

Other development initiatives for talents and start-ups sponsored by Create Hong Kong



Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme

Organiser: Hong Kong Association of Interactive Marketing

Introduction: The "Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme" offers monthly subsidy to participating digital advertising companies to encourage them to provide one year full-time job with on-the-job training for fresh graduates. These full-time jobs aim to facilitate the fresh graduates in entering the profession and equip them with the necessary hands-on experience and skills through actual work in order to further their career in the relevant industry. The first edition of the Support Scheme was held in 2012 to 2014, while the 2nd edition is held in 2014 to 2016. Under the current edition, participating employers receive a monthly subsidy capped at HK\$4,000 per graduate to cover part of the salary they paid to the graduates employed under the Support Scheme. Besides, the Support Scheme arranges various events for the new graduates to help enhance their knowledge on the industry and strengthen their skills. These events include career talks, master classes, open house events, as well as portfolio presentation events for new graduates to meet and present portfolio to the representatives of local digital advertising companies, etc.

Website: gss2.hkdai.hk