

Introduction to Cross-Cultural Career Booster

Careers and Placement
Centre of Development and Resources for Students (CEDARS)
The University of Hong Kong



The University of Hong Kong

A world-leading university transforming humanity's future

#11

2027 QS World University Rankings

#1

2026 QS Asia University Rankings

Global Community

55% International students from 110+ countries and regions

Fostering Interdisciplinarity

Transcending faculty borders to address complex global challenges

Future-ready Innovation

Transforming our university by exploiting and exploring artificial intelligence to its fullest



Centre of Development and Resources for Students (CEDARS)

Vision:

The Centre of Development and Resources for Students (CEDARS) strives to **nurture students** in fulfillment of the University's Vision and Mission **through excellence and innovation in student support and co-curriculum and active engagement with students** to contribute to the advancement of the society.

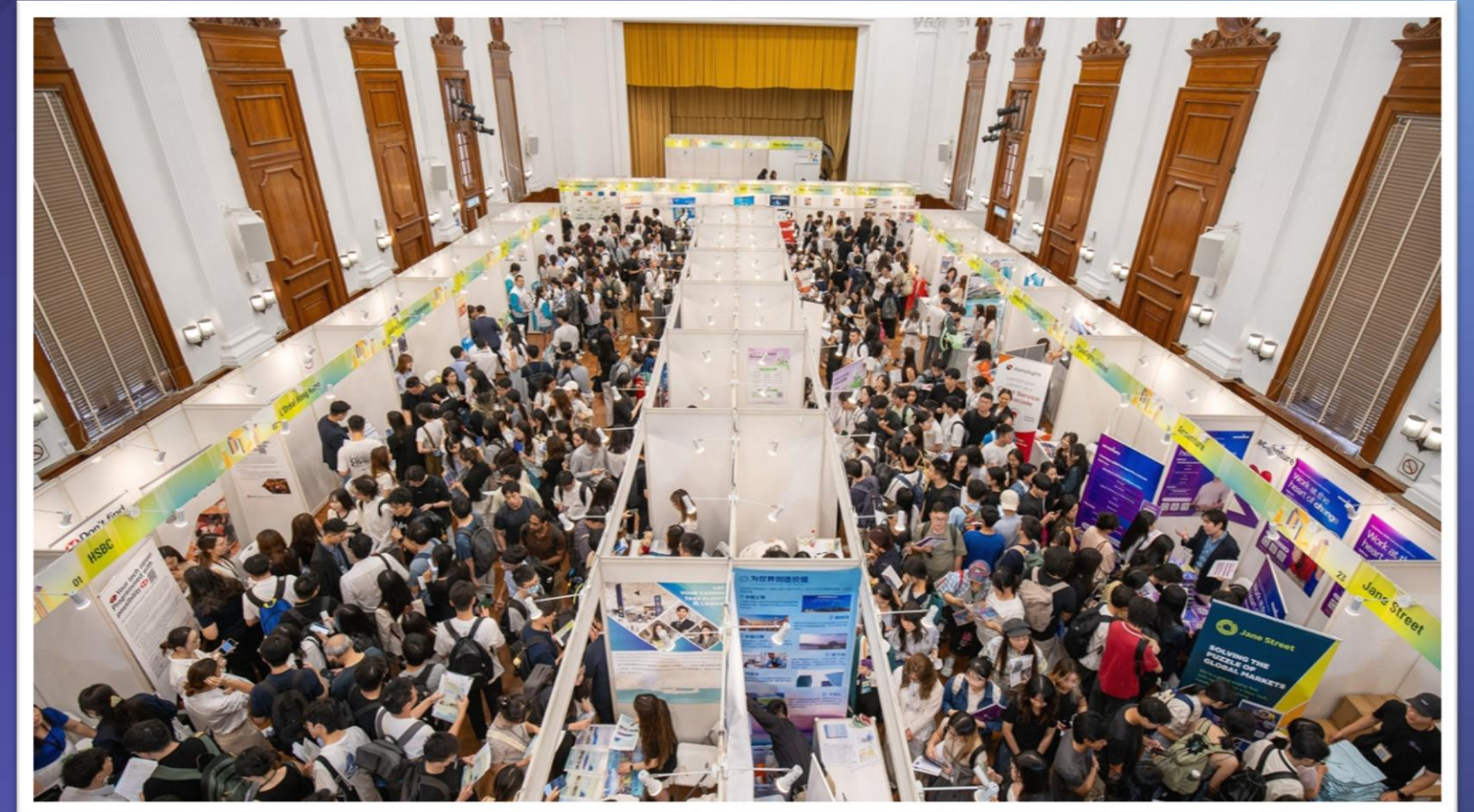


Careers and Placement

We are dedicated to nurturing HKU students into global talent, equipping them to seize opportunities and create new possibilities.

Our aim is to support students in unleashing their potential through career-driven learning experiences in the modern workplace.

We collaborate closely with employers and community partners to develop future-ready graduates who make a positive impact on organisations in Hong Kong and beyond.



Cross-Cultural Career Booster

Cross-Cultural Career Booster connects students from different cultural background and universities in an intensive career programme.

Launched in 2019, the programme runs twice a year, featuring five universities from Asia and the Chinese Mainland.

Expected Learning Outcomes:



Enhance communication skills and business knowledge through workshops, company visits, and business project



Improve collaboration with team members from different backgrounds and cultures



Enhance the cross-cultural integration among local/non-local HKU students and students from other overseas universities



Develop network through the workshop activities, group work, and networking

Programme Content



Cross-cultural Career Booster: Intercultural Business Expedition Programme (17-21 August 2026)

Tentative Programme Schedule

	17 Aug (Mon)	18 Aug (Tue)	19 Aug (Wed)	20 Aug (Thu)	21 Aug (Fri)
AM	Orientation and Welcoming Workshop 1: Leadership, Creativity and AI Applications in Global Workplace Welcome Lunch	Workshop 2: Bridging Cultures: Effective Communication and Collaboration Campus Tour	Workshop 3: Mastering Networking and Pitching Skills	Group Coaching by Companies	Business Project Presentation
PM	Company Visit 1: PressLogic Limited	Company Visit 2: A Japanese company in Hong Kong (To be confirmed)	Student Preparation and Fieldwork	Student Preparation and Review	Networking Lunch

** Schedule is subject to change upon final confirmation by the companies / organisations*

Intercultural Business Expedition Programme:

Workshop Content

Workshop 1: Leadership, Creativity and AI Applications in Global Workplace

- Develop an understanding of leadership basics and qualities of effective leaders
- Learn to think creatively and develop innovative solutions, leveraging AI applications with a global mindset in a dynamic and evolving environment.

Workshop 2: Bridging Cultures: Effective Communication and Collaboration

- Enhance cultural awareness and sensitivity to facilitate cross-cultural communication and collaboration
- Identify common obstacles in cultural adaptation and promote an inclusive environment that values and integrates diverse contributions in a team

Workshop 3: Mastering Networking and Pitching Skills

- Understand the importance of networking for career development and learn practical, personalised strategies to build professional connections comfortably and effectively
- Develop confidence in networking and pitching abilities through interactive exercises, enabling them to establish meaningful relationships that support their career growth

Intercultural Business Expedition Programme:

Company Introduction

Company 1: PressLogic Limited

- Founded in Hong Kong in 2016, PressLogic is a fast-growing digital media and Ad-Tech (Advertising Technology) powerhouse that has expanded across Asia. They use cutting-edge AI and machine learning to predict digital trends and optimize marketing impact. Their popular proprietary digital lifestyle brands, such as GirlStyle 女生日常, HolidaySmart 假期日常, and BusinessFocus, collectively command over 20 million followers across the APAC region.

Company 2: A Japanese company in Hong Kong

- To be confirmed

Intercultural Business Expedition Programme:

Eligibility

- University students of any disciplines, with an IELTS score of 6.0 or above (or equivalent)
- Passionate about leadership and cross-cultural exchange; eager to learn, collaborate and make a global impact

Programme Fee

HKD4,500 per person

Items to include

- Programme administration and coordination for workshops, company visit, group coaching and project presentation
- 2 single-trip transport from HKU campus to company visits
- Welcome lunch on the first day and networking lunch on the last day of programme

Items to exclude

- Air ticket to and from Hong Kong
- Visa application fee (if applicable)
- Accommodation in Hong Kong
- Travel insurance
- Other transportation fee and meals not specified
- Any other activities outside of the programme schedule

Application

Interested students please submit online application at <https://wp3.cedars.hku.hk/form/web/ibep2026>.

Photos from past programme



"The workshops encouraged a lot of interactions among students. I learnt practical skills on how to communicate with people effectively."

"The site visit was very informative. I gained valuable insights into the operations of a company, which I previously had little understanding of as an outsider."

"I have the chance to meet and collaborate with Japanese students, and learn the Japanese cultures and languages."

Sharing from HKU participants





“Interacting with students from different cultures and backgrounds was enjoyable.”

“Through workshops and interactions, I could improve my English language skills and creativity.”

“The company visit broadened my horizons to learn about the careers of Japanese people working overseas.”

Sharing from Rikkyo U Participants

Contact Us



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