



夠FUN 夠PRO
CONNECT 全世界



Newsletter

Jan 2025

Student Activity

Chill & Connect - X'mas Cheer 开心商聚

4 December 2024

On 4 December, the IVE(TY) canteen was transformed into a festive wonderland as Business Discipline students celebrated the holiday season. The Christmas party was filled with joy, laughter, and a strong sense of community. The evening began with a welcome speech from Mr. Chung, the Academic Director of Business Discipline, followed by a lively performance from the IVE(TY) Music Society, which set the festive mood with holiday tunes. Students then engaged in exciting games to win prizes, contributing to the enthusiastic atmosphere.

A highlight of the evening was the lucky draw, hosted by our Academic Director. Students cheered as winners were announced, adding to the excitement.

Overall, the party brought together students in celebration. The smiles, laughter, and festive cheer created an unforgettable evening, reminding everyone of the season's joy. We look forward to more such gatherings like in the future!



Sharing Session by General Manager of Customer Care of Cathay Pacific Airways

4 November 2024

We were honored to welcome Ms. Cindy Lam, the General Manager of Customer Care at Cathay Pacific Airways, as our guest speaker at VTC's Tsing Yi Campus. Over 170 HD in Aviation and Logistics students gained valuable insights into Cathay's vision, unwavering commitment to customer-centricity, and world-class service delivery. Cindy shared secrets behind understanding customer needs and fostering strong relationships, while showcasing how Cathay measures feedback and designs new service propositions. She also offered fascinating insights into the design process of their human-centric inflight products, including a sneak preview of the Aria suite and upcoming cabin products. We extend our sincere appreciation to Cindy for exemplifying VTC's commitment to merging academic training and practical experience.



Sharing Session by Deputy Chairman of Ocean Park Corporation

13 November 2024

We were delighted to host Mr. Stephen S.Y. Wong as a guest speaker at our IVE Tsing Yi Campus on 13th November. Mr. Wong, the Deputy Chairman of Ocean Park Corporation, a prominent design-thinking evangelist, and respected public speaker, captivated the attention of over 160 HD in Aviation and Logistics students with his profound insights. On that day, he shared his extensive knowledge in loyalty marketing, entrepreneurship, and ESG development in Hong Kong. Mr. Wong's international perspective shed light on the unique opportunities that Hong Kong provides for nurturing talent and expanding ideas globally, reflecting his journey. His compelling stories and strategic expertise demonstrated to the students the crucial role of passionate leadership in guiding companies through adversity. We express our heartfelt gratitude to Stephen for his truly inspiring session.



Guest Lecture: Never Give Up - Athlete-related Event Management and the Development of "Blade Runner" in Hong Kong

26 November 2024

On 26 November, Mr. Fung Kam-hung, who is also known as Blade Runner, delivered a guest lecture on the topic of Athlete-related Event Management and the Development of "Blade Runner" in Hong Kong. Mr. Fung shared the rationale of "Never Give Up" and event management with students of HD in Event Marketing and Business Promotion (Medium of Instruction: Chinese (Putonghua)) including how to endure harsh weather conditions in a six-day, 250km race across the vast Mongolian expanse for fund raising.



Student Development Activity

Professional Accountancy Internship Programme 2024 Closing Ceremony

25 November 2024

IVE launched the Professional Accountant Internship Programme 2024 (會計專才實習計劃2024) in collaboration with The Society of Chinese Accountants and Auditors (SCAA) in the summer of 2024. Finally, over 40 internship offers were confirmed by 26 companies. Scholarships of \$6,000 was offered by SCAA to accountancy students with outstanding performance in Work-in-learning (WIL). A closing ceremony was held on 25 November 2024 for presenting certificates of appreciation to SCAA members joining the programme and sharing by students and company representatives.



Industrial Visit

Visit to Hong Kong China Tattoo Exhibition 2024

5 October 2024

In early October, 56 year 1 students of HD in Event Marketing and Business Promotion visited Hong Kong China Tattoo Exhibition 2024 at Hong Kong Convention and Exhibition Centre. The learning outcomes for students attending the tattoo show, which included a visit and a video footage shooting exercise in module MPR4631 Digital Media, Video Production, and Livestreaming for Events, encompassed a variety of skills and knowledge areas. During the visit, students engaged effectively with tattoo artists and fellow attendees, gathering valuable information and insights for their video projects. Under the guidance of lecturer, they learned and applied techniques to capture high-quality video footage in a live event setting.



Visit to Ronald McDonald House (麥當勞叔叔之家)

15 October 2024

The programme team of the HD in Event Marketing and Business Promotion (Medium of Instruction: Chinese (Putonghua)) arranged a touching visit to the brand-new Ronald McDonald House (RMHC, 麥當勞叔叔之家) located in Kwun Tong on 15 October 2024. RMHC is an independent registered non-profit organization in Hong Kong that provides conveniently located accommodation for families with children suffering from critical illnesses and in need of long-term and/or regular hospital care. Students were eager to explore the wide range of services offered by RMHC Hong Kong, including understanding the mission and rationale behind Ronald McDonald House Charities and their commitment to the community.



Visit to Deloitte Innovation & Assets Development Center

29 October 2024

Over 20 HD in Professional Accountancy students visited Deloitte Innovation & Assets Development Center at Hong Kong Science Park on 29 October 2024. The center provides technology companies and Research & Development practitioners with unprecedented proximity and access to Deloitte's global collaboration, investor networking, and commercialization support. With the transformative impact of Generative AI on businesses and industries, Dr Leo Ma, Dean of Deloitte AI Institute (Hong Kong) shared his insights on "How AI-Powered Digital Transformation Revolutionize Business Operations".



Visit to The 11th Hong Kong Food Carnival

1 November 2024

Students studying HD in Event Marketing and Business Promotion (Medium of Instruction: Chinese (Putonghua)) visited the 11th Hong Kong Food Carnival on 1 November 2024 at Kwai Chung Sports Ground. It provided students with the opportunity to explore a new "chill" level of exhibition areas with over 300 stalls on site, featuring 5 major exhibition areas including the health and wellness area, snack food area, catering equipment area, "Food Guide," and the newly added "Chill Drink Chill Food" area.



Corporate Social Responsibility of the Mass Media

Students from HD in Event Marketing and Business Promotion (Medium of Instruction: Chinese (Putonghua)) attended a green seminar on "Corporate Social Responsibility of the Mass Media" delivered by Dr. Bob Lee, Editor-in-Chief of THINK HONG KONG, on 24 Sep 2024. Dr. Lee shared his expertise with students, providing a detailed understanding of CSR programmes and their application through identifying emerging social risks and managing implementation in a systematic manner. Students learned that it is crucial to stay competitive, drive sustainable growth, and meet evolving stakeholder expectations in today's dynamic environment.



Accounting Freshmen 會計新丁

15 November 2024

Over 50 HD in Professional Accountancy students joined the seminar 'Accounting Freshmen 會計新丁' organized by IVE Business Discipline with the support of The Hong Kong Institute of Certified Public Accountants (HKICPA) on November 15, 2024.

Ms. Vicky Wong, HKICPA Council Member and Financial Controller of China Resources Logistics (Group) Ltd., shared the latest developments in the local accounting industry and the diversity of the accounting profession, including her career aspirations for the industry.

