



Manpower Update Report


Fashion and Textile Industry

2023



ACKNOWLEDGEMENT

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Introduction

Background

The Fashion and Textile Training Board (FTTB) of the Vocational Training Council (VTC) is appointed by the Government of the HKSAR. According to its Terms of Reference, the FTTB is responsible for determining manpower demand of the industry, assessing whether the manpower supply matches manpower demand, and recommending to the VTC

the development of vocational and professional education and training (VPET) facilities to meet the assessed training needs.

A new approach for collecting manpower information is adopted to better reflect the dynamics of the manpower situation in the various industries.

Under the new approach, one full manpower survey is conducted every four years, and this is supplemented by two manpower updates. The FTTB completed its latest manpower survey in 2019. Subsequently, the first manpower update was finished in 2022 and the second manpower update is completed in 2023 with findings and recommendations published in this report.

The 2023 manpower information update comprises:

- (a) a focus group meeting getting the views of industries experts on the latest developments in the industries, manpower and training needs, recruitment difficulties, and measures to tackle the challenges the industries face; and
- (b) desk research analysing job advertisements on skills required by jobs in the Fashion and Textile (FT) industry.

Objectives

The objectives of the manpower update are:

- (i) to examine the latest trends and developments of the industries;
- (ii) to explore the job market situation and training needs;
- (iii) to identify the recruitment challenges; and
- (iv) to recommend measures to meet the training needs and to ease the problem of manpower shortage.

Methodology

Overview

With reference to the 2019 full manpower survey of the FT industry, this update report aims to provide qualitative descriptions of the recent development of the industry through focus group meeting, supplemented by making reference to some quantitative data of recruitment advertisements from desk research.

Focus Group Meeting

The focus group members are representatives from the following sectors of the fashion and textile industry:

- (i) Textile/garment/related accessories company in manufacturing sector
- (ii) Import/ export of fabrics, cotton, textile fibre and yarn company in trading and servicing sector
- (iii) Import/ export of wearing apparel company in trading and servicing sector
- (iv) Fashion design sector
- (v) Fashion marketing professionals
- (vi) Online fashion store
- (vii) Fashion chain store

The focus group meeting was conducted on 15 November 2022. The staff of FTTB Secretariat as the moderator led members to in-depth discussion on topics selected by the Working Party on Manpower Survey of the FTTB. The

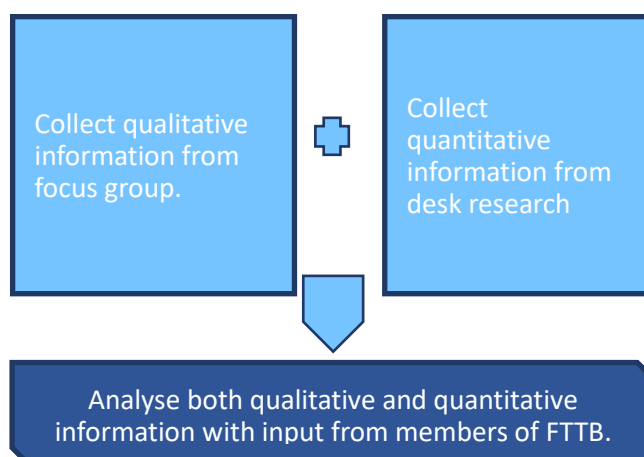
discussions at the meeting were recorded and transcribed to facilitate analysis.

Desk Research

Manpower information covering the period between Quarter 3 of 2021 and Quarter 2 of 2022 was collected through desk research. An employment information system was developed to capture the relevant recruitment data from major online recruitment portals. Some 4,367 recruitment records were collected during the research period and served as indicative information of the job market trend. The list of related companies under the Hong Kong Standard Industrial Classification was mapped to remove duplicated records.

Data Analysis

The analysis consists of the following three steps:



Limitations

As this is not a full manpower survey, the findings and recommendations of the focus group meeting are more qualitative in nature and the report focuses mainly on the manpower trends. The information of job advertisements was collected from major recruitment

websites and the Labour Department. Other channels, such as head hunting for managerial positions, were not covered. Since the data collected is a snapshot of a particular period without reference to any historical data, this can serve as reference information supplementary to the findings of focus group meeting.

Findings

Latest Trend and Development of the Fashion and Textile Industry

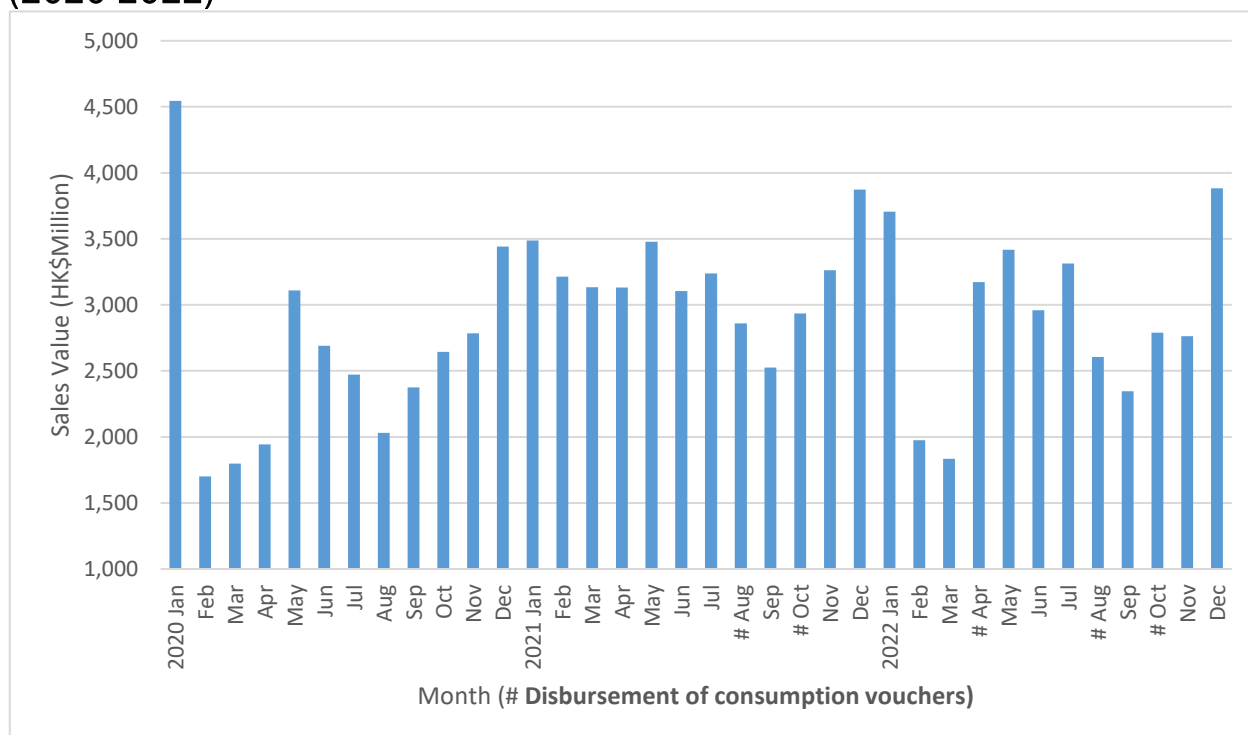
Overview

During the three-year Covid-19 pandemic, recovery of world economy has been disrupted by macro factors such as the conflict between Russia and Ukraine, energy supply crisis, geopolitical tension, worldwide inflation and divergent pace of reopening by countries. The fashion and textile industry have inevitably been shaken. Its garment production chain has been severely tested. Fashion brands and manufacturers consolidated and reviewed their businesses and logistics strategies in order to reduce risks related to geopolitical factors and supply chain stability. The focus group reflected that clients and brands have become more conservative and cautious in 2022 contrasting to the preceding year in view of the uncertain pace of economic recovery in the near future. The overall trend is also consistent with the figures of Hong Kong clothing exports from the Census and Statistics Bureau as shown in the following table.

Table 1 Value of Hong Kong's Clothing Exports (2019 – 2022)

(HK\$ million)	2019		2020		2021		2022	
	Value	Growth %	Value	Growth %	Value	Growth %	Value	Growth %
Domestic exports	255	-11	873	+242	744	-32	422	-43
Re-exports	95,969	-11	62,911	-34	65,944	+4.8	53,097	-19.5
Total exports	96,225	-11	63,784	-34	66,688	+4.6	53,520	-19.7

Chart 1 Retail Sales Value of Clothing, footwear and allied products (2020-2022)



Source: Census and Statistics Department¹

The local fashion retail market is gradually regaining momentum. Except the first quarter of 2022, customers' consumption intentions were gradually recovering under the stimulus of government measures since 2021 final quarter (Chart 1). Affordable

¹ <https://www.censtatd.gov.hk/en/EIndexbySubject.html?scode=530&pcode=D5600089>

products are preferred by consumers under the slow paced economic recovery. As Hong Kong-mainland China borders reopened in February 2023, local commercial activities are expected to become more frequent. Fashion retail market will be boosted further by the surge in Mainland Chinese tourists. As for luxury goods, reports² showed that its global sales had already get rid of pandemic effect in 2021. It is believed that Hong Kong's luxury retail sector can be benefitted after Mainland and global tourists return to the city. On a whole, the focus group estimated that it would take more time for the overall fashion and textile industry performance to shake off the negative impact of the pandemic, likely until 2024.

Comfort and versatility is the trend

After the pandemic years, consumer preferences in fashion have shifted towards comfort, versatility, and affordability. As people spent more time at home and shifted to remote work, there has been an increased demand for comfortable and functional clothing, such as loungewear, athleisure, and home office-appropriate attire.

Additionally, consumers are seeking out versatile clothing items that can be worn for various occasions and are looking for more affordable options in light of economic uncertainties.

This shift in consumer preferences is likely to have a significant impact on the development of the fashion and textile industry. Fashion manufacturers adapted by offering more comfortable and versatile clothing options and rethinking pricing strategies. For example, they may increase the production of loungewear and athleisure

items, while decreasing the production of formalwear and partywear. They may also need to consider incorporating more eco-friendly materials and sustainable production practices to meet growing consumer demand for environmentally responsible products.

Ethical and Sustainable Fashion

With the rising awareness of sustainable living, fashion brands are incorporating more eco-friendly materials and sustainable production practices to meet growing consumer demand for environmentally responsible products. According to the World Bank, the fashion industry accounts for 10% of annual global carbon emissions, which is more than that of all international flights and maritime shipping combined. Recycling old clothes as raw materials, non-toxic manufacturing process, solvent-free and cruelty-free PU leather fabrics, continuous use or remanufacturing of clothes, are the solutions responding to

² Global Powers of Luxury Goods 2022, Deloitte (<https://www2.deloitte.com/content/dam/Deloitte/cn/Documents/consumer-business/deloitte-cn-cb-global-powers-of-luxury-goods-2022-en-221212.pdf>)

consumers' expectations for a circular fashion economy, and the demonstration of fashion companies' efforts in committing its Environmental, Social, and Governance (ESG) goals to investors.

Reshuffle of Supply Chain

With the help of vaccines, the pandemic gradually eased in 2022, and some countries began to adopt opening-up strategies to accelerate the return to normality. However, the pace of normalisation varied among countries. The supply chain in Mainland China was severely affected by the strict Covid-19 policies in 2022. According to the focus group, some fashion brands had to withdraw products from e-commerce platform due to significant delays of product or material delivery. Supply chain stability was a major challenge for the fashion and textile industry, especially for small independent brands.

The disruption of supply chain during the pandemic years led to a reshuffle in the chain. The focus group observed that decentralisation of fashion supply chain had happened. Instead of sourcing from China or Southeast Asia manufacturers, buyers tend to spread the orders among suppliers of different countries. Such change on one hand allows flexibility to minimise potential geopolitical risks, for example the Made-in-China concern in some regions, on the other hand leaves space to pursue initiatives of sustainability by reducing carbon footprints.

Digital Technology Application

The Covid-19 pandemic has also prompted greater adjustments to working patterns in the fashion and textile industry. During lockdown, online meeting tools were frequently used to communicate with local and overseas colleagues and customers. Employees needed to master meeting skills in mixed mode, improve presentation skills, maintain participants' attention, and efficiently achieve meeting goals. Innovative digital technology was also applied to provide made-to-measure services to customers amid travel bans. Made-to-measure shirts and suits can be ordered by collecting customers' measurement data through the pre-installed mobile apps to reduce infection risk.

3D Technology Application

In the traditional garment production process, it takes two months to start mass production from concept to final design. Prior to mass production, multiple samples need to be made to determine the details such as the style, material and size. Both time and cost are high.

The emerging 3D technology application will significantly shorten the production cycle. 3D fashion software allows designers to accurately realise the design and development of garments, quickly transform 2D patterns into true-to-life 3D virtual samples, and optimise the production process. The 3D sample designs can be presented to

manufacturers and customers in virtual demonstrations without producing physical samples, and can be quickly revised and adjusted according to customer feedback. Efficiency is improved, waste and production costs are greatly reduced. 3D fashion software can also be connected to research and development, production and marketing, streamlining fashion production from the design end to the retail end.

Virtual fitting room

Virtual fitting room service, in addition to being used in the design and production process, can also be integrated with the e-commerce platform to create a shopping experience that combines virtuality and reality, stimulate sales and promote a deeper interaction with customers. Consumers upload their photos for the system to analyse their body shape and create their own digital avatar, and then they can watch the wearing effect of the clothes. The system can also provide personalised suggestions so that consumers can accurately select the right size, and experience the fun of online dressing. The virtual fitting room service, in addition to reducing exchange or refund, greatly improves brand-customer interaction, and also promotes sales by suggesting suitable products to customers. Brands can also use data collected from consumers as reference

for product development or marketing strategy formulation, thereby improving sales performance.

Space for tech-savvy freelancers

The heightened competition in the fashion industry and increased acceptance to 3D design software among players has created a growing space for freelance or project based manpower. When in-house manpower capacity is insufficient for new season preparation, highly skilled freelancers are hired to support operation in tight schedule.

Growing Online Market

The trend of online shopping has become irreversible, the sales volume of fashion products in e-commerce channels will continue to rise. Report³ has shown that the global online market of apparel, accessories and footwear valued US\$775 billion in 2022 and it is expected to reach US\$1.2 trillion in 2025.

The focus group believed that it is worth noting that integration and consolidation of e-commerce platforms will take place after years of flourishing. To ensure products can be displayed to customers through suitable online shopping platforms and a deeper level of engagement with customers is created online and offline, fashion brands must review their e-commerce strategies and

³ A.O. (2022, December 5). 10 Trends Styling 2023's Ecommerce Fashion Industry: Growth + Data in Online Apparel & Accessories Market. Common Thread Collective. Retrieved 6 February 2023, from <https://commonthreadco.com/blogs/coachs-corner/fashion-ecommerce-industry-trends#fashion-ecommerce-trend-market>

ensure digitally driven business is at the center of the organisation. Seamlessly connecting online and offline sales, making good use of AI technology such as Chatbot and customer service personnel to offer customised respond to customer enquiries in a timely manner, acceptance of digital currencies, and having reliable logistics support are the crucial issues that brands have to invest in when equipping e-commerce capabilities.

As the scene of displaying goods has moved from the shop window to the mobile phone, how to display fashion and its features on the screen, and how to communicate the brand story with customers has also become a new challenge for fashion marketing practitioners. Apart from product display on online retail platforms and brand stories presented in online media channels, some brands have begun to enter the metaverse, fashion marketing practitioners have to create new experience for customers in this virtual space.

GBA Development

The focus group reflected that the pandemic policy in Mainland China has caused some fashion enterprises to delay their plan entering GBA. Given

the growing economic performance and residents' demand for quality products Hong Kong fashion enterprises will kick start the plan after the travel ban is removed. The uniqueness of Hong Kong brands also creates advantage for them as a survey⁴ conducted in late 2020 has shown that most GBA residents are willing to pay a higher price (mainly at a premium of 5%-10%) to buy clothing and accessories (31.8%) and daily necessities and boutique items (29.5%) in Hong Kong.

Manpower Demand

Desk Research

Out of the relevant recruitment advertisements captured in the latest desk research (Third quarter 2021 to second quarter 2022), the top hot skills required by employers are listed below.

- | | |
|---|-----|
| 1. Digital marketing; social media; e-commerce | 12% |
| 2. Technical specifications; product lifecycle management | 9% |
| 3. Quality control | 7% |

⁴ Hong Kong Brand Development Council. Report of Study on the Attitude towards Hong Kong Brands and Purchasing Behaviour of Greater Bay Area Consumers (<https://www.brandgreaterbay.org/upload/finder/file/%E3%80%8C%E7%B2%B5%E6%B8%AF%E6%BE%B3%E5%A4%A7%E7%81%A3%E5%8D%80%E6%B6%88%E8%B2%BB%E8%80%85%E5%B0%8D%E9%A6%99%E6%B8%AF%E5%93%81%E7%89%8C%E7%9A%84%E6%85%8B%E5%BA%A6%E5%8F%8A%E8%B3%BC%E8%B2%B7%E8%A1%8C%E7%82%BA%E8%AA%BF%E6%9F%A5%E5%A0%B1%E5%91%8A%E3%80%8D.pdf?v9108470034>)

Jobs with high relevance to the above skills are shown in Table 2 (page 13).

Comparison with previous manpower update

The number of online job ads identified from the latest desk research (Third quarter 2021 to second quarter 2022) was 4,367 while that from the previous desk research (same period of 2020 to 2021) was 3,255. Compared the two periods, there is an increase of 34% in number of job ads.

The top five jobs with most online job ads in the latest desk research are listed as below.

1. Merchandiser	35%
2. Sales assistant	22%
3. Marketing officer/sales officer	6%
4. Marketing manager/sales manager	3%
5. Fashion designer	4%

While there is no change in terms of the top five jobs, there is significant growth in number of job ads for merchandiser (1,006 vs 1,542) and sales assistant (478 vs 952) compared the two periods. The two jobs contributed to the most increment in the total job ads. More details are shown in Chart 2 (page 12).

With reference to Hong Kong's clothing exports value (Table 1, page 5) and retail sales (Chart 1, page 5) in 2021-22, it is believed that the increased demand for merchandiser and sales assistant was attributed to the gradual border reopening of countries in early 2022 in which global economic activities was expected to become more frequent. Global fashion brands and manufacturers were eager to resume sales and buying in order to prepare for the bounce back from the pandemic. Hong Kong as a global sourcing hub in Asia, increased buying and sourcing by international brands and retailers had stimulated the demand for merchandisers and sales assistants in Hong Kong. Nevertheless, the increased demand for sales assistants also echoed the recovery of local retail sales in 2021-22.

While the drop in no. of job ads for fashion designer (-3%, around 30 job ads) was insignificant, it may hint that international brands or overseas buyers tended to design in-house or locally under the uncertain pace of economic recovery. For youths who aspire to pursue a career in fashion design, apart from local opportunities, they should also consider enterprises in the Greater Bay Area in view of the huge market and the growing demand for quality apparel products. Moreover, they should also equip themselves with not only fashion design skills but a comprehensive skillset that covers technical drawing, pattern making, cutting/sewing/finishing,

problem solving, creativity and innovation.

Focus Group

Considered digitisation of the fashion and textile industry covers areas of design, production and sales, the focus group believed that demand for talents lies in the following areas:

Business analysts – They use sales data to analyse fashion trends, provide forecasts and suggestions on style design and production planning.

Data analysts – They analyse consumer data collected from social media, e-commerce platform or metaverse to generate insight for devising digital marketing strategies, including launching virtual items for brands and organising events, games and activities in the virtual world.

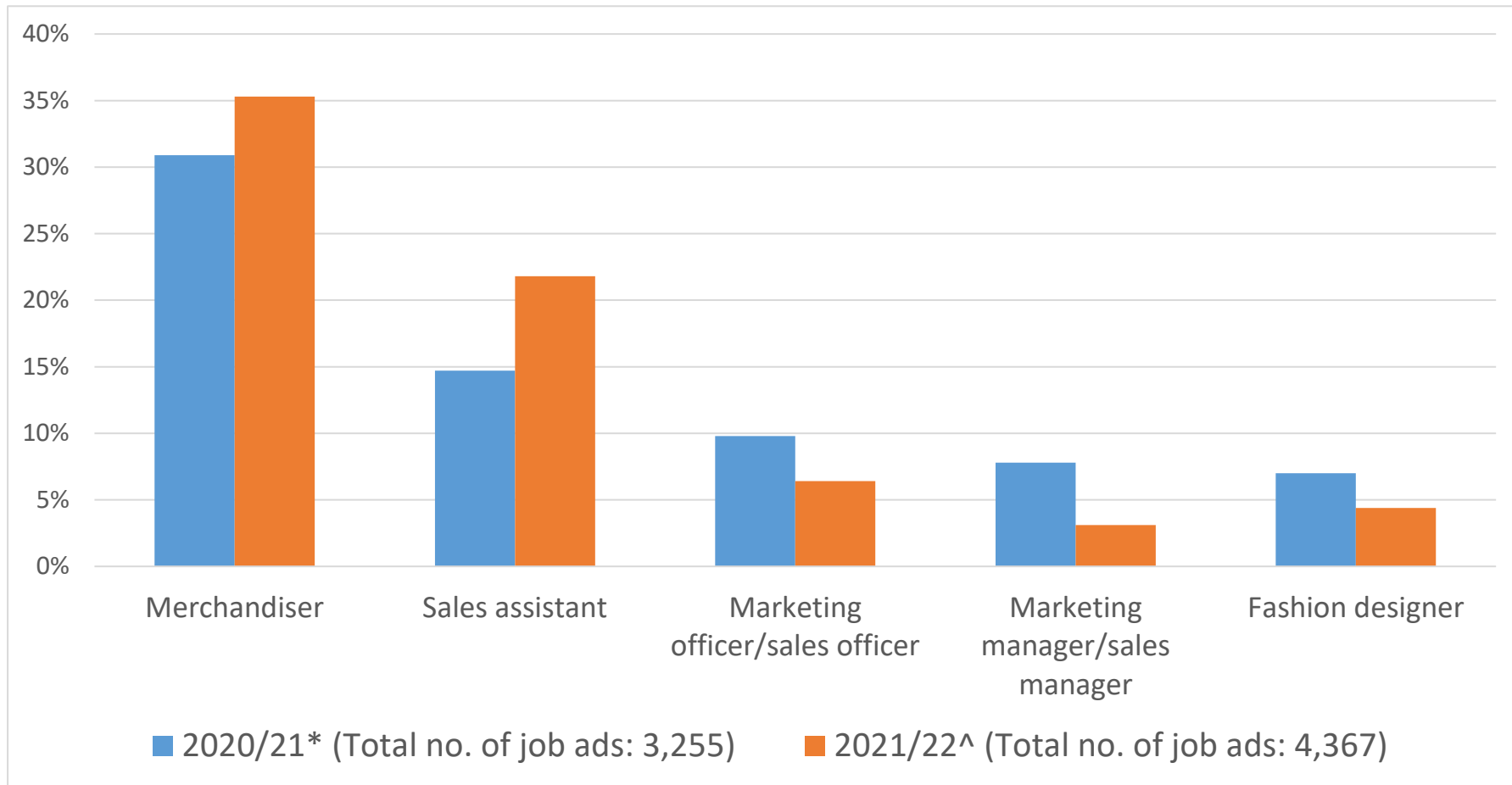
3D artists / designers – They create the 3D fabrics, colors and printing effects in 3D digital design software. They also specialise in 3D modelling of avatars or digital fashion objects for fashion brands, which can be a digital copy of real-world collector item or simply create a brand new virtual item. In addition to the Metaverse, virtual fitting rooms on online shopping platforms also require 3D artists to display products.

Material research and development personnel – They are R&D personnel with backgrounds in biotechnology and

material science who develop sustainable fabrics and environmentally friendly dyeing methods in order to help the industry to protect the natural environment and meet public expectations.

Business-to-business (B2B) marketers – They assist R&D companies to promote newly invented materials to garment manufacturers.

Chart 2 Top Five Jobs 2020/21 vs 2021/22



Note:

* 2020 Q3 to 2021 Q2

^ 2021 Q3 to 2022 Q2

Table 2 Hot skills and relevant jobs

Job	Hot Skills	3D Fashion Design Software	Digital Marketing	Social Media	e-Commerce	Data Analytic	Virtual Fitting	Quality Control	Technical Specification	Product Lifecycle Management
Designer		***		*					**	*
Product Developer		**					**	*	*	*
Garment Technician		***					**	*	**	**
Digital Marketing Executive			***	**	**					
Sales Executive / Marketing Executive			***	*****	*****					
Brand Merchandiser			*							
Retail Manager			**			**				
Marketing Officer / Manager			*			**				
Merchandiser / Merchandising Manager / Sourcing Specialist / Buyer		***		*	*	**	**	*****	****	****
Product Manager						**	****			
Costing Specialist										
Technical Manager							**			
Quality Assurance & Compliance Coordinator								**		
Pattern Maker		***						*	*	*

* Relevance of the skills to the job (Based on no. of mentions of skills in job advertisements of desk research)

3D Fashion Design Software: CLO; CAD; Alvanon; browzwear

Digital Marketing: Omni-channel; marketing 5.0; SEO; CRM; Channel Marketing; Performance Marketing

Social Media: Facebook; Instagram; TikTok; Snapchat; Wechat; Weibo; Xiaohongshu; YouTube

E-Commerce: ecommerce; Taobao; Tmall; JD; Alibaba; Amazon; Shopify; Wix; OpenCart

Data Analysis: Digital analytic; data analytic

Virtual Fitting: virtual try on; virtual shopping; AR

Quality Control: QC; ISO 9001; ISO 14001; SMETA; BSCI; OHSAS 18001; testing requirement

Technical Specification: coloring; coloration; fabric parameters; fabric Characteristics; fabrication specifications

Training Needs

3D Design Skills

Digitalisation of fashion is a major trend in the industry. Not only can consumers experience the fun of virtual fittings and shopping online, digitalisation also help the industry maintain business operations amid the pandemic crisis. In terms of industry applications, fashion designers can use 3D digital design software to design fashions and make samples, while buyers can also use similar virtual fitting tools to review product and purchase so that products can be offered globally to timely capture business opportunities.

As the industry further adopts application of 3D design software for fashion design and sample production, as well as e-commerce platforms for procurement and sales, digital application capabilities of practitioners in the upstream and downstream of the fashion supply chain should be enhanced.

3D fashion design software is continuously being upgraded as new versions are developed. Freelance manpower which plays a greater role in the industry during tight schedule should also continuously be equipped with the most updated skills. While young designers of digital natives may found them create and design using 3D design software in ease, there might be a gap in skillsets for traditional designers to operate and utilise the programs.

Enhance product knowledge and marketing skills

Information flow has allowed customers to obtain a richer understanding of products than ever. Both online and store sales personnel also need to enhance their product knowledge and marketing skills in order to respond to customer inquiries, improve satisfaction and facilitate sales through implementing holistic Omni-channel promotion strategies by creating a consistent positive customer experience online and offline. Sales staff should be familiar with feature of product materials, cleaning and maintenance methods, promotional plans, etc. Knowledge of material sources and manufacturing processes is especially important for customers of sustainable brands. Online promotion offers, transaction methods, and after-sales services such as delivery and exchange are also details that salespeople should be familiar with.

Prepare for GBA development

For enterprise that plans to start business in the GBA, the Government policy, local manpower supply, and industry regulation should be taken into account. Relevant practitioners have to equip GBA knowledge, which ranges widely from business level to personal level, such as the latest economic and business policies, industry-specific regulations, local employment law,

market trend, Government subsidy schemes, transport or public utilities information, etc.

ESG fashion

It is a global trend for ESG reporting by listed companies becoming mandatory in major markets such as US, UK and Hong Kong. Not only the governments, investors, consumers and media turn the spotlight on fashion companies and demand greater transparency on their ESG strategy.

As for industry practitioners who are responsible for design, sourcing, manufacturing, retailing or marketing, they have to equip knowledge on fulfilling the ESG requirements such as eco-friendly materials, supply chain decarbonisation, fair labour, diversity and inclusion, etc., in response to the concern of the society and in long term create positive impact to brand and community.

Recruitment Challenges

Wave of emigration

Participants in the focus group reported that in the past two years, the industry has experienced serious manpower turnover. The highest turnover are on 30 to 40 years old middle and high-level employees who have more than 5 to 10 years of experience. The industry believed that the wave of immigration is one of the major factors. There are some positions which flexibly allow employees emigrated to continue serving the company. As of positions that are difficult to be filled, workloads have to be shared by other colleagues during the vacancy period. Another problem caused by high turnover is that young employees have less opportunity to communicate and learn face-to-face with experienced employees. In the long run, the pace of organisational growth is also hindered.

Shortage of garment technicians

The focus group pointed out that skilled workers such as garment technicians are starting to see a shortage. Garment technicians are employed in garment or textile factories, fashion retailers, or fashion and textile research and development institutions. They are responsible for assisting the design department in selecting suitable materials and designs, and quality checking of the finished products. Apart from rich knowledge in apparel production and materials, experience is also very important. Large-scale or international garment companies require applicants to have five to ten years of relevant work experience for the position. Young people need to accumulate years of experience in similar positions before they can be further promoted to senior garment technicians.

Discrepancy between reality and expectation

According to the focus group, fashion coordinators or product development executives have to attend frequently business trips to Mainland China or overseas, including Europe and the United States or garment production

areas such as Bangladesh, Vietnam, India, etc. Round-the-clock communication with suppliers or buyers is also needed. Some young people may find it difficult to adapt to the work mode and recognise the discrepancy between their expectation and reality of working in the fashion industry, resulting in high turnover of manpower.

RECOMMENDATIONS

To meet the future development of the industry, it is considered essential for the Government, education institutions and employers to provide suitable training opportunities to the employees and students in the following areas:

Promote industry to young generations

The Government has announced in Policy Address 2022 that the Business-School Partnership Programme 2.0 will be launched to enrich applied learning and workplace experience of secondary school students by covering more industries. It is expected that the fashion and textile enterprises would support the initiative by offering activities such as workplace visit, guided fashion show and exhibition, demonstration of emerging technologies applied in the industry etc. in order to arouse young people's interest in joining the industry.

Continue to offer e-commerce and data analysis training

Fashion brands will continue to leverage e-commerce platforms to reach potential customers and sell. While the data obtained online is enormous, generating meaningful business insight requires practitioners' deep understanding to the industry and market sector. It is therefore recommended that training providers to continue to offer relevant training to facilitate upgrade of in-service practitioners.

Include GBA element in curriculum

The potential for fashion career development in the GBA should be made known to fashion students. Training providers should collaborate with GBA fashion enterprises and education department to offer opportunities on internships, exchange programmes or workplace training in the GBA. Students should be encouraged to understand the roles of GBA cities as a design and manufacturing site and the population's strong consumption force through visits and exchanges with GBA students and companies. Students should also be aware of GBA business policy and relevant occupations in the GBA. VTC has provided in its Occupation Dictionary⁵ the information of "Popular Occupations in GBA" and "Nationwide Occupation Highlights" to let the users better understand the job markets in GBA and other Mainland cities.

Encourage cross-sectoral projects

Policy Address 2022⁶ has showed the Government's commitment to foster cultural development of Hong Kong with initiatives to enrich arts and cultural contents. The Government should support the fashion industry by encouraging cross-sectorial collaboration in arts and cultural festivals and events such as music, film, TV and theatres,

with a view to strengthen the public's perception on the contributions of Hong Kong's fashion industry.

Global vision for global market

When some of the manufacturing site and production house have moved to countries other than China, such as India, Bangladesh, Vietnam, etc., it is likely for graduates to develop their career overseas. Moreover the rise of e-commerce has enabled fashion and textile companies to reach a global market which means practitioners should have good understanding of global fashion trends and markets. Training providers should nurture young people who are able to compete on a global scale with an open mind to understand the cultural, social, and economic factors that influence consumer preferences.

Promote Qualifications Framework for lifelong learning

The Qualifications Framework (QF) offers a blueprint for lifelong learning. Its clearly defined standards allow the public to understand the qualifications required in the fashion industry. It is recommended that QF promotion in fashion and textile industry can be further strengthened in the industry and the public, especially among young generation.

⁵ VTC Occupation Dictionary (<https://occupation-dictionary.vtc.edu.hk/gba>)

⁶ Policy Address 2022 (https://www.policyaddress.gov.hk/2022/public/pdf/policy/policy-full_en.pdf)

Apart from that, better understanding of the industry's requirement and its professionalism facilitates young people's informed choice of career development and encourages in-service practitioners to upgrade themselves.