



For Immediate Release

Shape Our Future: *WeCan!* Project *WeCan* Career Exploration Day attracts nearly 5,000 students

Nurturing new talents for Hong Kong's industries

Hong Kong, 31st January 2026 — Project *WeCan*'s annual large-scale event Shape Our Future: *WeCan!* Project *WeCan* Career Exploration Day is held with great success today. The “Expo” brings together over 50 companies and organisations, such as Centaline Property, Construction Industry Council, Harbour City, Hong Kong Guide Dogs Association, Marco Polo Hotels – Hong Kong, Hong Kong Jockey Club, The Hong Kong International Aviation Academy, and VTC (see Appendix I), to provide students with opportunities to explore their passions, broaden their horizons, and chart their paths ahead. About 5,000 senior secondary students from 72 schools participated.

Mr Steven Ma, Chief Executive Officer of Metro Broadcast Corporation Limited, one of the officiating guests, said at the kick-off ceremony, “Everyone has their own strengths, the secret is to keep learning and improving. Students should discover what they love early and explore it actively. Grades matter, but what truly counts is how you learn and apply knowledge. In the AI era, lifelong learning is essential. Use technology wisely, but never let it replace human warmth and creativity.”

Sharing his personal story, Mr. Ma added, “I joined 44 singing contests before joining the industry and only won the last one. Of course, winning feels great, but I was never afraid of failure, because every setback was a chance to reflect, adjust, and grow. The workplace today is full of possibilities. Even if you take on multiple roles, focus deeply on what you're passionate about, and turn it into a solid career foundation.”

Mr Stephen Ng, Committee Chairman of Project *WeCan* Foundation, said, “The world is changing faster ever. With rapid technological advancement and emerging industries reshaping the job market, students today face the exciting challenge of discovering where they truly belong. Turning the *unknown* into the *known* is the first step toward confidence building, and today's event gives them that chance.”

“Curiosity and courage are fuel for growth. When students explore the world with an open mind and

equip themselves with the right information, they can set clear, meaningful goals for their future. Learning is always life-long, it empowers young people to continuous growth and self-discovery to unlock new possibilities ahead.” Mr Ng continued.

In its 11th year, Career Exploration Day has benefitted more than 60,000 students. Held at IVE (Sha Tin Campus) today, the event offers job tasters, workshops and information booths where students are able to understand the job nature, entry requirements and career prospects of over 50 job types under one roof.

Through a Career Interests Assessment* conducted before the event, students were evaluated on their vocational personalities and were matched with suitable job tasting experiences according to the assessment.

Ms Yuen Yuk Lan, Principal of Po Chiu Catholic Secondary School, said, “Career Exploration Day provides rich career information and allows students to have a taste of different positions firsthand, with professionals sharing their real-life work experiences. It provides comprehensive and practical information in one-stop setting, offering valuable learning opportunities beyond the classroom.”

(* The assessment is based on John Holland’s RIASEC model of vocational interests, dividing both personalities and work environments into six types — Realistic (R), Investigative (I), Artistic (A), Social (S), Enterprising (E), and Conventional (C).)

Photos (Images can be downloaded [here](#)):

Image 1: Mr Stephen Ng, Committee Chairman of Project *WeCan* Foundation, made his opening remarks at the kick-off ceremony



Image 2: Mr Steven Ma (2nd from left) chit-chat with students and shares his life experiences



Image 3: Mr Steven Ma, Mr Stephen Ng, guests and students attended the kick-off ceremony



Image 4 & 5: Mr. Steven Ma and guests visit the Hong Kong Guide Dogs Association's job taster booth and the *WeCan* Alumni information booth



About Project *WeCan*

Project *WeCan*, a Business-in-Community initiative started in 2011, aims to provide secondary school students who are disadvantaged in learning with additional resources and care to empower them for pursuing higher education and future careers. Over the past 15 years, more than 80 partners have joined hands to support the initiative, benefitting over 80 secondary schools across Hong Kong.

Please visit the following platforms for more details:

Website: www.projectwecan.com

Facebook page: www.facebook.com/projectwecanhk

Instagram page: <https://www.instagram.com/projectwecan>

Media Enquiry

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Appendix 1: Job tasting and other activities

Job Tasters

	Participating Corporate / Organisation	Job Tasting Items
1.	Centaline Property Agency Limited	Estate Agent
2.	Construction Industry Council	Curtain Wall and Glass Panes Installer (Master)
3.		Bar Bender and Fixer
4.		Plasterer
5.		BIM Modeller
6.	Harbour City Estates Limited	Customer Service Associate
7.	Harriman Property Management Ltd	Handover Officer
8.	Hong Kong Property	Property Consultant
9.	Hong Kong Design Institute (HKDI)	Spatial Designer
10.		Costume Designer
11.		Multimedia Designer
12.	Hong Kong Electrical Contractors' Association	Electrical Worker
13.	Hong Kong Institute of Information	Game Developer
14.	Technology (HKIIT)	Web Developer
15.	Hong Kong Guide Dogs Association	Guide Dog Cadet Trainer
16.	The Hong Kong Jockey Club Apprentice Jockeys' School	Racing Trainee
17.	Hong Kong Institute of Vocational Education (IVE)	Veterinary Assistant
18.		Air Cargo Officer
19.		Public Relations Officer
20.		Quality Assurance Officer
21.		Arborist
22.		Human Resources Assistant
23.		Environmental Consultant
24.		Kindergarten Teacher
25.		Data Engineer
26.	Jebsen Motors Limited	Service Technician
27.	KOS International Holdings Limited	Recruitment Consultant
28.	KPMG	Data Analytics Consultant
29.	Lark Group / Cityline (Hong Kong) Limited	Customer Service Officer
30.	LWK & Partners (HK) Limited	Architect
31.	Marco Polo Hotels – Hong Kong	Assistant Chief Concierge
32.		Floor Supervisor

Job Tasters (Con't)

33.	Memories Factory	Upcycling Product Designer
34.	Modern Terminals Limited	Yard Planner
35.	Paradox Hong Kong Limited	Digital Marketing Executive
36.	Standard Chartered Bank (Hong Kong) Limited	Wealth Investment Strategist
37.	Star Ferry	Coxswain Trainee
38.	Technological and Higher Education Institute of Hong Kong (THEi)	Arborist
39.	Urban Land Institute	Event Coordinator
40.	Wheelock Properties (HK) Ltd	Project Designer
41.	Hong Kong Young Women's Christian Association	Illustrator
42.		Chinese Medicine Practitioner
43.		Florist
44.		Bartender
45.		Wagashi Designer
46.		Registered Nurse
47.		Speech Therapist
48.		Programmer
49.		Make-up Artist
50.		Physiotherapist
51.	N/A	Content Creator

Career Discovery Zone

	Participating Corporate / Organisation
1.	Centaline Property Agency Limited
2.	Construction Industry Council
3.	Electrical and Mechanical Services Department
4.	Hong Kong International Aviation Academy
5.	KPMG
6.	Labour Department – Youth Employment Start (Y.E.S.)
7.	MTR Academy
8.	OCBC Hong Kong
9.	The Federation of Hong Kong Electrical & Mechanical Industries Trade Unions
10.	The Hong Kong Jockey Club Apprentice Jockeys' School
11.	Vocational Training Council (VTC)
12.	<i>WeCan</i> Alumni
13.	Wharf Estate Limited

Workshops

	Participating Corporate / Organisation	Activities
1.	BNP Paribas	Communication Ninja
2.	CBRE	Your Future, Your Call!
3.	Centaline Property Agency Limited	Essential Interview Skills and Tips
4.	Hays Hong Kong	Greater Bay Area Employment Opportunities
5.	Hong Kong Retired Civil Servants Association	Opportunities in General Grades at the Government / A Closer Look in Disciplined Services
6.	M.B. KEMP LLP	Know Your Basic Rights as an Employee
7.	Pacific Club	CV Writing Skills to Land Your Dream Job
8.	Savills Property Management Limited	Be a Job Hunter Pro
9.	Shun Tak Group	Job Interview Essentials
10.	The Taxation Institute of Hong Kong	Workplace Communication Tactics
11.	Hong Kong Young Women's Christian Association	Academic Pathways and Preparation Workshop

Others

	Participating Corporate / Organisation	Activities
1.	Hong Kong Young Women's Christian Association	Career Interest Games