



# HR e-Journal

## 行業多面睇



### Introduction:

- To offer comprehensive market insights across various industries in HR field, the Hong Kong Institute of Human Resource Management (HKIHRM) has successfully organised a series of “Lunch and Learn (行業多面睇)” webinars for members since 2023. These webinars serve as valuable platforms for gaining in-depth knowledge about the latest industry trends and understanding the opportunities and challenges within different industries in the HR field. Through these webinars, members can broaden their understanding of the dynamic landscape and enhance their professional expertise.
- Mr Kelvin Lo**, General Manager, People Experience of Hong Kong Express Airways Limited was the guest speaker for a webinar where he shared valuable insights into the current status, future developments, opportunities and challenges within the aviation industry from an HR perspective, enriched with engaging real-life examples.

## Lunch and Learn Series: 行業多面睇 (航空行業)

### Key Takeaways:

- The airline business has experienced a remarkable resurgence, with Hong Kong regaining its status as the International Aviation Hub and serving as a key driver of recovery and growth in the region.
- The opening of the third runway expands capacity and stimulates travel demand, enabling Hong Kong-based airlines to leverage the growth opportunities created by this new infrastructure.
- Amid rapid business expansion, HR plays a pivotal role in attracting, developing and engaging a skilled workforce to achieve organisational goals. To address these challenges effectively, the following focus areas are critical:
  - Attraction** – Clearly articulate the company’s Employer Brand to attract the right talent who align with its values and culture.
  - Development** – Invest in a robust talent pipeline to ensure key employees are equipped to grow with the airline and advance their careers.
  - Engagement** – Actively listen to employee feedback and implement meaningful initiatives to foster a vibrant, agile, and people-centric culture. Celebrate and recognise teams and individuals achievements at every opportunity to cultivate a culture of meritocracy, driving sustained business growth.

- END -

The copyright of all articles published on the HR Journal belongs to the Hong Kong Institute of Human Resource Management (HKIHRM). No part of these articles may be reproduced, stored, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without prior written permission from the HKIHRM. The HKIHRM does not accept any liability for any views, opinions or advice expressed by writer and interviewees of the articles. The contents of the HR Journal do not necessarily reflect the views or opinions of the HKIHRM or the members of the HKIHRM and no liability is accepted in relation thereto.