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集團與職業訓練局簽署合作備忘錄 透過商校合作栽培電子商貿生力軍

集團致力培育未來電子商貿及科技行業的人才，為業界建立可持續的人才供應，以推動零售業的數碼化發展。日前，集團與職業訓練局（VTC）簽署合作備忘錄，透過商校合作，攜手培育專業的電子商貿生力軍，成為集團首次與香港大專院校簽訂的合作協議。



集團與職業訓練局於1月31日簽署合作備忘錄，由集團行政總裁（香港）周慧晶（前排左）及VTC副執行幹事沈朝暉（前排右）代表簽署，集團執行董事黃雅麗（後排左）和VTC執行幹事唐智強（後排右）見證。

集團將透過今次合作，與職業訓練局攜手開展「直播帶貨」的人才培訓。集團旗下的24小時網上購物商場HKTVmall的直播營銷專家將會為香港專業教育學院（IVE）商業學科高級文憑學生提供工作坊及客席講座，介紹香港的網絡營銷生態和概述HKTVLive直播購物台的製作流程等。除此以外，HKTVmall亦會為職業訓練局商業學

科的教職員舉辦工作坊，幫助他們掌握香港「直播帶貨」最新趨勢。

今年，集團亦會全力支持職業訓練局商業學科舉辦的「HKVTC Shop最強電商王Keep On Live大賽」，協助校方籌劃及推廣賽事，務求為職業訓練局的學生以及中學生提供更多機會，從課堂以外了解電子商貿業務的營運方式，從中學習網絡推廣的技巧。



在合作備忘錄簽署儀式當天，「HKTVLive直播購物台」主播連佳麗（左）帶領IVE公關及傳播管理高級文憑學生劉柏昊（右）及HKDI產品設計高級文憑畢業生廖成錯（中）示範「直播帶貨」。

為了讓職業訓練局的學生能夠深入體會電子商貿行業的生態環境，並獲得更多實戰經驗，HKTVmall會讓職業訓練局商業學科學生以「專題為本研習」形式參與HKTVLive直播購物台的活動製作，包括在HKTVLive介紹職業訓練局旗下的電子商貿平台HKVTC Shop，展示一系列由學生及畢業生設計和製作的商品。另外，HKTVmall更會安排獲得院校推薦的學生到公司實習，務求令學生得到更多實務知識及技能，為投身行業打好基礎。



集團行政總裁（香港）周慧晶表示：「集團致力培育電子商貿及科技人才，積極推動本港零售業的數碼發展。我們很高興與VTC展開合作，期望透過分享網上營銷技巧及過往經驗，以及讓學生直接參與直播節目製作，令他們掌握電子商貿營運的要訣，激發其個人潛能，為培育未來電子商貿精英奠下良好基礎。」集團將繼續以不同形式培育未來電子商貿及科技人才，為行業注入更多新血及新想法，以應對不斷改變的市場需求，推動行業發展。

有關更多詳情，請參閱新聞稿：https://ir.hktv.com.hk/uploads/1706691923929-PR_20240131_C_01.pdf

HKTV signed a Memorandum of Understanding with VTC Joining Hands to Nurture Future Elites in the eCommerce industry

Devoting itself to promoting the digitalization of the retail industry, HKTV is dedicated to cultivating next-gen eCommerce and Technology elites for a sustainable talent supply. The Group signed a Memorandum of Understanding (MoU) with Vocational Training Council (VTC) on 31 Jan, committing to work together to nurture future elites in the eCommerce sector, which marks the Group's first MoU with a local tertiary institution.



The MoU between HKTVMall and VTC was signed by HKTVMall Chief Executive Officer (Hong Kong) Jelly ZHOU (left on front row) and VTC Deputy Executive Director Alaina SHUM (right on front row), and witnessed by HKTVMall Group Chief Financial Officer and Company Secretary Alice WONG (left on back row) and VTC Executive Director Donald TONG (right on back row) on 31 Jan.

Through this collaboration, HKTVMall will be joining hands with VTC on “live commerce” talent training programmes, in which the live commerce expert practitioners from HKTVMall, HKTVMall’s 24-hour online shopping mall, will provide workshops and seminars for students of the Hong Kong Institute of Vocational Education (IVE)’s Higher Diploma programmes in Business Discipline, introducing the Hong Kong eCommerce ecosystem and the live streaming production process on HKTVMallLive. In addition, the collaboration will also cover workshops for teaching staff in the Business Discipline from VTC to keep them abreast of the latest developments in live commerce.

This year, the Group will also show its support for the “HKVTC Shop Keep On Live Competition”, hosted by VTC Business Discipline, by assisting in organizing and promoting the event. The Competition provides a unique opportunity beyond conventional classes for VTC students and secondary students to acquire and exercise eCommerce business operation and digital marketing skills.



At the MoU Signing Ceremony, LAU Pak-ho (right), an IVE student of Higher Diploma in Public Relations and Communication Management programme, and Alvin LIU Shing-kai (middle), a HKDI graduate of Higher Diploma in Product Design programme conducted a live streaming shopping session under the guidance of Kelly LIN (left), an eCommerce livestream host of HKTVLive.

To make it possible for the students from VTC to immerse themselves in the eCommerce ecosystem for extensive hands-on experience, HKTVmall will provide the opportunity for VTC students from Business Discipline to participate in the production of the live commerce events on HKTVLive through a project-based learning approach, spanning VTC's eCommerce platform - HKVTC Shop, and showcasing a range of products designed and produced by VTC students and graduates. Meanwhile, HKTVmall will also offer internships for students recommended by the institution so that they can acquire practical knowledge and skills for building a solid foundation for joining the industry.



Group Chief Executive Officer (Hong Kong) Jelly ZHOU said, “The Group is committed to nurturing talents in eCommerce and technology, actively driving the digital development of the retail industry in Hong Kong. We are delighted to collaborate with VTC and aim to share online marketing techniques and past experiences while allowing students to directly participate in live streaming production. This will enable them to grasp the essentials of eCommerce operations, unleash their potential, and lay a solid foundation for cultivating future eCommerce elites.” HKTVMall will keep cultivating next-gen eCommerce and technology talents for bringing new blood and ideas to the industry to face the fast-changing needs in the market, and further promote the growth of the industry.

For more details, please refer to the press release:
https://ir.hktvm.com.hk/uploads/1706691918792-PR_20240131_E_01.pdf



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