

VTC comprehensively promotes VPAS in the Mainland and overseas

Harnessing Hong Kong's advantages in VPET



VTC collaborates with corporates and institutions to host industry-specific information sessions on campus to promote VPAS.

Last year, the Hong Kong SAR Government announced the "Vocational Professionals Admission Scheme (VPAS)" in the Policy Address. The scheme allows non-local students who study designated full-time VTC Higher Diploma programmes in Hong Kong for the 2024/25 and 2025/26 academic years to apply to stay and work in Hong Kong after graduation in industries related to their studies. This helps nurture more outstanding vocational and professional talents for Hong Kong, the Greater Bay Area (GBA), and the country, establishing a larger talent pool to support the economic development of Hong Kong and the nation. Since the launch of VPAS, the VTC has undertaken extensive promotional efforts. It has collaborated with a variety of stakeholders across the Mainland and overseas - including government bodies, enterprises, schools, as well as education and human resources institutions, to widely publicise the scheme.



VTC collaborates with labour export companies, alumni associations, and trade associations to introduce the VPAS to individuals in the Mainland with work experience who are interested in pursuing further studies and careers in Hong Kong.



At the VTC promotion stand in the College Admission Expo 2024 in Shenzhen, students enroll in the Higher Diploma programmes on the spot.

Visiting multiple locations and promoting extensively

Since the launch of the VPAS, the VTC has organised over 60 promotional events in more than 25 cities in the Mainland with a comprehensive reach. In the industry-specific promotional seminar series, the VTC has collaborated with renowned Hong Kong enterprises and institutions, such as the Hong Kong Airport Authority, Cathay Pacific, CLP, Gammon Construction, and the Industrial and Commercial Bank of China (Asia) etc., to comprehensively introduce the development prospects of various industries in Hong Kong and the corresponding Higher Diploma programmes.

The VTC has also actively promoted VPAS through an array of alumni associations of education institutions and trade associations in the Mainland to promote the opportunities for studying and working in Hong Kong to a wider audience of individuals aspiring to develop their careers in Hong Kong. Through a combination of online and offline promotional efforts, the VTC has attracted the participation of over 12,000 parents and students, extending its reach beyond Guangdong province and the Greater Bay Area to cities such as Beijing, Shanghai, Chongqing, as well as provinces like Fujian, Guangxi, Sichuan, Hunan, Zhejiang, and Shandong.

In June, VTC representatives visited Guangzhou, Shenzhen, Chengdu, Hangzhou, Quanzhou, and Xiamen to participate in various college admission expos, promoting the VPAS to high school students across these key cities in the Mainland. Additionally, the VTC has utilised online platforms, such as online news platform, and new media like WeChat public accounts and TikTok, to conduct extensive promotional activities, reaching over 3.3 million interactions in the Mainland.

Furthermore, we have also expanded our promotional activities to other countries, including Indonesia, Malaysia, and the Philippines. This includes introducing VTC's Vocational and Professional Education and Training (VPET) programmes to students in these markets. Apart from participating in education exhibitions, we have also organised over 30 promotional seminars at high schools and vocational schools. In addition, we have hosted a series of online parent information sessions and one-on-one student consultation workshops, and actively promoting our programmes through various online platforms in collaboration with education counselling agencies.

Through a series of activities, we aim to help young people from different countries and regions gain a deeper understanding of VTC's VPET, and provide them with extensive development space and opportunities, contributing to Hong Kong's development as a hub for VPET and injecting new vitality into the cultivation of VPET talents.



VTC representatives visit vocational school in Indonesia to deliver promotional seminars.