

Join The Conversation

加入對話

Participants will be invited to join a dedicated Facebook page for posts on new start-ups, trade updates, activities and discussion. Make contacts, add your voice, and build your network!

參加TAP的同學將會獲邀加入我們的Facebook專頁，藉此認識初創公司和了解貿易資訊，亦可即時登記參與我們舉辦的各項活動和討論。立即加入，建立你的人際網絡，並對各項商貿大事發表意見！

Eligibility

參加資格

TAP is open to anyone who has completed secondary education and is currently enrolled on a further or higher education course, and who shows a strong interest and commitment to contributing to Hong Kong's future success.

希望對香港未來作出貢獻，並已完成中等教育，及目前正在修讀或將升讀高等教育課程的學生。

Recognition

獎勵

All participants will be awarded the **HKTDC Trade Ambassador Programme Certificate** after attending 3 scheduled programme activities, including one designated activity.

參與3項或以上活動（包括一項指定活動）後將獲頒香港貿易發展局商貿大使計劃證書

Dates

日期

- **Application Deadline:** Every year by 31 October
截止報名日期：每年10月31日
- **Duration:** : Every year from November to July
活動時間：每年11月至7月



Enrolment

報名


All applications should be made online at
請於網上報名及申請
<http://www.hktdc.com/TAP>

Enquiries

查詢

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About the HKTDC

關於香港貿易發展局

Established in 1966, the Hong Kong Trade Development Council (HKTDC) is a statutory body dedicated to creating opportunities for Hong Kong's businesses. With more than 40 offices globally, including 13 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China, Asia and the world. With 50 years of experience, the HKTDC organises international exhibitions, conferences and business missions to provide companies, particularly SMEs, with business opportunities on the mainland and in international markets, while providing business insights and information via trade publications, research reports and digital channels including the media room. For more information, please visit: www.hktdc.com/aboutus.

香港貿易發展局（香港貿易發展局）成立於1966年，是致力為香港商界創造機遇的法定機構，在世界各地設有40多個辦事處，其中13個在中國內地，推廣香港作為通往中國內地、亞洲，以至世界各地的營商平台。香港貿易發展局與商界同行50載，通過舉辦國際展覽會和會議，以及商貿考察團，協助企業尤其是中小企業拓展內地及環球市場。此外，香港貿易發展局透過產品雜誌、研究報告，以及包括新聞中心在內的數碼平台，發佈最新的市場和產品資訊。有關香港貿易發展局的其他資訊，請瀏覽 www.hktdc.com/aboutus/tc。



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電話：(852) 1830 668 傳真：(852) 2824 0249

www.hktdc.com



Trade Ambassador Programme
商貿大使計劃

HKTDC Trade Ambassador Programme (TAP)

貿發局商貿大使計劃

Develop your Leadership, Build your Network, Make a Difference

發展領導才能，建立人際網絡，為即將加入職場作準備



Why join TAP?

為甚麼要參與TAP?

- Develop leadership and entrepreneurial skills
發展領導才能和創業技能
- Gain business insights and transferable working skills
洞悉商貿領域的真知灼見，獲取工作上的通用技能
- Engage with local leading businesses
接觸本地頂尖企業
- Experience world-wide networking opportunities
有機會與世界各地人才互相交流



We want you!

Become a HKTDC Trade Ambassador

加入我們，成為香港貿發局商貿大使！

Take your leadership to the next level and gain unique insight into Hong Kong's global trade position with HKTDC TAP

全面提升領導才能，並深入認識香港在全球貿易的獨特地位

- Discover how trade has shaped Hong Kong and continues to be a vital contributor to the local economy
了解貿易如何塑造香港，以及貿易如何在未來繼續在香港經濟扮演重要的角色
- Meet CEOs, entrepreneurs, economists and trade experts. Gain valuable knowledge for your future career
認識一眾CEO、創業家、經濟學家和貿易專家，並獲得寶貴的知識，為未來事業發展作好準備
- Voice your views on international trade and global economic issues in our exchange platforms
在我們的交流平台上就國際貿易和全球經濟等問題提出意見



TAP: Calling Tomorrow's Leaders

參加香港貿發局
商貿大使計劃

1 BOOST YOUR KNOWLEDGE

about Hong Kong trade and how the HKTDC guides businesses, from start-ups to successful SMEs

增進知識－認識香港的貿易行業，以及香港貿發局如何引領本地企業從起始的初創公司發展為成功的中小企



4 MEET HKTDC ECONOMISTS

and get up-to-date knowledge of the global marketplace. Participate in interactive challenges and open forums on trends impacting Hong Kong

與香港貿發局經濟師會面－獲得全球市場最新動態，並可參與討論，了解影響香港的大趨勢

2 TAKE A TOUR

of the HKTDC's Exhibition Services & Logistics Centre and learn how Hong Kong's exhibition industry has evolved and grown

參觀機會－參觀香港貿發局展覽服務及物流中心，了解香港展覽業的發展過程



6 Reasons to Join TAP

加入TAP的6大理由

These are some of the activities and opportunities you'll take part in during TAP:

加入TAP後，
你會有機會參與
的活動包括：

5 INTERVIEW A CEO

and learn first-hand how pioneers of business built their models and side-stepped pitfalls to reach success

與CEO暢談－取得第一手資訊，了解行業先驅如何建立他們的商業模式，從中學會如何減低商業風險，提升日後營商的成功機會

3 JOIN WORKSHOPS AND SEMINARS WITH RENOWNED SPEAKERS

for insider insights and inspiration from top business brains

參加著名講者主持的工作坊和研討會－從頂尖商家身上獲取業內真知灼見和啟發



6 GET AN INSIDE VIEW

of how companies function day-to-day to grow business during TAP company visits

探討企業的內部營運－參與TAP的參觀活動，深入認識各大企業的日常運作



Trade Ambassador Programme

商貿大使計劃

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Make a Difference**

發展領導才能，建立人際網絡，為即將加入職場作準備

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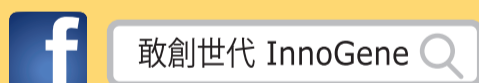
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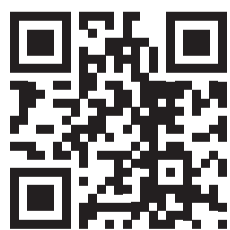
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Tomorrow's
Leaders**
報名從速

