening hours
21-23 July 2022 (Thursday to Saturday)	10am-7pm
24 July 2022 (Sunday)	10am-6pm
Venue	
Hall 5FG, Hong Kong Convention and Exhibition Centre	
Press Registration & Media Centre	
Media representatives can register for access to the event at the HKTDC Media Centre (G/F, Expo Drive Entrance, HKCEC) by presenting a business card or media identification.	

Website: <https://event.hktdc.com/fair/hkeducationexpo-en/>

Event schedule:

<https://hkeducationexpo.hktdc.com/pdf/2022/events/ECE2022JulyDailyProgram.pdf>

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