



夠FUN 夠PRO
CONNECT 全世界



Newsletter

Mar 2024

Industrial Networking

VTC signs MoU with HKTV Becomes First Tertiary Institution to Partner with HKTV to Nurture Local E-commerce Talents

31 January 2024

VTC and Hong Kong Technology Venture Company Limited (HKTV) signed a Memorandum of Understanding (MoU) on 31 January 2024. Through this MoU, VTC and HKTV will collaborate on training programmes for "live commerce" talents. HKTVmall's live streaming experts will conduct workshops and seminars for students from the Higher Diploma programmes in Business Discipline at the Hong Kong Institute of Vocational Education (IVE). Additionally, HKTV will extend full support to the HKVTC Shop 第二屆電商王大賽.

Furthermore, students from the Business Discipline will have the opportunity to participate in the production of live commerce events on the "HKTVLive" Shopping Channel. Meanwhile, under VTC's Workplace Learning and Assessment (WLA) framework, internship opportunities at HKTVmall and other merchants will be provided to students.



At the MoU Signing Ceremony, LAU Pak-ho (right), an IVE student of HD in Public Relations and Communication Management programme, conducted a live streaming shopping session under the guidance of Kelly LIN (left), an e-commerce livestream host of "HKTVLive", to feature a Chinese tableware set "Yuen Sek" which is designed by Alvin LIU (middle), a HKDI graduate of HD in Product Design programme. "Yuen Sek" is currently on sale at HKVTC Shop.



Anthony LAM (Fourth from right), the Chairman of the VTC's Merchandise Trading and E-commerce Training Board (MTETB), along with members from both the MTETB and VTC's Retail Trade Training Board, gathered in support of the MoU Signing Ceremony.



After the MoU Signing Ceremony, the guests visited "K Concept Studio" and "EXP Theatre" at IVE (Kwun Tong) to learn how students use state-of-the-art equipment and facilities, such as mini make-up studio, live video production system and high-definition video wall display, etc., for online broadcasting and live streaming.

Student Competition & Award

Cyberport Greater Bay Area Young Entrepreneurship Programme

19-21 January 2024

Students from HD in Public Relations and Communication Management attended the 3-day Entrepreneurship Boot Camp and Roadshow Competition of Cyberport Greater Bay Area Young Entrepreneurship Programme (Cyberport GBA YEP) at Foshan on 19-21 January 2024. After several rounds of assessment, they won the 2nd Runner-up award. It is the first physical event since the COVID-19 pandemic and attracted over 400 applications of young participants from Guangdong, Hong Kong, and Macao. The programme aimed to equip participants with professional knowledge including artificial intelligence and Web3.0.



Team of 2nd Runner-up



Brainstorming with keen discussion at Cyberport GBA YEP 2024

Store Operation practices

25 January 2024

To provide an opportunity for all students to apply their learned knowledge in real-business scenarios, the final year students of the HD in Retail Innovation and Management have launched their store operation exercise since 25 January. This exercise requires students to operate their own store, both online and offline, during their final semester. They will gain hands-on experience in various aspects including product sourcing, marketing, warehousing, management, and data analytics. This exercise allows students to apply the knowledge acquired from the programme and gain valuable business operation experience.



Student Performance and Achievement recognized by Industrial Partner

7 February 2024



Seven HD in Real Estate and Property Management students gained valuable workplace experience through the Internship Programme provided by Hong Yip Service Co. Ltd. Among them, Ms WU Ka Ling, was recommended by her workplace trainer and successfully received the Hong Yip Young Elite Internship Scholarship.

Striving Toward a Dream of Being a Lawyer

Sunmi Gao is currently studying for the HD in Business and Legal Studies at IVE (ST) and has received conditional offer for the Bachelor of Laws degree from the School of Law of City University of Hong Kong. Sunmi is now working hard to prepare for the exam and hopes to become a law student in September 2024. She wishes to work as a litigation lawyer in the future.





Ten students from HD in Business with E-Commerce participated in the student exchange activities with students from Shenzhen Polytechnic University (SZPU) as part of "The Ten Thousand People's Scheme"(萬人計劃) on 11-15 January 2024. Through various seminars, visits and exchange activities, the students became acquainted with contemporary development in e-commerce aspects, the economic and cultural development and career opportunities in Shenzhen. They had the opportunity to visit iconic destinations, including the Cianhai Shenzhen Hong Kong Youth Innovation and Entrepreneur Hub, Jin Dong Shenzhen Headquarter, and the Museum of Contemporary Art & Planning Exhibition.

Community Activity

ACCA Community Day 2024

14 January 2024

The ACCA Community Day 2024 was held on 14 January 2024 (Sunday), providing a day of great fun with profound meaning for all age groups. The highlight of the event was the traditional rickshaw races, which were well-loved by the general public and business community. Over 20 accountancy students from IVE(HW) supported this fundraising event, which aimed to benefit three meaningful projects.



Letter of Appreciation to IVE(HW) student helper



Student serving as time-keeper 1



Student serving as time-keeper 2

Students Empower Public in Solid Waste Handling and Charging Education

February to March 2024



More than 45 HD in Real Estate and Property Management visited nearly thirty housing estates managed by the Hong Kong Housing Society (HKHS) to educate residents on food waste handling as well as the fundamental principle behind Municipal Solid Waste (MSW) charging. They took the opportunity to engage with the residents and raise awareness about MSW charging through mini card games.

Expert Sharing: Leases for land in the New Territories

12 December 2023



Year 2 students of HD in Real Estate and Property Management were given a priceless opportunity to learn the land administration especially for New Territories Land.

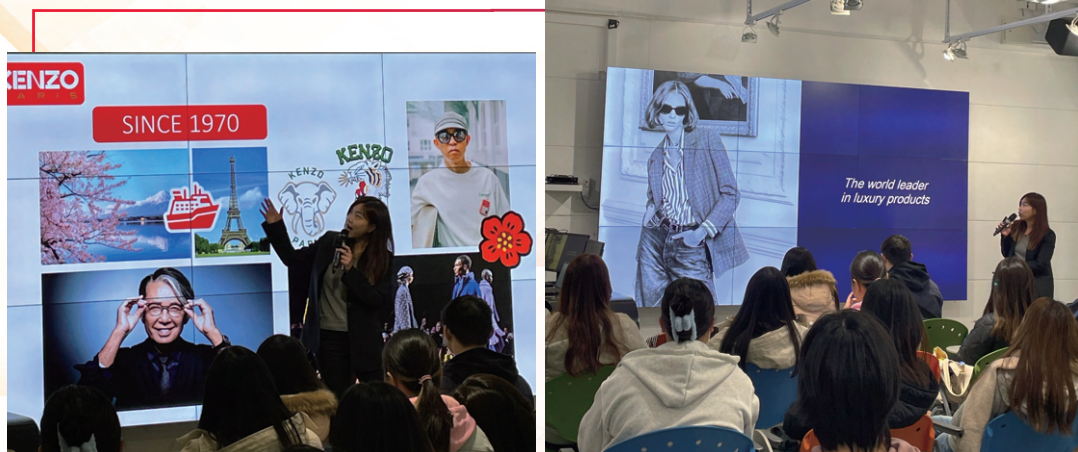
Mr. Franklin Au, one of VTC Real Estate Service Training Board members, was invited as a guest speaker to deliver the talk to our students.

During the talk, Mr. Au not only shared his knowledge on Hong Kong's history but also the common lease conditions applied to New Territories Lands. Through his sharing, students received a comprehensive explanation of land administration matters.

Brand Concepts Sharing of LVMH

25 January 2024

To familiarize students from the HD in Retail Innovation and Management with retail branding strategies and talent development, the Human Resources Manager and Talent Acquisition Manager from LVMH were invited to conduct professional talks for the students on 25 January 2024. They shared the brand concepts and development of their brand portfolios within the group with all the students.



YEUNG Kin-man Youth Industrial Incubation Programme

29 January 2024



The Professional Validation Council of Hong Kong Industries (PVCHK) has partnered with the Vocational Training Council (VTC) to launch the YEUNG Kin-man Youth Industrial Incubation Programme (楊建文青年工業發展培育計劃). The programme aims to familiarize HD students with industry developments and management operations. On 29 January 2024, eighteen Year 2 HD in Event Marketing and Digital Promotion (Kwun Tong) students participated a one-day field trip to Mainland China. They visited two enterprises including Biel Crystal Corporation and KaShui Group and met with management. During the visit, students gained insights into marketing strategies, corporate future development directions and explored potential career path in Mainland China. The students treasured the opportunity to broaden their horizon and gain practical experience through the field visit.

Guest Lecture: Strengthening Information Security and Data Self-protection

20 February 2024

On 20 February 2024, Mr. Eric Chan, the Founder of Fairy Atelier, and a renowned expert in cybersecurity, delivered a guest lecture on network security to our Year 2 students from HD in Human Resources and Talent Analytics (HRTA) at IVE(TY) campus. During the lecture, the students gained valuable insights into various network security principles, including fundamental concepts of information security, awareness of phishing scams and cyber-attacks, ensuring robust password security practices, and the importance of information privacy. The students found Mr. Chan's talk to be profoundly insightful and applicable to their studies and future careers, particularly in Human Resources Information System (HRIS) development.



School Networking

Inspires Secondary School Students in Real Estate and Property Management Field

27 January 2024

The "Project WeCan Career Exploration Day" was held at IVE(ST) on 27 January 2024. Teachers and student helpers from HD in Real Estate and Property Management organised taster activities for around 200 secondary school students. During the taster sessions, participants learned about the involvement of property management practitioners in environmental protection as well as sustainable development.



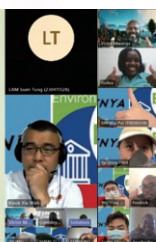
Professional Webinar

ESG Webinar of Kenya's ESG Contents and Sustainability in 2024

8 February 2024

Regulations

- ESG ideals are espoused in Kenyan legislation within the provisions of the Constitution of Kenya 2010
- With respect to environmental ideals, the right to a clean and healthy environment is set out as a fundamental human right in Article 42 of the Constitution
- Article 69 of the Constitution imposes an obligation on the Government of Kenya (GoK) to protect and conserve the environment.
- It further renders its guidance to land management in articles 60 and 66 by emphasising the principles promoting sustainable exploitation, utilisation, management and preservation of the environment.



Students from DFS (Business) attended a professional webinar "Kenya's ESG Contents and Sustainability in 2024" delivered by EarthLungs Reforestation Foundation on 8 February 2024. The objective of the webinar was to inspire young people to work and pursue their career in Kenya and the Mainland cities of the GBA. The guest speaker, Mr. Victor Mwanga, CEO of EarthLungs Reforestation Foundation, shared his perspective with students on the investment analysis and decisions with focuses on the analysis of environmental, social, and governance (ESG) factors. The webinar emphasized the critical role of managerial support and board involvement in creating value through ESG strategies. Students learned that proactive engagement by corporate boards can guide and shape ESG best practices and reinforce the concept of the ESG strategy.

Accountancy Webinar: Advancing ESG Integration: Navigating Complexities and Unlocking Value in Reporting & Implementation

29 February 2024

The webinar was jointly organised by the VTC Accountancy Training Board and IVE Business Discipline on 29 February 2024. Renowned speakers were invited including Mr Cyrus Cheung, Partner, Sustainability Services, PwC Hong Kong and Ms Catherine Chan, Head of ESG Coordination Office, Tencent Holdings Ltd. This timely ESG webinar equipped over 700 participants from accountancy industry with the latest insights to refine their strategy, examine key trends, shape regulations and learn from a new economy company's real-world experience driving ESG progress.



Moderator Mr. Morison CHAN (right) presenting a souvenir to speaker Mr. Cyrus Cheung (left).



Panel discussion

Accountancy Webinar: Paths to Success for Youngsters through the Accounting Profession

7 March 2024

The webinar was jointly organised by the VTC Accountancy Training Board and IVE Business Discipline on 7 March 2024 with the support of Association of Chartered Certified Accountants (ACCA) HK. Renowned speakers were invited including Ms. Kammi Choi, Business Relationships Manager, ACCA HK; Mr Parco Wu, Founder, PW CPA & Co.; Mr Paul Tai, Regional Director, Mainetti (HK) Ltd. and Ms Alice Wong, Group Chief Financial Officer, Hong Kong Television Network Limited. The webinar provided insights to around 300 secondary school students and IVE accountancy students different paths to success through the accounting profession. Speakers elaborated recent development of accountancy industry, shared success stories in commercial sector and industry establishment, explained requirements of various accounting professional bodies and tips to plan for professional qualifications.



Souvenir presentation to Association of Chartered Certified Accountants (ACCA) HK