

FOR IMMEDIATE RELEASE

KELY's 2026 Open Door Work Placement Programme Unlocks Career Opportunities for Ethnically Diverse Youth, Partnering with EOC for Workplace Inclusion

[14 September 2026, Hong Kong] — KELY Support Group (“KELY”) has successfully concluded its 2026 Open Door Work Placement Programme, a flagship initiative dedicated to unlocking career opportunities for ethnically diverse (ED) youth aged 18 to 24. By combining KELY’s tailored training with hands-on corporate experience, the programme equips young talent with the confidence to navigate their early careers and build long-term employability in Hong Kong. This impact was significantly amplified by our long-standing partner and sponsor, Prudential Hong Kong Limited (“Prudential”), who demonstrated their ongoing commitment to inclusive youth development by actively engaging its own corporate clients to step forward and provide valuable internship placements for the youth.

Key Impact Metrics

- **Strong Youth Engagement:** The programme received 81 applications from ED youth. After an in-depth review and training process, 20 outstanding candidates were selected, achieving a 100% internship completion rate.
- **Growing Employer Confidence:** 17 employers participated – including three returning partners, reflecting increasing confidence in the programme and building momentum toward inclusive hiring.
- **Exceptional Matching Efficiency:** A 95% success rate in matching candidates with their top-three industry preferences was achieved via KELY's newly optimised system.

A Strategic Breakthrough: Proactive Precision Matching

Building on previous years' experience, the programme adopted a more targeted and proactive matching approach by surveying participants' preferred industries and guaranteeing at least one relevant interview opportunity. This mechanism significantly boosted interview success rates whilst ensuring higher engagement and a strong sense of belonging during the internships.

Louis Hou, Executive Director of KELY Support Group, stated, "Our proactive precision matching framework removes friction from the hiring process, empowering ED youth to pursue genuine career interests, while enabling employers to transform passive diversity goals into active workplace inclusion."

To prepare candidates for these opportunities, the programme kicks off with an intensive 2.5-day training session. Participants gained current market insights from a JobsDB guest speaker, mastered impactful resume writing, and engaged in a Workplace Human Library session featuring Hong Kong's first ethnically diverse social worker. This holistic preparation equipped youth with the confidence and practical skills needed to thrive in professional environments.

A Legacy of Support: Prudential's Long-Standing Commitment

The sustained growth of the Open Door Work Placement Programme is made possible by the steadfast support of Prudential. Now in its fourth consecutive year of partnership, Prudential shares a common vision with KELY of equipping ethnically diverse youth with critical resources and unlocking real-world opportunities.

"Prudential supports ethnically diverse youth not only by creating pathways to employment, but also by helping employers recognise the value that a diverse workforce brings. Through the programme, now in its fourth year, we have created meaningful opportunities for talented individuals from diverse backgrounds to gain workplace experience, while connecting our SME clients and organisations across sectors to support more inclusive workplace practices. Our contribution extends beyond funding. By bringing together employers, clients, and community partners, we help turn inclusion from an aspiration into meaningful actions," said **Michael Han, General Manager of Prudential General Insurance Hong Kong Limited**.

A Landmark Partnership with the Equal Opportunities Commission

For the first time, KELY's inaugural partnership with the EOC expanded outreach across the local business sector, engaging small and medium-sized enterprises to demonstrate that inclusive hiring is both practical and beneficial for businesses of all sizes.

Linda Lam, Chairperson of the Equal Opportunities Commission, stated: "We extend our deepest appreciation to KELY for bringing their 'for youth, by youth' philosophy to life. Over the past six weeks, these graduates took on real responsibilities across nine industries, stepping outside their comfort zones to gain a crucial competitive edge. However, none of this would be possible without the commitment of our employer partners—many of whom are EOC's Racial Diversity and Inclusion Employers Charter signatories. They saw the potential in this multicultural talent pool and gave them a safe space to shine. The EOC is proud to support such a transformative programme."

Bridging Cultures in the Workplace

This year's programme highlighted how everyday human connections, fostered by participating employers, such as Expivotal Consultancy Limited ("Expivotal"), can transform local workplaces into dynamic and inclusive spaces.

Initially anxious about joining a local team, **intern Zoha Ahmad** quickly found common ground with her colleagues. "I was worried about cultural differences, but connecting over anime and local food made me realise how much we shared," Zoha recalled. Expivotal further supported her transition by hosting a welcome lunch at a Halal-certified restaurant and designating a quiet space for prayer.

"Workplace inclusion doesn't require complex policies – it starts with genuine respect," shared **Erwin Chan, Managing Director at Expivotal**. "Taking small, practical steps to accommodate daily needs helped our entire team build much deeper connections."

Through targeted partnerships and practical experience, the Open Door Work Placement Programme empowers ethnically diverse youth to build successful careers and enrich Hong Kong's workforce.

- END -



Mr. Louis Hou (right), Executive Director of KELY Support Group, presented a certificate of appreciation to Ms. Linda Lam (center), Chairperson of the Equal Opportunities Commission and Mr. Wayne Fong (left), Head of Corporate Affairs, Prudential Hong Kong Limited, at the Open Door Work Placement Programme 2026 graduation ceremony, recognising their steadfast support.



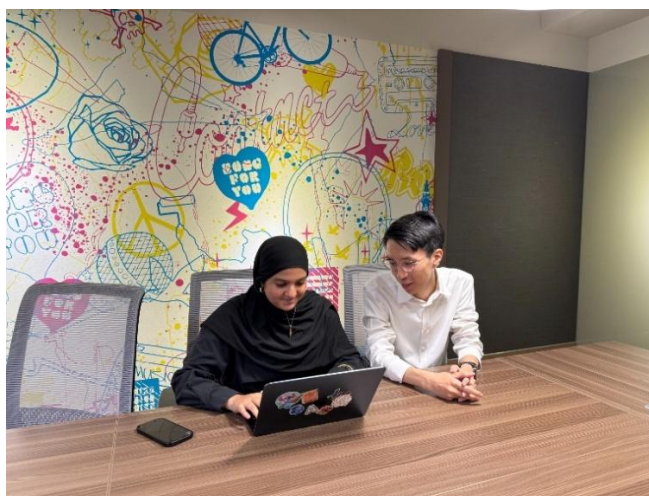
Attendees gather at the Open Door Work Placement Programme 2026 graduation ceremony, celebrating the successful collaboration between ethnically diverse young talent and inclusive local employers.



Employers and interns share practical workplace inclusion strategies and cultural stories during a panel discussion at the Open Door Work Placement Programme 2026 graduation ceremony.



Student participants attend targeted interviews, matched with employers from their top three preferred industries to ensure strong career alignment.



Intern Zoha Ahmad and Mr. Erwin Chan, Managing Director at Expivotal Consultancy Limited, working together in the office, showcasing active and inclusive cultural integration in the workplace.

High-resolution images can be downloaded at:

https://drive.google.com/drive/folders/1BMtP6vMlcr0J-xG16YWuxWhS_ocux8lj

Supporting Organisations: (By alphabetical order)

Angle Marketing Solutions Limited
Christian Action*
Expivotal Consultancy Limited
Future Education Centre
Hong Kong Momtrepreneurs Limited*
Hong Kong Victoria Harbour Education Group Limited
Hong Kong, China Lacrosse Association Limited
ISS Facility Services Limited*
Meiriki Japan Company Limited*
Prudential Hong Kong Limited*
ReCube Limited*
RHT INDUSTRIES LIMITED*
SHINEWING (HK) CPA Limited*
SME Lab (Holding) Limited
St. James Settlement - Green Ladies & Green Little
The DO School Asia Limited
The Mira Hong Kong

*Signatory to the EOC's "Racial Diversity & Inclusion Charter for Employers"



2/F, East Wing, 12 Borrett Road,
Central, Hong Kong
香港中環波老道12號東翼2樓

T 2521 6890 | F 2521 6853
E contact@kely.org
kely.org

About KELY Support Group

KELY Support Group is a Hong Kong-based non-profit organisation. Since 1991, our mission has been to equip youth with the essential skills, knowledge, and opportunities to thrive, while actively promoting the spirit of peer support. We are dedicated to empowering youth to reach their full potential and navigating them towards a world where they can excel. Through strategic partnerships with schools, corporates, and community organisations, we provide three core services for Chinese-speaking and non-Chinese-speaking youth aged 14 to 24: Drug and Alcohol Awareness, Mental Health and Wellbeing, and Positive Youth Development.

Media Inquiries

Natalie Kei | Senior Manager Communications & Development

+852 2521 6890 | nataliekei@kely.org