

For Immediate Release:

Education & Careers Expo Opens with 540+ Exhibitors *Highlights Include Two New Zones and Creativity Conference*

4 February 2010 – More than 540 exhibitors from educational organisations, government departments, professional bodies and private enterprises are taking part in the HKTDC Education & Careers Expo 2010, which opened today at the Hong Kong Convention and Exhibition Centre (HKCEC) and continues through 7 February.

Celebrating its 20th edition this year, the Hong Kong Trade Development Council (HKTDC) event is free and open to the public. Fourteen countries and regions are represented: Hong Kong, Australia, Canada, the Chinese mainland, Germany, Italy, Japan, Macau, the Middle East, New Zealand, Singapore, Switzerland, the United Kingdom and the United States.

Education and Careers are the fair's two major exhibit categories. The Education section features colleges and universities, language schools, vocational training outlets and other institutions grouped into "Hong Kong" and "outside Hong Kong" areas. The Careers section includes companies, government departments, semi-government organisations, professional associations and recruitment media.

Creative Education Zone

This year's expo features two new zones. The Creative Education Zone presents a wide range of educational and training options, as well as career-development prospects in Hong Kong's cultural and creative sector. Exhibitors include the Academy of Film; Hong Kong Baptist University; Baron School of Music; First Institute of Art & Design; Hong Kong Communication Art Centre; The Hong Kong Academy for Performing Arts; Academy of Art University (US); Istituto Marangoni (Italy); New York Film Academy (US); and Savannah College of Art and Design (US).

The Professions and Accreditation Zone includes industry associations, professional institutes and accreditation bodies, as well as the latest information and trends in the accounting, architecture, actuarial science, engineering, finance, human resources and surveying industries.

Creative Education Conference

Another expo highlight is tomorrow afternoon's conference, "Sparking Creativity in Hong Kong." The conference features industry leaders in education, the arts and business, including Alan Siu, Acting Head, Creative Hong Kong, Gillian Choa, Head of Academic Studies in Theatre and Entertainment Arts and MFA Coordinator, HKAPA, and stage actor Jim Chim.

Special theme days include Chinese Mainland Study Day (4 Feb), Creative Education Day (5 Feb), Professional Accreditation Day (6 Feb) and US Study Day (7 Feb).

In addition, the expo offers more than 50 career and education-related seminars, including a series on financial planning and professional accreditation, along with nearly 180 video presentations.

Creative Education Gallery

Paintings, photographs, film, costumes, 3D creations and other student artwork from a variety of educational institutions are on display at the Creative Education Gallery, located in the Hall 1D concourse.

Fair Website

www.hktdc.com/hkeducationexpo

Photo Download



The 20th HKTDC Education & Careers Expo, being held 4-7 February at the Hong Kong Convention & Exhibition Centre, has attracted more than 540 exhibitors from educational organisations, government departments, professional bodies and private enterprises

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About the HKTDC

Established in 1966, the Hong Kong Trade Development Council (HKTDC) is the international marketing arm for Hong Kong-based traders, manufacturers and service providers. With 40 offices worldwide, including 11 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China and Asia. The HKTDC also organises trade fairs and business missions to connect companies with opportunities in Hong Kong and the mainland, while providing information via trade publications, research reports and online. Visit www.hktdc.com for more information.

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