

Press Release
For Immediate Release

Three-day Cyberport Career Fair attracts over 1,000 Job Seekers

Hong Kong, 8 June 2022 – Cyberport’s annual career expo, the three-day (4 to 6 June) Cyberport Career Fair was successfully concluded on Monday, after moving online due to the COVID-19 pandemic for the third consecutive year. The Career Fair received an overwhelming response, with more than 1,000 job seekers with page views topped over 20,000. The Career Fair interactive platform will remain open until 3 July to allow continued matching between employers and job seekers. For details, please visit: <https://ccf2022.vfairs.com/>.

Business Analyst and Marketing Jobs Most Competitive

This year’s Career Fair has seen a flowering different innovation-related jobs. Among the over 1,500 jobs offered, analytics and marketing positions from the Smart Living cluster, including business analysts, digital marketing and graphic design trainees, etc were the most popular among job seekers. This reflects the boosting demand towards marketing and design talents in various fields resulting from Hong Kong’s commitment to promote the development of smart city as well as digitalisation across industries. Participating job seekers generally have high academic qualifications, with nearly 20% holding a Doctorate or Master’s degree, close to 70% being university graduates and the rest with associate degree, higher diploma or secondary school graduates.

This year’s Career Fair offered a record high of over 1,500 I&T job openings from more than 150 companies, covering areas such as FinTech, Smart Living, Digital Entertainment, Artificial Intelligence (AI), Big Data, Blockchain, and Cybersecurity, etc. Tech-related positions were the majority, accounting for over 40% of jobs. There was also a surge in design-related vacancies. In terms of technology clusters, Smart Living-related jobs topped the list, taking up 35% of vacancies. Hong Kong’s effort in developing smart city and digital economy has contributed to the gradual increasing demand for RetailTech, EdTech, HealthTech, Environmental Tech, AI and IoT-related talents.

Mr Eric Chan, Chief Public Mission Officer of Cyberport, said, “The rising trends of Blockchain and ‘Metaverse’ have prompted an increasingly diversified development of the innovation and technology industry. When it comes to talent acquisition for I&T industry, it is no longer limited to technical professionals with engineering or IT education background and experience. The industry is also actively recruiting new blood from marketing, art and design disciplines. It is encouraging to see a surge in participating companies and jobs offered in the Career Fair this year, as well as the increasingly diversified disciplines and background of job seekers and graduates, which reflects the gradual enrichment of the innovation talent pool. Cyberport will continue to promote I&T development in Hong Kong, nurture more quality start-ups and creative talent through the



Cyberport Academy to make digital tech an economic driver for Hong Kong, with the support of the National 14th Five-Year Plan.”

Riding on the “Metaverse” boom, Cyberport Career Fair incorporated elements of “Metaverse” into its virtual interactive platform for the first time. Furthermore, the Career Fair organised a job forum “Metaverse Task Force Assemble”, with representatives from three companies in the metaverse, NFT and digital entertainment field as guest speakers. They included **Linda Chan (Founder of Moonland)**, **Orange See (Chief Operating Officer of Foonie Magus)** and **Kane Chau (Associate Program Manager of Brinc)**. **Miranda Wong (Director of The HKFYG Leadership Institute)** and **Eddy Hui (Chief Executive Officer of Hong Kong Designers Association)** also joined the panel to discuss the enormous business and development opportunities brought by metaverse.

On the third day of the Career Fair, another signature forum themed “Women Entrepreneurship & Business Opportunity in GBA Development” was held in recognition of the emerging outstanding women entrepreneurs in the innovation industry in recent years. **Sally Wan (Chief Executive Officer (Greater China) of AXA China Region Insurance Co Ltd)**, **Ida Chi (Chief Executive Officer of Guardforce)**, **Pauline Wong (Chairman & CEO of Million Rank (HK) Limited)**, **Justina Ho (Immediate Past Chairlady of IET Hong Kong and Council and Board Member of IET)**, and **Queenie So (Founder & CEO of Cyberport start-up SyZyGy)** shared how female entrepreneurs could lead enterprises to expand to the Greater Bay Area.

Co-organised by Cyberport and Rotary District 3450, the “Co-Create Smart Park Challenge 2021-22” Finale and Awards Ceremony was held during the Career Fair to honour smart park solutions combining creativity and feasibility. In the student group, Diocesan Boys' School won the Championship, Tung Wah Group of Hospitals Mrs. Wu York Yu Memorial College came the first runner-up and Ju Ching Chu Secondary School (Tuen Mun) the second runner-up. Teams from The University of Hong Kong ranked top three in the open group, The Smart Loop was awarded champion, while Nex - Gen Farm and Nat-IT Grow was the first and second runner-up.

Please click [here](#) to download high-resolution press images:



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The Career Fair hosted a job forum “Metaverse Task Force Assemble”, with (left to right) Kane Chau (Associate Program Manager of Brinc), Miranda Wong (Director of The HKFYG Leadership Institute), Linda Chan (Founder of Moonland), Terence Leung (Senior Manager of Digital Entertainment & Esports of Cyberport), Eddy Hui (Chief Executive Officer of Hong Kong Designers Association) and Orange See (Chief Operating Officer of Foonie Magus) as guest speakers to discuss the enormous business and development opportunities brought by “Metaverse”.



Another signature forum with themed “Women Entrepreneurship & Business Opportunity in GBA Development” was held. (Left to right) Queenie So (Founder & CEO of Cyberport start-up SyZyGy), Sally Wan (Chief Executive Officer (Greater China) of AXA China Region Insurance Co Ltd), Ida Chi (Chief Executive Officer of Guardforce), Anita Chau (Head of Ecosystem & Development of Cyberport), Pauline Wong (Chairman & CEO of Million Rank (HK) Limited), and Justina Ho (Immediate Past Chairlady of IET Hong Kong and Council and Board Member of IET) shared how female entrepreneurs could

lead enterprises to expand to the Greater Bay Area.



“Co-Create Smart Park Challenge 2021-22” Finale was held during the Career Fair. Diocesan Boys' School won the Championship of the Student Group, Tung Wah Group of Hospitals Mrs. Wu York Yu Memorial College came the first runner-up and Ju Ching Chu Secondary School (Tuen Mun) the second runner-up.

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About Cyberport

Cyberport is an innovative digital community with over 1,800 members including over 800 on-site and 900 off-site start-ups and technology companies. It is managed by Hong Kong Cyberport Management Company Limited, wholly owned by the Hong Kong SAR Government. With a vision to be the hub for digital technology, thereby creating a new economic driver for Hong Kong, Cyberport is committed to nurturing a vibrant tech ecosystem by cultivating talent, promoting entrepreneurship among youth, supporting start-ups, fostering industry development by promoting strategic collaboration with local and international partners, and integrating new and traditional economies by accelerating digital transformation in public and private sectors.

For more information, please visit www.cyberport.hk