

Be Brave Be
BOLD

Newsletter

Dec 2022

New Development

HKVTC Shop Grand Opening cum Fun Fair

15 Dec 2022

Grasping the trend of e-Commerce development in recent years, VTC officially launched the e-Commerce platform HKVTC Shop on 15 December 2022. A Grand Opening Ceremony cum Fun Fair was held at IVE Kwun Tong Campus to celebrate the launch of the HKVTC Shop.

To promote the core learning features and the products of the HKVTC Shop to the staff and students, the Fun Fair consisted of three game booths with different activities. They are Design Gallery, e-Commerce Live Streaming Zone and Logistics & VR Experience Zone. Students experienced the platform operation through the Fun Fair games.



From left to right, Ms Alaina Shum, Mr Paul Chong, BBS, MH, Mr Tony Tai, JP, Dr Daniel Yip, JP, Mr Donald Tong, GBS and Dr Wallace Lam hosted the Kick-Off ceremony at the Grand Opening.



Students from Higher Diploma, Diploma of Foundation Studies, and Youth College of different campuses had fun at different game booths.



HKVTC Shop provides an e-commerce platform that aims to enhance the visibility of products designed or produced by VTC students and graduates.

The HKVTC Shop aims to benefit all VTC students through a dedicated e-Commerce platform. The platform offers a well-established, integrated, and VTC-branded sales and distribution channel for students to market their products and showcase their talents. It also provides an authentic training environment to nurture students with competencies required by the e-Commerce industry through the application of academic knowledge and the practice of vocational skills in a real business context. Students from the relevant programmes of different Disciplines will be engaged in the HKVTC Shop operation in the form of workplace attachment under Workplace Learning & Assessment (WLA).

IVE Info Day 2022

DorisKath x IVE Business Fashion Show 2022

18 Nov 2022



To promote awareness of sustainability in the fashion sector, IVE Business organised the "DorisKath x IVE Business Fashion Show 2022" with the famous local fashion brand DorisKath. With the support of over 70 BA students, the show was successfully held at IVE (Kwun Tong) on 18 Nov 2022 under the theme "Green Fashion".

The Fashion Show was divided into three parts: RESTYLE, RECONSTRUCT and REBORN. In addition to sharing tips about creating different looks with the same item, there were demonstrations of upcycling used clothes and creatively re-styling dresses. The Business programmes were introduced on the fashion runway during the Fashion Show with a live band performance. The contribution of BA student participants to the show was acknowledged by the award individual certificates of appreciation.



11 IVE student models modeled the same white shirt with different looks and introduced the Business programmes on the fashion runways.



RED GBA webinar: Opportunities for Hong Kong Youth Entrepreneur and Careers in Greater Bay Area under the National 14th Five-Year Plan

21 Oct 2022

The RED GBA webinar on " Opportunities for Hong Kong Youth Entrepreneur and Careers in Greater Bay Area under the National 14th Five-Year Plan" was hailed as a great success by participants. The objective of the well-supported webinar was to encourage young Hong Kong people to make optimal use of the innovative and entrepreneurial bases in the Greater Bay Area and to help them develop their businesses in both Hong Kong and the Mainland cities of the GBA. The guest speaker was Mr. G.A. Lee, Founder and Chairman of Inspire (HK) Youth Education Foundation. To encourage young people to work and pursue their career in the Mainland cities of the Greater Bay Area, Mr. Lee shared his perspective on the vast development potential of the GBA not only to stimulate new impetus for Hong Kong's future economic development but also to provide major opportunities for Hong Kong's economic recovery after the pandemic.



Mr. G.A. Lee (top right hand corner), guest speaker of the GBA Webinar, Mr. Oliver Wan (left), guest MC and Dr Ben Kwok (bottom right hand corner), MC of the webinar.

Professional Workshop & Seminar

Guest Lecture: "Post COVID HR Practices and HR Digitalization" by Hong Kong Institute of Human Resource Management (HKIHRM)

21 Oct 2022



Mr. Vincent Wu and Ms. Catie Cheung of the Hong Kong Institute of Human Resource Management (HKIHRM) delivered a guest lecture on "Post-COVID HR Practices and HR Digitalization." Vincent shared his HR experience, especially the implementation and development of digital transformation during the pandemic. A key theme was how HR students and practitioners should understand their new roles and know how to leverage new technology to improve the efficiency and effectiveness of the organization. Students treasured the opportunities to learn from the expert speakers. This experience left participants better prepared for anticipating and professional trends in their future career development.

Online First Aid Training with Covid-19 tips for BA (DFS and EMDP) students – conducted by HK St. John Ambulance

21 Oct 2022



Students were very interested in understanding more about the practical first aid skills in different situation.

Over 100 students of Diploma of Foundation Studies (Business) and Higher Diploma in Event Marketing and Digital Promotion joined the 2-hr practice first aid training via online mode. The objective was to raise students' awareness and understanding of basic first aid skills including the relevant knowledge to prepare for their readiness in performing CPR & AED during emergency. There were good learning outcomes for all participants and the session will enable students to assist persons who become injured in the event of an accident or emergency situation during their WIL or actual workplace in future.

How to achieve Great Brand Success? - Brand Management & International Strategy of LaLiga

17 Oct 2022

A seminar called LaLiga was held on 17th October 2022 at IVE(HW) with the guest speaker Mr. Eduard Castell from the international department as a delegate in Hong Kong SAR.

The seminar mainly focused on introducing LaLiga and the international strategy used for achieving the success of the brand.



Mr. Eduard CASTELL, LaLiga Hong Kong Delegate was invited to be our guest speaker on "GBM Seminar: Brand Management & International Strategy of LaLiga".



Student representatives who are studying Business Spanish were selected to thank Mr. Castell.



Students of HD in Global Business Management with Languages interacted joyfully with Mr. Castell in Spanish language after the seminar.

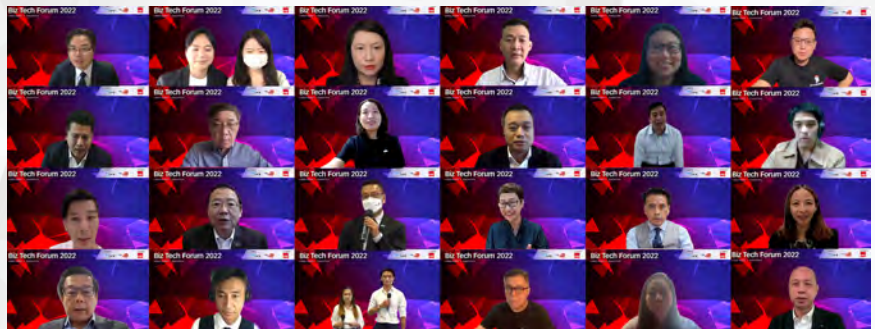
Biz Tech Forum 2022

6 – 7 Oct 2022



To celebrate the 40th Anniversary of the VTC, under the theme “Skilling Talent • Sparking Innovation”, the Business Discipline conducted a two-day virtual event “Biz Tech Forum 2022” (the Forum) from 6th to 7th October 2022 for addressing this memorable year. Co-organised with the Institute of Technical Education Singapore (ITE), the Forum themed “Leveraging Innovation for a Better Future”, aiming to provide insights on the latest trends and innovations in the business sector to our future generations and facilitate cross-country exchange for students.

The Forum consisted of webinars, workshops, and a virtual exhibition with themes on Sustainability, e-Commerce, e-Logistics, and Fintech. Participants from VTC, ITE Singapore, Secondary schools and industry gained insight from the sharing of 19 industry experts. There were over 2,000 attendees and online visitors participating in the Forum and virtual platform each day.



Industrial Visit

Visit to Microsoft Experience Centre

8 Nov 2022

In the face of the rapid pace of digitalization, HR practitioners acknowledge that digital transformation is essential for business growth. In such a context, it was a valuable opportunity for the Year 2 students of HD in Human Resources and Talent Analytics from (KT & TY) to visit the Microsoft Experience Centre. During the visit, the expert consultants from Microsoft introduced and demonstrated their latest HR analytic tools, real-time crowd system, AI application, RPA, and various technical facilities. It was an eye-opening opportunity for HRTA students to understand the development and implementation of technology.



Consultant of Microsoft introduced and demonstrated their latest learning platform to the students.



Students and lecturers participated the latest AI app provided by Microsoft Experience Centre.



All HD in HRTA students and lecturers taking group photo at the end of the visit.

Visit to M+ Museum

5 Oct 2022



Year 1 Students of HD in Real Estate & Property Management participated in an afternoon tour at the M+ Museum on 5th October. Not only did they enjoy the exhibitions in the museum but also learned more about Hong Kong history, particularly our housing design and city changes through the exhibits of "Hong Kong: Here and Beyond".

Visit to Mikiki

30 Sep 2022



Three student project teams from HD in Real Estate & Property Management enjoyed a valuable opportunity to visit Mikiki (a landmark shopping mall in San Po Kong) on 30 September 2022. During the visit, they benefitted from the most updated shopping centre management thinking. This fruitful and meaningful kick-off event helped our students conceptualize and visualize how a modern shopping centre can be developed to improve customer experience and, at the same time, enhance infrastructure sustainability. The visit provided valuable inspiration for the participants' Final Year Project.

To learn more about us, please visit:



IVE Business 