

Generation

香 HONG KONG 港

2024 ANNUAL REPORT

年度報告





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Generation

香 HONG KONG 港

Our Vision, Mission, and Values

願景、使命和核心價值

Vision

A meaningful career and sustained well-being for every person, anywhere in the world.

願景

每一個人 anywhere 都能擁有充滿意義的職涯和理想的生活。

Mission

We transform education-to-employment systems to prepare, place and support people into life-changing careers that would otherwise be inaccessible.

使命

改善並促進教育到就業間的銜接及多元機會，為因各種原因而缺少機遇去建立理想職涯的人，提供培訓、就業和支援服務。

Our Values

我們的核心價值



Go further, together
共同成就更好



Solve problems that matter
解決至關重要的問題



Better our best
全力以赴 精益求精



Empower and support
支持與賦能



Here to serve
為大家服務



Be open and transparent
秉持開放和透明的態度



Our Methodology

Our profession-specific training is designed on a deep understanding of what is needed for education-to-employment success. Instead of focusing solely on technical skills, our training model is a holistic, evidenced-based intervention that creates economic mobility for underserved individuals through employment outcomes. Every step, from employer engagement in curriculum development to ongoing mentorship and placement support, is shaped by data and continuous feedback from learners, instructors, mentors, and partners.

我們的課程編制框架

憑藉 Generation 對教育與就業成功接軌的豐富經驗和專業知識，我們設計了一套以職業為本的獨有培框架。與只著重技術技能的傳統培訓不同，我們的培訓是一套全面且具實證的介入模式，旨在透過就業成果為有就業需求的人士提升經濟能力和創造向上流動的機會。從邀請僱主參與課程設計階段、到導師和職涯輔導的持續支援、再到就業配對服務，每個階段均以相關數據和來自學員、導師、職涯輔導員及合作夥伴的持續洞察和建議為依歸。



Message from Our Chairman

主席的話



Joe Ngai 倪以理

Chairman of Board | Generation Hong Kong
Generation 香港董事會主席

The job market is evolving, with macroeconomic pressures and shifting workforce expectations reshaping traditional career paths. The rise of hybrid work models, digital transformation, and the integration of AI is changing how we work and the nature of our professional lives. This presents an opportunity for us to adapt and redefine success in the modern workforce.

AI is a significant development, and while its full impact is still being assessed, the investments and interest are clear. Companies around the world are actively discussing and implementing AI solutions. In just six months, GenAI has evolved from 'bright interns' to experienced 'peers,' fundamentally redefining traditional career paths. The pace of change is fast, and the implications are significant.

The future of work will see humans and AI agents working side by side. The rapid advancement of technology and the evolving values of society are fundamentally transforming the future of work, particularly in Hong Kong. Career success is no longer defined by stability and seniority but by purpose, passion, and continuous growth. Emerging talent is increasingly pursuing non-linear career paths and innovative work models, presenting both challenges and strategic opportunities for employers and educators to rethink the talent development agenda, organizational culture, workforce planning, and skills training.

At Generation Hong Kong, we have been at the forefront of this transformation. Over the past six years, I have witnessed the power of effective cross-sector collaboration that fuels meaningful, sustainable change. We have bridged the education-to-employment gap, empowering individuals to embark on purposeful and meaningful career journeys. **Our 5-year strategy— Vision 2030, formulated at the end of 2024, outlines a solid blueprint for a future-ready talent ecosystem.** This strategic roadmap positions Generation Hong Kong as a catalyst for systemic transformation and a future-ready talent ecosystem.

No single institution can address these complex challenges alone. We are grateful to our funders, partners, and stakeholders for your continued support. Together, we have expanded our reach, piloted training for emerging job roles, and advanced economic mobility for thousands. Multi-sector partnerships are the foundation of sustainable system change, and your support has been crucial.

As we move forward, we invite you to join us in transforming the future of work in Hong Kong. Let's nurture the next generation of talent, unlock their full potential, and build a resilient, dynamic future for our city and its communities. Together, we can shape the job market, ensuring that Hong Kong remains a leader in innovation and opportunity. The future is a path that we must forge together, with purpose and determination. Are you ready to be part of this transformative journey?

就業市場正急速改變：宏觀經濟壓力與人才期望轉變，正重塑傳統職業路徑。加上混合工作模式、數碼轉型及人工智能，徹底改變我們的工作方式與職業本質。這些發展為我們帶來契機，讓我們重新定義人才和工作的成功標準。

人工智能無疑是一項重大突破，雖然其全面影響仍待審慎評估，但全球投資與關注已非常明確。短短六個月，生成式人工智能（GenAI）從「聰明實習生」進化成「資深同儕」，顛覆了傳統職業路徑。變化的速度之快、影響之深遠，令人矚目。

未來工作世界將見人類與 AI 智能代理並肩合作，而科技日新月異與社會價值觀的變化，正徹底改變工作形態，尤以香港為甚。事業成功的標準不再以穩定和資歷論英雄，而是由使命感、熱誠與持續成長定義。年輕人才追求多元非傳統職業路徑與創新工作模式，這對僱主與教育者既是挑戰，亦是機遇，促使持份者重新檢視人才培育、企業文化、勞動力規劃及技能培訓。

Generation 香港一直是這場轉變的先鋒。過去六年，我親睹跨界合作的力量，推動有意義且可持續的變革。我們成功建立了教育至就業的橋樑，賦能人才發展有意義的職業之旅。我們於 2024 年底制定了五年發展策略《2030 年願景》，為建立未來人才生態系統訂立發展藍圖，將 Generation 香港定位為生態系統轉型的關鍵催化劑。

沒有機構能孤軍作戰應對這些複雜挑戰。我們衷心感謝捐助機構、策略夥伴及持份者的持續信任和支持。承蒙各位，我們得以擴大服務範圍、試行新興職位培訓項目、並為數千人提升經濟流動力。跨界別合作是實現系統性改變的基石，你們的支持至關重要。

展望未來，我們誠邀各位攜手共同建立香港未來人才生態系統。讓我們培育新一代人才、發掘他們的無限潛能，為香港建立一個更具韌性和活力的社區，確保香港在創新與機遇的領先地位。你準備好加入我們，以堅定的決心共同推動香港未來人才發展嗎？

Message from Our CEO

行政總裁的話



Brian Cheng 鄭浩維

Chief Executive Officer | Generation Hong Kong
Generation 香港行政總裁

Looking back on 2024, Generation Hong Kong stands at a pivotal moment shaped by rapid technological change, shifting economic landscapes, and evolving talent expectations. This year, we proudly surpassed 1,000 alumni—a significant milestone reflecting six years of dedicated work bridging the education-to-employment skills gap. Our path forward is clear: to remain a pioneering innovator and trusted convener driving systemic transformation within Hong Kong's talent ecosystem.

Over the past year, we have deepened our impact through proven skills-based bootcamps while introducing new initiatives to address talent mismatches in the evolving world of work. We have expanded our influence by engaging funders, businesses, education institutions, NGOs, and thought leaders to co-create career pathways that foster long-term economic mobility. Acting as a catalyst for change, we have launched a subsidized internship program in the tech and fashion sectors, providing critical first-job opportunities for youth. To serve our growing alumni community, we established the Alumni Council and strengthened engagement through career development, financial wellness, and mental health initiatives. Leveraging our insights, we published a whitepaper—*Navigating the Education to Employment Journey in the Future of Work*—offering actionable recommendations for stakeholders and reinforcing dialogue on building a future-ready workforce.

Building on this strong foundation, we are **accelerating our vision for 2030 and beyond**, guided by major socio-economic trends including technological advancement, ESG and green economy growth, an aging population, and Greater Bay Area development. Our strategic focus centers on three pillars:

1. Driving system-shaping “train and place” models.
2. Empowering career exploration and advancement for job seekers.
3. Leading thought leadership and advocacy for a future-ready talent ecosystem.

Our efforts will be powered by data-driven insights, technology-enabled operations, and innovative funding models to sustain and scale our impact—ultimately helping shape Hong Kong's future-ready workforce.

As we enter this next chapter of Generation Vision 2030, we look forward to deepening collaboration with funders, employer partners, education institutions, NGOs, and other

stakeholders. We are deeply grateful for your trust and partnership.

To our dedicated team—thank you for your creativity, passion, and unwavering commitment. Together, we will continue empowering Hong Kong's next generation of talent to thrive in an ever-evolving world.

回顧 2024 年的工作成果，Generation 香港正站在瞬息萬變的關鍵時刻：科技日新月異、經濟加速轉型、人才期望不斷變化。我們欣然迎來超過 1,000 位畢業生的里程碑，這標誌我們六年來致力縮窄教育與就業技能缺口的成果。展望未來，我們的目標更加明確：繼續擔當創新先驅和值得信賴的連繫人，推動香港人才生態轉型。

去年，我們透過行之有效、以技能為本的職前培訓課程支援人才，同時推出新項目，以應對未來工作世界人才錯配問題。我們的影響力持續擴大，透過連繫捐助機構、商界、教育機構、非牟利組織及思想領袖，共同建立促進長遠經濟流動力的職業發展路向。作為推動改變的先鋒，我們在科技及時裝行業推出資助實習計劃，為青年提供寶貴的首份工作機會。我們又成立了「Generation 香港舊生會」，進一步加強連繫舊生並提供職涯及人生發展的支援。此外，根據我們多年的經驗和洞察，我們發表了《*Navigating the Education to Employment Journey in the Future of Work*》白皮書，為各界持份者提出具體建議，攜手共建未來人才生態系統。

憑著穩固基礎，我們全力推進未來五年的發展藍圖——《2030 年願景》。面對科技、ESG 及綠色經濟發展、人口老化及大灣區發展等主要經濟趨勢，我們的策略有三大核心：

1. 加強推動生態系統發展的「培訓及就業」模式；
2. 賦能人才探索多元職涯；
3. 引領思想領袖和倡議，共建未來人才生態系統。

我們將以數據洞察、科技及創新資金模式為槓桿，積極推動香港人才發展。

我們衷心感謝捐助機構、僱主夥伴、教育、非牟利組織及各持份者一直以來的信任與支持。邁向《2030 年願景》的新里程，我們期待與各方更緊密合作，共建香港的未來人才生態系統。

最後，感謝我們充滿熱誠、創意和堅毅的團隊。讓我們繼續攜手前行，賦能新一代香港人才，在變化莫測的世界活出自我，發光發亮。

Our Story 我們的故事

Generation's story began with a pressing question: why does youth unemployment persist even as many industries face talent shortages? Dr. Mona Mourshed, then head of McKinsey & Company's global education practice, led a comprehensive study examining the roots of this global challenge and potential solutions, which inspired the creation of Generation, a nonprofit dedicated to training and placing youth and mid-career learners into transformative careers.

Since 2014, Generation has reimagined the education-to-employment pathway, empowering over 125,000* youth and mid-career shifters into life-changing careers across 17 countries worldwide.

In 2018, a Generation study in Hong Kong revealed the deep-rooted societal norm that higher education is the sole route to success. Believing that degrees alone don't guarantee job readiness, especially amid evolving job market demands, Generation Hong Kong was founded to prepare, place and support workers of all ages to gain skills essential to today's workforce.

Generation Hong Kong's training programs for fast-growing sectors, including technology, eldercare and customer service, integrate a unique intervention model to address talent shortage and mismatch. We work closely with funders, employer partners, educators, and other non-profit organisations to deliver train-and-place programs and other innovative career and life development initiatives that are attuned to the needs of the Hong Kong job market.

As Generation Hong Kong approaches its seventh anniversary, we remain committed to shifting perceptions of success, creating real business value for employers and lasting career impact for program participants. We also aim to deepen collaborations with partners to grow Hong Kong's talent and drive long-term, systemic change for the local talent ecosystem.

Generation 的故事始於一個重要的問題：為什麼全球多個行業一直面臨人才短缺，但仍有為數不少的青少年失業？為找尋問題的根本原因及解決方案，時任麥肯錫顧問公司教育業務主管的 Dr. Mona Mourshed 帶領團隊就這個嚴峻的環球危機作出深入研究。研究結果促成 Generation 這個非牟利機構的成立，旨在培訓及支持青年與處於事業中期的人士建立可改變一生的職業。

自 2014 創立以來，Generation 致力促進教育與就業制度接軌，已在全球 17 個國家惠及逾 125,000* 名青年及事業中期轉型者。

2018 年，Generation 在香港的研究發現，社會存在根深柢固的觀念，認為接受高等教育是成功的唯一途徑。我們相信，擁有學歷並非適應職場和就業能力的唯一標準，尤其現今工作性質及就業市場急速變化。因此，Generation 香港應運而生，支持不同背景和年齡層的人才掌握職場所需技能，為就業作好準備以應對市場需求。

Generation 香港的培訓課程涵蓋創新科技、長者護理和客戶服務三個人才需求殷切的行業。我們一直與來自不同界別的夥伴緊密合作，包括捐助機構、僱主、學術機構、非牟利機構等，共同為香港提供一條龍的培訓課程和創新的職涯發展項目，以滿足勞動市場需求。

隨著 Generation 香港邁向七週年，我們將繼續致力改變大眾對成功的看法，不但為僱主創造真正的商業價值，同時為學員建立長遠而有意義的職業生涯。我們亦期望與夥伴加強合作，培育更具競爭力的香港人才，推動人才生態系統長遠、系統性的改變。

Our 2018 Study: Talent Mismatch - Challenges Faced by Young People and Employers in Hong Kong

我們2018年的研究：年輕求職者和僱主正面對的人才錯配挑戰



When Generation first started in Hong Kong, the overall unemployment rate had fallen to a 20-year low of under 3 percent, yet the youth unemployment rate remained around 8 percent, driven by several structural factors.

Generation 香港於 2018 年進行的研究發現，本港整體失業率雖然已降至不足 3%，為二十年來新低，但青年失業率仍徘徊約 8%，背後主要反映以下結構性因素。

01 Traditional Education System 傳統教育制度

Like many markets, Hong Kong's traditional education system does not adequately prepare young people with the practical skills employers need.

本港與其他地區一樣，傳統教育模式未能充分裝備年輕人，以回應僱主對實用技能的需求。

02 Technological advancement and disruption 科技迅速發展帶來衝擊

The traditional education system lacks the agility to respond to rapid technological change, economic shifts, and demographic trends that are reshaping employment opportunities.

面對科技急速發展、經濟轉型及人口結構改變，傳統教育制度欠缺足夠靈活性，難以及時調整，導致人才培育與職場需求出現錯配。

03 Cultural Norms 社會風氣

There is very little in the way of a safety net for young people who fall out of the traditional education system, a challenge compounded by cultural norms that place a high premium on academic qualifications and overemphasis on academic excellence.

在「重學歷、重成績」的社會氛圍下，部分年輕人未能適應傳統教育及升學制度，於未完成大學學歷便投身職場時，往往缺乏足夠支援與後備出路，因而面對就業困難及前路迷惘。

Our Integrated Approach for Talent Transformation and System Change 我們全面整合的人才發展及系統變革策略

At Generation, we believe in the transformative power of employment. It takes a collaborative effort from various stakeholders in the education-to-employment space to assist job aspirants—ranging from young people to mid-career individuals—in adapting to the ever-evolving work landscape.

Generation 相信就業具有改變人生的力量。要支持青年至中年人士等不同階段的求職者，適應不斷演變的職場環境，教育與就業生態系統的持份者必須攜手合作，共創未來。

Localized “Train & Place” Model for Future-Proof Career Pathways 本地化「培訓與就業配對」模式 打造具未來競爭力的事業出路

We deliver proven “train and place” bootcamp programs in high-growth professions (customer service, tech and healthcare), demonstrating measurable impact in breadth, depth and durability.

我們在高增長、急速發展行業（客戶服務、科技及護理）提供行之有效的「培訓與就業配對」訓練營課程，在廣度、深度及持續性方面展現具體而可衡量的成效。

- Subsidized Internship for Placement
- “Place and Train” Traineeship Model
- Scaling our model through institutional partnerships and licensing to move from a “Delivered by” to a “Powered by” model

- 資助實習促進就業配對
- 「先就業後培訓」見習計劃模式
- 透過與機構建立策略合作夥伴關係，循序漸進地將「Delivered by」發展為「Powered by」的營運模式

System-Shaping Innovations Beyond Bootcamp 培訓課程以外的系統性創新項目

We partner with employers and education institutions to redefine talent and transform hiring practices and workplace cultures.

我們與僱主及教育機構緊密合作，重新定義人才標準，並推動招聘流程和職場文化的轉型。

- **The Employment Space:** “Employer Conditioning” workplace ecosystem program; employer collaborations to cultivate talent-centric cultures
- **The Education Space:** Co-creating curricula and bringing latest business insights and network to schools and the community

- 就業領域：「企業文化轉型」諮詢項目，協助檢視、建立及提升企業文化，例如：塑造以人才為本的工作環境，從而促進人才發展
- 教育領域：共同設計課程，並把最新的商界趨勢及網絡帶入學校和社區

Thought Leadership & Advocacy 思想領導與倡議

Using evidence from our direct work, we publish insights and advocate through media and speaking platforms to shift employer practices and policies toward future-ready talent ecosystems.

我們將與僱主、求職者合作的工作實證為基礎，透過傳媒和演講等媒介發佈分析、洞察和建議，提出相關政策，促進行業共建未來人才生態。

- **Insights & Impact:** publishing white papers and engaging in publicity
- **Influence & Engagement:** participating in and organizing thought leadership platforms

- 行業洞察：發佈白皮書、市場分析和洞見
- 倡議：主辦及參與思想領導活動，促進行業持份者之間的交流和合作

Our Beneficiaries 受惠社群



Lower Educational Attainment

教育程度較低人士

Highly motivated, unemployed or underemployed, with no/little higher education

積極向上、但目前失業或就業不足，且缺乏高等教育背景。

Displaced Worker

失業轉職人士

Highly motivated to secure employment after being recently laid off, has transferable skills but needs to shift sector/function to attain an in-demand job

遭遇裁員，但是積極尋找工作、而且具可轉移技能的人士，需要轉投市場需求大的行業或職位。

Skills/Demand Disconnect

技能與市場需求不符人士

Has some post-secondary education but degree does not match skills/roles in demand

具備專上教育學歷，但學位與市場所需技能及職位不符。

Rejoining Caretaker

重返職場的照顧者

Returning to the workforce after a long hiatus, likely due to caregiving responsibilities - may need skills refresh or a start in a new industry

長期因照顧責任離職後重返職場，可能需要技能更新或轉投新行業。

Neurodivergent / Special Needs

神經多樣性 / 特殊需要人士

Faced challenges in traditional education and employment systems, but has the motivation and potential to excel if provided the right learning environment and on-the-job support

在傳統教育與就業系統中遇挑戰、但具備動力和潛力。透過提供適當學習環境與在職支持，他們即可發揮潛能。

Our Impact 2024年度工作成果

At Generation Hong Kong, we are committed to empowering learners to find their own pathways and go further through diverse initiatives. This section highlights the key milestones and outcomes we achieved in 2024 with our partners.

Generation 香港透過多元項目，致力賦能學員邁向屬於自己的職涯，活出自我。以下是我們與合作夥伴於2024年共同實現的里程碑與成果。

1,124 

Graduates
名畢業學員 (2018 - 2024)

86% 

of graduates attain a job within 180 days
學員於180日內成功就業

88% 

of graduates retain their job within 180 days
學員於180日內仍維持就業

2.52x 

income impact
平均收入增長

700+ 

employer partners
超過700名合作僱主

First collaboration between Apollo Opportunity Foundation (AOF) and Generation to Empower First-Time-Job-Seekers to Launch Sustainable Tech Careers through Training, Internships, and Alumni Support

AOF 與 Generation 首個合作計劃
培訓首次求職的大學生、資助他們投身科技事業並建立更緊密舊生社群

APOLLO
 OPPORTUNITY
 FOUNDATION



Over the years, we have seen that first-time job seekers often face challenges in meeting employers' expectations. These include difficulties applying skills effectively, overcoming low confidence, and navigating uncertain career paths.

Our collaboration with Apollo Opportunity Foundation (AOF) empowers early-career individuals with limited work experience and technical backgrounds. By combining targeted skills training with subsidized internships, this train-and-place model helps university graduates transition smoothly into technology careers.

Additionally, this partnership strengthens alumni engagement by providing ongoing support, mentorship, and resources. Together, we foster a vibrant community of over 1,000 alumni committed to long-term professional success.

Although a pilot program, its success is driven by AOF's global support and an employee-led approach. Apollo Global Management Hong Kong's dedicated team guides the project, with employees volunteering as career coaches, leading "lunch and learn" sessions, and sharing insights to support learners and our team.

多年來，我們發現首次求職的大學生常面對多項挑戰，包括如何有效應用知識和技能、自信心不足，以及對職涯發展前路感到迷惘。

Generation 香港與 Apollo Opportunity Foundation (AOF) 的合作，針對這一群首次求職的大學畢業生，旨在全面地支援缺乏工作經驗及技術背景的青年加入科技行業。我們透過有系統的技能 and 心態培訓、就業配對及僱主津貼的實習機會，為業界注入人才新動力之餘，更銳意支援首次就業青年專職到數據工程或數據分析行業。

此外，是次計劃協助我們建立強大的舊生社群，動用資源更有效地為舊生提供持續的支持、就業指導和行業知識等資源，攜手業界共同協助超過 1,000 名舊生社群互相成長，實踐長遠的事業發展目標。

全賴 AOF 的捐助及以員工為主導的合作模式，令先導計劃首次推行便獲得成功。Apollo Global Management 香港的專責團隊積極推動計劃的策略和實踐，親自擔任職涯導師、主持「Lunch & Learn」講座，並分享寶貴職涯經驗予學員及 Generation 香港團隊。

Launching the First Junior Data Engineer Training Program for a New Beneficiary Segment - the First-Time-Job-Seekers
 為首次求職者而設的數據工程師培訓計劃



Recognizing university graduates' unique needs transitioning into the workforce, we reached a new group—first-time job seekers. Our program empowers underserved youth with comprehensive support, including technical and soft skills training for Junior Data Engineer roles. The targeted 13-week skills training and mentorship enhance learners' employability by helping them overcome employment barriers.

鑑於大學畢業生從校園更順利過渡至職場的需要，我們擴展了新的服務社群，為首次求職的大學生提供培訓和就業計劃。計劃旨在為他們在為期 13 週的課程中掌握成為初級數據工程師所需的知識、軟技能和職涯輔導，全面地提升就業能力，並幫助他們克服就業困難。

Delivering Subsidized Internship Opportunities to Support Learners' Transition to Tech Career
 提供實習津貼
 推動學員就業



We launched our first subsidized internship program for bootcamp graduates, easing their transition to sustainable employment. This program enhances practical job-search skills such as CV writing and interview preparation while encouraging employers to embrace diverse talent, including graduates with limited technical qualifications and experience.

我們首度推出專為大學畢業生而設的實習津貼計劃，以協助他們順利轉型至穩定就業。計劃不但提升年輕人撰寫履歷、準備面試等實際求職技巧，同時，透過為僱主提供津貼，我們鼓勵他們聘用雖然技術和工作經驗尚淺，卻充滿熱誠的職場新鮮人投身科技行業。

Building an Alumni Community to Create Durable Impact

建立舊生社群
 持續支持長遠職涯及人生發展



To achieve lasting impact — sustained employment, income growth, and well-being — we developed a long-term alumni strategy serving underserved youth and mid-career job seekers. This strategy focuses on strengthening financial health, supporting career advancement, enhancing mental well-being, and deepening engagement within Generation's community to help graduates thrive beyond initial job placements.

我們非常重視學員畢業後的長遠發展。今年，我們在 AOF 支持下，成立了包括青年和中年轉職者的舊生社群，更具策略地為他們長遠職涯發展提供持續支援。這個策略針對四大範疇：穩定事業、財務健康、身心穩健發展，及積極參與 Generation 社群，確保舊生在首份工作以外，亦能不斷成長。

Enhance Youth's Career & Life Development through Business-to-School Engagement

以「商校協作」模式 提升青少年的生涯發展



Funded and created by The Hong Kong Jockey Club Charities Trust, CLAP@JC was launched in 2015 which aims to support a paradigm shift of career and life development practice across education, community youth services, and the workplace to smoothen the school-to-work transition. In 2024, our focus centered on strengthening the business-to-school agile model, while further enhancing both business-to-school and school-to-community engagement to create sustainable, future-ready pathways for young people.

「賽馬會鼓掌·創你程計劃」由香港賽馬會慈善信託基金於 2015 年捐助及策劃，致力推動教育、社福及商界三方合作，革新青少年的職涯及人生發展的介入模式和創新方案，支持他們順利由學校過渡到職場。2024 年，我們進一步深化學校、商界和社區三方更緊密合作，促進業界為青少年創造可持續且具備未來競爭力的職涯路徑和生態系統。

Business Meets Education: Enterprise Advisors Driving Career and Life Development in Schools

商界融入校園：
學校商界顧問推動生涯發展



Through the School-Enterprise Advisor (EA) Agile Model, business professionals worked directly with schools to co-design and strengthen Career and Life Development (CLD). Moving beyond one-to-one matching, EAs engaged not only students but also teachers and school leaders, bringing real industry insights into education. By bridging the knowledge gap between schooling and employment, EAs helped schools better prepare young people for the future world of work. At the same time, EAs gained fresh perspectives from educators and youth, deepening their understanding of future talent needs.

在「學校商界顧問—學校敏捷模式」下，我們邀請來自不同行業的專業人士自願擔任學校商界顧問 (Enterprise Advisors, EAs)，與學校合作共同設計及加強生涯發展。此模式不再局限於一對一配對，而更具彈性及更具影響力的方式，深入連繫學校。這讓學校商界顧問不單只與學生交流，亦能與教師及學校管理層合作制定生涯發展策略，更有效地幫助學生了解行業趨勢、僱主期望及未來職場所需技能。

無論是「真人圖書館」、職業分享或技能工作坊，這些活動均展示了學校與商界如何共同創造有意義的學習體驗。這不但啟發學生的志向，亦影響學校的生涯教育規劃。

From Classrooms to Careers: Corporate Engagement in Career and Life Development as a Win-Win Pathway

走進校園·連結職場
企業參與生涯發展的雙贏之路



Strategic partnerships with corporates like HSBC and Ocean Park advanced CLD by connecting schools and the workforce in meaningful ways. HSBC hosted immersive visits for secondary school students, where leaders like Marina Tong (COO) and James Gleeson (Regional Chief Procurement Officer) introduced the VASK (Values, Attitudes, Skills and Knowledge) framework to broaden career horizons. Meanwhile, Ocean Park's Human Library for teachers and Employee Empowerment Workshop fostered intergenerational dialogue, enhancing talent pipelines for businesses.

透過與企業夥伴的策略合作，我們積極推動生涯發展教育 (Career and Life Development, CLD)，連繫學校與職場，創造有意義的學習體驗。我們與滙豐合作，為兩間中學的學生舉辦沉浸式企業參觀，親身認識銀行業內多元化職業發展路徑。滙豐香港區首席營運總監湯穎欣及亞太區首席採購總監 James Gleeson，分享了「價值觀、態度、技能及知識」(VASK) 框架，在培育具備未來競爭力人才中的關鍵角色，為學生打開更廣闊的職涯視野，同時深化企業與學校之間的連繫。此外，我們與海洋公園亦開創先河，透過「真人圖書館」及員工賦能工作坊，促進跨部門及跨世代交流，協助教育界與企業更深入理解新一代的人才特質與發展需要，展示企業在共建可持續人才生態中的積極角色。

From Aspiration to Employment: Reskilling Youth for New Career Pathways

從志向走向就業：
透過技能培訓連結青年與新興產業



Pre-employment bootcamps in Digital Marketing, Frontend Web Developer, and Junior Data Engineer equip diverse youth with industry skills, coaching, and employer projects. Graduates like Sam Li and Wing Lee transitioned from retail and education into digital roles, gaining confidence for new sectors. Through the program, employers received job-ready talent with adaptability and strong mindsets, meeting business needs effectively.

我們的職前培訓計劃致力把青年對未來的職涯志向，轉化為可行的就業機會。透過聚焦行業需要的密集式訓練營，包括數碼及社交網絡營銷、前端網頁開發及初級數據工程師等範疇，為來自不同教育及工作背景的青年提供實務導向的技能培訓、就業能力訓練及貼近職場的項目實踐。學員如 Sam Li 及 Wing Lee，成功由零售、影視製作及幼兒教育等領域轉型投身數碼營銷行業，充分展現有系統的技能培訓如何為青年開拓嶄新的職涯。對僱主而言，這些培訓計劃提供具備實戰能力、學習敏捷度高、並能迅速適應職場的人才，為企業建立穩健而具前瞻性的人才管道。

Building Bridges to Unlock SEN Potential and Create Multiple Career Pathways

建立橋樑 以培育有特殊教育需要青年 (SEN 青年)
潛能、啟發多元出路



Under the Jockey Club Multiple Pathways Initiative, the Jockey Club CLAP-TECH Pathway: Star is an innovative education model that opens new possibilities for youth with special education needs (SEN) through pre-employment training and career and life development. It addresses market needs while narrowing the education-to-employment gap using Generation Hong Kong's effective program methodologies.



賽馬會多元出路計劃下的「賽馬會鼓掌 - 創新教育歷程：耀眼之星」，透過職前培訓結合職業及生涯發展，為有特殊教育需要 (SEN) 的青年開拓新視野。此計劃利用 Generation 香港行之有效的培訓理念和框架，緊貼市場需求，將教育與就業接軌，為 SEN 青年職涯發展建立多元化和穩健路徑。

Building Teacher Capacity in Career Life Development and Inclusive Employment Practices

為教師提供行業視野：特殊學校生涯發展及共融就業趨勢



In 2024, we strengthened teachers' capacity to support SEN students' career development through our Enterprise Advisor (EA) model, organizing company visits and inclusive hiring seminars for educators from 3 special schools. EAs brought teachers and school leaders into workplace environments, providing firsthand insights into industry expectations and inclusive employment practices. As a result, educators gained understanding of workplace adaptations, employer perspectives, and effective strategies for preparing SEN youth for sustainable employment.

2024 年，我們透過學校商界顧問模式，為三間特殊學校的教師及學校管理層舉辦企業參觀和共融招聘研討會，讓他們親身體驗業界期望和共融就業實踐。透過業界專才主持的工作坊，教師們深入認識職場調適安排、僱主想法，以及如何有效裝備 SEN 青年建立可持續的就業策略。

Optimizing Job Placement Services

提升就業配對服務



We optimized our job placement services by building bridges between employers, the Labour Department, and SEN talent through effective resource coordination. Acting as an aggregator, we leveraged resources from the Labour Department's Work Trial Scheme to create meaningful career opportunities. This initiative reduces barriers for employers and job seekers by providing partial allowance support. To date, four graduates have successfully gained employment through this scheme.

我們致力發揮資源整合和聯繫人的角色，例如透過勞工處的「工作試驗計劃」，成功連結 SEN 青年與僱主，並提升就業配對服務。試驗計劃的津貼支援為僱主提供誘因，試用 SEN 青年人才。我們藉此為 SEN 青年和僱主促成職位配對，不但為 SEN 青年創造長遠且具意義的事業，同時為僱主提供聘用 SEN 人才的培訓和服務。至今，我們已成功協助 4 位 SEN 青年畢業生獲得就業機會。

Cultivating an Empowering Career Ecosystem

賦能人才生態系統



One of our graduates, Sunny, a Robot Support Assistant, recently visited a network school with his employer Roy, an Enterprise Advisor. Together, they shared their experiences with educators and SEN youth, demonstrating how the project builds a robust ecosystem that connects employers, talent, and educators. Their partnership inspires more young people to pursue technology careers.

其中一位畢業生透過我們的就業配對，成為 Robocore 的機器人工作助理，並與其僱主 Roy (亦是本計劃的學校商界顧問) 一同到訪合作學校，向其他 SEN 青年分享就業經歷。這段經驗展現了計劃如何連繫僱主、人才及教育界，建立支持 SEN 青年的生態系統，並激勵更多 SEN 人才投身科技行業。

Nurturing Future Talents and Cultivating a Compassionate Workplace for Hong Kong's Eldercare Talent System

培育「慈悲同理」銀齡守護者 共建長者護理生態系統



Rooted in the core values of compassion, the Guardians of the Silver Age (GSA) programme was launched in 2020 in partnership with The D. H. Chen Foundation to address Hong Kong's urgent shortage of empathetic eldercare talent and safeguard the dignity of the rapidly growing elderly population.

The project has evolved over the years and seeks systemic transformation by embedding empathy and person-centred care into everyday caregiving and workplace practices across the sector. GSA began with frontline eldercare worker training, expanded into secondary schools to nurture compassion among youth, and progressed to systemic culture change within eldercare organizations.

This holistic approach ensures elders receive dignified, heartfelt care while fostering teamwork, job satisfaction, and belonging among caregivers and employers.

承傳「慈悲同理」的核心價值，Generation 香港與陳廷驊基金會於 2020 年共創「銀齡守護者」計劃，旨在解決香港人口老化的長者護理行業人才短缺問題，並守護長者社群的尊嚴和需要。

計劃經歷多年發展，繼續秉持推動行業轉型的願景，將「慈悲同理」和「以人為本」核心理念融入長者護理的日常工作和企業文化。計劃首先由培訓前線護理員起步，其後將核心價值帶入中學，以培育青年同理心，再將之延伸到長者護理行業機構文化的改變，從而推動整個生態系統的發展。

這個全面的策略既能確保長者獲得應有的尊重和同理照顧，同時提升護理團隊的合作精神、工作成就感及歸屬感，進一步促進長者護理行業建立以「慈悲同理」為本的價值和職場文化。

Expanded Aging Education

擴展長者護理教育
啟發年輕一代



In 2024, GSA's School Program reached more students with compassion-driven training and experiential learning, raising awareness and inspiring interest in eldercare careers. Over 26 weeks, students engaged in cross-generational activities, gained hands-on silver-age sector experience, and developed empathy and practical skills to contribute to Hong Kong's compassionate eldercare ecosystem.

2024 年，「銀齡守護者」學校計劃深入校園，透過以同理心為核心的培訓和體驗，提升年輕人對長者護理的關注和啟發他們投身長者服務的興趣。在為期 26 週的學習旅程中，學生參與跨世代互動及服務體驗，從實踐中培養同理心與照顧長者的技能，協助香港建立「慈悲同理」的長者護理生態系統。

Piloted Cultural Change in the Industry

企業轉型先導計劃
攜手建立「慈悲同理」
職場價值



Partnering with a day care service unit, GSA implemented its Change Framework to cultivate empathetic talent and embed elder-centered care into daily operations. Through strong leadership commitment and staff engagement, the pilot shifted mindsets, values, and daily practices. This nurtured a workplace culture rooted in compassion and dignity, enhancing team collaboration and job satisfaction. Such employer-driven cultural transformation is essential for sustaining compassionate values among employees, supporting long-term talent retention, and driving industry-wide adoption of dignified, empathetic eldercare as the norm.

先導計劃與一間日間護理中心合作，運用「變革框架」(Change Framework)，培育具同理心的人才，並以「長者為本」理念融入日常營運中。憑著領導團隊的堅定承諾和前線員工的積極參與，先導計劃成功推動中心團隊思維、價值觀及日常營運的改變，塑造了以「慈悲同理」、尊重為核心價值的企業文化，促進團隊合作與工作成就感。這些由僱主主導的改變，是推動長遠行業轉型的重要基石，為業界更廣泛地採納「慈悲同理」、讓長者有尊嚴地安老的護理模式奠定重要基礎。

Celebrated Collective Success and Charted the Future

凝聚成果 共建未來願景



The GSA Summit brought together over 130 stakeholders—including industry leaders, educators, frontline workers, and partners—to celebrate the program's achievements and envision the future of compassionate eldercare. Attendees shared success stories, supported by independent research confirming positive shifts in mindset and care quality. At the Summit's close, we launched GSA 2.0 to deepen compassionate values, expand community engagement, and nurture a sustainable ecosystem where everyone is a Guardian of the Silver Age. For more, please see the Thought-Leadership & Speakership section.

「銀齡守護者：以慈悲同理迎向高齡化社會」高峰會（「高峰會」）匯聚超過 130 位持份者——包括行業領袖、教育界、前線工作者及合作夥伴——共同慶祝計劃發展成果，並深入探討「慈悲同理」長者護理的未來願景。與會者分享成功經驗，並以獨立研究結果為依據，見證心態、思維和服務質素正面提升。同時，「銀齡守護者 2.0」正式啟動，進一步在社區培育「慈悲同理」價值觀，實現「人人都是銀齡守護者」的願景，推動長者護理業界可持續的發展。有關高峰會詳情，請參閱「思想領導和演講」。

Strength-Based Talent Development in People-Centric Sectors: A Pilot Traineeship Model for Sustainable Industry Growth

以「強項為本」的人才培育先導計劃
推動以人為本行業的可持續發展

JC PROcruit C
賽馬會專業創未來計劃



Launched by The Hong Kong Jockey Club Charities Trust during the 2020 pandemic, JC PROcruit C cultivates caring, motivated talent for people-centric industries using a strength-based traineeship model and the VASK framework (Values, Attitudes, Skills, Knowledge). The program connects first-time job seekers with emerging opportunities across business, arts & creative, healthcare, and technology sectors through integrated training, career coaching, and industry networks. At the same time, it provides employers with future-ready talent and supports sustainable industry growth.

In 2024, the project concluded on a high note, achieving notable milestones: broadening youth employment pathways, transforming employer recruitment perspectives, and promoting best practices for long-term industry adoption.

香港賽馬會慈善信託基金於 2020 年疫情期間推出「賽馬會專業創未來計劃」JC PROcruit C，透過「強項為本」的實習模式及 VASK 框架（價值觀 Values、態度 Attitudes、技巧 Skills、知識 Knowledge），培養具熱誠的人才投身以人為本的行業。針對文創、創科、商社及社健四大新興行業，見習計劃透過結合職前特備訓練營、在職持續培訓和職涯輔導 (Mentorship)、業界領袖分享和專業網絡，幫助來自不同學術背景的青年順利專職到以上行業，建立可持續及理想職涯。同時，計劃亦為僱主開拓接觸新世代人才的平台，推動行業長遠發展。

計劃於 2024 年圓滿結束並取得重要成果：

- (一) 畢業生獲得了專業技能、過渡到職場的軟技巧，以及工作機會；
- (二) 推動僱主在招聘人才上的思維轉變；
- (三) 累積人才招聘和培育方案經驗，為未來的人才發展奠下堅實基礎。

Career Opportunities for Nearly 1,000 first-time- job-seekers

為近千名首次求職者
開創事業新里程



JC PROcruit C created nearly 1,000 traineeships through partnerships with over 500 employers, opening career pathways for first-time job seekers. Using the VASK framework—Values, Attitudes, Skills, and Knowledge—the initiative developed 16 emerging roles across four socially driven sectors: Business, Creativity, Technology, and Healthcare for Good.

計劃與超過 500 名有心、有遠見的僱主合作，攜手開拓接近 1,000 個「文創」、「創科」、「商社」及「社健」領域中「以人為本」的嶄新見習職位。透過創新的 VASK 人才配對模式，建立了龐大的人才庫，以應付行業招聘需求。

Industry Adoption and Mindset Shift in Employer Hiring practice

行業採納人才新方案與
僱主招聘觀念轉變



Our work has focused on facilitating meaningful conversations among employers, youth, and youth supporters through strategic initiatives in collaboration with the HKIHRM, university's career centres, and project partners. This pilot has driven adoption of our traineeship model and sparked a mindset shift among employers across four people-centric sectors.

In Business for Good and Creativity for Good, employers broadened talent pools through strength-based matching, bringing fresh energy into their industries. In Healthcare for Good, comprehensive training enabled graduates without prior qualifications to excel in semi-professional roles, and Po Leung Kuk formalized the Health Coach Trainee position to bridge the career pathway. In Technology for Good, Cyberport embedded the model into university internship schemes, creating pathways for youth from diverse backgrounds to enter the tech industry.

我們透過與香港人力資源管理學會、大學就業中心及合作夥伴的策略性倡議，促進僱主、青年和青年支持者之間深度對話，行業採納人才新方案。

在「商社」及「文創」領域，僱主運用「強項為本」的配對策略，擴闊人才庫，為行業注入新活力。在「社健」領域，全面的培訓讓沒有相關資歷的畢業生能勝任半專業職位，保良局更將「見習健體導師」正式納入常設崗位，服務復康人士及長者。在「創科」領域，數碼港將實習模式納入與本地大學的合作計劃，為不同背景的青年開創投身科技界的機會。

Building Thought Leadership and Sharing Best Practices

建立思維領導及分享最佳方案



The program's insights serve as valuable resources for the sector in youth talent development. Through strategic media partnerships, JC PROcruit C has amplified its impact by trainees' stories across major media outlets, including South China Morning Post, Sing Tao Daily, Hong Kong Economic Times, Ming Pao Daily News and the Job Market.

The launch of its Resource Hub, featuring the comprehensive VASK Toolkit, has provided valuable tools for first-time-job-seekers, employers and educators.

The initiative's influence was further demonstrated through well-attended industry symposiums, including the project finale event at the Chinese University of Hong Kong that engaged over 100 professionals in discussion on broader model adoption of the traineeship model.

我們與南華早報、星島日報、經濟日報、明報及 Job Market 等主流媒體合作，分享更多實習生故事，提升影響力，同時為年輕人才提供更多參考資源。

我們推出的資源中心設有全面的 VASK 指南，為首次求職者、僱主及教育工作者提供實用資源。

我們亦透過多場業界研討會展現計劃的成果，當中包括在香港中文大學舉行的計劃總結活動，成功吸引逾 100 位專業人士參與，共同探討如何更廣泛地採納創新的實習模式。

Inspiring Next-Gen Fashion Talent: PVH Connects Youth with Industry Leaders, Internships, and Tech Hackathon

啟發下一代時裝界領袖：PVH 攜手年輕人及行業領袖、提供科技駭客松及實習機會



The partnership with PVH Foundation (PVH) empowered the next generation of talents in the fashion industry through three key initiatives. Alongside our career and life development (CLD) support, we organized taster workshops, provided subsidized internships for graduates to gain real-world experience and showcasing forward-looking career pathways in the fashion industry at the CLAP@JC x Generation Hackathon.



我們與 PVH Foundation 合作，透過三個策略啟發新世代時裝界未來人才。計劃除了提供職業及生涯發展支援外，亦舉辦體驗工作坊，為畢業生提供資助實習機會，幫助他們累積工作經驗。同時，我們在 CLAP@JC x Generation Hackathon 中，分享了時裝行業多元且具前瞻性的職業路徑。

Igniting Youth interest in Fashion Careers

啟發年輕人投身時裝行業



We hosted a company visit to Symmpix for fashion design students from Caritas St. Joseph Secondary School. The visit highlighted sustainable textiles and digital innovation, giving students the opportunity to explore eco-friendly fabric trends and discover how technology can enhance innovation while minimizing environmental impact. The visit not only deepened their passion for fashion but also strengthened their awareness of sustainable practices shaping the industry.

我們邀請明愛聖若瑟中學時裝設計科的學生參觀 Symmpix 企業。活動以紡織業的可持續發展與數碼創新為主題，讓學生探索環保布料的趨勢，並了解科技如何推動創新同時減少對環境的影響。這次活動不但培育他們對時裝界的熱誠，亦提升了他們對行業可持續發展的認識。

Providing Subsidized Internship Opportunities in Fashion

提供資助實習機會
裝備工作技能



We developed a subsidized internships program to offer graduates valuable hands-on experience in the fashion industry. A total of 13 graduates were placed in 6 fashion-related companies, undertaking two- to three-month internships in both full- and part-time roles.

These opportunities not only enhanced participants' skills and industry readiness but also lowered hiring barriers for employers, encouraging them to engage diverse talent and foster a more inclusive workforce within the fashion sector.

我們推行資助實習計劃，讓畢業生獲得寶貴的時裝界工作經驗。本計劃為 13 名畢業生與 6 間時裝相關企業，完成為期兩至三個月的全職或兼職實習。

這些實習機會除了提升學員的專業技能和就業能力，同時降低了僱主聘用多元人才的門檻，鼓勵不同學歷的人才加入時裝界，為行業建立更共融的人才發展策略和職場文化。

Fostering Future Fashion Talents at CLAP@JC x Generation Hackathon

「CLAP@JC x Generation Hackathon」培育未來的時裝界領袖人才



The PVH partnership supported the CLAP@JC x Generation Hackathon event by presenting an insightful session "Retail Tech in the AI Era", with a focus on the fashion industry. The session equipped 200+ young participants with knowledge and skills of AI-driven retail solutions, as well as highlighting exciting career pathways in fashion innovation, inspiring the next generation of fashion talents.

PVH 支持「CLAP@JC x Generation Hackathon」，舉辦「人工智能技術在零售科技中的應用」主題講座，聚焦時裝界未來趨勢。超過 200 名青少年參與學習人工智能驅動的零售解決方案知識和技能，並了解時裝行業各種多元化的就業路向，啟發新一代時裝專才。

Extended Employability Support for Learners and Alumni's Career Trajectory Leveraging Corporate Volunteerism

動員企業義工 加強學員及舊生職涯輔導支援



Our partnership with the PwC Foundation marks a significant milestone in strengthening the employability and industry knowledge of our learners and alumni through dedicated volunteer efforts from corporations and individuals. This collaboration provides a robust framework focused not only on immediate employability but also on nurturing long-term career growth, helping alumni explore new pathways or sharpen leadership skills as they advance.

Participants in these 10+ volunteering activities, totaling 284 learners and alumni from our community from our community, have greatly benefited from enhanced exposure, skills, and networks. This partnership continues to play a critical role in sustaining alumni career progression and enriching Hong Kong's talent ecosystem.



我們與 PwC Foundation 的合作，提供了一個全面完善的框架，既著眼於學員成功就業的短中期目標，亦致力培育長遠職業發展，幫助舊生探索嶄新職涯路徑，或隨着職業晉升進一步鍛鍊領導技能。這次合作鞏固了 Generation 香港企業及個人義工服務框架，從而加強我們為學員及舊生就業能力和行業知識支援。

在超過10項義工活動中，284名學員及舊生廣泛受惠，獲得更多職場體驗、技能提升及人脈網絡。此夥伴關係在支持舊生職業發展持續進步及豐富香港人才生態系統方面，發揮了舉足輕重的作用。

Scaling Up Volunteer Efforts through Corporate Volunteer Mentorship

匯聚企業力量
拓展青年職涯導師網絡



Through this partnership, we established a structured corporate volunteering program supporting learners and alumni throughout their career journeys. Mobilizing over 190 individual volunteers from 36 corporate partners, PwC professionals led mock interviews, career coaching, and mentorship sessions. Together, they contributed over 530+ volunteer hours, providing practical, confidence-building support that enhances learners' employability.

我們與 PwC Foundation 攜手建立企業義工計劃，全方位支持學員和舊生的職涯發展。此計劃動員了來自36間企業的190多位義工，透過模擬面試、職業指導及師友輔導等專業知識與實戰經驗，累計投入超過530小時的義工服務，提升學員和舊生的就業能力和信心。

Engaging Industry Experts in Employability Sessions

行業專家分享環節



We organized a series of company visits and employability sessions where industry experts shared workplace insights, sector trends, and real-world experiences with our learners. These sessions, involving global corporations and local SMEs, enriched learners' understanding of diverse career paths and equipped them with skills to navigate evolving industries. For many, this was their first exposure to an international workplace, providing practical knowledge and valuable networks to inspire their job search and career development.

我們組織了一系列企業參觀及就業指導環節，邀請行業專家分享職場見解、行業趨勢及實際工作經驗，令學員能深入了解多元職業發展方向，並掌握應對不斷變化行業的必備技能。對許多學員而言，這是首次接觸國際職場，帶來實用知識及寶貴人脈，啟發他們在求職及職涯發展上的信心與動力。

Building Bridges for Corporates and Future Talent

連結企業與未來人才



Positive feedback from corporate volunteers, learners, and alumni underscores the value of this corporate volunteering framework as a two-way experience benefiting both sides. One volunteer stated the well-planned event fostered in-depth conversations, exposing her to diversity and the specific needs of talent with special educational needs (SEN). Meanwhile, alumni praised the engaging setting for broadening their view of global company culture and industry knowledge, providing hands-on networking. Their insights and suggestions now shape our corporate volunteering strategy for next year, deepening career and life development impact for the underserved.

企業義工、學員及舊生對活動反應非常正面，突顯企業義工框架的雙向價值，為義工與受惠者帶來雙贏。一位義工表示，這次精心策劃的活動促進深入對話，讓她體驗職場多元化並了解有特殊教育需要 (SEN) 人才發展的需要。同時，舊生讚揚活動的互動氣氛，不但擴闊了對全球企業文化及行業知識的視野，更提供和商界建立人脈的機會。我們明年的企業義工策略採納了他們的經歷及建議，旨在加深對弱勢社群的職涯及人生發展影響。

Empowering Tomorrow's Workforce: Hong Kong Metropolitan University and Generation Collaborate to Boost Student Employability

賦能未來勞動力：
香港都會大學與Generation合作
提升學生信心與就業能力



In today's rapidly evolving job market, many fresh graduates lack essential employability skills such as crafting compelling CVs, excelling in interviews, and demonstrating professional behavior, leaving them underprepared for early career challenges.

To address this, Hong Kong Metropolitan University's School of Arts and Social Sciences, along with its Student Affairs Office, collaborated to develop a credit-bearing General Education Course, with Generation Hong Kong supporting both tutorial development and delivery for over 70 students. These tutorials provide undergraduates with practical career readiness skills and, real-world insights.

在變化急速的就業市場中，許多畢業生缺乏關鍵職場技能，例如撰寫具吸引力的履歷、應對面試，以及職場應有的專業態度和行為，令他們在職業生涯初期面對多重挑戰。

為此，香港都會大學人文社會科學院與學生事務處攜手合作，推出一個學分制通識課程，並由 Generation 香港協助設計、制定導修課程和教學。這個嶄新的導修課透過實用技能訓練、工作坊及度身訂造的指導，有效地提升了逾 70 位學生的就業能力與信心，幫助他們自信地從課堂過渡到職場。

Building Confidence through Self-Discovery 建立自信：從自我探索開始



The tutorial series covers career exploration, job applications, and workplace behaviors through interactive exercises founded on Generation's seven-step methodology. Delivered in six focused modules, the curriculum helps students assess their values, attitudes, and interests, empowering them to identify strengths and explore career paths aligned with their aspirations.

這個系列課程以 Generation 香港一貫培訓框架為基礎，涵蓋職涯探索、求職策略、面試技巧，並設計互動環節，協助學生認識自己價值觀、態度與興趣，認清個人優點，探索未來職涯方向，培育專業自信。

Positive Feedback from HKMU Students and Team 香港都會大學團隊和學生的正面反饋

The course leaders noted the success of the series in promoting students' self-understanding and professional outlook, expressing a desire to continue this collaboration. 香港都會大學團隊讚揚此計劃有效加深了學生的自我認識、專業視野和就業能力，並期待未來能繼續合作，支持更多學生過渡到職場。

"Generation Hong Kong expertly guides young people to explore their career choices and development. Through this process, students gain deeper self-awareness and broaden their perspectives on various industries and today's workplace demands."

「Generation 香港是引導年輕人探索職業選擇和發展的專家。這課程不僅能讓學生更深入地認識自己，更擴闊了對多元行業及現今職場的視野。」

Course Lecturer
課程講師

Learning Through Practical Activities and Expert Workshop 透過練習和專家工作坊 提升技能



By integrating hands-on activities with sessions led by HR professionals, students develop strong CV writing, interview, networking, and workplace etiquette skills. These practical sessions address common gaps faced by graduates transitioning to work.

由 Generation 香港和人力資源行業專家主持的導修課，結合模擬練習和即時建議，幫助學生掌握履歷撰寫、面試技巧、專業人際網絡及職場禮儀，解決畢業生過渡職場常見的技能缺口。

Student Affairs Office Team
(Career Development and Entrepreneurship)
學生事務處(職業發展及創業組)

Positive Impact on Student Confidence and Employability 成效顯著：學生信心大增



The tutorials significantly improved student confidence, with CV writing scores rising from 2.8 to 4.1 and interview readiness increasing from 3.0 to 4.0 on a 5-point scale. Students shared that tutorials clarified career options and eased job-search anxieties.

調查數據顯示，學生在課程結束後，履歷撰寫信心指數由 2.8 升至 4.1，面試準備感由 3.0 升至 4.0（滿分 5 分）。學生表示，課程有效幫助他們理清職涯方向、減少焦慮，並增強信心。

Aini, Biomedical Sciences and Biotechnology Year 1 Student at HKMU
香港都會大學生物醫學科學與生物科技一年級學生

Impact Stories 他們的故事

Employer Partner Supporting SEN Youth Employment and Opening New Tech Talent Pathways

與僱主攜手支援 SEN 青年就業 開拓科技人才新路向



In Hong Kong, young people with special educational needs (SEN) have access to established education pathways, but the transition from school to work is often daunting. Many find themselves stuck in a loop of “more study but still no job,” taking course after course yet struggling to meet employers’ expectations. Even vocational programs rarely offer tailored, hands-on employment support. As a result, SEN youth are steered into narrow, traditional roles that fail to tap their strengths, limiting their career prospects and social inclusion, while employers overlook a valuable pool of talent.

Generation Hong Kong set out to close the education-to-employment gap for SEN youth and open up more future-ready career paths. Partnering with tech firms such as Robocore Technology (Robocore), we created roles like Robot Support Assistant that reimagined the capabilities of SEN talent. Robocore CEO and Generation Enterprise Advisor Roy Lam saw a fast-growing need for people to manage daily robot operations. This role played to many SEN youths’ strengths: logical thinking, sustained focus, and a passion for programming. By aligning these strengths with the needs of the tech sector, the partnership unlocked an untapped talent pool in the labor market.

在香港，特殊教育需要 (SEN) 青年雖然擁有完善的教育途徑，但從校園過渡至職場時面臨重重挑戰。他們經常陷入「持續進修卻難以就業」的循環，因未能適應職場需求而不斷進修，卻仍未能成功就業。即使完成坊間的職業導向課程，但缺乏具針對性的就業支援使他們難以突破困境。傳統的文職或輔助工作雖是常見出路，但未能真正發揮他們的才能。這不但限制了 SEN 青年的職涯發展與融入社會的機會，也令僱主錯失寶貴的人才資源。



Sunny Wong is one of the program’s early success stories. A young person with SEN on the autism spectrum, Sunny had long faced barriers in his job search. After completing an associate degree in mechanical engineering and then a bachelor’s degree in information technology, he worked part-time as a website tester and library assistant, but still could not secure a full-time role. Referred by a social worker, Sunny learned about the Robot Support Assistant program at Generation and, knowing how much he enjoyed coding, decided to apply.

Over 13 intensive weeks, the program built the technical skills needed to support robot operations and strengthened the soft skills employers look for. Through communication coaching, role-plays, and problem-solving exercises, Sunny became more confident expressing himself and collaborating with others. With our placement support, he joined Robocore in his first full-time role, finally able to use his passion for technology in a meaningful way.

Sunny’s determination and Roy’s commitment to inclusive hiring show both the hurdles and the potential facing SEN youth in today’s workplace. When businesses work with mission-driven partners and invest in focused, practical training, they not only help SEN youth build sustainable careers but also bring fresh talent into the tech industry and foster a more inclusive, innovative society.



Voices from Graduate & Employer 畢業生及僱主聲音

“My mentors helped me see my weaknesses and communicate more effectively. Through role-plays, mock interviews and coaching, I learned to make eye contact, use my voice with confidence and treat interviews as a chance to show who I am. In just 13 weeks, my confidence grew and I was able to move into a new role that really uses my strengths.”

— Sunny Wong,
Robot Support Assistant Program Graduate

“Sunny impressed me during our industry sharing session with his thoughtful questions, which inspired my team and showed his passion and potential. We invited him to join Robocore as a Robot Support Assistant, and while most new hires need one to two months of training, he was almost job-ready from day one. Since then, we’ve seen clear progress in both his performance and his people skills.”

— Roy Lam, CEO of Robocore Technology,
Employer Partner and Enterprise Advisor

在 2021 年，Generation 香港洞察到 SEN 教育至就業之間的缺口，決定為此社群開拓多元就業出路。我們更與科技企業合作，開設機械人工作助理職位，重新定義 SEN 青年職業的可能性。其中一間合作機構就是博歌科技有限公司。博歌科技有限公司行政總裁以及 Generation 香港商界顧問林朗熙 (Roy) 指出，市場上急需能夠處理機械人日常操作的人才，而機械人工作助理所需的特質，如良好邏輯思維、能夠專注地工作，以及對編程有濃厚興趣恰好是 SEN 青年的優勢。因此，將他們的特質與科技行業需求結合能促使更適合人才、僱主的職位配對，釋放社會上潛在勞動力。Roy 以僱主身分深度參與課程設計、分享科技行業的挑戰，並確保培訓內容緊貼業界脈搏。

學員黃諾賢 (Sunny) 正是課程的成功例子。擁有自閉傾向的 Sunny 求職時一直遇上重重障礙。中學畢業後，他修讀機械電子工程副學士，隨後升讀資訊科技學士。雖然曾兼職擔任網頁測試員和圖書館助理，但畢業後一直找不到全職工作。當社工向 Sunny 介紹我們的機械人工作助理課程時，他想到自己熱愛編程，所以便決心報名。

在為期 13 周的培訓中，Sunny 不僅學會了必要的工作技能，還提升了溝通及解決問題的能力。課程特別強調培養軟技能，為 Sunny 的生活帶來正面的轉變。最終，Sunny 透過我們的就業轉介服務獲得第一份全職工作，加入博歌科技有限公司。

Sunny 的努力與 Roy 發掘人才的故事展現了 SEN 青年在職場的挑戰和機遇。Generation 透過商界的合作與專業培訓，不僅幫助 SEN 青年實現職業夢想，更為科技行業注入新血。

「課程導師幫助我了解自己的弱點並學會有效溝通技巧。透過情境訓練和模擬面試，我掌握了運用眼神接觸和自信的聲線等要訣，明白面試是展現自己性格特質的機會。在短短 13 週，各種鍛鍊令我信心大增，成功轉入發揮所長的新職位。」

— 「機械人工作助理」課程畢業生 Sunny

「Sunny 在課程的行業分享環節中提出引人深思的問題，不但啟發我和團隊，亦展現了他的熱誠和潛力。我們因而邀請他加入公司擔任機械人工作助理。一般新人需一至兩個月培訓，但他入職後幾乎立即勝任。此後，他在工作表現和人際技巧均有顯著進步。」

— Generation 商界顧問、博歌科技有限公司行政總裁林朗熙 (Roy)

Impact Stories 他們的故事

Green Ladies & Green Little: Harnessing Intern Talent to Power a Sustainable Fashion Enterprise

Green Ladies & Green Little 善用實習生人才，
為可持續時裝企業注入新動力

In the fast-changing fashion retail sector, Green Ladies & Green Little must keep pace with market shifts while staying true to their mission of promoting secondhand fashion and sustainable consumption. To support their consignment-based model, they recently introduced a customized digital system to track each garment and consignor more accurately. However, with limited in-house tech capacity, the team faced real challenges around system testing, data handling, and training front-line staff.

Generation Hong Kong partnered with Green Ladies & Green Little to create an internship program that put our learners at the center of this transition. Interns helped test and launch the new system, setting up user access, checking functions, reporting bugs, and using tools like Jira to work directly with the software vendor. Serving as a bridge between the team and the technology, they smoothed the transition and also built an online “member login tips” page, allowing customers to scan a QR code to solve common issues themselves and easing staff workload even when interns were off-shift.

Our partner Petty and her team shared that the internship strengthened operations and boosted the confidence of front-line staff. Interns patiently coached colleagues who were less familiar with technology, helping them become comfortable with the new system and more proactive in explaining it to customers, which enhanced the overall customer experience. For Generation Hong Kong learners, the placement provided a close-up look at how a secondhand fashion social enterprise operates and how technology can drive sustainable consumption, turning classroom learning into meaningful social impact.

Through this collaboration, Generation Hong Kong and Green Ladies & Green Little show how internships can create shared value for employer partners, emerging talent and



the wider community: responding to industry transformation, nurturing a new generation of retail and tech professionals, and helping sustainable fashion take root in everyday life.

在瞬息萬變的時裝零售業中，Green Ladies & Green Little 既要回應市場轉型需要，同時堅守推廣二手時裝與環保理念的初心。為配合寄賣營運模式，他們近年推行全新的電腦系統，以更準確地管理每件衣物及寄賣者資料。然而，團隊在資訊科技方面人手及專業支援有限，在系統測試、資料處理及前線同事培訓上均面對挑戰。

Generation 香港與 Green Ladies & Green Little 合作設計實習計劃，邀請學員以實習生身份協助新系統由測試到正式啟用等不同階段。學員參與系統權限設定、功能測試及錯誤匯報，更運用如 Jira 等平台與程式供應商溝通，成為團隊與科技之間的重要橋樑。同時，他們運用所學科技知識，建立「會員登入小貼士」網頁，讓顧客透過掃描二維碼自行解決常見問題，節省同事支援時間，亦方便學員在非當值時間提供遙距支援。

僱主 Petty 及團隊表示，這個實習計劃不單加強了社企的營運能力，也為前線團隊帶來信心和改變。Generation 香港的實習學員耐心支援較少接觸科技的前線同事，令他們更快熟習新系統、願意主動向顧客講解，從而提升顧客體驗。對 Generation 香港學員而言，他們深入了解二手時裝社企的實際運作，親身見證科技如何應用於推廣環保消費，將課堂知識轉化為對社會有意義的貢獻。

透過這次協作，Generation 香港與 Green Ladies & Green Little 共同展示了實習計劃如何為僱主夥伴、人才和社區共創多贏：回應行業轉型需要、培育新一代零售與科學人才，並推動可持續時裝文化在社區扎根。

Together, We Grow Hong Kong Talent 攜手培育香港人才 共創共贏

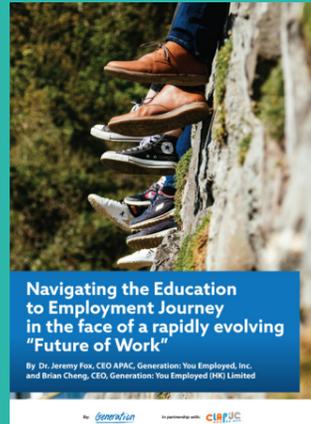


Thought Leadership & Speakership

思想領導和演講

Navigating the Education to Employment Journey in the face of a rapidly evolving "Future of Work" Whitepaper

從教育到就業：行業持份者如何應對瞬息萬變「未來職場」白皮書



Generation Hong Kong has been collaborating closely with a range of ecosystem partners to create a future-ready talent ecosystem. This year, we partnered with the CLAP@JC project to release a whitepaper titled "Navigating the Education to Employment Journey in the Face of a Rapidly Evolving Future of Work." This paper provides insights and recommendations for various stakeholders to navigate the 'new normal' of ongoing change and challenges in the world of work. (Click [here](#) to Download)

Generation 香港一直與各界夥伴緊密合作，共同創建未來人才生態系統。今年，我們與「賽馬會鼓掌·創你程計劃」團隊共同發布從教育到就業：行業持份者如何應對瞬息萬變「未來職場」白皮書（[按此下載](#)），深入分析了職場的新常態，並根據 Generation 香港的經驗，為各持份者提供具體建議，以應對持續的人才挑戰。

CLAP@JC Conference 2024

「賽馬會鼓掌·創成功你程」論壇

Jeremy Fox, CEO of Generation Asia-Pacific, led a panel on "The Evolution of the Future of Work," highlighting key skills for tomorrow's job market and how to support young people in developing them. Experts from education and business shared insights on building a resilient talent pipeline and creating reskilling pathways to help youth transition smoothly into future careers.

Generation 亞太區行政總裁 Jeremy Fox 主持「未來世界的工作與人才」座談會，與嘉賓探討未來就業市場中所需要的廣泛技能，以及如何支持年輕人培育相關能力。教育與商界專家分享見解，強調各持份者需積極合作，攜手共建能適應未來市場變化的人才庫及再培訓方向，助青年更順利銜接未來職涯。



Brian Cheng, CEO of Generation Hong Kong, moderated a panel discussion on "Prepare Early: Connecting Education and Employers in Support of Emerging Job Roles." Bringing together education and business leaders, the discussion explored how closer collaboration can inspire students to explore future career possibilities and build a resilient, adaptable talent pipeline that supports both youth and industry in a rapidly changing world.

Generation 香港行政總裁鄭浩維獲邀為「早著先機：職學聯『承』青年探索新興工種」演講嘉賓，與教育及商界代表探討教育界和商界應如何加強合作，啟發學生為自己的未來探索更多可能性。社會各界應緊密合作，以建立具韌性、適應力強的人才庫，讓年輕人才和業界都能夠在多變的社會中持續發展。



Guardians of the Silver Age: Meaningful Aging and Compassionate Care Summit 銀齡守護者：「以慈悲同理迎向高齡化社會」高峰會

The D.H. Chen Foundation ("the Foundation") and Generation Hong Kong co-organized the Guardians of the Silver Age ("GSA") Summit, bringing together about 130 stakeholders from across the healthcare, welfare, education, business, and public policy sectors. The Summit served as a platform for open exchange of ideas and practical collaboration on reimagining aging and transforming Hong Kong's eldercare ecosystem.

Through keynote speeches, panel discussions, and human library sessions, representatives, employers, partners, and program participants shared the progress and lessons from GSA's journey so far. Since its launch in 2020, GSA has upskilled and empowered more than 200 frontline care workers and over 300 practitioners, advancing the practice of compassionate, elder-centric care across the community.

To evaluate the effectiveness of the GSA bootcamp in training frontline care workers, we commissioned Professor Terry Lum of the Department of Social Work and Social Administration, The University of Hong Kong, and Henry G. Leong Professor in Social Work and Social Administration, to conduct an independent evaluation. His study found that the training effectively bridges the skills gap and helps care workers shift from task-centered to person-centered care. Most importantly, the study recommended that the Elder-Centric Compassionate model can only be effectively adopted if the entire service unit shares the common value and systematically embraces a cultural shift. These findings have provided guidance on shaping the critical next phase of the GSA project ("GSA 2.0"), which aims to move beyond training individuals towards systemic cultural change.

Building on these findings, The Foundation and we unveiled GSA 2.0 — an initiative that focuses on deepening compassion in the community and catalyzing change within service units and schools. The next phase seeks to embed compassion more widely across communities and advance the vision of a society where "Everyone is a Guardian of the Silver Age and everywhere has a Guardian of the Silver Age".

陳廷驊基金會（「基金會」）和 Generation 香港合辦的「銀齡守護者：以慈悲同理迎向高齡化社會」高峰會（「高峰會」）於2024年7月圓滿舉行。近130名來自醫護、社福、教育及學術、商界、慈善及政策研究的持份者聚首探討如何以新思維應對人口老化，以及重塑香港長者護理行業。

高峰會上，「銀齡守護者」計劃（「計劃」）和基金會代表、業界夥伴、學校和 frontline 護理人員透過演講、行業領袖討論、真人圖書館方式分享了過去四年計劃的成果。 「銀齡守護者」計劃自2020年推出以來，一直對社會有顯著的正面影響，共培訓超過二百名前線護理人員和三百名從業員，並成功培養他們慈悲同理的價值觀及態度。

為了評估「銀齡守護者」長者護理課程的成效，我們委託香港大學社會工作及社會行政學系、梁顯利基金教授（社會工作及社會行政學）林一星進行獨立研究。研究指「銀齡守護者」的慈悲同理培訓能有效地改變長者護理員工的服務心態和思維。為進一步推動整個行業的轉變，研究重點建議「銀齡守護者」計劃必須跳出只訓練前線人員的單一模式。同時，要將慈悲同理心在服務單位的從上而下推廣至整個機構，因為這涉及整個單位文化的轉變。

陳廷驊基金會和我們亦公佈了「銀齡守護者 2.0」——計劃將以服務單位和學校為主軸，繼續深化慈悲同理的理念並植根社區，以達至「人人都是銀齡守護者，處處都有銀齡守護者」的願景。



Other Events

其他活動



Generation Hong Kong Alumni Initiatives

Generation 香港舊生會活動

In 2024, Generation Hong Kong reached the significant milestone of 1,000 graduates. With a growing focus on durable outcomes—such as sustained employment, income gains, and long-term well-being—support from the Apollo Opportunity Foundation has empowered us to systematically engage our alumni.

2024年，Generation 香港的畢業生突破 1,000 名，標誌著一個重要里程碑。同時，我們越來越重視我們計劃的長遠影響，包括：舊生能持續就業、提升收入，以及身心健康發展。藉著 Apollo Opportunity Foundation（「基金會」）對計劃的支持，我們能夠以更長遠的視野，為舊生策劃更全面的活動。



Microsoft x LinkedIn x Generation HK AI Workshop

微軟 x LinkedIn x Generation 香港的人工智能工作坊

The Microsoft #Copilot Career Jam, co-hosted by Microsoft and LinkedIn, empowered young talent by exploring AI's impact on career navigation. Participants engaged with industry leaders, enhanced their LinkedIn profiles, and learned to leverage Microsoft Copilot for future job opportunities.

微軟、LinkedIn 及 Generation 香港攜手舉辦的 Copilot AI 工作坊啟發年青人才探索人工智能對職業發展的影響。當日，參加者與行業領袖分組交流，並學習如何利用微軟 Copilot 建立 LinkedIn 履歷和專業形象，把握職場發展機會。



Awards

獎項及殊榮

Generation Hong Kong was honored with the NGO HR of the Year Award by Jobsdb Hong Kong.

Generation 香港榮獲 Jobsdb 香港頒發的 NGO HR of the Year Award。



Media Coverage

媒體報導

Hong Kong Economic Times 香港經濟日報

[Nurturing Talent] Supporting Local Young People for Upward Mobility: IT "Hidden Youth" Finding Paths to Become Full-Time Data Engineers

【育人才】扶植本地年輕人向上流動 IT「隱青」覓出路 變全職數據工程師

Hong Kong Economic Journal 信報



Brian Cheng expands youth imagination and leads Generation HK to transform the education-to-employment ecosystem, co-creating new pathways for the future

鄭浩維拓闊青年想像 共創新出路 掌 NGO Generation 香港讓教育就業接軌



We should ask our youths, "How can you contribute?"

社會應問年輕人「可做什麼」



Connecting Business Networks with Secondary Schools

做橋樑把商界網絡帶入中學



Looking Ahead 展望未來

As we conclude 2024, we are proud to have achieved the goals we set in our previous plan and to build on the valuable trust and support of our funders and partners. Moving forward into 2025, Generation Hong Kong remains committed to bridging the gap between education and employment.

In 2024, the Generation Hong Kong team developed a new five-year strategic plan - Vision 2030, driven by the aspiration to lead and shape a future-ready talent ecosystem. This roadmap integrates an in-depth analysis of Hong Kong's social and economic development, alongside global and local technology and talent development trends. By leveraging our unique strengths and close partnerships with the Government, funders and stakeholders, Generation Hong Kong looks forward to taking broader strides in addressing the talent and skills challenges through our core pre-employment training bootcamps, career and life development initiatives for education institutions and advocacy efforts.

We thank all those who have supported us on our journey and look forward to achieving even greater impact together in 2025. Stay tuned as we continue to grow Hong Kong talent and create lasting value for our community.

隨著 2024 年完結，我們欣然實現了預設的目標，並在資助機構與合作夥伴的寶貴信任與支持下穩步前行。踏入扎根香港的第七年，Generation 香港將繼續致力促進教育與就業接軌。

在 2024 年，Generation 香港團隊制定了五年策略發展計劃——「2030 年願景」，旨在引領及創建香港未來人才生態系統。這份藍圖結合了對香港的經濟、社會、科技與人才發展趨勢的深度洞察。憑藉我們獨有的優勢，以及與政府部門、資助機構和相關持份者的緊密合作，Generation 香港將繼續透過核心項目——職前就業培訓課程、為教育機構而設的職涯及生涯發展計劃及相關倡導計劃，更積極應對人才錯配及技能的挑戰。

感謝所有支持我們的夥伴，並期待在 2025 年與大家攜手創造更大的影響力。請繼續關注我們，與 Generation 香港一同培育本地人才，締造長遠的價值。

Our Funders and Partners

捐助機構及合作夥伴

At Generation Hong Kong, we recognize that complex challenges in the education-to-employment landscape require collaboration.

We sincerely thank our funders and partners from government, business, education, and non-profit sectors for their trust and support. Our heartfelt gratitude also goes to our mentors and volunteers whose invaluable contributions drive the success of Generation Hong Kong and empower those we serve.

If you would like to support or partner with us, please contact us at generationhk@generation.org

Generation 香港深信，教育與就業的複雜挑戰，唯有攜手合作方能推動整個生態系統向前邁進。

我們衷心感謝來自捐助機構、政府、商界、教育及非牟利機構等合作夥伴的信任和支持。同時，我們感激職涯發展導師及義工，他們的付出成就了 Generation 香港受惠社群的職涯發展和成長。

如欲支持或與 Generation 香港合作，歡迎透過電郵至 generationhk@generation.org 聯絡我們。

Funding Partners (Cumulative Since 2018)

捐助機構 (2018年至今累計)

The following list acknowledges all funding partners who have generously supported Generation Hong Kong since 2018. Their names are presented in alphabetical order in English.

以下為自 2018 年至今支持 Generation 香港發展的捐助機構名單。名單以機構英文名稱的字母順序排列。



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