

18 July 2014 (Friday)

To enhance human resources and youth education VTC & retail industry launched the Earn & Learn Pilot Scheme

The Vocational Training Council (VTC) today (18 July) signed a memorandum of understanding (MOU) with the Hong Kong Retail Management Association to give full swing to launch the Earn and Learn Pilot Scheme (Pilot Scheme) for Retail Industry. Aiming to attract young talents to join the retail industry, the Pilot Scheme provides participants with an opportunity to ‘earn and learn’ and to pursue a well-defined progression pathway.

HKSAR Secretary for Commerce and Economic Development Gregory SO and VTC Chairman Dr Clement CHEN attended the signing ceremony and witnessed the new milestone collaboration between the VTC and the retail industry, the MOU was signed by Vice-Chairman of Hong Kong Retail Management Association Henry YIP and VTC Executive Director Mrs Carrie YAU.

Collaborated by HKSAR Commerce and Economic Development Bureau, the Hong Kong Retail Management Association and the VTC, the Pilot Scheme is a new vocational education programme supporting the initiatives raised in the 2014 Policy Address and the 2014-15 Budget to strengthen vocational education and youth employment. The VTC integrated structured classroom learning and on-the-job training and develop the Pilot Scheme offering participants to ‘earn and learn’ during their studies, enabling them to acquire knowledge and skills, as well as enjoying a steady income and allowances from the Government and employers.

VTC Chairman Dr Clement CHEN said, “Referencing the successful experience of vocational education in Germany and Switzerland, we also meet the local market and industrial needs, the VTC takes forward the concept of integrating classroom learning and workplace training to groom young professionals well conversant with knowledge and practical skills. We hope the Pilot Scheme gives young people the opportunities of progression and career development, enhances Hong Kong’s human resources and contributes to our economic development.”

Vice-Chairman of the Hong Kong Retail Management Association Henry YIP said, “Nurturing talents for the retail industry in a sustainable manner is crucial to ensure healthy development of this major economic sector in Hong Kong. I am glad to see that the Government

is supporting the manpower development of the industry. One of the significant initiatives is the Pilot Scheme that provides young people to work and learn in parallel, which is indeed an ideal start joining the retail industry. The retail sector supports the Pilot Scheme, 49 company brands voiced to participate and are providing near 1,000 on-the-job training places.”

Tailored for school leavers of Secondary 6 or above, academic year of the Pilot Scheme will commence in coming September. Participants enrolled for the 18-month “Foundation Diploma (Level 3) – Retail” programme will attend classes at IVE for 3 days and acquire work experience with employers for another 3 days every week. The average working hours of a participant is 27 per week.

With the employers’ sponsorship equivalents to \$1,100 per month, participants will only need to pay an average of \$472 as the tuition fee per month during the 18-month training period. Apart from this, participants will also be guaranteed the employer’s remuneration of an average of \$4,800 per month and the Government allowance of an average of \$2,000 per month, making the average monthly income to \$6,800. Upon graduation, participants will be offered the income no less than \$11,000 per month if they become full-time employees of participating companies.

The Pilot Scheme offers clear career progression pathways. Accumulated requisite experience, a graduate will likely be promoted to become an Assistant Store Manager for progression to join the management team. Graduates can also opt to pursue further studies to acquire higher academic qualifications such as Higher Diploma and top-up Degree.

The VTC has consulted its Retail Trade Training Board on the Pilot Scheme and the Pilot Scheme has received a general support from the industry with 49 company brands participating, covering more than ten retail categories including fashion and accessories, watch and jewelry, cosmetics, electronic and electrical appliances.

The Hong Kong Retail Management Association (HKRMA) was founded in 1983 by a group of visionary retailers with a long-term mission to promote Hong Kong’s retail industry and to present a unified voice on issues that affect all retailers. Established for 31 years, the Association has been playing a vital role in representing the trade, and raising the status and professionalism of retailing through awards, education and training.

Today, HKRMA is the leading retail association in Hong Kong with membership covering more than 7,800 retail outlets and employing more than half of the local retail workforce. HKRMA is one of the founding members of the Federation of Asia-Pacific Retailers

Associations (FAPRA) and is the only representing organization from Hong Kong. FAPRA members cover 17 Asian Pacific countries and regions.

Established in 1982, the Vocational Training Council (VTC) is the largest vocational education, training and professional development group in Hong Kong with some 250,000 students and trainees each year. The mission of VTC is to provide a valued choice to school leavers and working people to acquire the values, knowledge and skills for lifelong learning and enhanced employability, and also to provide valued supports to industries for their manpower development. VTC has 13 member institutions including the Technological and Higher Education Institute of Hong Kong (THEi), the Institute of Professional Education And Knowledge (PEAK), the School for Higher and Professional Education (SHAPE), the Hong Kong Institute of Vocational Education (IVE), the Hong Kong Design Institute (HKDI), Pro-Act by VTC, Hospitality Industry Training and Development Centre (HITDC), Chinese Cuisine Training Institute (CCTI), Maritime Services Training Institute (MSTI), Youth College, Integrated Vocational Development Centre (IVDC), Yeo Chei Man Senior Secondary School and Shine Skills Centre.

Media Enquiries

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Photo Captions:



Photo 1: VTC Executive Director Mrs Carrie YAU (left, front row) and Vice-Chairman of the Hong Kong Retail Management Association Henry YIP (right, front row) signed the MOU of the Earn & Learn Pilot Scheme for retail industry, Secretary for Commerce and Economic Development Gregory SO (centre, back row), VTC Chairman Dr Clement CHEN (second from right, back row), Executive Committee Member of the Hong Kong Retail Management Association Winston CHOW (second from left, back row), VTC Retail Trade Training Board Vice-Chairman Angus WAI (right, back row) and VTC Deputy Executive Director Susanna CHAN (left, back row) witnessed the milestone collaboration.



Photo 2: The Earn & Learn Pilot Scheme for retail industry has been well received by the industry and joined by 49 company brands



Photo3: IVE students shared with Gregory SO their learning experience in related programmes