

# Pearl for Youth



"Pearl for Youth" Launching Seminar



*"We should all set our sights on the Greater Pearl River Delta, which will become one of the most prosperous regions in China."*

**Mr Christopher Cheng**, Chairman  
The Hong Kong General Chamber of Commerce

*"The PRD is our hinterland. It is also a land of fortune, with the promise of huge opportunities both for Hong Kong businesses and for our younger generation."*

**Mr Peter Wong**, Director  
Standard Chartered Bank

*"Opportunities abound the well-prepared. Young people have to equip themselves to become more competitive in the PRD."*

**Dr Rosanna Wong**, Executive Director  
The Hong Kong Federation of Youth Groups



*"Hong Kong youth must position themselves firmly for the PRD. They should respect local culture, whilst at the same time making full use of their strengths to bring the international dimension to the Mainland."*

**Dr Eden Woon**, CEO  
The Hong Kong General Chamber of Commerce

*"To go-north and work in the PRD, Hong Kong's youth must have a global horizon, and the determination to seize opportunities, as well as the initiative to build up their own social network."*

**Mr Simon Lum**, General Manager  
USI Limited

*"The journey to a great career in the PRD consists of not one but many paths. Some may be straight and some may be rough. Hong Kong youth have to be confident in themselves, and continuously equip themselves, so as to walk their own paths."*

**Mr Y K Pang**, CEO  
Zung Fu Co Ltd

*(Courage + Persistence + Industry) - (Ignorance + Arrogance)  
= Success Formula of Go-North)*

**Ms Jennifer Tang**, Human Resources Manager  
Emerson Electric (China) Holdings Co Ltd

*"Hong Kong youth could find many excuses not to go-north, but these are not important. The most important thing is to identify a key reason to go-north, and head towards that direction."*

**Mr Edgar Chow**, Business Development Manager  
Integrated Enterprise Solutions Laboratory Inc

*"Ease up on your psychological pressure, make friends with mainland colleagues, and integrate into the local community - that is the way to realize your full potentials."*

**Ms Kitty Chan**, Assistant Manager - Trade Processing Centre  
Standard Chartered Bank

## Newsletter .....

The integration of Hong Kong with the Pearl River Delta is so important that it has been made a theme in Chief Executive Tung Chee Hwa's 2003 Policy Address. The HK/PRD region will become one of the most prosperous economies, providing huge opportunities for business and professionals.

The aim of the "Pearl for Youth" is to articulate a clear picture of the employment opportunities in the PRD, to promote it to Hong Kong's young people, and to encourage them to equip themselves.

### Launch of "Pearl for Youth" Project

The Hong Kong General Chamber of Commerce, together with the Standard Chartered Bank and with the support of the Hong Kong Federation of Youth Groups, launched the "Pearl for Youth" project on 25 January 2003 at a youth seminar officiated by Permanent Secretary for Home Affairs Ms Shelley Lee. The event attracted over 400 university students.

### Studies on Youth Employment in the PRD

The HKGCC and the HKFYG conducted two studies on employment of Hong Kong youth in the PRD, from the business and youth perspectives respectively. The objective is to investigate the market situation in the PRD and examine Hong Kong youth's knowledge and attitude towards working there. The studies also aim to evaluate the social, economic and institutional resources needed to support Hong Kong youth working in the Mainland. Over 300 companies and 1,500 young people responded to the questionnaire survey.

### Promotion

Promotional activities of the "Pearl for Youth" project include:

- A "Pearl for Youth" website with latest information of job opportunities in the PRD
- A Guidebook on "Living and Working in the PRD" for Hong Kong youth
- A Youth Study Mission to the PRD
- Career talks for university students

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Organisers



Principal Supporting Organisation





「珠三角·青雲路」開展禮暨研討會



# 珠 三角 · 青 雲 路

## 香港青年北上就業計劃

### 活動傳真

「香港和珠江三角洲的經濟整合，將發展成為中國最具潛力的地區之一。無論是企業或人才，都需要將目光放遠，把握機會。」  
香港總商會主席 鄭維志

「珠江三角洲是我們的腹地，也是福地；它為香港企業提供龐大的商機，也為年青一群提供可發展的機遇。」  
渣打銀行董事 王冬勝

「機會從來是留給有準備的人。香港青年若選擇到珠三角發展，必須積極裝備自己，增強個人競爭力。」  
香港青年協會總幹事 王葛鳴博士



「香港青年北上工作，必須為自己定位，既要尊重內地的文化習慣，亦要配合工作所需，發揮港人的專長，引進國際的價值觀。」  
香港總商會總裁 翁以登博士

「珠三角的青雲路不只一條，而是有很多條，有直也有崎嶇。香港青年要對自己有信心，不斷提昇自己的競爭力，因為青雲路是要靠自己鋪出來。」  
仁孚行有限公司執行主席 彭耀佳

「香港青年北上珠三角就業，要抱著放眼世界的精神，和爭取機會的決心，並且曉得建立人際網絡。」  
瑞興紡織國際集團執行董事 林立群

「(勇氣+堅持+實幹) — (無知+驕傲)  
= 北上成功方程式」  
艾默生電氣公司中國區人事部经理 鄧清華

「香港青年可以想及很多很多的藉口，令到他們放棄北上工作，但這些並不重要。最重要的是，你要找到一個重要的北上理由，然後朝著這個目標進發。」  
企劃研究所業務發展經理 周德迦

「釋放自己北上的心理障礙，和內地同事建立人際關係，令自己融入當地社會，才可以在工作上盡展自己的才能。」  
渣打銀行企業及機構銀行業務副經理 陳少芬

行政長官董建華先生在2003年施政報告中，促使香港與珠江三角洲的經濟進一步整合，藉此成為中國最具發展潛力的地區之一，為企業和人才提供龐大的機遇。

「珠三角·青雲路」計劃的目的，是為年青一輩清晰地勾劃出珠三角可發展的機會，並且鼓勵他們積極裝備自己，踏上青雲路。

### 「珠三角·青雲路」啟動

香港總商會和渣打銀行攜手，並得到香港青年協會的支持，在1月25日攜手啟動「珠三角·青雲路」計劃，並邀請民政事務局常任秘書長李麗娟女士主禮，吸引超過400多名大學生參與。

### 青年北上研究

香港總商會和香港青年協會分別向超過300家企業及1,500年青人，用問卷調查方式進行資料搜集和研究，藉此分析珠三角人才市場的需求，了解本港青年對當地的認知，從而在社會和經濟層面提出建議，包括資源運用、結構調整及政府政策的配合，藉此促進及協助年青一群北上就業。

### 推廣工作

「珠三角·青雲路」的推廣項目包括：

- 編寫「珠三角·青雲路」網頁，提供北上就業最新資訊
- 出版「香港青年北上珠三角就業指南」
- 組織青年考察團到珠三角實地了解當地情況
- 舉行大學生北上就業講座

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主辦機構



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主力支持機構

