

To Assignment Editors:

HKTDC Education & Careers Expo Opens This Month Press Conference on 15 February to Preview Fair Highlights

9 February 2017 – A press conference will be held by the Hong Kong Trade Development Council (HKTDC) on **15 February (Wednesday)** to introduce the highlights of the 27th HKTDC Education & Careers Expo. Experts will share the latest information on local education opportunities, overseas studies, exchange programmes and on-the-job training. Demand for human resources and prospects in popular and emerging industries will also be analysed.

The four-day Education & Careers Expo from 23 to 26 February will take place at Hong Kong Convention and Exhibition Centre (HKCEC), with a record of more than 860 exhibiting organisations from 21 countries and regions taking part. Exhibitors range from educational institutions and professional associations to government bodies and private enterprises. Open to the public with free admission, the expo will provide a one-stop platform for students and job-seekers offering practical information on study opportunities, continuous learning and employment. **More than 2,300 job opportunities** are estimated to be introduced at the expo.

Catering to the demand of various industries, the expo will feature different career themes. The popular **Electrical & Mechanical** theme day returns to the expo to reveal the manpower demand and prospects for the industry while a new theme, **Tech & Innovation** will discuss the current digital trend and research project development. The theme of **Arts** aims to enrich participants' knowledge about the pathways of further studies and career development in arts-related fields, and facilitate students' life planning. Coordinating with the The Hong Kong Federation of Youth Groups, various start-up entrepreneurs will share their success stories and experiences under the **Startup** theme day.

Several high-profile figures will share their experience from different fields during the fair, including chairman of Commission on Youth, **Lau Ming-wai**, female apprentice jockey of Hong Kong Jockey Club, **Kei Chiong**, renowned media professional, **Stephen Chan**, and chairman of a digital game company **Sze Yan-ngai**.

The expo will also feature four study hot-spots in the **thematic Education Days**: the Chinese mainland, Japan, Europe and Australia and New Zealand, presenting respective education systems and characteristics.

We cordially invite you or your representative to attend the press conference. Details are as follows:

Date: 15 February, 2017 (Wednesday)
Time: 2:30pm to 4pm
Venue: Media & Webcast Centre at Expo Drive Entrance, HKCEC.
Speakers: **Sophia Chong**, Assistant Executive Director, HKTDC; **Choi Yu-sing**, The Hong Kong Federation of Youth Groups; **Anthony Cheng**, Consulate General of Ireland and Irish International Education Centre; **Jackie Lo**, The Hong Kong Academy for Performing Arts; **Andy Kwan**, Electrical & Mechanical Services Department; **Leah Chung**, Vocational Training Council

Media Enquiries

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