



香港城市大學
City University of Hong Kong

專業 創新 胸懷全球
Professional · Creative
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Student
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Global Work Attachment Programme 2016 by Career and Leadership Centre

Global Work Attachment Programme 2016



Munich Intern Timothy working hard at office.



Working in London, Sam gets acquainted with the way the British people talk and his confidence grows as his spoken English now becomes less bookish after the internship.



Miranda (centre) and her colleagues have become close friends and they enjoy exchanging views on social or political issues happening in Mainland China and Hong Kong.



Sydney interns Chloe and Meka make use of their coffee breaks to interact with colleagues and relax from office work. Working in a co-working space, the two girls are glad that they can have a glimpse of various working styles in Australia!



Janice adores the working culture of her host company in London, as her co-workers always fill the office with humour and laughter!



Pre-internship training workshops that prepare CityU interns for the challenges in their work placements!

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About The City University of Hong Kong



The City University of Hong Kong (CityU) offers professional education with an emphasis of nurturing its students' talents and preparing them to meet the challenges of exciting career opportunities opening up in Hong Kong, the Asia-Pacific region, and throughout the world. Our academic expertise covers a wide spectrum of sectors, ranging from business, science and engineering, energy and environment, law, creative media and social sciences.

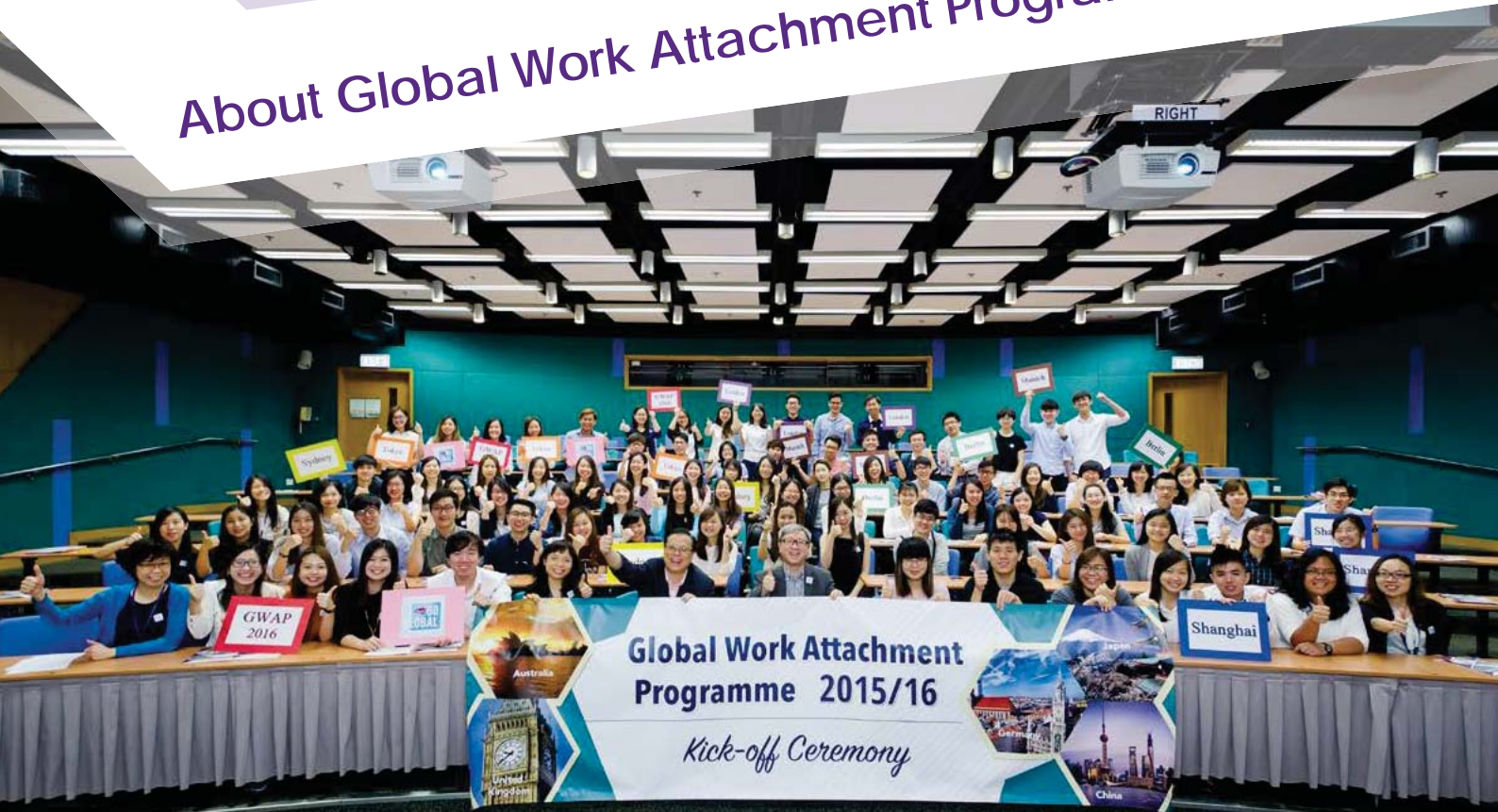
Being a young university with an age of only 24, CityU has achieved substantial growth since its establishment as a university. It is now ranked 55th in the 2016 QS World University Rankings, and 4th in the 2016 QS survey of the world's top 50 universities under 50 years of age.

As a thriving and technology-inclined university, CityU is widely known for constantly upgrading itself by employing interactive and IT-based teaching methodologies in teaching and academic work, 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, problem-solvers and life-long learners. Our graduates are equipped with necessary skills to cope with a globalised work environment and are positioned to capitalise on our extensive links to different corners of the world.



About Global Work Attachment Programme (GWAP)



Launched in the year 2014-15, GWAP immerses students in real-life business environments overseas with the objectives of enhancing students' global perspectives, intercultural awareness and language proficiency through interactions with people from different ethnic and business backgrounds. At the same time, overseas employers can enjoy the cultural exchanges through this meaningful partnership.

Subsequent to its initial successful run in 2015, last year, GWAP sent 82 students from different disciplines to the international cities of Sydney, London, Shanghai, Tokyo, Berlin, and Munich for a new round of internships. They took place from May to August 2016, lasting about 10 weeks. Over 40 companies and organisations in the professional areas of business services, marketing and advertising, art and design, IT, transportation, social work 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 strong communication skills and distinctive personal qualities. The participating students are also 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.



Message

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

To prepare students to respond to global economic challenges and to succeed in the increasingly multicultural and diversified workplace, the City University of Hong Kong first launched, in 2015, the Global Work Attachment Programme (GWAP), an inspiring initiative to provide a unique opportunity for students to gain valuable work experience and cross-cultural exposure in companies and organisations outside Hong Kong.

The GWAP is administered by the Career and Leadership Centre (CLC) of the Student Development Services (SDS). Learned from the experience of its first inception, 82 students had benefitted from the programme in the summer of 2016. Upon meeting employers' selection requirements, these students were placed as interns in over 40 corporations based in 6 international cities – Berlin, Munich, London, Shanghai, Sydney and Tokyo.

In view of its tremendous success and the overwhelmingly positive feedback from both student interns and our overseas interning partners, the GWAP had been proudly regarded as one of the key programmes under the University's "Go Global" Campaign, a strategic plan to enrich students' global exposure and intercultural experience at the institutional level.

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

This booklet captures not only our students' internship experiences in an international context but also fond memories of their cultural exchange. I am confident that the stories of their internships would serve as both encouragement and inspiration for students who contemplate to participate in GWAP in the near future.



Prof. Horace Ip
Vice-President (Student Affairs)

Words from Employers



Avia-Tek, Shanghai

Esther sticks with my unit relevant rules and regulations, punctual and diligent work ethic. She takes initiative to get things done, has a positive attitude and an open mind to learn.

AVIAREPS K.K., Tokyo

Arnaud has a very professional attitude towards work and impressed us with his ability to tackle a wide variety of tasks to a high standard. Everyone said it was a pleasure to work with him and we look forward to seeing him back in Tokyo soon!

@comm, Shanghai

Karen is a cheerful and proactive girl. She is also a fast learner who can catch up with new things easily and is able to adapt to new environment within a short period of time.



Global Trust Networks Co. Ltd., Tokyo

Phyllis was rotated and exposed in different positions. She always devoted herself to achieve the goals no matter which post she was. We appreciate her hard work. It was very obvious that Phyllis' Japanese became better and better. We were extremely impressed that she always tended to help us with deep interests even she was not asked to finish that particular part of job.



GAPS Mobile Co. Ltd., Tokyo

Mandy was a great help to our team. She was very serious with her work. She was also a good team player and supported other colleagues. We are also very satisfied with her work for arranging assignments for the whole team.

Jardine One Solution (China) Ltd., Shanghai

Betty's performance surpassed our expectation of a trainee.



Latimer Group, London

Sam is a fantastic researcher and communicator. During his time with us he has created very carefully planned and thought-out outreach plan to reach co-creators to generate content and insight with. He has become very good at recruiting into a specific audience segmentation. Sam was also very helpful at our events, networking, talking about Latimer and ensuring people felt at home. He has a very kind and welcoming spirit.

I can't express how much the team loved having Sam in the office – he was a true asset to the team and we feel he will be very successful in whatever he does next.



Kimberlin Education, Sydney

Iris always displayed a high degree of responsibility and willingness to learn. In addition, she was a helping hand here at the Kimberlin office. No job was too small for Iris! She was a valuable and dependable team player. Her good judgment and mature outlook ensure a logical and practical approach to her endeavours and tasks.



Lesara GmbH, Berlin

On top of recruiting topics, Jessica also helped us improve our logical exam for candidates, translate our career page to Chinese, improve onboarding and other HR documents for our international employees and help organize team events. Jessica played an integral role to all aspects of HR in our team and truly made a difference in the time she spent with us.



Lucy Turpin Communications, Munich

Johnathan and Timothy are extremely close to the maximum rating in areas including professional attitude, initiative, responsibility, international skills and punctuality. They proved capable of taking on responsibility and managing several projects simultaneously. They also proved to be a flexible team player who adapted to the needs of agency workflow and showed thoroughness when carrying out their work. For us it was a pleasure to have them here. We wish them continued success in their every endeavour.



Maestrano, Sydney

Claire was eager to learn the technologies and methodologies we apply at Maestrano and thus completed the development tasks assigned to her in a timely fashion.

On the interpersonal side, Claire has good written and verbal communication skills. She quickly adopted our company culture and fit in extremely well with the rest of the Maestrano team.

Based on my experience working with her, I highly recommend Claire and wish her all the best in her further study and future career.

MintTwist Ltd, London

Allison was a hugely enthusiastic intern and brought a positive energy on every task she was working on. She showed great marketing creativity and strong analytical skills. The whole team enjoyed working with her, she impressed everyone and I'm sure she would thrive in a marketing role.

Janice was a fantastically bright intern with commendable patience and diligence. She would approach all her tasks from a strong intellectual perspective to ensure that the task was completed correctly. We were all very impressed with how she completed each task and everyone was impressed with her capabilities.



Momentum2, Sydney

Kristie is hard-working and we were very impressed with her written English as well. She has a flair for design and has a lovely nature, very nice to work with.



Site Engine Co. Ltd., Tokyo

Melanie treated the assigned tasks very seriously and she had been thorough in her work. It is impressive that she has become able to handle the design of advertisement campaigns by herself.



Wunderman, Shanghai

Andrea is patient and looks into details, takes full responsibility of her deliveries.



The background of the entire page is an aerial photograph of the Sydney Opera House, showing its iconic white, shell-like roof structure. The opera house is situated on a peninsula in the middle of a large body of water, with the Sydney city skyline visible in the background under a clear blue sky. The image is partially overlaid by a semi-transparent teal and blue gradient on the right side, where the text is located.

Sydney,

Australia

List of interns:

Ally Wing-yue Lo
Amy Lai-lin Tsang
Anjaylia Jiaxin He
Cherry Sai-sum Chen
Cheryl Cheuk-yan Liu
Chloe Ho-yi Chan
Claire Zheng Zeng
Crystal Chau-yin Tam
David Shun-hin Chan
Dorcas Chak
Eunice Yuk-ting Ku
Fred Haozheng Qiu
Ian Chuk-lam Tsang
Iris Wai-ying Hung
Jonathan Chun-yu Lu
Kiki Yeung
Kristie Jun-wei Hui
Kylie Tsz-ching Kwan
Meka Pui-shan Yip
Nelly Wing-laam Mok
Stephanie Abdul Rahman
Winnie Ziqing Tan
Yannis Ching-yan Lo
Yannis Tsz-yan Lai
Yetta Tsz Yan Chiu

Sydney

Ally Wing-yu Lo

Major of Study: Asian and International Studies

Host Company: Good Environmental Choice Australia



Ally (2nd from left) seen with her colleagues at GECA



Ally helping with the preparation of a business event



Ally enjoys travelling around Sydney

Ally had the opportunity to work as a Business Development Coordinator at Good Environmental Choice Australia (GECA), which runs a not-for-profit and independently audited multi-sector green certification programme that encourages sustainable consumption.

The work at GECA was immensely interesting for Ally, who was responsible for conducting research on environmental organisations to seek potential cooperation opportunities.

To help the host expand their scope of services, Ally also worked on bringing new standards for a wider range of products and services. To accomplish the mission, Ally reviewed large amounts of literature and sought advice from fellow eco-labelling organisations. She was excited to put her skills into practice.

Encouraged by her supervisor to explore more outside the office, Ally also attended different business meetings and assisted GECA to promote their certified products. She was even delegated to organise a breakfast meeting where various stakeholders were invited to express their opinions. These tasks taught Ally multi-tasking skills, and more importantly, honed her networking ability as she learnt to mingle with guests, "I have come to realise that these are very useful skills. This event further pushed me out of my comfort zone into the business world," said Ally.

Having experienced a fruitful internship in Australia, Ally is convinced that her employability is now greatly enhanced. With a confident smile, she commented, "I believe this placement will be beneficial to my career development and also my life."





Claire Zheng Zeng

Major of Study: Computer Science

Host Company: Maestrano

Claire spent 10 weeks with Maestrano's computer engineering team, performing testing, frontend improvements and backend development. Maestrano is a tech company that provides convenient cloud data platforms to businesses.

Being put in the professional working environment, Claire was at first overwhelmed by the complexity of the projects that she was involved in. To help her catch up, her colleagues offered consultation and recommended online tutorials. "With their help, I acquired knowledge of Angular JS and Ruby, which are both very advanced frontend languages," recounted Claire.

What impressed Claire most in this internship were the "Brown-Bag Sessions" where the engineering team would share their learning experience on the latest technology or introduce a new platform or apps to their colleagues. Claire found this co-learning experience very interesting and beneficial to her development as a computer engineer and it involves plenty of interpersonal communication.

Like many other computer science students, Claire is not particularly strong in her communication skills. At Maestrano, she has become aware that in order for her to succeed in computer engineering, technical knowledge is not enough, and she needs to polish her communication skills too. For Claire, this will be her next goal.



Farewell dinner with the Maestrano team



Crystal Chau-yin Tam

Major of Study: Human Resources Management

Host Company: Fitzgerald Jenkins Recruitment



Crystal believes that adapting to a foreign environment requires flexibility.



"The internship experience really enhances my determination to be a HR professional in the future," says Crystal.

Crystal was an intern at Fitzgerald Jenkins Recruitment, a recruitment agency that helps blue chip firms in the finance and banking industry to find employees across Australia and Asia.

For Crystal, one major benefit of the internship is the soft skills she gained. "I can meet with people with different backgrounds. Also, I have come to understand the importance of building and maintaining great relationships with clients and candidates. At first, I found it difficult to chat with people whom I have never met," recalled Crystal, who found her networking skills drastically improved after 2 months of training.

Passionate about the field of human resources, Crystal appreciated the precious opportunity to participate in an actual recruitment process: she assisted the host company in liaising with clients, organising interviews and answering various enquiries – each task equipped Crystal with professional recruitment skills.

Much trusted by her supervisor, Crystal was even given the chance to raise her own questions to candidates during interviews. Like many other CityU interns, Crystal discovered her "hidden strengths" in her internship: at Fitzgerald Jenkins, she took on the challenge of placing a candidate on her own and had successfully accomplished her mission!



Photo taken with the famous Rugby player Sam Tagataese after watching an exciting game with supervisor Brendan and friends.

Jonathan Chun-yu Lu

Major of Study: Business Operations Management

Host Company: Sandwalk Partners



Jonathan works at boutique consultancy Sandwalk Partners.



Jonathan (front) admires his co-workers for being extremely diligent and efficient, which enables them to have better work-life balance.



Jonathan worked as an operations and finance intern at Sandwalk Partners, a boutique consultancy that provides integrated business improvement services to a wide range of clients.

During his 10 weeks in Sydney, Jonathan assisted the host with developing various business management tools such as a budget tracker, an invoicing tracking system, and a professional customer relations management system. These exercises trained his capability of developing a way to holistically look at a business' infrastructure in order to bring in platforms and tools that would empower a firm to achieve its goals.

Jonathan felt grateful that his supervisors had much confidence in him and delegated him challenging tasks instead of monotonous administrative work. He even attended a meeting between the firm's potential client and his supervisors, where he learnt much about engaging clients to better identify their needs.

Understanding that employers today place much emphasis on graduates' global vision, Jonathan is glad that he has taken the GWAP internship. To equip himself for a brighter career in the future, he is determined to acquire knowledge of different fields and take on challenges ahead of him!





Kristie Jun-wei Hui

Major of Study: Marketing
Host Company: Momentum2

Kristie with Lyn and Caitlin, her internship supervisors at Momentum2

Kristie spent her summer interning at Momentum2, which assists businesses in developing and communicating strategies as well as provides event management services.

The internship experience taught Kristie to be open-minded to new challenges. Once she was asked to finish off some graphic design and press release. Although she was not familiar with these tasks, she decided to give them a try. The piece eventually turned out to be lovely and the client was very impressed—to Kristie's surprise! Kristie realised the importance of embracing new ideas and experience, which is essential for her career and personal development.

Living and working in Sydney for almost 3 months has definitely polished Kristie's language skills as she had to communicate with her colleagues and clients in English. Despite being nervous at first, Kristie overcame the stress and learnt to engage new acquaintances in conversations more smoothly. Kristie noted that she had also picked up business phone etiquette, which would be very useful in the world of commerce.

For Kristie, perhaps what's most meaningful in the internship is that she could apply her marketing knowledge in a real workplace, which further confirmed her interest in pursuing a career in the field of marketing.



Kristie (right) and fellow intern Amy modelling for client's promotion materials



"I am sure that marketing is what I like and I will continue to explore this field," says Kristie.

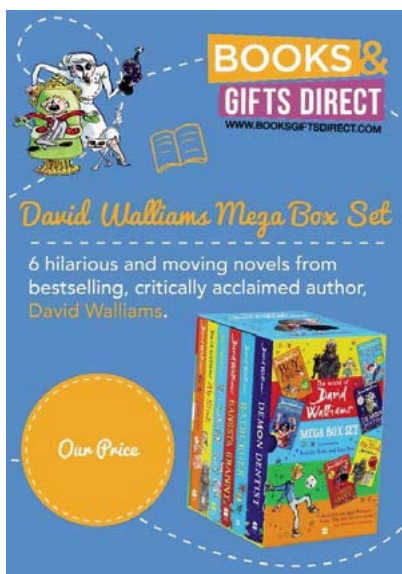
Nelly Wing-lam Mok

Major of Study: Digital Television and Broadcasting

Host Company: Books and Gifts Direct



Nelly is grateful for the programme, which allowed her to experience various aspects of Australia.



Nelly has edited over 6000 images in merely 10 weeks!

“This programme has given me so much to learn, and Sydney is really a fantastic city!” said Nelly, who spent a summer as a marketing intern at Books and Gifts Direct, the largest direct seller of books and gifts in Australia and New Zealand.

Under the guidance of her supervisor Kate, Nelly created large volume of lovely graphics for the company’s marketing collateral which included flyers, promotion banners and product catalogues. Applauded as a proficient designer, Nelly was even assigned to design business cards for all her colleagues. “This is definitely a recognition for me in this company,” Nelly added. The passion and dedication she put in her work has finally paid off!

Nelly concluded that the internship at Books and Gifts Direct transformed her. She is now more proactive and she decided to improve herself to be a more confident and outgoing individual.

Like many young students, Nelly was not sure whether marketing would be an ideal career choice for her; but after interning at Books and Gifts Direct, Nelly was glad that she found the answer, finally—“Yes! I would love to equip myself as a marketing person!”

Nelly realises that it was of great importance to reach out to her co-workers for more instructions to ensure the quality of the output.





Stephanie Abdul Rahman

Major of Study: Public Policy and Politics

Host Organisation: Justice Action



Stephanie and other members of Justice Action send pre-election newspaper into the prisons and mental health locked wards.



CityU interns Stephanie and David meet with Elizabeth Evatt AC, the first Chief Judge of the Family Court of Australia.

Stephanie was sent to work as an intern at Justice Action, an organisation defending human rights in Australian prisons and hospitals.

Apart from research and report writing and answering enquiries, Stephanie's duties also included "negotiating" with the authorities to get their publications distributed.

In addition to work experience, Stephanie also had academic as well as cultural exchange with students from different countries in this internship. Interns working at Justice Action would explain to Stephanie the legal systems in Australia, the United Kingdom and the European Union and the colleagues would share their opinions over various global issues. Stephanie found this experience truly precious as it brought cross-cultural understanding to a deeper level, one that is beyond food and entertainment!

The internship also changed Stephanie's attitude towards work, "I get stressed out easily, which affected my work and confidence," she shared. "I should learn from the Australians, don't panic, and focus on finding the way out."



Stephanie is appointed by her supervisor Brett as the Assistant Coordinator.

Sydney



Yetta (right) works with a team of international colleagues.

Yetta Tsz-yan Chiu

Major of Study: Accountancy

Host Company: BDO Sydney

Aspiring to be a professional accountant, Yetta obtained an internship at BDO, the renowned global accountancy network. Upon getting on-board, Yetta was excited to find that she would be working at the European desk of BDO's Private Clients Services, which means that she would be immersed in a multi-national environment with colleagues coming from different countries such as Poland, Germany, Italy, India and more. For Yetta, this was a great opportunity of cultural exchange—something that she had wished all along!

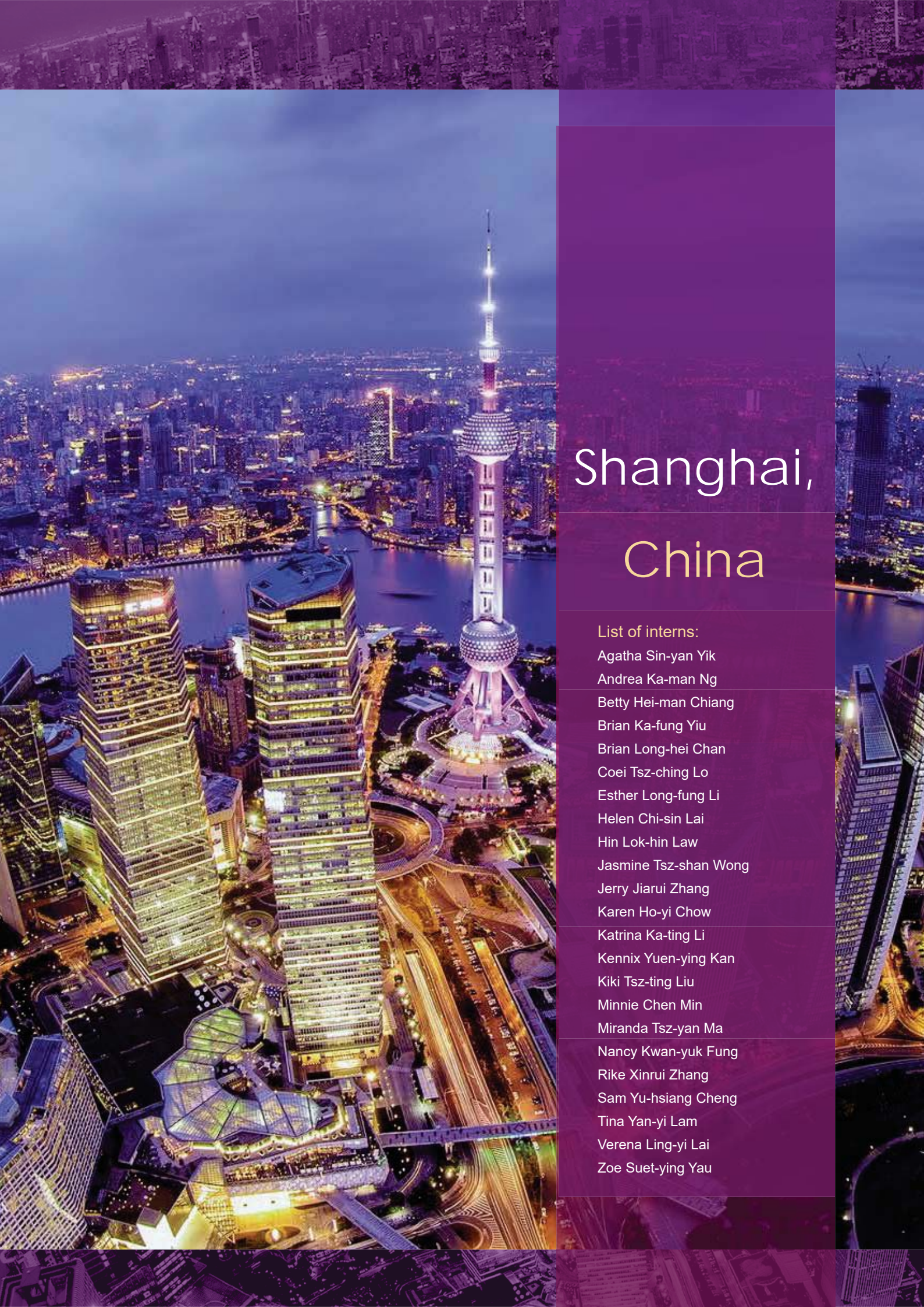
To broaden her knowledge on taxation is one of Yetta's learning goals—and she did grasp this valuable chance to dig into the subject. Yetta found that the Australian tax system is much more complex and comprehensive than that of Hong Kong. During her 10 weeks in Sydney, Yetta prepared documents that were to be submitted to the Australian Taxation Office. Taxation plays a crucial role in the realm of accounting, and Yetta is grateful for this kind of career-specific exposures that are sought after by accounting majors.

Of all the things Yetta learnt from her internship, she realised that being detail-minded is of paramount importance in the accounting profession. She discovered that when one is only focused on working fast, it is quite easy to overlook critical but subtle details. Guided by her colleagues, Yetta learnt to be always skeptical about the validity of the data in a bid to ensure the quality of her work—in other words, to catch the devil in the details! Yetta believes that what she has gained in this internship would help her go a long way when developing a career in the field of professional accounting.



Yetta goes sightseeing with her co-workers.





Shanghai, China

List of interns:

Agatha Sin-yan Yik
Andrea Ka-man Ng
Betty Hei-man Chiang
Brian Ka-fung Yiu
Brian Long-hei Chan
Coei Tsz-ching Lo
Esther Long-fung Li
Helen Chi-sin Lai
Hin Lok-hin Law
Jasmine Tsz-shan Wong
Jerry Jiarui Zhang
Karen Ho-yi Chow
Katrina Ka-ting Li
Kennix Yuen-ying Kan
Kiki Tsz-ting Liu
Minnie Chen Min
Miranda Tsz-yan Ma
Nancy Kwan-yuk Fung
Rike Xinrui Zhang
Sam Yu-hsiang Cheng
Tina Yan-yi Lam
Verena Ling-yi Lai
Zoe Suet-ying Yau

Shanghai

Andrea Ka-man Ng

Major of Study: English

Host Company: Wunderman



Andrea finds lots of inspiration from this internship.

Andrea worked as an accounts executive intern of Wunderman Shanghai, a leading global digital agency network offering services in digital strategy, mobile and e-commerce development etc. She started with translating press releases and making internal reports, and later she got involved in several campaign developments such as making mid-term competitor review for companies in the aviation industry, communicating with copywriters and launching press releases for international brands.

Throughout the two-month work experience, Andrea acquired a lot of practical and professional knowledge. Wunderman gave her an insight into the operation of an advertising agency. She also gained a better understanding on the work cycles and acquired abilities of a copywriter, which enabled her to get better prepared for her dream career. Most importantly, she came to realise the importance of preparation work in making an effective campaign—something she could not learn from her books or classes.

Andrea was very much inspired by this internship about which she remarked, “I believe the experience enriches my life because I’ve returned with new knowledge, cultural understanding, maturity and valuable friendship.” She even looked forward to joining Wunderman after graduation as it gave her a great degree of involvement and a sense of achievement.



“I believe this experience enriches my life!” says Andrea.





Coei Tsz-ching Lo

Major of Study: Surveying

Host Company: Pfizer



Coei (right) works under the guidance of her supervisor (left).

Coei worked as a Marketing Intern at Pfizer Consumer Health (Pfizer) in Shanghai. Pfizer is an international pharmaceutical company which develops medicines and diet supplements. Coei worked on a promotion project for the brand. Her job duties included communication with clients and keep timely tracking of work progress.

In this internship programme, Coei was able to put into use her office computer software skills and became adept at them. For soft skills, as Coei had plenty of opportunities to communicate with the clients and manufacturers, she has learnt to use simple and clear language to deliver her ideas effectively.

Apart from work, Coei noticed that she has also become more mature as a person because she worked in an unfamiliar city. In fact, her internship was the first time she lived away from her parents. She is now more independent and is capable of arranging her daily routines. She is also more confident to speak in her 'third language', Putonghua, after living by herself in Shanghai.

About her internship experience, Coei concluded that she had benefited greatly from the internship programme and it would be useful for her career prospects. After the internship, Coei has changed— she is no longer just another fresh graduate.



Coei (2nd from right) explores the Shanghai cities with her friends after work.



Shanghai

Esther Long-fung Li

Major of Study: Public Policy and Politics

Host Company: Avia-Tek

Esther worked as an analyst intern in Avia-Tek, a Shanghai-based aerospace strategic advisory firm. She was given the assignment of conducting independent analytical reports by collecting and categorising information about the industrial and developmental policies of Chinese government.

Esther encountered some initial hurdles such as the need of extra effort in comprehending the highly complex government structure and varied instructions for the different provinces. She overcame this by spending hours researching on the industry and reading reports. Her patience was paid off in the end and she gradually gained a clearer idea of handling complex documents.

Esther also acquired a good insight on her study and career plan from this experience. She discovered her interest in policy research during the internship and was eager to expand her field of study in the future. In terms of career plan, she was excited to realise the variety of job opportunities related to her major, "I have become more confident in contributing my knowledge to our society in ways that I used to think was only possible in academic aspects."

In summary, having gained a better understanding of China as well as herself, Esther enjoyed much being an intern in Shanghai this summer. She would strongly recommend other students to join the upcoming GWAP.



Esther feels grateful for all this once-in-a-lifetime opportunity to learn highly specialised knowledge and to sharpen her data processing skills.



Esther (2nd from right) sharing happy time with her colleagues





Karen Ho-yi Chow

Major of Study: Media and Communication

Host Company: @comm

Karen worked as an Account Intern at @comm, a PR and marketing company in Shanghai that provides professional integrated communication strategies to clients from different industries. Her job duties included drafting Weibo and Wechat posts and articles, assisting the traditional PR team on routine operations and conducting market research.



The colleagues of Karen are friendly and helpful.

In her internship, not only had Karen developed a deeper understanding of the PR industry in mainland China, she had also acquired professional PR skills required to operate on social media platforms. To do this well, Karen had to learn about the popular culture and new trends on the mainland and get familiar with the slangs and wordings commonly used by the media. Getting to know a culture is of key importance in communications. That is what Karen has learnt. Of course, this could not have been done without the help of her colleagues, "My supervisors were helpful, kind and willing to teach me. They took care of me and I had learnt a lot from them."



@comm is a PR and marketing company promoting the images of different brands to the public.

After finishing the internship, Karen discovered that the PR industry was more interesting than she had imagined. She enjoyed the feeling of success when she overcame the challenges of her tasks. Karen is now more confident of her employability than ever before.

Shanghai

Kiki Tsz-ting Liu

Major of Study: Translation and Interpretation

Host Company: Hong Kong Economic and Trade Office in Shanghai (SHETO) of the Government of the HKSAR

The Hong Kong Economic and Trade Office in Shanghai (SHETO) plays the economically critical role of fostering communications between Hong Kong government and the governments of Shanghai and 4 other provinces in China. This summer, Kiki worked as an intern in its public relations team assisting in operations to enhance trade, economic and cultural exchange between Hong Kong and these regions.

At SHETO, Kiki was exposed to different job duties, ranging from taking photos in events, drafting activity highlights, proofreading documents and reports, to contacting different business partners and government departments. During the internship, she learnt how important it was to prioritise tasks and develop multitasking skills. Her effort was recognised by her supervisor who often praised the quality of her work.

Developing a positive attitude towards work was another thing that she learnt in her internship. She made herself stand out by being proactive and doing more than she was asked. When a reporter from Ta Kung Pao visited the office to collect information about internship programmes in Mainland China, Kiki was the only intern who was chosen by the Director to be a spokesperson of the SHETO!

Kiki treasured the opportunities given to her through her work experience in Shanghai. In addition to the work skills, she became more confident to speak in Putonghua and she has broadened her business network too. Reflecting on her experience at SHETO, she commented, "Joining GWAP Shanghai was certainly the best decision I have made this year."



Kiki (2nd from left) establishes good relationships with other interns during her stay.



Kiki's supervisor Adrian (3rd from left), the Senior Information Officer of SHETO, provides great support to her work.



Kiki is highly praised for her accurate translation in preparation for different documents.



Miranda Tsz-yan Ma

Major of Study: Marketing

Host Company: Sage House Business
Consultancy Limited



Miranda (left) with her supervisor—"they treated me like a full-time employee."

Miranda was an event planning and PR intern at Sage House, a PR and business-consulting firm. She had the opportunity to work on research projects on past events, companies and artists, assisted in writing budget plans, preparing proposals and executing forthcoming campaigns. Besides, she got involved in the registration process for a new business operating in Macau and made some direct calls with the officials in the Finance Department.

Through her internship experience, Miranda learnt many commonly used business terms, and understood the preferences and requirements of different business partners. These exposures were totally beyond the knowledge she acquired in classes.

Besides, with the guidance and feedbacks from supervisors, not only did she become more familiar with the use of appropriate formats and standards in presentation and research projects, she was also more capable in handling multi-tasks with high quality and efficiency. These helped her built a strong foundation for her studies and future careers.

Miranda considered this journey a valuable experience for her to learn and to equip herself. She became more certain of her career path as well—"This internship opportunity certainly brings me lots of training, insights and networks that are extremely fruitful for both my individual growth and career development. The projects were not only interesting and exciting, they reassured me what I can do well."



Having discussed various topics with the local young adults, Miranda (2nd from left) is impressed by their open-mindedness. She values the opportunity to have a deeper understanding on the thoughts and culture of each other.



Shanghai

Tina Yan-yi Lam

Major of Study: Marketing Information Management

Host Company: Jardine OneSolution China Limited

Tina spent 8 weeks as an intern at Jardine OneSolution China Limited (JOS), a systems integrator, solutions provider and technology consultancy.

She has worked in both the Marketing Department and Sales Department. For the former, her duties included updating the Wechat platform of the company, holding an event to promote corporate culture, translating documents, and collecting data about retailers in Shanghai. For the latter, she helped to make quotation forms for customers, communicate with the procurement team and have meetings with clients following the team.

This internship was Tina's first exposure to a professional work setting. She appreciated the opportunity to observe workplace culture, see how professionals conduct themselves and settle the conflicts through interaction. Moreover, Tina felt grateful for her senior manager, who took great care of the interns. The manager encouraged weekly sharing and offered much advice, even invited them to dinner with her family.

Most importantly, she changed her attitude towards mainland China after the internship. Seeing China first hand, she was surprised by China's booming economy, technology and culture, and excited about the opportunities in its future employment market. She said, "If not for this internship, as a typical Hong Kong student, it would have never come across my mind that I would consider working in China after my graduation."



Tina with her supervisor



Tina finds this internship an important chance to test out her career interest and employability. It has also helped her to reflect on her future study and work plan, and make timely adjustments.





Berlin & Munich, Germany

List of interns:

Austin Chi-ho Ting
Ben Sheng-ta Tsai
Cecilia Shi-wah Sze
Chace Wai-shan Ho
Cherko Cherk-ho Poon
Cherry Yee-shan Wong
Ivan Yin-lun Hung
Jessica Yim-ping Yip
Johnathan Chung-tin Ma
Kenny Shing-yau Mang
Nicky Zhuoran Jiang
Roy Lok-bun Hung
Shirley Wing-man Cheung
Star Yiding Xing
Timothy Hon-pong Tang



Cecilia Shi-wah Sze

Major of Study: Media and Communication

Host Company: COPYTRACK GmbH



The whole COPYTRACK team having dinner at a beer garden



CEO of COPYTRACK and internship supervisor, Mr. Marcus Schmitt, driving all three CityU interns to Munich for a weekend trip.

Berlin, the full-of-life capital of Germany is now home to countless startups with innovative business ideas, often backed by leading technology. One of these emerging entrepreneurial ventures is COPYTRACK, an online platform dedicating its professional service to guard against property right infringements. Cecilia, a talented Media and Communication student, was given a chance to put her creative ideas and technical skills on design into good use when COPYTRACK offered her an internship in graphics design.

Over her three-month internship, Cecilia was trusted with the responsibilities of designing a range of materials for corporate promotion. Many would assume that what benefitted her most as a media student would be all the hands-on experiences in design, but Cecilia disclosed that what struck her profoundly was the stark difference of the changed role. "When I am a student, I design for myself, based on what I think is the best," she reflected, "and being a company designer means you have to consider and understand what your supervisors and clients want instead. You have to put aside your personal aesthetic judgement and be patient and open-minded." For Cecilia, these are some of the many far-reaching real life lessons that she would never have acquired in class.

Cecilia added that meeting new and wonderful people overseas has been a life-changing one, because all the new encounters "encouraged me to have a fresh look into my life and future, from which I developed a broader understanding of my own self and learned about some personal strengths that I had not been aware of. These internship learning experiences are priceless."





Shirley Wing-man Cheung

Major of Study: Marketing

Host Company: Lesara GmbH



Companies in Germany value the connections with their staff and among the employees themselves. After-work party like this is very common and you can relax and enjoy time with your colleagues after a day of hard work.

A fast-growing online store with an impressive sales network expanding from its base in Berlin to other European countries, Lesara GmbH prides itself on being one of the market leaders by offering the latest fashion and lifestyle products at unbeatable prices. To have sustainable business growth in a competitive e-commerce market, the importance of the online marketing team could never be stressed enough. Shirley, a Marketing major herself, was offered the privilege to put textbook knowledge into practice by working alongside with a team of web marketing professionals in the company.

Primarily responsible for supporting search engine advertising in its new market in the United Kingdom, Shirley acquired dedicated software skills like Google AdWords and Magneto to build and improve promotional campaign on the web. An important realisation for Shirley at Lesara was that a successful marketing strategy should always take note and take care of the preferences of customers of different cultural backgrounds, "It was from this internship that I discovered the huge differences among shoppers from different countries, and you will have to adjust the marketing campaigns accordingly," reflected Shirley. While words like "cheap and unbeatable price" would be appealing and eye-catching to consumers in domestic market in Germany, shoppers from the UK share a general distaste of words related to "low-priced" products and they would probably skip the stores attracting customers by emphasising how cheap the items are altogether.

Shirley (center, at front) had made full use of the 12 weeks at Lesara as an online marketing intern.



Shirley travelling with other interns in Berlin. The grandeur of the architecture in Germany and the history behind would leave you in awe!

In retrospect, Shirley fully appreciated what she gained in this internship, about which she remarked, "Many job seekers have similar education backgrounds nowadays. The majority in the labour market possess university degrees. Relevant work experience like this is something that sets us apart from the others. It shows that we are capable to handle more responsibilities, or more specifically, responsibilities outside the classroom, in the workplace, and in a multicultural environment."

Chace Wai-shan Ho & Star Yiding Xing

Major of Study: Creative Media & Media and Communication

Host Company: SomoS Art House



SomoS has an international team of artists. Here are the artists and curators from Holland and Canada with interns from Germany, Hungary and Hong Kong.

Widely recognised as a world city of art and culture, Berlin has established itself as a popular centre for artists and performers in Europe. Art galleries like SomoS Art House, where two of our students, Star and Chace had their internship at, are flourishing in this new city of design, which is also an internationally open platform for innovative arts, exhibition, collaboration and education.

Being coined as one of Berlin's most interesting organisations of art projects, SomoS Art House never ceases to infuse new blood into the already diverse and dynamic art scene by offering space and resources for workshops, seminars, exhibitions and screenings. Star and Chace, therefore, in this once-in-a-lifetime experience, immersed themselves in the creative art world and assisted in the organisation of the events from planning, promotion, venue preparation and installation, opening to dismantling and review. What was eye-opening and mind-enriching, however, was not only the hands-on experience they obtained through different stages of event planning and operation, but how "art" is perceived and treasured as a significant part in the life of the citizens in a truly open city.



Pictures of Gay Pride Parade. Human rights, equality, respect and fairness in general are pursued.



Pictures of Gay Pride Parade. Human rights, equality, respect and fairness in general are pursued.



Front and back of the flyer designed by the interns for event promotion.



Chace (left) visits different exhibitions and art space with her supervisor, Mr Paulus Fugers.



Chace is setting up the camera for conducting interview with the artists.



Star helping with an exhibition



Star and Chace find their journey to Berlin mind-enriching.

Anyone who has lived in or travelled to Berlin would have left the impression that Berlin is a city that sincerely embraces, if not welcomes, differences. The two girls described their visit to the Gay Pride Parade as “thought-provoking”, in which people expressed their wishes of more than treating different sexual orientations equally. “They also look for gender equality, identity equality, and generally, more empathy and respect of others,” recalled Star, who was deeply impressed.

Chace echoed the observation of Star, remarked that in Berlin, “You feel more easy and comfortable to be what you want to be and show who you really are.” A quick example? Many of us might have had the hesitation of wearing something “a little too special or eye-catching” in Hong Kong, because you are more than certain that you are going to draw some unwanted attention, leaving you feeling uneasy. Chace compared that to her experience in Berlin, “You can dress in what you like. There would be no unfriendly gaze.”

The interns also love how one can find happiness in an easy and simple way in the lovely city. True, Berlin doesn’t have the glamour and immediate charm like many other metropolises. Put Berlin against New York, London and Hong Kong you will tell the stark differences in a second. The real gem of the city, nevertheless, is to be uncovered if you care to spend more time to explore, and interact with its people – “People in Berlin LOVE true interactions and communications – not only through the phones or other online platforms, but also the genuine, face-to-face ones. This is how we should be connected—more than virtually.”

Austin Chi-ho Ting

Major of Study: Business Economics

Host Company: AVIAREPS AG



Austin enjoying time with his colleagues



Austin's supervisor, Dr. Werner von der Bey, gives him a shirt of national soccer team of Germany with his name on the back as a special farewell present.



Austin's work desk at office

One of the leading airline representation companies in Germany, with a diverse business portfolio around the globe, AVIAREPS AG offered Austin a three-month internship at its HR Department at the headquarter in Munich. With its vast network of business relationships powered and sustained by over 60 offices located in 45 countries, it comes as no surprise that the human resources related affairs attended by the central HR team are both multifaceted and multicultural in nature, and it is this nuanced human interconnectedness that inspired Austin the most.

Of all knowledge he acquired at AVIAREPS, Austin treasured in particular the transferable skills he developed in this summer. "I learned to prioritise tasks in a systematic manner, how to socialise and mingle with foreigners, manage my time and complete the tasks efficiently," he remarked. "And most importantly, it changed the way how I perceive myself as a flexible global citizen, and how open I am to career opportunities available overseas," continued Austin as he summed up his internship experience.

All journeys in life come to an end at some point, no matter how wonderful and unforgettable they have been. The ending of this journey of Austin, nevertheless, was a heartwarming one, "I was working on the last task as the HR intern of AVIAREPS, and my supervisor, Dr. Werner von der Bey, suddenly asked me to stand up," Austin recalled, "I found I was surrounded by all colleagues and he expressed his appreciation of my performance and contribution in everyone's presence. He then presented a farewell gift prepared for me specially – a shirt of the Germany national soccer team with my name and the number '16', the year of this internship, on it. Such kindness and recognition of my work are something to hold dear to for the rest of my life."





Jonathan Chung-tin Ma

Major of Study: English Studies

Host Company: Lucy Turpin Communications



Jonathan presenting the business opportunities of using Snapchat in B2B (business-to-business) marketing

Jonathan set out on his journey to Munich with three specific goals: to improve his business English, acquire hands-on experience in the PR and marketing industries, and expand his knowledge horizon of business practices. He knows he achieved all three goals during his internship at Lucy Turpin Communications (LTC), a PR and Marketing Communication agency based in Munich that focuses on the high-tech industries.

In retrospect, Johnathan realised how necessary it is to adjust the style, word choice, and tone when writing for different audiences and purposes. "When drafting a press release for one of the clients, a world-leading graph database developer, I had to comply with a very specific format. Moreover, I learned that writing for German readers is different from writing for English speakers – in terms of style, approach and tone preferences," described Jonathan, who also noted that awareness of cultural differences is strongly needed.

Asked to summarise his internship experience, Johnathan would like to emphasise how thankful he is to the LTC team for giving him so much more than he could possibly have asked for. "This internship opened up my eyes to the potentials and dynamics of the PR industry – where I would like to pursue a career after I graduate," said the grateful



One of the posts Jonathan contributed to the LTC blog

student. He added, "And, thanks to the research and analysis on various markets I did, I learned how to keep abreast with developments in marketing and high-tech industries worldwide."

In an age when business opportunities have literally no boundaries, it is most certain that such exposure to global markets can take him further, professionally and personally.

Nicky Zhuoran Jiang

Major of Study: Information Systems

Host Company: Hero Bakery



Nicky (centre) in her leisure time after work with her supervisor Xin at Bier Garten, Munich



Nicky (centre) enjoying her 11 weeks with her fellow colleagues, "These 11 weeks would definitely become one of the most memorable and valuable experiences in my life."

Nicky thoroughly enjoyed her 11-week internship at HeroBakery, a startup company specialises in bringing together next generation leaders and entrepreneurs all over the globe, connecting them to each other as well as with top-notch career and business opportunities in China and Germany. As a business development intern, Nicky was given the privilege of learning from a vast range of tasks and duties, including managing the social media platforms, analysing and visualising market data, preparing business insights, making presentations on marketing strategies, and maintaining regular communications with collaboration partners. Being recognised by her supervisor, Mr Xin Chen, CEO of HeroBakery, of the high standard and efficiency of her work, she was also assigned to assist him on conducting several market studies on the business environment in Chinese and German markets.

When asked about her secrets of gaining a challenging yet unquestionably rewarding internship experience, Nicky shared that having respect of and passion about every single task you are given is always the key to learning something valuable in return, even from a seemingly boring task of translation – 'Some people might think that translation is easy yet dull. In my opinion, however, it is challenging if you really want to carry the meaning and tone of the original text, and in this process your professional writing skills could be polished and your business mindset becomes sharper.'

Nicky considered this internship one of the most valuable experiences in her life. The overseas exposure she acquired in this experience has adequately equipped her for her future pursuits. "I think this experience serves as a sound evidence of my independence, analytical skills, adaptability, reliability and many more," she remarked, "and if I am able to share this experience with future interviewers in full, I believe there will be higher chances for me to surpass other candidates in the selections."





Tokyo, Japan

List of interns:

Arnaud Chak-long Koo
Jason Kin-kwan Chan
Mandy Man-ting Poon
Melanie Mui-lan Yuen
Miko Yuen-ling Chow
Nicole Nga-yu Tso
Phyllis Pui-yee Tse
Rain Wing-man Mak
Rian Kam-fung Leung
Sarah Cheuk-in Lo
Steve Chun-kit Yeung





Arnaud Chak-long Koo
Major of Study: International Business
Host Company: AVIAREPS K.K.

Arnaud (centre front) builds strong ties with his colleagues.

Arnaud regarded this internship as one of his best memories in his life. During the 8-week internship at Aviareps K.K. in Tokyo, he was given much room to apply his business knowledge in actual practice in the workplace. Aviareps K.K. is a fast-growing company engaged in tourism, aviation, marketing and trade promotion services. With its superb experience in tourism promotion, the company has successfully introduced a number of airlines, travel agencies and hotels to Japan.

Arnaud mainly supported his supervisor in formulating marketing campaigns and the production of media publications for clients. He also attended business functions such as a magazine interview with an Australian wine maker, a seminar held in the US embassy, a sales meeting with an airline company and food tasting events.

When Arnaud conducted research on various travel destinations such as Peru, Saipan and Dubai, and USA for preparation of the company newsletter, he felt as if he had already traveled around the world just by sitting in the office! Arnaud can still vividly recall how he was spotting out every interesting event in San Francisco to be introduced in one issue of newsletter and translating US national parks' names into Japanese.

According to Arnaud, this programme has thrown light on his career path. By being exposed to different fields of work, he now knows he has a strong interest in the tourism industry and will consider working in this industry after graduation. Arnaud has also gained new insights into the Japanese culture. Impressing Arnaud most were their team spirit, the attitude of being detail-minded and well-planned in every stage of work—a great lesson to learn for a student from Hong Kong.



Arnaud enjoys the time with other interns in Tokyo.



Fun time participating in Natsu Matsuri (summer festival)!





Sarah Cheuk-in Lo

Major of Study: Linguistics and Language Technology
Host Company: AVIAREPS K.K.



Sarah (left) with her supervisor and fellow intern Arnaud (right).

Sarah had a rewarding 8-week internship in Tokyo, Japan this summer as a supporting staff at Aviareps K.K. with Arnaud, another CityU intern.

Working for 3 supervisors, Sarah was given opportunities to explore her potentials in various fields. Her major duties included translating contracts, newsletters or articles between English and Japanese, performing marketing research to promote clients' business in Japan, as well as providing events support to Aviareps' clients.

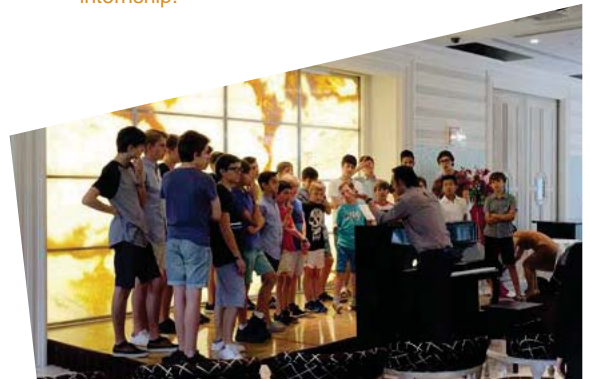
These diversified assignments have equipped Sarah with new insights into different business practices and sharpened her soft skills. The colleagues of Sarah patiently taught her the different writing skills in preparing contracts and media newsletters.

Serving at several events such as the Monaco Boys Choir concert, Sarah learnt how to welcome guests with idiomatic Japanese phrases and got a better understanding about the sequence of tasks to be performed throughout an event. This precious experience increased her flexibility and adaptability to changing working environments.

Apart from enhancing her competitiveness in the workplace, Sarah had some fruitful cultural exchange with the locals in the dormitory too. Sarah realised that as long as she was willing to approach her "dormmates", they would be more than happy to make friends with her. Impressing Sarah the most in Japan was perhaps the festivals where people gathered and danced together, demonstrating the great spirit of hospitality of the Japanese people!



Sarah finds herself more proactive after this internship.



Sarah serves at the Monaco Boys Choir Concert.

Melanie Mui-lan Yuen

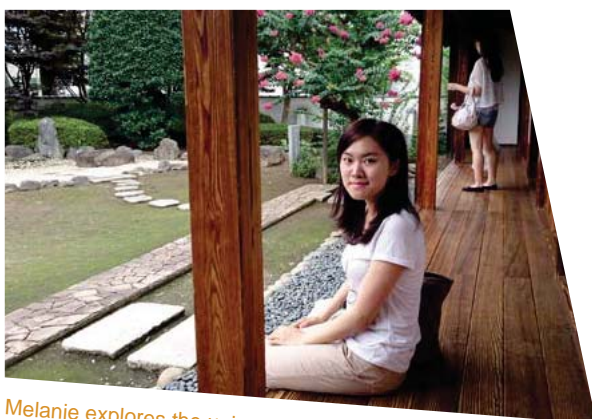
Major of Study: Finance

Host Company: Site Engine Co., Ltd.

Melanie feels accomplished working on various marketing assignments.



Melanie builds strong bonds with her colleagues.



Melanie explores the unique Japanese architecture.

Melanie spent 8 weeks in Tokyo this summer, with Site Engine, a young and dynamic company mainly engaged in translation business. For a student studying economics and finance, she stepped out of her comfort zone and participated in an entirely new business segment. Despite this change, Melanie had a strong sense of accomplishment working on search engine and influencer marketing.

Melanie was assigned to design advertisements for clients' marketing campaigns and upload them to Google Adwords, an online advertising platform. Inspired by her supervisor, Melanie successfully tripled the number of on-line business transactions done. As for influencer marketing, she gained hands-on experience in locating famous YouTubers and bloggers to promote Japanese products for a client. With a bit of luck, she managed to meet with a blogger on Facebook group and explored the possibility of future collaboration with Site Engine. These are accomplishments indeed for a newcomer to the field like Melanie!

Working in Japan, Melanie has also developed new perspectives on the Japanese culture. She attended some 'drinking gatherings' with her colleagues. After drinking in one Izakaya or wine house, some of the colleagues would continue to drink in another Izakaya. And this would go on.

But these gatherings were not only about drinking. Melanie has found that while Japanese are serious and conservative at work, they are very passionate in sharing their personal life and political viewpoints in drinking gatherings. It is a Japanese way to foster employee relationship. Deepening her connections, Melanie also developed a strong friendship with a Japanese colleague, where their discussions allowed Melanie to gain a deeper understanding about the life style of Japanese university students as well as their examination system!





Nicole Nga-yu Tso

Major of Study: Business Operations Management

Host Company: GAPS Mobile Co., Ltd



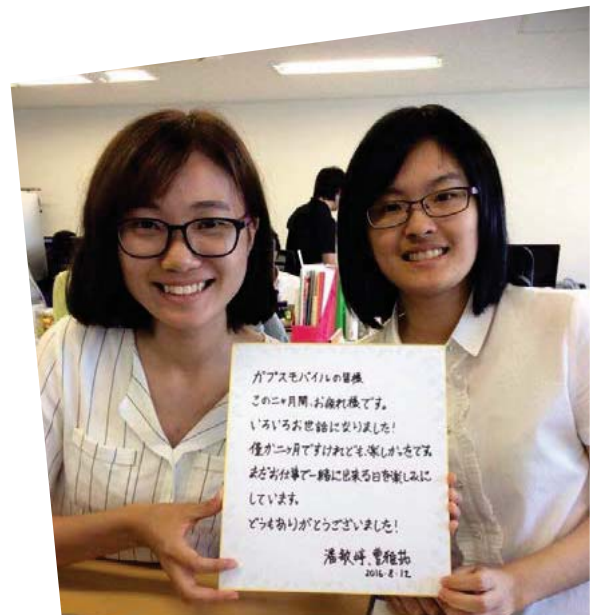
Nicole (right) has an enlightening encounter with the founder of the internship company (left).

For Nicole, her first internship arranged by GWAP took her to Tokyo. She worked in GAPS Mobile Co. Ltd, a vibrant IT company with various business ranging from mobile and web applications, to animation productions and business development.

During her stay, Nicole immersed herself in media translation for different social platforms of the company, preparing marketing plans and creating video demos for a newly invented product. She even had the chance to work on the company's recently developed translation mobile application, as well as performing some feasibility studies. Apart from office work, Nicole was invited to an exposition called Content Tokyo. In the exhibition, she was exposed to the latest technology in the world such as Augmented Reality and Virtual Reality.

Of all the above duties, the most fruitful gain for Nicole was meeting Mr. Nishimura, the founder of GAPS Mobile, a successful businessman in his mid-thirties. Nicole has long dreamed to open her own company. To her surprise, after sharing with Mr. Nishimura, she found he started his career planning as early as the age of 20 – the average age of a university student. The secret of his career success, which he revealed to Nicole, is rather simple – he set specific milestones which he has to achieve yearly such as the amount of savings, the number of people whom he has to connect with.

Inspired by Mr Nishimura, Nicole realised the clues to success: well-thought-out planning and carrying it out! Over the 8 weeks' time, she mastered the clues of effective communication in Japanese as well as workplace culture. Nicole is now confident that she can work seamlessly with different people in the global economy.



A thank you card to express their gratitude for the employer's support



The internship in Tokyo is a great opportunity for Nicole to explore Japanese culture.

Phyllis Pui-ye Tse

Major of Study: Digital Television and Broadcasting

Host Company: Global Trust Networks Co., Ltd



Phyllis (right) feels energised tasting the Japanese way of Kenshuu.



Phyllis treasures the souvenirs prepared by her colleagues on the last day of internship.



Time for cultural visit with other interns

Phyllis had an unforgettable summer working at Global Trust Networks. The company provides multiple services to support foreigners living in Japan, employing staff of different nationalities such as Vietnamese, Chinese, Korean and Russian. This internship required Phyllis to work in three departments, namely, life support, international human resources and mobile phone service.

In Phyllis' 8-week long internship, she was put on job rotation between departments, or so called Kenshuu (研修) – a practice in life-long employment in Japanese companies. Phyllis considered life-support work most challenging. In this department, besides involving in the negotiation work between foreign tenants and management companies, she was required to use extensive Japanese honorifics in her communications. As for work in the other two departments, Phyllis carried out telephone interviews with foreigners searching for part-time jobs in Japan, and handled customer enquiries and complaints of mobile phone services.

Over the course of the internship, Phyllis' Japanese had dramatically improved. In Hong Kong, she could only use Japanese in daily conversations. However, she was expected to adopt business communication and honorifics in the workplace. Phyllis felt greatly honoured when she was nominated to share a news article in Japanese in front of a large group of colleagues in a company meeting. Excited about her Japanese proficiency which is now "field tested", Phyllis feels confident to work for a Japanese employer in the future.





London,

The United Kingdom

List of interns:

Allison Wong

Eric Tsz-ho Ma

Janice Ching-yin Wong

Karla Shu Au

Lala Kok-yan Chau

Monique Yuen-ting Ho

Sam Chun-yin Wu

Yun-fung Wong

London

Allison Wong

Major of Study: Information Management

Host Company: MintTwist



Allison explores major work areas of marketing at MintTwist

Allison enjoys working with colleagues from different countries or backgrounds.



During her 8 weeks in London, Allison worked as a Marketing Intern at MintTwist, a company which offers comprehensive digital services ranging from design, development, digital marketing, insights and strategies, to knowledge transfer for clients.

Despite being an intern, Allison was given the opportunity to explore the major work areas of marketing through participating in different projects. Her major duties included conducting audit and competitor analysis for clients, preparing reports, conducting research to understand the market trend, proposing marketing strategy to the team, and carrying out marketing campaign for clients.

Allison loved her job at MintTwist where she could learn something new every day. Through working closely with her supervisors and teammates, Allison was inspired that to be passionate about one's work is a key to success and it can bring her motivation, energy and satisfaction.

Apart from work, Allison also attended regular workshops organised for other companies. One of these workshops was about Search Engine Optimisation, a marketing strategy to bring out the best of their objectives. What was most memorable for Allison is the MintTwist Summer Party where all colleagues participated in a team-bonding activity followed by a chit-chat session with colleagues from different countries or backgrounds.

This internship has greatly enhanced Allison's knowledge in the digital marketing industry and equipped her with the necessary skills to perform well. She had an enjoyable and meaningful summer in London!





Janice Ching-yin Wong

Major of Study: Media and Communication

Host Company: MintTwist



Janice is greatly inspired by her supervisors and teammates.



Janice would love to discover more about the marketing profession.

Janice (left) with her colleagues



Same as Allison, Janice spent the last summer as Marketing Intern at MintTwist and acquired the essential skills to work in the digital marketing industry. Her major duties were plenty, and they included scheduling postings and writing up digital marketing/technological news for the company on Facebook and Twitter. On the client's side, her duties were preparing monthly reports for clients, conducting market research and brainstorming ideas on blog articles, drafting customer decision journey and writing copies for email campaigns, creating editorial calendar for the company and clients' blog sections, and amending HTMLs via Google Search Console.

Participating in different work areas, Janice's perception on market research was radically transformed through this internship. Research to her was no longer a boring task, but one that was accompanied by new challenges where the team had to develop fresh ideas from research results. It is an essential element of a marketing project.

This internship experience not only equipped Janice with the skills to work in the industry, but also the attitude and skills that she definitely needs in the workplace. Regarding these, she was greatly inspired by her supervisors and teammates. Most important of all, for Janice, marketing research is no longer a set of concepts or theories, but a reality that helps her make her next move on her future career path.

London

Sam Chun-yin Wu

Major of Study: Translation and Interpretation

Host Company: Latimer Group



Sam treasures his working experience in Latimer Group.



Sam develops a strong bond with his colleagues on the company's sports day



Latimar Talk

It was definitely a fruitful experience for Sam to work at the Latimer Group as an Insight, Strategy and Research Intern last summer. The Latimer Group is a digital agency and social enterprise which helps high profile organisations to develop good strategies and marketing campaigns.

Sam was involved in a few major campaigns organised for clients and some of these were company events like concerts, talks and image shootings. Participating in these events had widened his horizon by taking up different roles in these projects. Sam also had the chance to attend various activities and special events, like the "Latimer Live" concert and "Latimer Talks", organised by Latimer. This internship was a very precious opportunity for him to experience and discover about the world of strategic marketing.

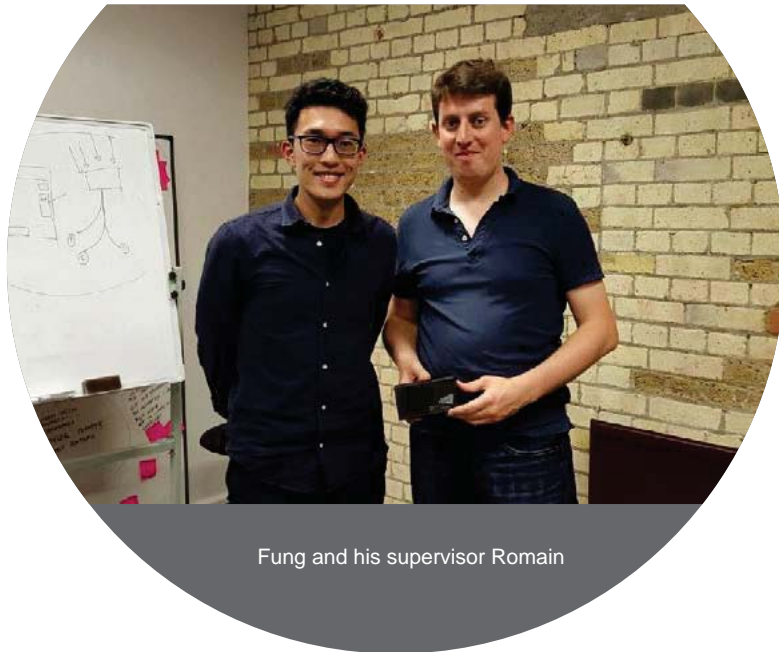
For Sam, the internship was not only about learning in an industry, it also gave him a sense of direction when planning for his future career. Now he knows working in a digital agency would be one of the good options for him.



Yun-fung Wong

Major of Study: Creative Media

Host Company: iMakr



Fung and his supervisor Romain

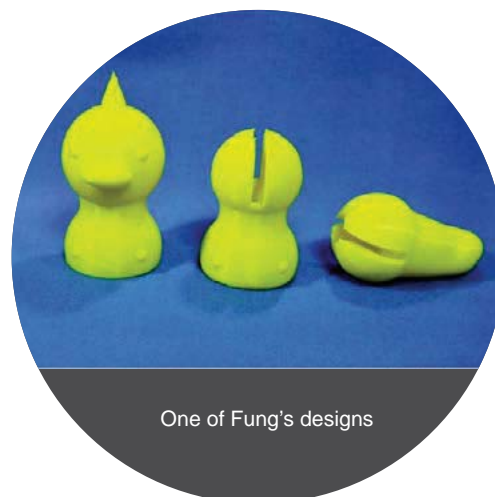


Open working environment at iMakr

Fung worked at iMakr as a Design Intern for eight weeks in the Summer of 2016. iMakr is a company which sells 3D printers and scanners; organises training workshops; and offers 3D printing, scanning and design services for its customers.

During his internship, Fung designed different 3D models, like phone cases featuring the popular game "Pokemon Go" and a model of Jasmine flower. The 3D model of Jasmine was the biggest achievement for Fung as the customer was very satisfied with his design.

This internship also brought about changes to Fung regarding his attitude towards work. He learned to work under pressure and complete his tasks more efficiently and accurately. Fung also came to appreciate an aspect of teamwork that he had not been aware of before. Through observing how his colleagues worked, Fung was inspired by their creativity, and was motivated to try his utmost to give his best. More importantly, engaging in a multinational environment, he gained cross-cultural exposures which had enabled him to understand more



One of Fung's designs

about the opinions of people from different countries – a key to success in the increasingly globalised and diversified world.

After this overseas internship experience, Fung is more determined to realise his dream – establishing his own design studio and e-shop. This experience is certainly an unforgettable one for him.

Intern Jonathan is enjoying a fun gathering with his co-workers in Munich—visiting Biergarten (Beer Garden) is a must-do in summer for the Germans!



Interns visit Kamakura, a popular coastal town south of Tokyo during weekend.



Allison admires her colleagues in London as they all love their job and have a passion for what they do, which encourages her to utilise her talents in work that would give her continuous excitement and satisfaction.



David and Stephanie feel such a great sense of accomplishment when the special newspaper which they have been assisting with is finally published and distributed to different institutions!



Chace is grateful for the opportunity to organise an exhibition from scratch: designing flyers, buying and delivering the materials, setting up the exhibition space, helping out during the exhibition... It's such a rewarding learning experience!



Interns in Shanghai enjoy sight-seeing and exploring the local culture.



Acknowledgements

Special thanks to companies that offer internship opportunities to CityU students:

China

Shanghai

@comm
Avia-Tek
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MullenLowe China
N Dynamic Consultancy Ltd.
AVIAREPS Shanghai Representative Office

Pfizer
Sage House Business Consultancy Ltd.
Shanghai Deer Jet Co., Ltd.
Shanghai Qiankun Asset Management Co., Ltd.
Shanghai Wanco Investments Ltd.
Wunderman

Australia

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BDO Australia
Books and Gifts Direct
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Maestrano
Momentum2
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Sandwalk Partners

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Berlin

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COPYTRACK GmbH
Lesara GmbH
SomoS
Vjsual

Munich

AVIAREPS AG
HeroBakery GmbH
Lucy Turpin Communications

Japan

Tokyo

AVIAREPS K.K.
GAPS Mobile Co., Ltd.
Global Trust Networks Co., Ltd.
Sigma Corporation
Site Engine Co., Ltd.
StoryLand Inc.
World Potential Co., Ltd.

The United Kingdom

London

Debut Contemporary Ltd
iMakr
Latimer Group
MintTwist Ltd
Thriev



Global Work Attachment Programme 2016

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