The job landscape is changing rapidly owing to globalisation, technological advances, growing life span, environmental challenges and the shifting centre of economic gravity from West to East. Hong Kong is also at the cusp of a momentous transformation. There are widespread sentiments in various quarters of the society that this city has to reinvent itself for a more sustainable future.

Vision of JA HK

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With the rapid changes in the local and global business environment, it is ever more important that we provide a strong foundation upon which the young people of Hong Kong can build their future. JA HK seeks to nurture a new generation of innovative, entrepreneurial, compassionate and civic-minded talents with a global vision.

Career and Life Planning for Young People

JA HK offers a wide range of applied learning experiences to complement classroom education. Our programs help young people identify their passion, appreciate their strengths, understand the market opportunities and prepare them for the world of work. We empower youth to set their career goals and develop essential skills so that they can realise their dreams.
Benefits of JA HK Programs

JA HK programs seek to develop the work readiness, entrepreneurial thinking and financial literacy of students.

Communication, Collaboration, Creative and Critical Thinking are increasingly recognized as the most important 21st century skills. JA HK programs equip students with 4C skills and also provide them with practical job search tools and techniques.

Numerous studies have shown that entrepreneurship education not only improves their academic performance but also equips young people with essential life skills. JA HK’s Company Programme and International Trade Challenge are market leaders in entrepreneurial learning. Participants will have the opportunity to represent Hong Kong in regional and global events to further their learning.

Our financial literacy programs enable students to develop the knowledge they need for participation in the work force, and to make informed and wise life-changing decisions about their future.

JA HK programs range from one hour talks, half-day/whole day workshops to more extended learning experiences spanning over several months. They are mostly offered free of charge to students. Our programs are developed by education and professional experts in the US and in Hong Kong, and delivered by experienced business volunteers. Every program is accompanied by a student manual and a volunteer guide. With the strong support of the Education Bureau and schools, JA HK has become a well-recognised provider of Other Learning Experiences in Hong Kong. Schools can fulfull their OLE hours requirements through JA HK programs.

Be a Host School

Most JA HK programs take place at schools. Your school can be a host school of our programs and enjoy up to 30% of the places guaranteed for your students. Host school students can also have the opportunities to provide volunteer services to the programs.