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Newsletter

Aug 2024

Student Competition & Award

HKVTC Shop Go Public Ceremony cum 第二屆最強電商王大賽

3 July 2024

HKVTC Shop Go Public Ceremony cum 第二屆最強電商王大賽 was successfully held on 3 July 2024. Dr Bernard CHAN Pak-li, the Under Secretary for Commerce and Economic Development, served as the officiating guest who delivered a speech and presided over the opening ceremony.

The ceremony marked the opening of HKVTC Shop (<https://www.hkvtcshop.com/>) to the general public. The platform showcases products designed and created by VTC students and graduates, recognizing the creativity and talent of the younger generation while also promoting vocational and professional education and training (VPET).

Building on the last year's success, HKVTC Shop 第二屆最強電商王大賽 was sponsored by Tmall Campus and HKTvmall through offering prizes, sitting as judges, and promoting the event. Additionally, a Putonghua category was introduced alongside the existing Cantonese category for both "VTC Full-time Students" and "Secondary School Students". The number of contestants increased fivefold to 200 participants in 108 teams reflecting the growing significance of the live e-commerce in Hong Kong and its popularity among youngsters. Three "KOL Master Class" sessions were arranged to prepare the finalists in areas of marketing ecology of Mainland China and Hong Kong, image building, on-the-spot responses, and presentation techniques. All the participants enjoyed the process and gained valuable experience.



We are honoured to have Dr Bernard CHAN Pak-li, Under Secretary for Commerce and Economic Development (second from left) to be the officiating guest.



From 3 July, the public can pick cultural, original and local items designed and produced by VTC students and graduates on the HKVTC Shop website.



The contestants introduce products designed by VTC graduates from the HKVTC Shop in the live studios.



Exciting Success for Students in the Yeung Kin Man Youth Industrial Incubation Programme

12 June 2024

BA Students achieved remarkable success in the Yeung Kin Man Youth Industrial Incubation Programme on June 12, 2024. The project "Improving Brand Awareness of Zomate Fitness" led by Lau Tsz Ho, Tang Tsz Kit, and Choi Hung Chi from HD in Social Media and Digital Marketing secured the Champion title. Their innovative concepts impressed judges, earning them a scholarship for an industrial visit to Indonesia from July 22 to 26. Additionally, Kwok Wing Ho, Lam Shing Kuen, Wan Ho Hin, and Hong Wei Kai from HD in Business with E-commerce secured the 2nd runner-up positions for their project "Profilia - Developing Young Target Segment and Leveraging E-commerce Opportunity." Their strategic approach showcased exceptional teamwork and leadership skills. Both teams have demonstrated remarkable teamwork, leadership, and problem-solving skills throughout the competition, reflecting the high standards of our students in the Yeung Kin Man Youth Industrial Incubation Programme.



Champion



2nd Runner-Up

Hang Seng Bank Go! GingerOnion x IVE Business Integrated Marketing Communication Campaign Competition 2024

17 May 2024

Over 200 BA students participated in the competition. 47 proposals were received, and 6 teams were shortlisted to enter the Final. Back in January, briefings were conducted, equipping BA students with knowledge of banking products and providing tips for successful integrated marketing campaign planning. BA students also benefited from a visit to the Hang Seng Bank Headquarter on 29 February, where they attended a research workshop and interacted with the staff. Adjudicators from Hang Seng Bank were impressed by the creative ideas of the BA students during the Final Presentation held on 17 May. They are anticipating the next collaborative project round to benefit more BA students.



Briefing in campus



The Champion

The HIT Dock School Programme 2023-24 award ceremony took place at Hongkong International Terminals Limited (HIT) on 28 June 2024. Students who excelled in the General and Logistics Knowledge Contest and Shipping Project Award, accompanied by lecturers and the Business Department head of IVE (TY), Mr. Sammy Chung, attended. The ceremony provided a platform for students to express their gratitude to HIT for its support through speeches and conversations with HIT's Managing Director, Mr. Ivor Chow. This ceremony strengthened the rapport between IVE and HIT, enabling future collaborations. The partnership exemplifies the commitment to providing practical learning experiences and preparing students for careers in logistics and shipping. Students left motivated and appreciative of the industry.



VTC signs MoU with the Customs and Excise Department To Strengthen IVE Programmes and Customs On-the-job Training For a Sustainable Talent Supply Chain

26 April 2024

VTC and the Customs and Excise Department (C&ED) signed a Memorandum of Understanding (MoU) on 26 April 2024 to collaborate in helping young talents pursue careers in disciplined services, while also supporting the Hong Kong Customs and Excise Department in optimizing on-the-job training in specific domains. As part of the collaboration, both parties will jointly promote "Customs YES" to VTC students. Through the career-oriented activities of "Customs YES", it aims to deepen students' understanding of Customs work, help them develop their potential, cultivate positive values, and foster a sense of social belonging. Additionally, VTC and the C&ED will work together to enrich the curriculum of the Higher Diploma in Management for Disciplined Services, which is offered by VTC, by incorporating relevant training content from the Hong Kong Customs and Excise Department Academy.



Witnessed by Mr Donald Tong, VTC Executive Director (left on back row) and Ms Louise Ho, Commissioner of Customs and Excise (right on back row), the MoU is signed by Alaina SHUM, VTC Deputy Executive Director (left on front row) and Mr Chan Tsz-tat, Deputy Commissioner (Management and Strategic Development) of Customs, (right on front row).

22-26 July 2024



Organized by the VTC and the Professional Validation Council of Hong Kong Industries (PVCHK), the "Yeung Kin Man Youth Industrial Incubation Programme" jointly held an Indonesia Industry Study Tour from 22 to 26 July 2024. Students from the Business Discipline were invited to participate in order to gain a deeper understanding of Indonesia's industrial development and economic environment.

During the tour, students visited several large-scale factories to witness the local production advantages and potential. This study tour not only broadened their horizons but also emphasized the importance of sustainable development. With the support from Dr. Yeung Kin Man and all donors, students got the opportunity to participate in this valuable exchange activity and deepen their understanding of industrial development and prospects.

Visit to HKEx Connect Hall

Two groups of students studying Diploma of Foundation Studies (Business) and Higher Diploma of Financial Analysis visited the HKEx Connect Hall together on 22 May 2024. The students were attracted by the Grand Auditorium which showcases the state-of-the-art technology. They learned a lot about the historical development of the stock exchange in Hong Kong. They also had the opportunity to experience the stock trading practices in the old days.



Student experiencing the stock trading system in the past.



Students role-playing as floor traders/stock trading representatives.

Exploring the Latest Developments in Shenzhen's Exhibitions, Qianhai Entrepreneurship, and Related Promotional Activities

10 April 2024



On 10 April 2024, course team of HD in Event Marketing and Digital Promotion arranged a one-day Study Tour "Exploring the Latest Developments in Shenzhen's Exhibitions, Qianhai Entrepreneurship, and Related Promotional Activities (探究深圳展覽、前海創業及相關活動推廣之最新現狀)" for 18 students. The students visited Shenzhen's exhibition events to grasp industry trends and explored Qianhai's entrepreneurial ecosystem by touring business incubators and interacting with company representatives.

Through this one-day study tour, 18 HD in Event Marketing and Digital Promotion students gained a comprehensive understanding of the latest developments in Shenzhen's convention and exhibition economy, as well as its innovation and entrepreneurship landscape, providing valuable reference for their future business expansion and cooperative exchanges.

International Exchange

VTC-ITE International Student Seminar 2024 BA Exhibition Team

26-28 June 2024

The biennial event - International Student Seminar provides students of VTC and ITE of Singapore a platform to exchange ideas on global issues through presentations, exhibitions, performances and cultural activities. The project "Promotion of family values and co-parenting in Hong Kong", which BA students from HD in Public Relations and Communication Management collaborated with Family Value Foundation of Hong Kong, were glad to represent BA and were finally selected as one of the Exhibition Teams - 'Social Impact' to be exhibited in ISS 2024. The event was held from 26 to 28 June 2024, BA teachers and students benefited a lot through the interaction and learning with the Singapore teams.



The 23rd Accountancy Forum was conducted successfully on 11 June 2024 and attracted overwhelming physical and online enrolments of over 1,500 with promotion by 14 supporting organizations.

Themed "Contemporary Issues in Accounting", the Forum addressed hot accounting issues included role of the accountant in environmental sustainability by leveraging artificial intelligence, opportunities and challenges of new Capital Investment Entrant Scheme, and developments in international auditing and assurance standards. Three renowned speakers were invited including Mr. Lo Wa Kei Roy, Managing Partner, SW Hong Kong, Hon. Wong Chun Sek Edmund, Legislative Council Member (Accountancy Functional Constituency), and Mr. Ivan Au, Assurance Partner, PwC. The panel discussion was facilitated by Ms. Chua Suk Lin Ivy, Partner, Head of Audit & Assurance and Head of Corporate Restructuring and Insolvency, Crowe (HK) CPA Limited.



ESG Seminar - Driving Customer Satisfaction on ESG & Social Responsibility in Logistics

8 April 2024



Students from DFS (Business) attended a green seminar on "Driving Customer Satisfaction on ESG & Social Responsibility in Logistics" delivered by Dr. Michael C. Tsui (Certified ESG Analyst) on 8 April 2024. Dr. Tsui shared his professional perspective with students on environmental, social, and governance (ESG) in logistics industry as it is the largest among the four main economic pillars in Hong Kong. Students learnt that ESG is not only about how the business impacts the environment and society, but also how it influences the employees' values and behaviors with enhancing customer satisfactions via the implementation of ESG initiatives aligning with enterprises' core mission and vision.