

[For Immediate Release]

Open Door Work Placement Programme 2025: Unlocking Potential for Ethnic Minority Youth in Hong Kong

[8 October 2025, Hong Kong] **KELY Support Group** (“KELY”) proudly celebrates the triumphant conclusion of the **Open Door Work Placement Programme 2025** (the “Programme”), generously sponsored by **Prudential Hong Kong Limited** (“Prudential”). This transformative initiative continues to break barriers, equipping ethnic minority (EM) youth with vital skills, confidence, and real-world experience to shape their futures in Hong Kong's dynamic workforce.

Empowering EM youth through hands-on opportunities

At its core, the Programme is about empowerment—enabling EM youth to overcome challenges, build professional networks, and realise their aspirations. In 2025, the Programme received over 80 applications from EM youth, which were meticulously screened pro-bono by Morgan McKinley, a leading recruitment firm dedicated to fostering inclusive talent pipelines. This partnership ensured a fair and thorough selection process, leading to interviews and training for top candidates.

Ultimately, 19 talented EM youth interns were placed across 18 SMEs and corporates, gaining invaluable exposure to diverse industries while promoting inclusive workplaces. These placements not only honed their practical skills but also fostered a sense of belonging and self-efficacy in professional settings often underrepresented by diverse voices. By prioritizing diversity and inclusion, the Programme creates environments where EM youth can thrive, contributing their unique cultural perspectives to drive innovation.

One such intern worked at **Human8 APAC Limited**, **Rashmi Vasudev** reflected on her journey: “This internship programme has been invaluable in enhancing my understanding of the working industry. I gained insights into how companies and brands develop and execute projects, manage large teams, and maintain effective communication. Additionally, I learned the importance of thorough research and how it informs decision-making processes. This experience has not only deepened my research skills but also improved my discipline and time management. Overall, this internship has significantly contributed to my professional growth and prepared me for future challenges in the industry.”

Another participant, **Muhammad Tahir Malik** worked at **Hong Kong Maritime Museum Limited** shared: “Through the internship, I gained valuable insights into event coordination, sponsorship research, and professional communication. I learned how much teamwork and planning go into creating successful public programmes, and I became more confident in handling tasks independently and reaching out to different stakeholders. This experience helped me grow from a student into someone more adaptable and professional. I am grateful to the Maritime Museum team for their guidance and support, and I will carry these skills forward into my future life.”

These stories highlight how the Programme empowers EM youth by providing mentorship, skill-building, and inclusive environments that celebrate their unique perspectives, ultimately driving personal growth and career readiness.

Sustained growth and diverse partnerships

The Programme's scale-up reflects its growing influence: starting with 10 EM youth and 10 SMEs in 2023, expanding to now supporting 19 youth across 18 partners in 2025. This year's collaborators spanned key sectors, including Hospitality; Conservation and Education; Marketing and consulting; Social Service; Logistics; Healthcare; Performing arts; and Major groups.

All the SMEs & corporates play a pivotal role in empowerment, offering nurturing spaces where EM youth can contribute innovative ideas while gaining industry knowledge. **Janvier Cheung, Learning and Development Manager from The Mira Hong Kong** noted: “Empowering EM youth through this Programme has been rewarding for us. Their diverse viewpoints enhanced our projects, and watching them grow in confidence reinforces why inclusivity matters—it's about building a stronger, more innovative team.”

Prudential, as the steadfast sponsor, emphasised the broader impact: **Michael Han, General Manager of Prudential General Insurance Hong Kong Limited**, stated: “It is our honour to join forces with KELY Support Group and 17 corporate clients and partners as we provided internship placements to EM youth this year. We've seen firsthand how these meaningful opportunities unlock potential. Everyone deserves a platform to shine, and through this Programme, we're opening doors for EM youth to possibilities that will shape the future of Hong Kong's workforce.”

Advancing impact through research

In a forward-looking step, the Programme partnered with The University of Hong Kong (HKU) to research the long-term effects of work placements on EM youth's career trajectories, with a focus on how diversity and inclusion drive success. HKU shared initial findings with comprehensive results expected in January 2026. This collaboration will inform future enhancements, ensuring sustained empowerment for even more youth.

Celebrating milestones and opening futures

The Programme culminated in a graduation ceremony at Prudential's office on 4 October 2025, uniting KELY, Prudential, partners, and EM youth to honor their journeys. **Louis Hou, Executive Director of KELY Support Group**, remarked: "Empowerment is at the heart of what we do. These young leaders' achievements show the power of opportunity—when we invest in EM youth, we build a more equitable society. We call on the community to join us in opening more doors."



Mr. Louis Hou (left), Executive Director of KELY Support Group, presented a certificate of appreciation to Mr. Michael Han (right), General Manager of Prudential General Insurance Hong Kong Limited, at the graduation ceremony of Open Door Work Placement Programme 2025 to show KELY's gratitude for Prudential's continued support.



Attendees of the graduation ceremony took a photo together to celebrate a union of diverse young talents and bold employers.



Student participants were arranged to have interviews with SMEs and corporate employers to ensure good matching between skills and placement opportunities.



Jeffrey Andrews, EM Social Worker, was invited to deliver a Public Speaking and Communication Workshop to all student participants prior to the work placement.

High-resolution images can be downloaded at https://bit.ly/OpenDoor_2025.

Supporting Organisations: (By alphabetical order)

Discovery Bay Recreation Club Limited
Future Education Centre
Hong Kong Maritime Museum Limited
Hongkong International Terminals Limited
Human8 APAC Limited
IPG DXTRA (Hong Kong) Ltd.
Ipsos Asia Limited
Jebsen Group
Lan Kwai Fong Hotel @ Kau U Fong
Modern Dental Management Limited
Ocean Park Conservation Foundation, Hong Kong
Oqq Solution Limited
PMA Marketing Consultancy Limited
Prudential Hong Kong Limited
Shakespeare4All Co. Ltd.
St. James Settlement - Green Ladies & Green Little
TBWA Hong Kong Limited
The Mira Hong Kong

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About KELY Support Group

KELY Support Group (KELY) is a Hong Kong-based nonprofit organisation whose mission since 1991 is to equip young people with the skills, knowledge, and opportunities needed to support themselves and each other. KELY envision a world where young people are empowered to reach their full potential, and collaborate with schools and various partners to offer programmes to Chinese- and English-speaking youth between the ages of 14 and 24 around our three core focus areas: Mental Health and Wellbeing, Drug and Alcohol Awareness, and Positive Youth Development. Please visit [KELY.ORG](https://www.kely.org) for more information.

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