



香港城市大學
City University of Hong Kong



Student
Development
Services
學生發展處

City University of Hong Kong Global Work Attachment Programme 2015



Australia



Germany



United Kingdom



China



Yuki Chang and Claudia Chow had a wonderful experience working in MintTwist, a digital marketing firm located in London.



Jasper Ho enjoyed both his work and company gatherings at Aviareps AG in Munich.



Marilyn Au, Celia Lau and Linus Chung were sent to work in Lesara GmbH, a fast-growing online fashion retailer based in Berlin.



Korina Cheng and Jennifer Ma learnt a lot from the experience of their supervisors.



Global Work Attachment Programme 2015

Yannie Ng worked as a Business Development Intern in Debut Contemporary Ltd. in London.



Interns at Munich loved exploring the German culture with their local colleagues.

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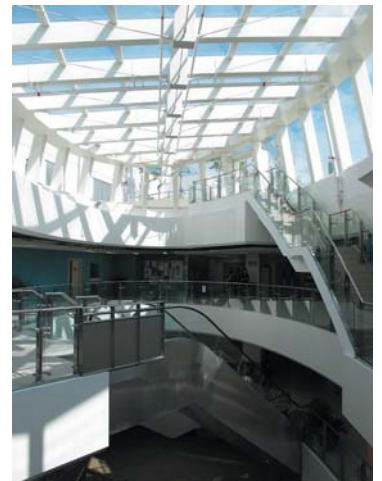
About CityU

CityU offers professional education with an emphasis of preparing its students for the challenges and exciting career opportunities opening up in Hong Kong, the Asia-Pacific region, and throughout the world. Our expertise covers a wide spectrum of sectors, including business, science and engineering, energy and environment, law, creative media and social sciences.

CityU has achieved phenomenal growth since its establishment as a University in 1994 and is now ranked 57th in the 2015 QS World University Rankings, and 4th in the 2015 QS survey of the world's top 50 universities under 50 years of age.

Our academic staff are recruited from around the world, each an expert in their discipline and profession. As a vibrant and technology inclined university, CityU supports teaching and academic work by employing interactive and IT-based teaching methodologies, through which students acquire a first-rate grounding in their chosen subjects and the life-long learning skills needed for the real world.

At CityU, we strive to nurture well-rounded graduates who are competent professionals, critical thinkers, and life-long learners. Our graduates are with necessary skills to cope with a globalised work environment and are positioned to capitalise on our extensive links to Mainland China and beyond.



Global Work Attachment Programme (GWAP)

GWAP was launched in the year 2014 -15 as one of the Employability Enhancement Initiatives of the City University of Hong Kong. Through immersion in real-life business environments, students are expected to have their global perspectives, intercultural awareness and language proficiency enhanced by interacting with people from different ethnic and business backgrounds.

In its first launch last year, 56 students chosen from different disciplines were sent to the international cities of Sydney, London, Shanghai, Berlin, and Munich for internships which lasted from May to August in 2015 for a period of about 10 weeks. Over 30 companies and organisations in the professional areas of marketing, PR and advertising, art and design, social work, trading and more, were engaged as internship hosting partners.

GWAP selects students by their professional knowledge and readiness for work with a preference for students with good academic results, strong communication skills, and distinctive personal qualities. Participating students are required to attend a series of training workshops before they set off to work with their employers overseas.

Looking forward, CityU will continue to build a close tie with more employers overseas so as to create more meaningful career opportunities for students who aspire to have international work experience and cultural exposure.



Foreword

by Vice President (Student Affairs), City University of Hong Kong

To better equip CityU students to respond to global economic challenges, the City University of Hong Kong launched, in 2015, the Global Work Attachment Programme (GWAP), an inspiring and proactive initiative to help integrate students into the increasingly multicultural and diversified workplace.

In May last year, 56 students were chosen to take part in GWAP through a rigorous selection process with demanding standards administered by the Career and Leadership Centre (CLC). Upon meeting employers' requirements, these students were sent as interns to 30 corporations based in five international cities – Berlin, Munich, London, Shanghai and Sydney. These global internships had received overwhelming positive responses from both student interns and participating companies. Encouraged by the initial success, we will continue to promote and expand GWAP, covering more industries and cities in the coming year.

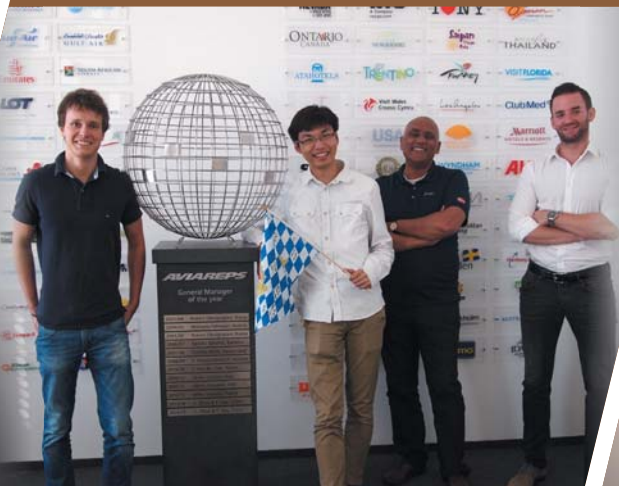
To the employers of GWAP, we are grateful for the valuable internship experience and guidance they offered to CityU students. I would also like to congratulate the participating students, who have demonstrated their professionalism and resilience to their fullest in their internships.

This booklet captures the experiences of individuals who have dedicated their talents and skills in working in an international context which, more often than not, are captivating and challenging for young professionals. It is my hope that the stories of their internships will serve both as encouragement and inspiration for students who contemplate to participate in future GWAP.



Prof. Horace Ip
Vice-President (Student Affairs)

Aviareps AG, Munich



“We have been impressed by Jasper’s work attitude, commitment and ability to work on / support a wide variety of projects. He was able to adapt quickly to his work environment and integrate quickly into the Group Management Team.”

Debut Contemporary Ltd., London



“Yannie has been excellent and more students like that would be great for the future.”

Words from Employers

MintTwist, London



“We were all very impressed with Claudia and Yuki. Claudia helped across many different areas of the company highlighting her dependability and capability. Yuki was a very capable and intelligent addition to the team. We were impressed by her professionalism and understanding of tasks.”

GradConnection, Sydney



“It’s a great idea to have this overseas internship programme!”

From our experience, we do want (to hire) students who have multi-cultural background. From the university’s point of view, the programme is a good way to train up students. It’s really eye-opening for them—to “get their hands dirty” or, to get down to the real work.

Speaking for the 2 students we took, Annie and Jennifer, they have good marketing knowledge and experience and they are very good at what they do. They did market research on Asia / Australia for us and helped with our marketing strategy planning as well. With more international exposure, I’m sure that they will be excellent employees in the future.”

N-Dynamic, Shanghai

「同學在實習期間，
態度端正，學習踏實，
工作認真。」



Thoughtful Media, Shanghai



「很棒的實習生，如有機會，歡迎城大學生
再次來實習工作。」

Thrive, London

“William is going to be a perfect asset in any
company because he is very motivated and has
showed his eagerness to go always for the extra
mile.”

Words from Employers

Quantum Web Solutions, Sydney

“Jane and Vivian far exceeded all of our
expectations and I can't state enough how
impressed I am with them. They made a
strong contribution while they were here.”



Vjsual, Berlin



“Benson, Sam and Sophia contributed significantly to
our new business model and business case. They also set
the base and fuel the business development and sales in
the Chinese market. We were very satisfied with their
overall performance and work attitude. They integrated
themselves perfectly into our team and were a true
enrichment to our business and team culture. We would
offer a permanent position to them anytime.”



Australia Sydney

List of Interns:

Sunny Chen Zhan
Vivian Cheung Lai-shan
Annie Chiu On-na
Emily Choi Ka-hing
Ingrid Chow Hoi-kiu
Ashley Chung Ka-yan
Haylie Hung Man-ying
Crystal Law Tsz-yan
Vivian Leung Ka-wai
Crystal Lee Yee-lam
Rita Lok Hui-ting
Emily Ng Wing-sum
Kayla So Ka-Yiu
Jennifer Tang Jung-wah
Rachel Tse Yuen-lam
Tay Tse Yuen-ling
Jane Tsoi Ying-tung

Sunny Chen Zhan

Major of Study: Global Business Systems Management

Host Company: Momentum²

Sunny was an intern of Momentum², a marketing and communications company celebrating conservation, sustainability and equality.

“My main job duties were to help the company rebuild their website, update the current events and business activities by using social media and design business campaigns. I also assisted with graphic design work and preparation for big events.”

Sunny’s work was closely related to social media strategies, “This is a brand new area for me—I learnt the theories in class, but I had never adopted these concepts in reality.”

She added, “This internship brought me new directions for my future career plan and showed me the possibilities in different business areas that I did not pay attention to before.”

“I felt so grateful for this internship in Momentum². My supervisors Lyn and Caitlin let me join plenty of events, so I could develop my interpersonal skills and experience the unique Australian culture and lifestyle,” Sunny remarked.

Sunny was able to participate in various projects during the internship and she learnt much about the operation of a marketing firm. “I really treasure this experience since it taught me a lot more than what I’ve learnt from the books.”





(From left) Annie with her fellow intern Jennifer and Director of GradConnection, Dan.



Annie with the GradConnection team at a dinner gathering. "I had such a great time!"

Annie worked as a Marketing Intern of GradConnection, a major graduate job board with substantial amount of users across various countries.

Her major duties in GradConnection were to advertise the company's website and set up marketing campaigns. She started with doing research for the company and later she also got involved in several marketing campaigns on social media such as Facebook, LinkedIn and Google. "I was able to launch advertisements on other social platforms as well, and it was really exciting that I could help boost the business."

Through the launch of online marketing campaigns, Annie learnt a lot that can help with her future as a business graduate. "It was a bit difficult for me to master all the strategies of digital marketing at the very beginning. Luckily, colleagues of GradConnection were very kind and they shared with me their experiences. After several times of trials and practices, I started to get used to using those platforms." Annie reflected that the team of GradConnection was like a group of mentors to her.

"Moreover, this internship sharpened my organisation and communication skills. Having conversations with people of different nationalities is totally different from learning English at school. Not only did it enhance my command of English, but it also boosted my confidence to communicate with others," remarked Annie.

All in all, the internship provided Annie with opportunities to learn how a business works in reality and strengthened her marketing skills. "This internship is certainly the best working experience I have ever had!" said Annie.

Jane Tsoi Ying-tung

Major of Study: Marketing

Host Company: Quantum Web Solutions



“I was so glad and thrilled that I could have the chance to go to Google Master Class with my boss Andrew and the SEO specialist Rachel.”

Jane spent her summer working in the digital marketing department of Quantum Web Solutions, a digital media agency. She was responsible for promoting the business through various social media platforms, handling email marketing campaigns and Search Engine Optimisation (SEO) for the company.

“My SEO specialist mentor had taught me a lot in this aspect, digging deep into areas like how Google AdWords and Google Analytics function. I enjoyed learning about these so much!”

In the last few weeks of the internship, Jane was assigned to manage all the social media platforms for the company. She was grateful for the opportunity and the guidance provided by her boss for her improvements in the assigned tasks.

“I was so fortunate to join the big family of Quantum and to be surrounded by a group of awesome colleagues.” Apart from work, Jane also enjoyed having “Beer Time” every Friday and “Team Building” nights with her colleagues.

“If you stay in your comfort zone, you never know where life will take you. If you are brave and courageous to step forward, you can possibly find something new, and learn more about yourself,” Jane concluded.





Ashley Chung Ka-yan

Major of Study: Marketing
Host Company: Christophe Living



The Christophe Living Team
and Ashley (far right)

Ashley worked as a Marketing Intern in Christophe Living, a French provincial style interior design and furnishing specialist that provides a variety of services to help customers create their dream houses.

“My major job duties were to promote the company through different social media and to write a marketing plan to help the company expand the market to China as well as to the Australian Chinese.” To achieve this, Ashley did extensive market research about the Chinese market and tried to solicit collaboration opportunities with other businesses. Last but not least, she assisted in the business plan for the company’s online design training platform which targeted at the Chinese audience.

“I gained a good command of knowledge about Australia because I had to collect data like its population, average salary, GDP, and many others things to support my ideas. Though the process is complicated and it took much time to collect the data, it was totally worth it,” recalled Ashley.

Ashley’s memorable moments also include representing Christophe Living in business meetings. “Through business discussions, I learnt how to introduce myself, my company and explain the purpose of the meeting in a confident and precise way. I think the internship really helped me a lot to develop my communication skills as well as problem solving skills,” said Ashley.



Vivian Leung Ka-wai

Major of Study: Marketing Information Management

Host Company: Hong Kong Economic and Trade Office (HKETO), Sydney



Vivian was sent to the HKETO in Sydney, the representative office of the HKSAR Government which aims at strengthening Hong Kong's economic and cultural ties with Australia and New Zealand.

"I worked as a Project and Research Intern in the HKETO. During my internship, I was responsible for assisting with promotional activities in Australia and New Zealand and conducting research on bilateral relations between Hong Kong and Australia or New Zealand as well as other local issues. Apart from these, I also participated in a group project focused on the new talent-attraction policies of the Hong Kong Government."

"I have gained a lot of economic and political knowledge from the internship. As a business student, it is important for me to understand the macro environment of various economies." Vivian reflected that her research skills were enhanced since her supervisors provided her with a lot of guidance, which was very beneficial for her study and future career. For Vivian, the internship is a truly rewarding experience, "The communication, team work and creative problem solving skills I gained from the HKETO are priceless."

"I will never forget how the colleagues at the HKETO took care of every intern. My experience as an intern there was educational, stimulating and enjoyable. I thoroughly enjoyed my 6 weeks of living and working in Sydney—it couldn't have been a better summer!" Vivian concluded.



Vivian (far right) with her colleagues at the HKETO



Emily Ng Wing-sum

Major of Study: Linguistics and Translation

Host Company: Fashion Industry Broadcast



“My supervisor, Elizabeth—she is always willing share her knowledge in using InDesign as well as useful tips for publishing books.”

Vivid Sydney: “We watched the stunning fireworks and live music show at Darling Harbour on the first day of our arrival.”

Emily spent her summer of 2015 working for Fashion Industry Broadcast (FIB), the number one destination on the internet for the latest trends in fashion, style, creative arts, creative media, music, models, and celebrity biographies.



At FIB, Emily was responsible for translating the book series from English to Simplified Chinese as well as editing and proof-reading the content. She also helped with the research about different bookstores and online platforms in China where FIB book series can be sold. With Emily and other co-workers' effort, the new Chinese titles are now published and are selling around the world at various quality retail outlets.

“I still remember the moment when our boss handed us the first book we translated and said ‘Your first book is out!’ It was unbelievable that the book we finished together was published in reality. Holding the book in our hands, we all smiled from the bottom of our hearts,” she recalled.

“The internship is a valuable opportunity for me. I have once read a thought-provoking quote by Saint Augustine, ‘The world is a book, and those who do not travel read only a page.’ After working and living in Australia, my global competitiveness is enhanced and I am more prepared to step into the workplace,” said Emily.



Ingrid Chow Hoi-kiu

Major of Study: Translation and Interpretation

Host Company: Momentum²



Ingrid was an intern of Momentum², a marketing and communications company dedicated to connecting business and the community. Among various tasks, Ingrid assisted with research, preparation of events and drafting editorials for publications.

Working at Momentum², Ingrid also had the opportunity to work closely with the Alliance Française de Sydney. “My job duties with the Alliance involved the creation of marketing materials in Chinese, including press releases, posters, etc. I also translated keywords for the organisation to facilitate search engine optimisation. In addition, I carried out research on Chinese and Asian media in Australia for both Momentum² and the Alliance.”

The internship also gave Ingrid the chance to brush up her spoken English and to enhance her understanding of the local culture. Ingrid commented, “The Global Work Attachment Programme achieved its aims to provide students with the opportunity to immerse in real-life business environments and gain learning experience from working with local people in specific countries.”



“I was so fortunate to be invited to many parties held by the Alliance Française de Sydney. I always told people that I had killed two birds with one stone as I gained exposure to two different cultures – Australian and French – with one internship programme.”



Pre-lunch beach walk in Terrigal



China Shanghai

List of Interns:

Betsy Chan Yi-ki
Emily Chan Yuen-ting
Twenty Chau Chui-yin
Korina Cheng Hiu-lam
Ken Cheung Ka-yung
Marc Chick Hon-fung
Annie Chung
Wing Hau Hiu-wing
Danise Leung Hoi-yee
Jennifer Ma Ka-pui
Astrid Shen Yu
Erica Sun Han-ying
Sofina Tsang Wai Shan
Hammer Tsui Kin-chi
Jane Wu Xianfeng
Yang Liu
Simon Yau Kin-hung
Lynn Yu Ling
Melanie Yuen Mui-lan

Betsy Chan Yi-ki

Major of Study: Finance

Host Company: Shanghai Qiankun Asset Management Co. Ltd.

Betsy worked for 7 weeks in Shanghai Qiankun Asset Management Co. Ltd, which offers consultancy services to enterprises and investment advices to regional governments. Betsy assisted the Project Manager of the company to research on different financial projects and completed ad-hoc tasks given by the Chief Executive. She was given the task to research on 500 stocks and had to categorise the stocks into four stages.

“At the beginning it was quite hard for me to pick up the tasks, especially when everything was in Chinese and everything I learnt in school was in English; it took me some time to match the Chinese financial terms with the corresponding terms in English.” Betsy had eventually managed to put what she learnt into practice.

“It was the first time that I made a presentation in a business meeting and it was a very meaningful and great experience for me. I did a lot of preparation work before the meeting. My supervisor gave me a lot of constructive advice to my presentation and this was definitely an excellent learning opportunity for me,” said Betsy.

This was the very first time that Betsy worked outside Hong Kong. She felt that the process of conducting research online and finally discovering new knowledge was satisfying. The internship was on a whole a new experience in her life. She was glad that she had gained, enjoyed and learnt a lot through GWAP!



Betsy enjoyed working at Shanghai Qiankun Asset Management Co. and learned a lot from her supervisors.



Korina Cheng Hiu-lam

Major of Study: Asian and International Studies

Host Company: Shanghai La Camargue Beauty Ltd.



The internship at La Camargue Beauty has enhanced Korina's personal and professional growth.

Korina worked as a Marketing Assistant in Shanghai La Camargue Beauty, a beauty product and treatment company. Her job duties included providing administrative support to the Marketing Department, collecting and collating online marketing information for further business analysis, conducting consumer behaviour analysis, producing product promotion videos as well as providing IT assistance to her colleagues.

It was her first time to learn knowledge and techniques in this field. Korina believes that the analysis skills she obtained in this internship would add value to her academic studies as well.

Korina is confident that her interpersonal and communication skills have improved. "I learnt a lot from my two supervisors. They shared with me the difficulties they overcame in starting up a business in Shanghai, and the strategies they adopted in retaining employees and expanding the market in other cities of China." Korina was very impressed by the success stories of her supervisors and had gained valuable insights on how to start up a business in Shanghai.



Korina valued this opportunity to take up an internship in Shanghai with other students from CityU as a group. "This serves as a small community as we took care of and shared information with one another in an unfamiliar work environment," she said.

Korina concluded the internship as a meaningful work experience to her. It has motivated her personal growth, enabled her to better understand herself, widened her personal network, improved her communication skills, broadened her horizon and last but not the least, enhanced her employability.



Ken Cheung Ka-yung

Major of Study: Business Economics

Host Company: Avia-Tek Management Consulting (Shanghai) Co. Ltd.

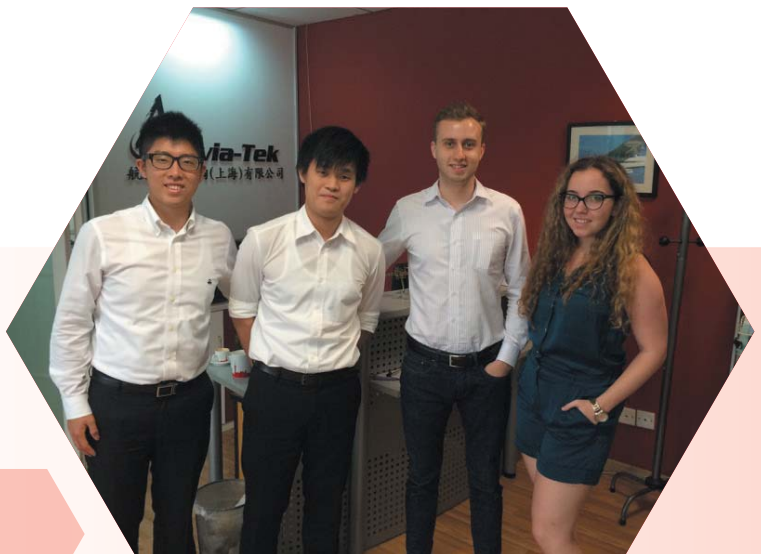
Ken worked as an Analyst Intern in Avia-Tek Management Consulting (Shanghai) Co. Ltd., a company providing market research, strategic advisory and investment advisory services to the global commercial aviation and related industries. Ken assisted his supervisor to complete reports by performing online market research. He also conducted business analysis on companies' annual reports, government policies and data-mining statistical reports from various organisations.

"I spent almost two weeks to understand the aviation industry by reading news, companies' annual reports and the Avia-Tek market research reports," Ken found himself not familiar with the industry at the beginning of the internship and he gradually built up the knowledge during his time there. "Most airlines in China have an extremely complex organisation structure and are largely owned by the government." After GWAP, Ken has now become a 'half-expert' in the Chinese aviation industry.

"As gathering data consumes much time, I tried to establish a process to facilitate my work. Through a few tests, I optimised the data gathering process and it helped simplify work and save time." Ken found his own ways to make work more efficient.

Apart from work, Ken also enjoyed sight-seeing. He visited various attractions in Shanghai. He went to Shanghai Museum and knew more about the history and development of China. He also went to Zhujiajiao Ancient Town, a well-known ancient water town in China, with his other schoolmates who also joined the Global Work Attachment Programme in Shanghai.

Ken valued this internship which had provided him with an excellent opportunity to work as a team. By performing various analyses, he has built up good analytical ability which should be beneficial for his future career. He was also glad to have the chance to interact with interns from other countries in the company.



Ken (2nd from left) and his colleagues at the Avia-Tek office.

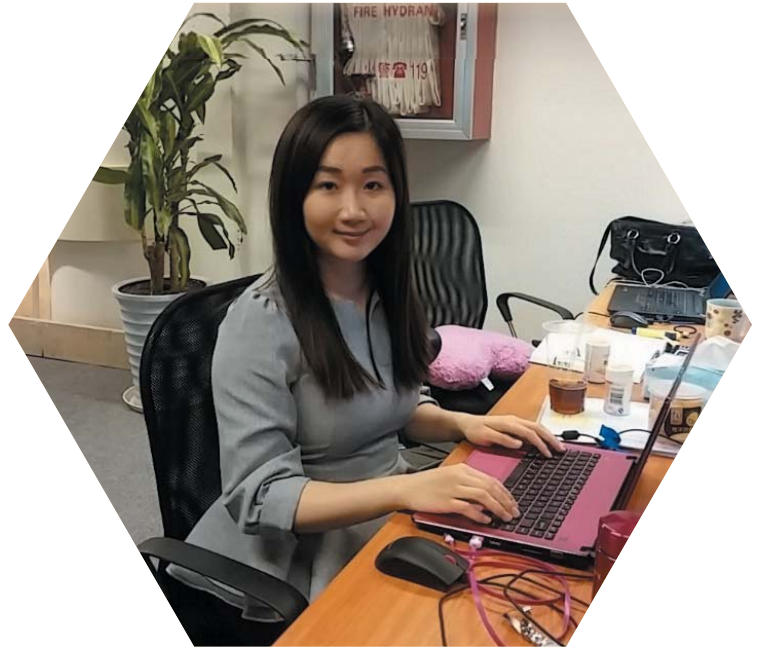
Shanghai



Annie Chung

Major of Study: Marketing

Host Company: @comm



Annie worked at @comm, a leading professional marketing and PR strategy company in Shanghai.

Annie worked as an Account Team Intern in Shanghai @comm, a professional marketing and PR strategy company. She conducted research and collected information from social media channels and search engines on marketing issues, clients, media and competitors. She was responsible for making recommendations to the account team for PR proposal development, offering support and assistance to the account team, as well as coordinating and preparing for project tracking reports and company events such as press conferences, meetings and seminars.

Annie was involved in several projects with different commercial clients. By participating in the PR projects directly, she could utilise the skills and concepts she learnt in school and acquire new insights in the real marketing world.

“@comm is a very special marketing agency. It empowers its staff in planning, developing, pitching and implementing PR projects; the same account team will be responsible for all stages in the PR plans, so that the staff are often more all-rounded and able to have a better understanding of the market environment.” Annie was impressed by the mode of operation at her internship company. She thought the internship has inspired her on managing and leveraging different activities from different aspects effectively.

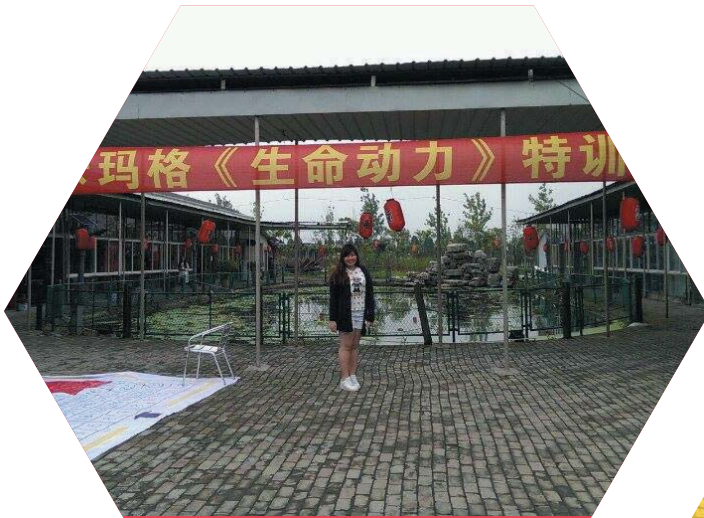
This work experience in Shanghai has inspired Annie to realise the difference in social and work culture between China and Hong Kong. This eye-opening experience has certainly broadened her horizon and motivated her to study more aspects relating to China’s economic and social development.



Jennifer Ma Ka-pui

Major of Study: Human Resources Management

Host Company: Shanghai La Camargue Beauty Ltd.



Jennifer gained a better understanding of the China market and its working culture through the internship.

Jennifer worked as an HR Assistant in Shanghai La Camargue Beauty, a local beauty brand in the Mainland China. She provided administrative and clerical assistance to the Administration Department, performed online research on recruitment and supplies, as well as collected and collated staff and customer records to facilitate the future planning of the company.

Before contributing to the daily operation, Jennifer had spent some time to understand the beauty industry and the company products by reading academic research papers and the company leaflets so that she could provide useful input and support to formulate recruitment strategies.

"I did the collection and analysis on staff and customer records for future planning. My supervisor gave us some basic ideas and a framework and asked us to work on the details," Jennifer recalled. "I was very glad that I was given a chance to explore the projects and to contribute my effort."



Jennifer thought the greatest things she had gained in this internship are care and friendship. "They are the best colleagues I have ever met and they always show their care to me. We still keep in touch with each other closely through the social networking apps even after I have returned to Hong Kong." Jennifer believed this internship experience would definitely be her competitive asset for seeking a career in China in the future.

Shanghai

Sofina Tsang Wai-shan

Major of Study: Marketing Information Management

Host Company: J Advertising

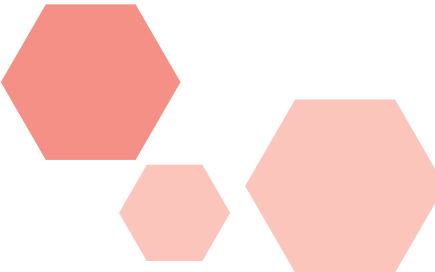


Sofina had the valuable opportunities to participate in various PR events and company visits during the internship.

Sofina worked as a Marketing Analyst in J Advertising, a company that provides services on retail end-to-digital network marketing including design, production, quality control, customer loyalty management and logistics management. Sofina provided assistance in collecting marketing intelligence via online resources for the clients and compiling various marketing proposals and reports.

To Sofina, language barrier was the initial difficulty she faced in her internship in Shanghai. “When it comes to day-to-day work, it takes time for me to express the exact meaning of my ideas in Putonghua. It is quite an interesting and rewarding process.”

“In embracing a new working environment, my adaptability and problem-solving skills were strengthened.” Sofina found her soft skills further improved by working as an intern and also as a team player of the company. “All these had made me a more capable person in my studies, not to mention that I can also apply all these insights to my future job,” she added. She was also thrilled to be given the opportunities to participate in various PR events and company visits.



Sofina viewed this internship invaluable as she met a very thought-provoking Head, who showed strong entrepreneurship in running his business. She was impressed by his openness to changes and suggestions from young colleagues from time to time. This internship experience was rewarding in a sense that she was able to reflect on her own strengths and personal qualities, and it definitely helped her plan ahead for her future career.



Yang Liu

Major of Study: Finance

Host Company: Pfizer



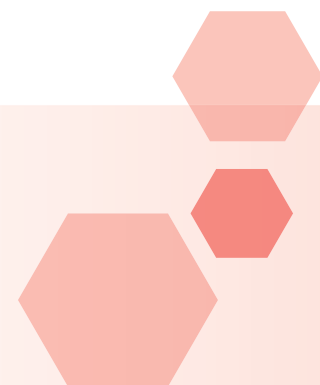
Yang Liu learnt to work as a team player.

Yang Liu worked as a Business Development Intern in Pfizer, a world-class American pharmaceutical company. Yang Liu assisted his supervisor to complete projects on production, sales and marketing of consumer health products. He communicated with external working partners, conducted research on industry trends and drafted internal consulting reports.

“I needed to cooperate with different people within the company whom I did not know at all. Through communication with different people, I had learnt to work with others co-operatively in team and perform well in team projects. Efficient teamwork has made the whole working experience enjoyable and rewarding.” He eventually managed to work well as a team player.

In his spare time, Yang Liu also visited some famous sites in Shanghai such as the old French concession and Lujiazui CBD centre in his leisure time. He got a better understanding of Shanghai through these visits.

Through GWAP, Yang Liu feels that he has become a more mature and competent person. “I faced a lot of challenges, and the challenges had made me a better employee and further enhanced my employability.”



Shanghai



Melanie (far right) at a lunch gathering with her colleagues in Shanghai.

Melanie Yuen Mui-lan

Major of Study: Finance

Host Company: N-dynamic Market Research and Consultancy Ltd



Melanie worked as a Research Assistant in N-dynamic Market Research and Consultancy Ltd., a market research company focusing on middle to upper class consumers. Melanie conducted desk research for business development, translated different questionnaires and discussion guides for focus group discussion, writing reports and helped prepare a proposal for an important client.

Melanie gained hands-on experience on market research and learnt many research tactics. She also had the valuable chance to contact and liaise with her company's working partners. The GWAP internship provided her a golden opportunity to develop deep and thorough insights into the market research industry.

"In the last week of the internship, I joined a big event at the Bund. This was the most memorable moment for me in this internship." Melanie was asked to interview the participants at the event, in which she got to know more about the working life in Mainland China.

Melanie has built up wonderful relationship with her colleagues and has become good friends with them. At the end of the internship, she was rewarded a reference letter by her host company—she is happy that she could show this internship experience and the accomplishment to her future employer. She believes that the internship would enable her to handle tasks from Chinese clients and the Mainland market very well in the future.





Germany Berlin & Munich

List of Interns:

Marilyn Au
Linus Chung Shing-tat
Joyce He Jiaqi
Jasper Ho Lok-san
Sam Hon Yu-ping
Natalie Hung Cheuk-ting
Alfred Lam
Celia Lau Si-ki
Sophia Lee Wing-yee
Kyle Li Kai-yau
Michelle Mak Ka-yi
Benson Tsui Ping-cheung
Olivia Yip Ka-yan
Andy Yu Tsz-yuen

Celia Lau Si-ki

Major of Study: Human Resources Management

Host Company: Lesara GmbH

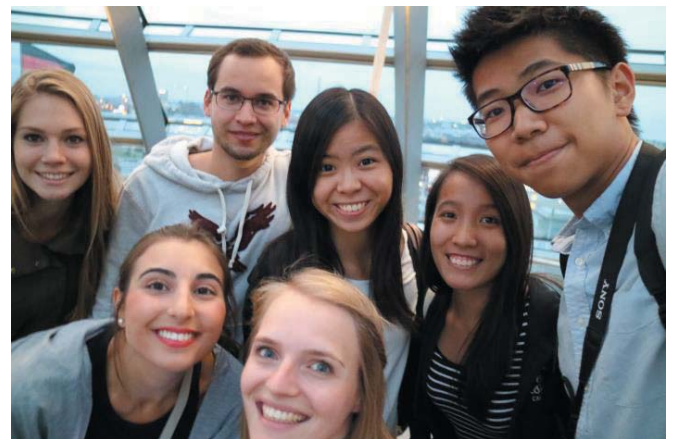


Celia (middle) with her colleagues

Celia had the opportunity to put what she had learned from textbooks into practice during her internship at the Human Resources Department of Lesara GmbH, a fast-growing online fashion retailer based in Berlin with its sales network expanded to other European countries such as Austria, Switzerland, Italy and Netherlands. During the internship, Celia was exposed to different functions of human resources, with her two primary duties as assisting in international recruitment and international on-boarding of new staff.

Working in Berlin, a prominent hub of many young and dynamic businesses, at one of the leading start-ups, Celia tasted the sweetness of being a HR professional and contributing to the talent recruitment in Lesara. "It was such a memorable and satisfying moment to me when I successfully helped the company hire the new Head of Sourcing in China and received compliments on my performance from the CEO," recounted Celia.

After a rewarding internship, many students would reflect that, among many other things they learned, one of the most far-reaching and impactful realisations is that what appears to be true in classroom might not necessarily apply to the cases in real work context. Celia is no exception. Take screening the potential candidates as an example, "We are told to go through the recruitment process step by step on the textbooks, like a quick screening of the CVs of applicants should be followed by interview of shortlisted candidates. Yet in Lesara, the order is reversed – a brief phone interview goes first."



Asked to conclude this internship experience, Celia believed that this internship "inspired me a lot concerning my career path". While her interest in profession of Human Resources Management has been reassured, she found it both interesting and satisfactory to specialise in the recruitment stream. "Before this internship, many people in the industry told me that hiring and recruitment are boring," Celia reflected, "my experience taught me that nothing is more real than experiencing things by yourself."

Sophia Lee Wing-yee

Major of Study: Creative Media

Host Company: YYM Media Solutions (Vjsual)

A student majoring in Creative Media, Sophia was asked to unearth her full potentials, skills and creativity in her internship at Vjsual as a Graphic and Animation Design Intern. Vjsual is widely considered as one of the pioneers in the market of animated explainer video, which aims to effectively explain a business, product, service or concept in a few minutes. It has built up an impressive client portfolio with MNCs such as Deutsche Bank and Groupon in it.

It came as no surprise that production of animation and graphics were the main tasks of Sophia. To promote business and attract potential clients, banners were created for social media, infographics were designed for the company blog, and GIFs were made to enrich blog entries. On the other hand, sample storyboards and animation were prepared for clients.

Throughout her internship experience, Sophia recognised the importance of taking cultural difference – and hence diverged preferences on the end-product- into consideration if clients are to be appealed to and satisfied. “European companies prefer keeping the graphics clean, simple and neat. Most of the time, the Chinese ones simply like the opposites,” Sophia commented.



Sophia travelled with her supervisor and other interns on holidays.



Birthday flower bouquet from CEO of Vjsual, Mr. Marcus Schmitt

The German work environment also impressed the intern, “They believe that a more relaxing work environment can actually enhance creativity and productivity. We could listen to music or play with dogs in office as long as the work assigned could be finished on time satisfactorily. And we did.”

What Sophia really admires about the Germans more than their work environment is their attitude towards mistakes that happened at work, or even in life. “Whenever there is a mistake, be it a small or fatal one, they never waste time on feeling regretted or finding out who should be blamed. They simply acknowledge that there is a problem, and deal with the situation in the best possible way,” Sophia reflected. “Also, they only say something when they are sure about it, or they have personally experienced it themselves. Rumours are not welcome among Germans.”



A memorable experience for Michelle: the party held to celebrate her supervisor's 2nd anniversary in the company

Michelle Mak Ka-yi

Major of Study: Marketing Information Management

Host Company: Eyeota Ltd.

Michelle spent 12 weeks working at Eyeota, an audience-targeting data technology company and the leading source for third party audience data for advertisers across the globe. During the internship, she was responsible for data management and operation, such as generating specific files for clients to view the requested data and organising the raw data collected for internal use.

At Eyeota, Michelle gained first-hand knowledge of the digital marketing industry and she was given extensive training in data operation management. "This helped me grasp a wide concept of the industry and hence involvement in the business of the host company," said Michelle.

Apart from the industry-specific knowledge, the work experience at Eyeota also reminded Michelle of the universally transferrable skills and cultural differences that should not be overlooked. "In our monthly feedback meeting, our supervisor suggested that we should have an 'Email Etiquette' training. Students in Hong Kong are used to writing emails serious in tone. In the digital marketing industry, however, people tend to communicate in a casual way, like beginning an email with 'Happy Friday', or 'Wish you have had a wonderful weekend!'" After the training, Michelle acknowledged that her email writing skills were much improved.

The style of supervision and provision of guidance in workplace was another striking difference as observed by Michelle. "We were asked a lot of questions that guided our thinking and learning instead of being told directly what is right or wrong," reflected Michelle, who found this particularly challenging at the beginning yet very fruitful in her own learning.



After the internship in Berlin, Michelle gained more insights into her future career – becoming a project executive in digital marketing industry; and also how to achieve it. "It is essential to equip myself with solid knowledge in social media, digital media and interactive marketing," she pointed out. "Most significantly, abundant information is transmitted unbelievably swiftly in the digital world. Therefore, strong web analytical and data mining skills are of paramount importance, so that we can respond as fast as possible and be ahead of others."



Benson Tsui Ping-cheung

Major of Study: China Business

Host Company: YYM Media Solutions (Vjsual)

Benson was an intern of Vjsual, a Berlin company that specialised in cartoon-style animation. During the internship, Benson was under the supervision of Vjsual's CEO, Mr. Marcus Schmitt. "The company has a great atmosphere, with everybody being dedicated to contribute and willing to help the newcomers," Benson summarised.

Since the company decided to change its business model in pursuit of new investment, Benson was given the task of reviewing the company's structure and features, as well as assisting in the development of business proposals and PowerPoint presentations for the CEO to introduce their new ideas to potential investors.

A thorough understanding about the host company, industry category well as the business model it adopts, is essential in preparation for the business proposals. Under the CEO's guidance, Benson not only acquired formal business writing skills, but also practical techniques for data analysis. "Eventually, our proposals did attract numerous new investors!" remarked Benson.

Benson was also assigned to support the then newly-established department of China Business Development. "I was able to learn about a lot of new and emerging internet business industries, including O2O catering and B2C Internet finance, etc." In order to win more Chinese customers, Benson and his colleagues even decided to produce a promotional video with the colours, animations and script all specifically catered to the preferences of the oriental market.

The learning, however, was not restricted to the professional aspect. Living in Berlin for 3 months helped Benson deepen his understanding of the cultural differences between German and Chinese. "In German business culture, everything needs to be simple and direct," Benson reflected. "Very often in phone conferences with clients, the Germans would skip compliment, greeting and closing. This is completely different from the Chinese style of business communication. In China, business

CEO of Vjsual, Mr Marcus Schmitt, taught Benson a lot about the German style of life and thinking.



relations are built on personal relations, or 'GuanXi', which are very often the core of closing the business deals."

Benson believed that the opportunity to work in Vjsual was highly valuable. "I have to say thank you to Marcus for his warm hospitality and guidance—and I thank CityU for organising such a meaningful programme!"





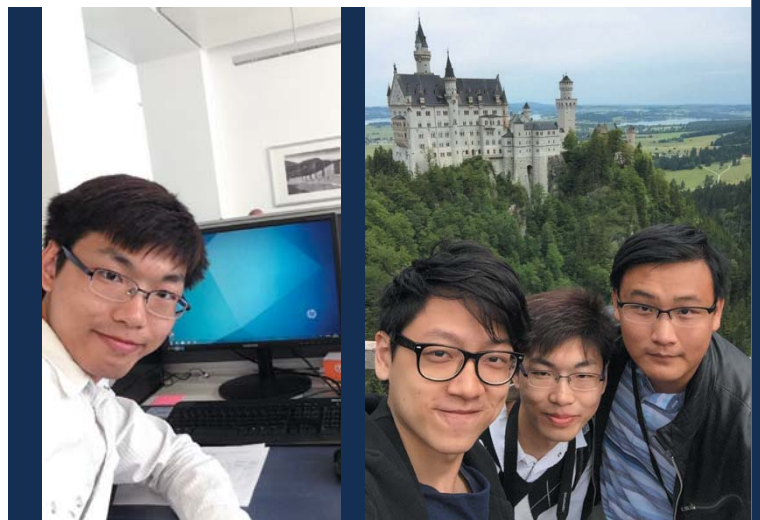
Jasper Ho Lok-san

Major of Study: Marketing
Host Company: Aviareps AG

Jasper began his overseas work attachment in Munich as Human Resources Intern while concluded it as International Group Development Intern at Aviareps AG. Unusual to have this kind of change in title or position in a 3-month internship, Jasper believes that it was the fruit of the proactiveness, self-motivation and willingness to accept challenges he demonstrated at work.

Being one of the leaders among airline, tourism and trade promotion and representation companies around the globe, Aviareps AG has a business network that spans across 43 countries. Commencing his work as a HR Intern, Jasper was assigned to provide support for setting up new ancillary services, controlling the attrition rate in offices searching for local job portals and head-hunters and conducting research on local labour laws for offices. Having impressively and effectively completed his tasks, he earned trust and confidence from his supervisors and assignments with a great variety given later, from helping with the re-launch of the company website to compiling the merger and acquisition checklist and performing research on the opening of office in Iran. An email from a board member of Aviareps AG complimenting Jasper's research on the business environment of Iran brought him tremendous satisfaction, because "I believe I did a great job and I did contribute in my internship".

Apart from a fulfilling work experience, Jasper wants to emphasise that the gain from the three-month overseas internship was not limited to professional development. Personal growth was equally, if not even more, important. He made several weekend trips to Liechtenstein, Austria, France, Croatia and Slovenia, as a result of having managed his time well.



These trips composed a precious opportunity for him to explore new horizons, push his own limits and have a new and better understanding of himself. "You have to solve any problems, very likely to be unanticipated, all by yourself. You have to face language barriers, bus delay, hunger, dehydration... the journey might sound tough. But every time, when I was on the verge of giving up, I would think of the reasons motivating me to go there at the beginning, and then I carried on," said Jasper.



Kyle Li Kai-yau

Major of Study: Marketing

Host Company: HeroBakery



HeroBakery, a forward-thinking startup company based in Munich, offered Kyle the Marketing and Communication Intern position for three months. HeroBakery is a next-generation network for today's and tomorrow's global leaders, entrepreneurs and business talents – connecting them with top-class career opportunities in the Chinese and German markets. The main duties of Kyle ranged from online social marketing regarding Business and Economy, Job and Career as well as Culture and Lifestyle in the two markets; conducting research on the economic and social relationship between the two countries to utilising different marketing channels such as Weibo and LinkedIn to attract target users and potential clients as well as performing thorough marketing analysis for strategic planning under the guidance of his supervisor and CEO of HeroBakery, Mr. Xin Chen.

Extensive psychological preparation is, of no doubt, essential when a student takes up the responsibilities of being an intern. Things naturally appear to be complicated when the placement is conducted overseas, in a completely unfamiliar environment. Kyle, nevertheless, sees the advantages of being immersed in a different culture. “You have every chance to step out of your comfort zone and try something new. Open yourself up to new possibilities and great things follow,” said Kyle.

In retrospect, Kyle thanked his supervisor for motivating him to give his best at work. “My supervisor held us a high standard of work, and he



always encouraged and guided me to achieve it,” remarked Kyle, who gratefully reflected that substantial improvements in multiple work-related skills were noticed after the internship. Moreover, the intern was also in awe of the German work attitude, as his colleagues were all “goal-oriented, focused and hardworking to maintain a high level of productivity.”

The benefits of this eye-widening experience would also smoothen and facilitate the process of job seeking upon graduation, Kyle believes. “Above all, it definitely shows my future employers that I am willing and able to work in a diverse, international work environment, which is very common among multinational companies I wish to work for.”



The United Kingdom London

List of Interns:

Yuki Chang Yuk-ki
Cherry Chow Cheuk-yee
Claudia Chow Hiu-yee
William Chung Chi-hang
Yannie Ng Ting-yan
Karen Yiu Ka-nam

Yuki Chang Yuk-ki

Major of Study: Information Management

Host Company: MintTwist



Yuki acquired various digital marketing skills and gained valuable hands-on experience from her supervisors.

Yuki was gratified to be one of the interns in the Marketing Department of MintTwist last summer through GWAP organised by CLC of CityU. In her internship, she was responsible for preparing Search Engine Optimisation (SEO) client reports, web design, creating SlideShare presentations and maintaining good relationships with customers through various social media platforms.

Yuki has learnt a lot of professional and technical digital marketing skills during the internship. “I was not familiar with marketing measuring tools before the internship. But it was essential for me to learn those tools to write SEO reports for clients. To better fulfil my work requirements, I read through all the guidelines of related tools. With my good preparation plus useful guidance from my supervisors, I was able to apply the skills and practice the useful tools to complete the tasks satisfactorily,” Yuki said.

“I gained so much satisfaction from the internship. With clear and detailed guidelines, work schedule and supervision, I learnt and applied different marketing tools systematically. I was truly excited when I knew my final work could be uploaded to a social media platform representing the company. It was great encouragement that my work could be shown publicly,” Yuki continued.

This internship experience has solidified Yuki’s career focus to be a Digital Marketer. She has been planning to study for a professional SEO certification to further equip herself to become one of the elites in the digital marketing field.

Claudia Chow Hiu-ye

Major of Study: Marketing

Host Company: MintTwist



Claudia (front row, 3rd from left) completed the web design and development project successfully with the kind support from her supervisors.

Claudia had a fruitful internship experience in MintTwist, a leading digital marketing agency in London. Under the generous guidance and kind supervision of her supervisors, she acquired the hands-on experience to launch comprehensive digital marketing strategies such as social media management, search engine optimisation, content marketing as well as web design and development project. She was particularly honoured to write a blog article about digital marketing campaigns for the prestigious newspaper *Financial Times*.

The internship programme allows Claudia to develop a global perspective; she met friends from around the globe as well as gained valuable insights about foreign working practice and cultures. “In London, people ask ‘How are you?’ every morning, which is similar to “Good morning” in Hong Kong. If colleagues plan to grab a cup of coffee, they politely ask whether you need one as well. I think this is heart-warming,” said Claudia.

Claudia finds the internship an eye-opening experience. She was thrilled to walk around London visiting historical and iconic architecture. She especially loved going to the National Gallery as drawing is one of her hobbies. “It was amazing to see Van Gogh’s Sunflowers in person! I was totally enchanted,” Claudia recalled. She also treasured the opportunity to watch renowned musicals in London. She enjoyed so much her stay in London that was full of art appreciation.



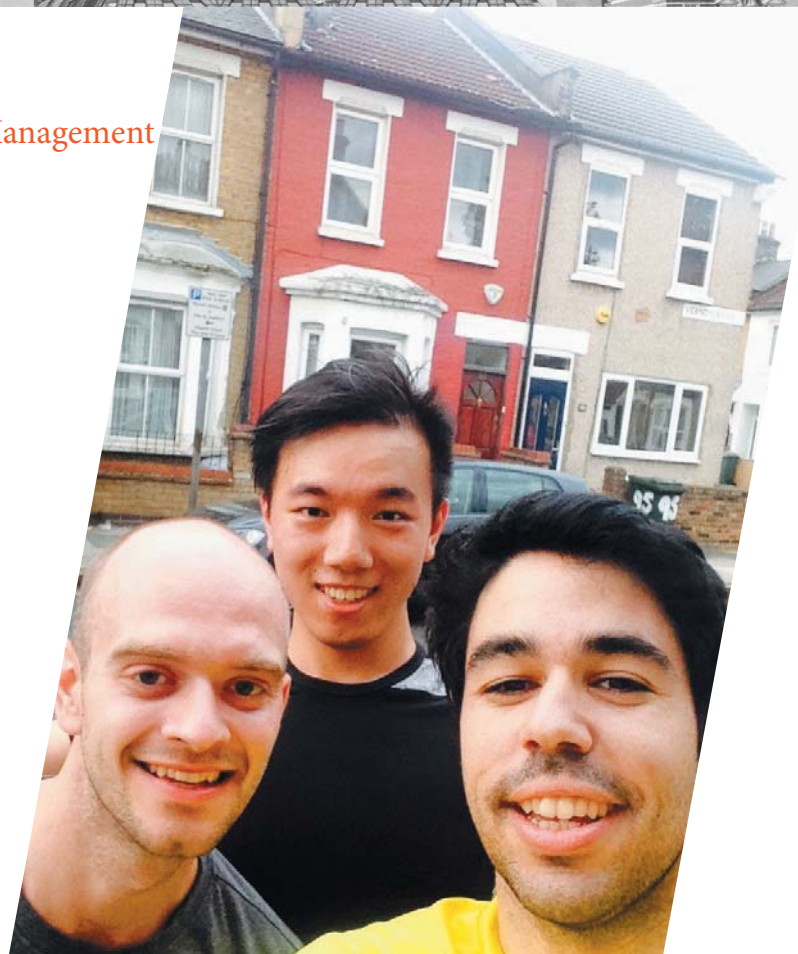
Claudia believed this experience would definitely help her stand out from the crowd in her future career. “The Global Work Attachment Programme allows me to broaden my horizon by providing me with a clear picture of the real business world. The hands-on experience in digital marketing also further cultivates my passion to work in the field after graduation.”



William Chung Chi-hang

Major of study: Quantitative Finance and Risk Management

Host Company: Thriev



Thriev is the first electric chauffeur service company in London. William worked as an Accounting Intern there last summer. “Transaction figures are not simply numbers; they imply important information like the financial outlook of the company and business prospect. There are stories behind all numbers. It is a meaningful experience for me to learn more accounting knowledge and start developing commercial awareness,” said William.

Being the Accounting Intern was a challenge for William as he majored in Finance and was not familiarised with the accounting procedures and softwares. He was glad that his supervisor and colleagues were very helpful that they would provide guidance for him to solve the problems. “With the support and advice from my supervisor and colleagues, I could find out the solutions by myself and understand the operation of the company thoroughly,” William reflected. “I also tried to apply the Excel and numerical skills I acquired in Finance courses to enhance the efficiency of the company. It was worthwhile for me to learn how to utilise my knowledge and experience in accounting jobs.”

William also learnt about the cultural differences in workplace between London and Hong Kong. “In

William (middle) joined his supervisor and colleague to form a running team which was one of his most memorable moments in London, running along Thames River under the sunset.

Hong Kong, everyone works in complete silence like strangers. In Thriev, colleagues discuss current issues and express their opinions at the office. As many of them come from different countries, our conversations enhanced my understanding on different cultures.” William is also impressed by the working etiquette, “getting everyone a cup of coffee rarely happens in Hong Kong, but it happened everyday when I worked in London. It is such a warm and caring working environment.”

William once had the thought that his study might limit his career path to a specific field. However, this internship strengthens his belief that if he is highly adaptive and willing to learn, he can work anywhere. It is just a matter of how he applies knowledge and experience to create values for the company.



Yannie (3rd from left) assisted in an art exhibition during the internship.



Yannie Ng Ting-yan

Major of study: Information Management and Accountancy

Host Company: Debut Contemporary Ltd.

Debut Contemporary Ltd. is an art incubator that aims at assisting talented artists to develop their art career. Yannie worked as a Business Development Intern in Debut Contemporary Ltd. to explore collaboration opportunities with various industries and conduct research on photographers.

During the internship, Yannie was glad to contribute in an art exhibition. She provided support to set up and decorate the venue, making it more convenient for guests to move around viewing the artworks. It was a remarkable event. Yannie met many artists and it was a pleasure for her to learn their views on the paintings. She also felt cultivated in terms of art appreciation.

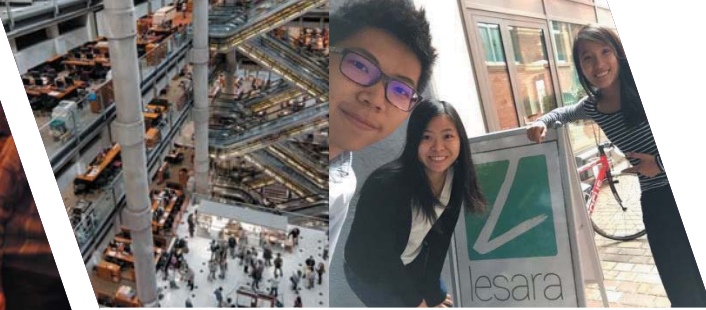
As newcomers to the workplace, many interns might not be confident enough to express their opinions or ask questions. Yannie faced the same difficulty but she found that the internship experience improved her a lot. "At the beginning of the internship, I was not comfortable to speak out. However, I observed and learnt that speaking out is an effective way to express our concerns and get feedback for fruitful exchange of ideas and dialogues. It was a meaningful experience to build up my confidence," Yannie said.

Yannie strongly believes the internship was a worthwhile experience for enhancing her employability in the future. "Although I have not graduated yet, I believe it will be an advantage for me to share this significant experience in future job interviews. These are real-life experiences to prove my capability and suitability of working in a diverse workplace."





Sunny Chen experienced the work and local culture of Sydney.



Karen Yiu mingled with her colleagues in Lloyd's of London.



Benson Tsui, Sophia Lee and Sam Hon were impressed by the friendly working environment at Vjsual in Berlin.

More from GWAP!



Rita Lok had the chance to visit correctional institutions in Sydney with her colleagues.



Melanie Yuen understands much more about the work-life in China after the internship.



Interns were excited to explore Shanghai, the world city of China.



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GradConnection
Hong Kong Economic and Trade Office
Justice Action
Momentum²
Quantum Web Solutions
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Thoughtful Media



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YYM Media Solutions GmbH

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Lloyd's of London
MintTwist
Thriev



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