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PROMOTE HK AS A GLOBAL TALENT HUB: HKTE'S INITIATIVES AND FUTURE PLANS

Anthony Lau
 Director of Hong Kong Talent Engage

Key Takeaways:

- Established by the HKSAR Government, Hong Kong Talent Engage (“HKTE”) works with various institutions and professional bodies to promote Hong Kong as a global talent hub and attract overseas talent to the city.
- The work of HKTE includes providing support to incoming talents and their families, curating event and organising publicity campaigns to attract talent.
- The private sector can also assist HKTE in this global talent quest by becoming their partners and, as such, providing talent with services such as job seeking, accommodation and education. HKTE is seeking to expand such partnership in order to widen the range of services.

Promote HK as a Global Talent Hub: HKTE's Initiatives and Future Plans

----- ANTHONY LAU
 DIRECTOR OF HONG KONG TALENT ENGAGE

As the one-stop platform established by the HKSAR Government to attract talent to Hong Kong, Hong Kong Talent Engage (“HKTE”) is at the forefront of attracting and retaining talent in our city. With comprehensive admission facilitation and support services, HKTE plays a vital role in establishing Hong Kong as a dynamic global talent hub. Mr Anthony Lau, the Director of HKTE, shares insights on Hong Kong’s journey in becoming a prominent talent destination and facilitating talent flow with the Greater Bay Area (GBA).

Bringing Hong Kong back on the international stage

In the aftermath of COVID-19, attracting top talent and re-establishing Hong Kong's global presence have become crucial goals. HKTE has taken proactive steps through a groundbreaking initiative: the Global Talent Summit · Hong Kong (“Summit”).

The Summit comprising the International Talent Forum and the 2nd Guangdong-Hong Kong-Macao Greater Bay Area High-quality Talent Development Conference, showcased Hong Kong as an international talent hub and China's gateway for talent. Esteemed leaders from politics, business, and academia gathered to exchange insights on talent development, highlighting Hong Kong's strengths and commitment to attracting exceptional global talent.

Complementing the Forum and Conference, the CareerConnect Expo provided a dynamic platform for talent exploration. With nearly 100 exhibitors spanning various sectors, including employment, accommodation, settlement services, education and finance, the Expo offered comprehensive information for job seekers and businesses alike.

Feedback from participants was overwhelmingly positive, with 91% expressing satisfaction with



The Chief Executive, Mr John Lee, attended the Global Talent Summit · Hong Kong. Photo shows (front row, from left) the Director-General of the Human Resources and Social Security Department of Guangdong Province, Mr Du Minqi; the Secretary-General of the Talent Development Committee of the Macao Special Administrative Region Government, Mr Chao Chong-hang; the Minister of Human Resources and Social Security, Ms Wang Xiaoping; Mr Lee; the Secretary for Labour and Welfare, Mr Chris Sun; and the Director General of the Hong Kong and Macao Affairs Office of the People’s Government of Guangdong Province, Ms Chen Liwen, with speakers of various sessions.

the Forum and Conference, and an impressive 95% reporting contentment with the Expo, resulting in an outstanding overall satisfaction score of 8.6 out of 10.

Anthony highlighted the significance of the Summit, stating, “The Summit served as a platform to showcase Hong Kong's immense potential and its unparalleled advantages in bridging Greater China with the global market. It underscored the necessity of implementing a proactive, open, and effective talent admission policy in Hong Kong to attract highly sought-after talent and establish a recruitment system that can compete on a global scale.”



Hong Kong Talent Engage hosted the two-day Global Talent Summit · Hong Kong as the first talent-themed international forum and exhibition of the current-term Government. Photo shows the exhibition area of the Information Services Department, which promotes Hong Kong's development opportunities through an interactive game.

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Hong Kong Talent Engage (HKTE) hosted the two-day Global Talent Summit · Hong Kong as the first talent-themed international forum and exhibition of the current-term Government. Photo shows the Minister of Human Resources and Social Security, Ms Wang Xiaoping (centre), accompanied by the Director General of the Hong Kong and Macao Affairs Office of the People’s Government of Guangdong Province, Ms Chen Liwen (third right); the Director-General of the Human Resources and Social Security Department of Guangdong Province, Mr Du Minqi (fourth left); the Secretary for Labour and Welfare, Mr Chris Sun (fourth right); and the Director of HKTE, Mr Anthony Lau (second right), touring the exhibition area of Guangdong Province at the CareerConnect Expo.



Hong Kong Talent Engage hosted the two-day Global Talent Summit · Hong Kong as the first talent-themed international forum and exhibition of the current-term Government. Photo shows a panel discussion at the International Talent Forum.



The two-day Global Talent Summit · Hong Kong comprised the International Talent Forum, the Second Guangdong-Hong Kong-Macao GBA High-quality Talent Development Conference, and the CareerConnect Expo on both days concurrently.

Anthony emphasised, “HKTE’s primary objective is to attract global talent with diverse backgrounds, and, as such, we welcome talent from all walks of life. Our aim is to provide opportunities for talented individuals to pursue their development in Hong Kong, fostering a vibrant and inclusive talent ecosystem.”

Helping hand – How can private institutions assist in this race for global talent?

Recognising that talent attraction should be a joint effort by the public and private sectors, Anthony suggested ways that institutions in Hong Kong can assist in the Government’s efforts. HKTE has been collaborating with over 50 designated partners, including job matching platforms and organisations of professional sectors both in and outside Hong Kong, to provide talent with advice and services in respect of job seeking, accommodation, education, integrated settlement services as well as banking and insurance services.

HKTE is also seeking to further expand this network and the choices of support services and the private sector can definitely help achieve the expansion.

To further strengthen the collaboration, HR professionals can actively engage in assisting HKTE’s efforts.

- Introducing incoming talents to Hong Kong’s working environment, providing them with information and insights into local culture that they may be unfamiliar with.
- Inviting talents who have already settled in Hong Kong to share their experiences and stories, thereby creating a sense of community and fostering a supportive environment.
- Promoting professional HR practices to talents through HR leaders and other stakeholders, ensuring that they are aware of industry standards and best practices.

Through this joint effort of the public and private sectors, the talent ecosystem in Hong Kong can be enhanced, making it more appealing and competitive on a global scale.

Leading the way – the Government’s effort to attract global talent

Now that Hong Kong is back under the international spotlight, the Government is riding on this momentum to continue attracting overseas talent to Hong Kong. Priority target markets for 2024-25 include major Mainland cities with eligible universities, countries in Southeast Asia and Europe, and North America.

To achieve this, HKTE is now working closely with the Dedicated Teams under the Mainland Offices and overseas Economic and Trade Offices, Office for Attracting Strategic Enterprises (OASES), Invest Hong Kong (InvestHK) and other partners to attract talent directly by participating in job fairs, exhibitions and conventions and by staging events and fora in priority target markets.

Visits to these target markets have been prioritised by HKTE, with one of the evaluation criteria being the presence of eligible universities. As part of HKTE’s efforts in Southeast Asia, Malaysia has been identified as one of the destinations.



Photo shows the Secretary for Labour and Welfare, Mr Chris Sun (fourth right), the Director of HKTE, Mr Anthony Lau (first right), the Permanent Secretary for Labour and Welfare, Ms Alice Lau met with the President of Hong Kong Institute of Human Resource Management, Mr Lawrence Hung (third right), Vice President of Hong Kong Institute of Human Resource Management, Mr Ian Choy (second left), and Executive Council Members of Hong Kong Institute of Human Resource Management at the CareerConnect Expo.

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What's next – HKTE's future plans

With the global race for talent in full swing, HKTE also has big plans in the near future to elevate HK's presence in global talent landscape.

Anthony explained that HKTE has launched a new set of TV Announcements in the Public Interest (APIs) in early June to appeal to talent across professions in the Mainland and overseas. The new APIs feature the vibrant lifestyle of Hong Kong, followed by nine talents from around the world, including former National Basketball Association (NBA) of the United States and Chinese Basketball Association (CBA) player Stephon Marbury, who share their reasons for choosing Hong Kong. These announcements can be viewed at [HKTE's website](#) and [social media](#).

Moreover, HKTE is continuing its strategic collaboration with government bureaux and departments and designated partners to host global publicity events and provide comprehensive support to incoming talent.

Hong Kong's edge

Despite the keen competition for talent, Anthony reminded us that Hong Kong is one of Asia's most livable and safest cities, with a mix of Eastern and Western cultures, natural beauty and high-quality healthcare services. And with "One Country, Two Systems" as a strong backup, Anthony believed that Hong Kong possesses all the key factors that allow talent to obtain world-class work opportunities and enjoying a satisfying life in Hong Kong.

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Photo shows the team of the Hong Kong Talent Engage, committed to serving as a comprehensive platform for talent engagement, admission facilitation, and support services for incoming talents. Hong Kong Talent Engage aims to share valuable insights on living and working in Hong Kong, offer information about talent attraction programs and job opportunities in the city, and assist in the settlement and job exploration process.

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Hong Kong Institute of Human Resource Management
 Units 1810-15, 18/F, Millennium City 2, 378 Kwun Tong Road, Kwun Tong, Kowloon, Hong Kong
 Tel : (852) 2837-3826 / 2837-3828 | Email : pr@hkihrm.org | Website : www.hkihrm.org

