

# Public Policy Research

# THE GREATER BAY AREA AND CAREER OPPORTUNITY FOR HONG KONG YOUTH

(Executive Summary on the Online Survey)

Principal investigator of the research project

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## Research background

In recent years, the Hong Kong Government has emphasised encouraging young adults to pursue their careers in the nine mainland cities of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA). The design of effective strategies for engaging young people in the GBA relies on a good understanding of their aspirations and concerns on pursuing their career in the GBA.

## Research objectives and methods

This research aims to examine the ideas, aspirations and concerns of the young adults in Hong Kong regarding career opportunities in the GBA, and provide policy recommendations.

### Data collection

An online survey was conducted between September and October of 2021.

### Sample

The sample included 2,003 Hong Kong permanent residents aged 21-40 who speak Cantonese and/or Putonghua. Board quota sampling and post-weighting were adopted to make the sample closely represent the population in Hong Kong.

### Analysis method

STATA 17 was employed for data analyses, such as descriptive analyses and ordered logistic regression analyses.

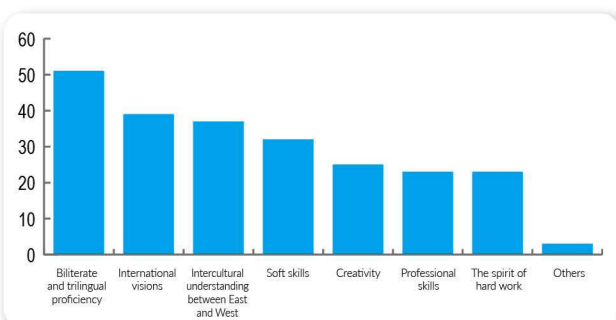
# THE GREATER BAY AREA AND CAREER OPPORTUNITY FOR HONG KONG YOUTH

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## Key findings

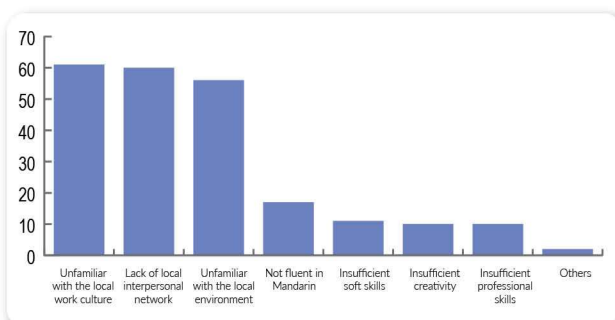
### Hong Kong youth's strengths

Approximately half of the young adults in the survey are confident that their language proficiency is a strength in pursuing their careers in the GBA.



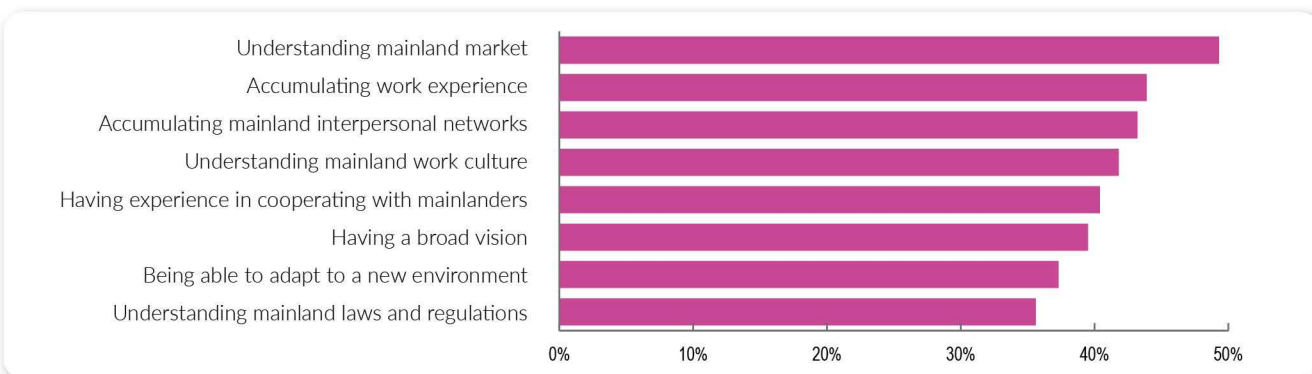
### Hong Kong youth's weaknesses

The unfamiliarity of the local work culture and local environment, and the lack of interpersonal network are young adults' greatest weaknesses in pursuing their careers in the GBA.



### Benefits from working in the GBA

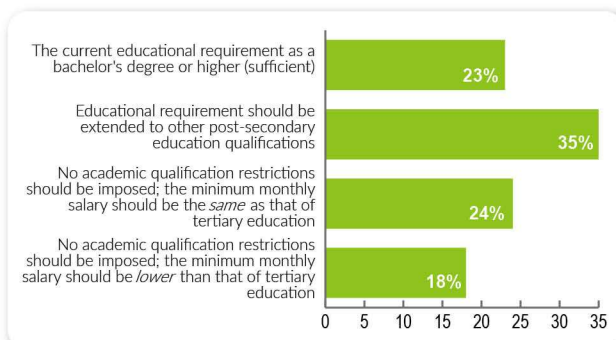
Nearly half of the young adults believe that the knowledge gained from Mainland China's market is the key benefit from working in the GBA, if they return to Hong Kong for work.



### Views on the requirements of "Greater Bay Area Youth Employment Scheme"

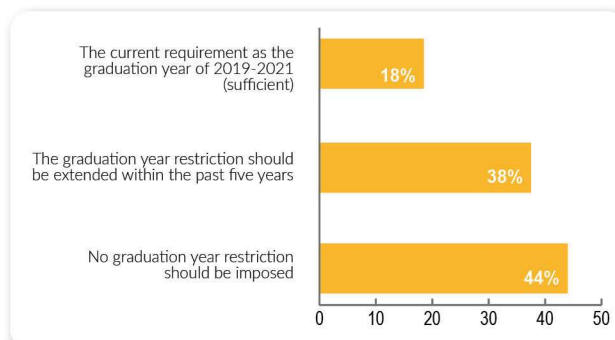
#### Educational qualification

A substantial proportion of young adults suggest relaxing or removing the current requirement of educational qualification.



#### Graduation year

The majority of young adults suggest relaxing or removing the current requirement of graduation year.



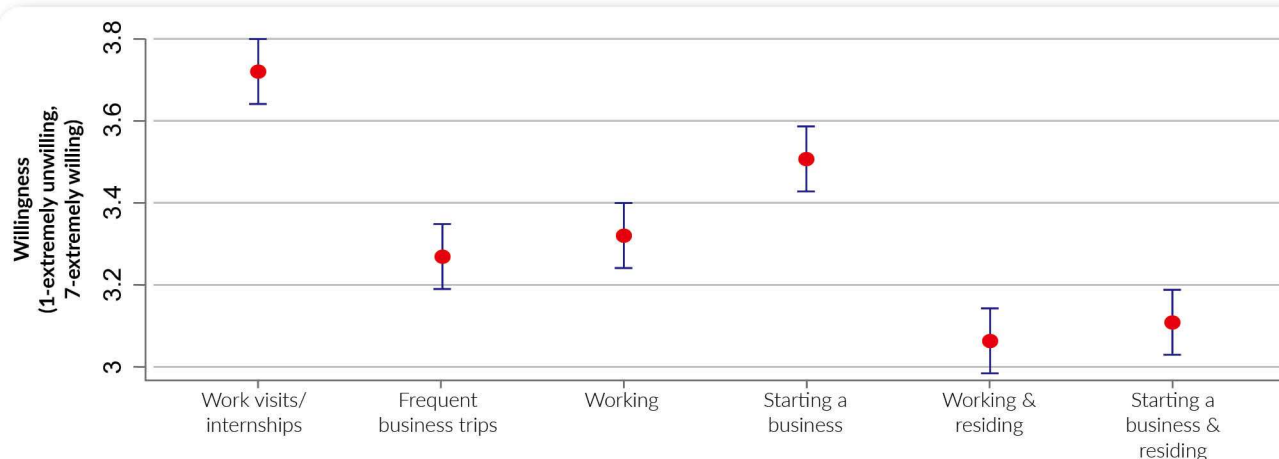
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### Willingness to engage in various economic activities in the GBA

Young adults, on average, are more willing to have work visits and internships than other activities.



Note: Red dots present the mean willingness scores. Capped spikes in blue show 95% confidence intervals.

### Key factors influencing the willingness to pursue careers in the GBA

Career opportunity and funding support are the key pull factors. Adaptations to the local work culture and the local policies and regulations are key challenges. Young adults with tertiary education are more willing to have work visits or internships in the GBA.

	Work visits/ internships	Frequent business trips	Working	Starting a business	Working & residing	Starting a business & residing
<b>Opportunities/Attractiveness</b>						
Career opportunity	+	+	+	+	+	+
Funding support for start-up/employment	+	+	+	+		+
Tax preferential treatments		+		+	+	+
Quality of life	+		+	+	+	+
<b>Challenges/Difficulties</b>						
Work culture	—	—			—	—
Policies and regulations		—				—
Suitable job opportunities and good prospects	+			—		
Travel between Hong Kong and the GBA		—			+	+
<b>Level of education (Ref. = Upper secondary education or below)</b>						
Non-degree post-secondary	+					
University degree or above	+					

The symbols + and — show a significant positive and negative effect, respectively.



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## Policy recommendations to facilitate young adults' career development in the GBA

### 1 Provide information on the local work culture and policy regulations of the GBA

Workshops, seminars and online platforms shall be organised to facilitate young adults to better adapt to the local working and living environment in the GBA.

#### Research finding:

The adaptation to the local work culture and local policies and regulations negatively influence young adults' willingness to engage in various economic activities in the GBA.



### 2 Organise internships, study trips and placement programmes

Collaboration with enterprises and higher education institutions (HEIs) is needed to organise and promote programmes to young adults, especially senior year students of HEIs.

#### Research finding:

Young adults are more willing to have work visits or internships than working or starting a business in the GBA. Young adults of post-secondary education are more willing to engage in work visits or internships than those of upper secondary education or below.



### 3 Establish a one-stop platform to facilitate young adults' career development in the GBA

A one-stop platform for young adults easily connects them to the right resources, information and advisory services for job seeking in the GBA.

#### Research finding:

Young adults who perceive career opportunities and development prospects in the GBA as more attractive are more willing to pursue their careers in the GBA.



### 4 Revisit the eligibility to the Greater Bay Area Youth Employment Scheme

The requirements for educational qualification and graduation year should be reviewed.

#### Research finding:

Most young adults in the study suggest relaxing or removing the educational qualification and graduation year requirements.

