



# The Challenges and Opportunities for Hong Kong Young Professionals in Pearl River Delta Region



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The Mainland/Hong Kong Closer Economic Partnership Arrangement (CEPA), which was implemented on 1st January 2004, has brought immense benefits to Hong Kong's service economy. CEPA provides opportunities for Hong Kong professionals and residents to establish business or to work in the Mainland. CEPA measures on market access cover a total of 18 service industries. Under CEPA, most professionals can apply to practise in the Mainland and Hong Kong permanent residents are permitted to sit the professional qualifying examinations in the Mainland.

With CEPA, huge opportunities exist for Hong Kong professionals, especially in the Pearl River Delta (PRD) region which is easily accessible from Hong Kong. To tap these emerging opportunities, it is imperative for Hong Kong young professionals to understand the practice, employment opportunities and business environment in the Mainland and to explore various opportunities. Rapid economic development and geographical proximity of the PRD region have created huge potential for young professionals in Hong Kong. Founded by the 10 leading professional bodies in Hong Kong, the Hong Kong Coalition of Professional Services (HKCPS) has initiated two programmes, namely:

- 1) "Young Professional Exchange and Enhancement Programme", and
- 2) "Mainland Executive orientation programme for young professionals"

These projects aim to create opportunities for young professionals to familiarize themselves with the latest development of the Mainland market, particularly in the PRD region. With the support from the Hong Kong Productivity Council (HKPC) and the strong connections HKCPS possesses within the Mainland, the exchange programme will definitely help young professionals develop network with their Mainland counterparts, and facilitate cross-disciplinary collaboration with Mainland professionals.



## "Young Professional Exchange and Enhancement Programme"

A total of 6 exchange tours will be organized to the PRD region such as Guangzhou, Shenzhen and other cities. Our initial targets are professional members of the HKCPS's founding bodies, who possess post-qualification experience of 10 years or less. Qualified young professionals from other bodies are also welcome to participate in the tours at a later stage. The tour will comprise of site visits, seminars and a networking session. Speakers from the Mainland will share information regarding the current development of PRD region and the overall market environment with the participants. Furthermore, Hong Kong young professionals will have the chance to meet with professionals and business enterprises from the PRD region. The seminar will be recorded and uploaded in the [www.hkprofessionals.org](http://www.hkprofessionals.org) to benefit other Hong Kong professionals as well.

## "Mainland Executive orientation programme for young professionals"

The proposed programme is developed and managed by the Hong Kong Productivity Council, which provides a comprehensive learning and experience-sharing programme to enhance the market entry capabilities of Hong Kong young professionals through strengthening their understanding of market practices in the Mainland. Practical workshops with the theme of bridging the culture gap, PRC work standards & management styles, communication skills for specific professions, case studies sharing will be developed to fit the needs of the professionals of the three main groups of professions.

## Cross border collaboration

To explore the immense potential & opportunities, we should increase the understanding between professionals in Hong Kong and Mainland. This can be done through frequent visits to the Pearl River Delta region so that interested parties can see for themselves the actual operation of the enterprises and discuss with the existing management their real experiences in the Pearl River Delta region. As well as this, regular contacts with Chinese officials for more updated information, advice and guidelines about the establishment of their career in the mainland will also be of benefit.

