



Trends of Required Competencies

FOR NEW CHALLENGES IN NEW ERA

Philippe Tang

Senior Manager
Corporate and Talent Development – New World Development



Technological Advancement

The Internet
Artificial Intelligence
Robotics
AR & VR
5G / 6G

A photograph of an elderly person standing on a wooden floor, using a silver metal walker. The person is wearing a light blue hospital gown and is barefoot. Their right hand is gripping the black handle of the walker. In the background, there is a window with white frames and a white bed frame. The scene is brightly lit by natural light from the window.

Demographic Change

Ageing population
The rise of 90's and 00's

Government Policy

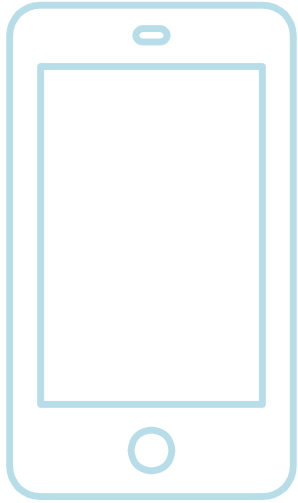
Deregulation

Support on new technology,
smart city and sustainability

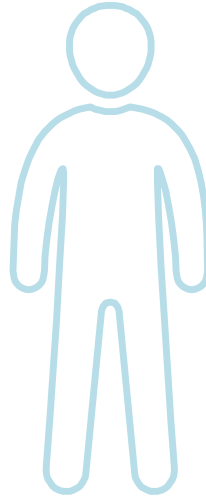


Unprecedented Market Dynamics

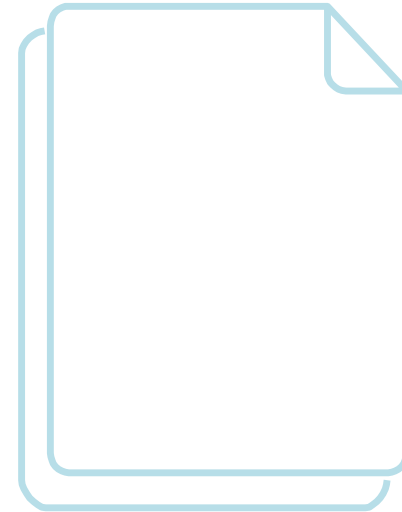
in 21st Century



**Technological
advancement**



**Demographic
changes**



**Government
policy**



Challenges

Obsolete skills, labor and knowledge

Changing in consumer behavior, aspiration and lifestyle

Threat for traditional businesses (e.g. property development, retail)

Monopoly of tech giants



Opportunities

Emerging of new businesses (e.g. cultural, gaming, elderly care)

Evolution of the business models of traditional businesses (e.g. retail, technology, hospitality)

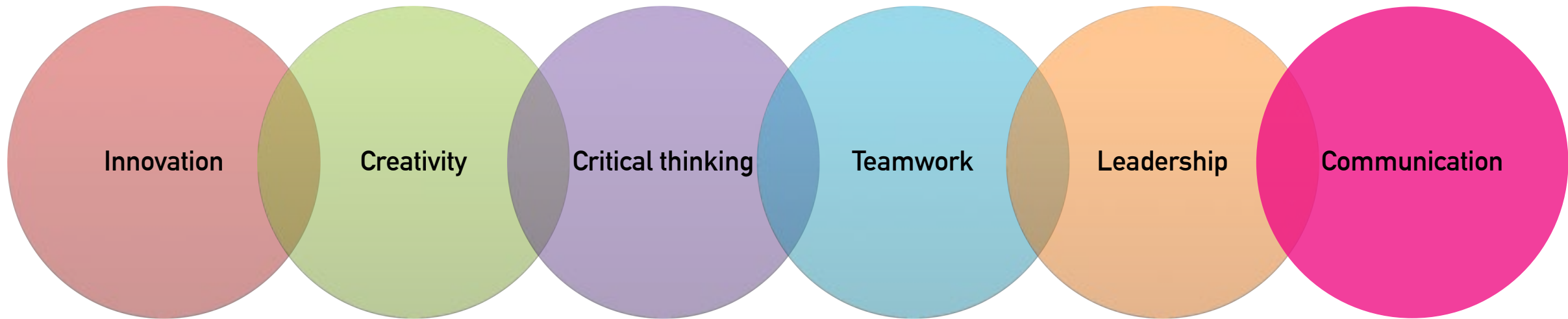
Process automation & innovation

New competencies requirements

New working style (Cooperative vs Collaborative)

Changing in organisation structure

How to win in the 21st century



Source: Partnership for 21st Century Learning (p.21):

- The U.S.
- Organisation for Economic Co-operation and Development (OECD)
- The Chinese Government



What is

New World Group

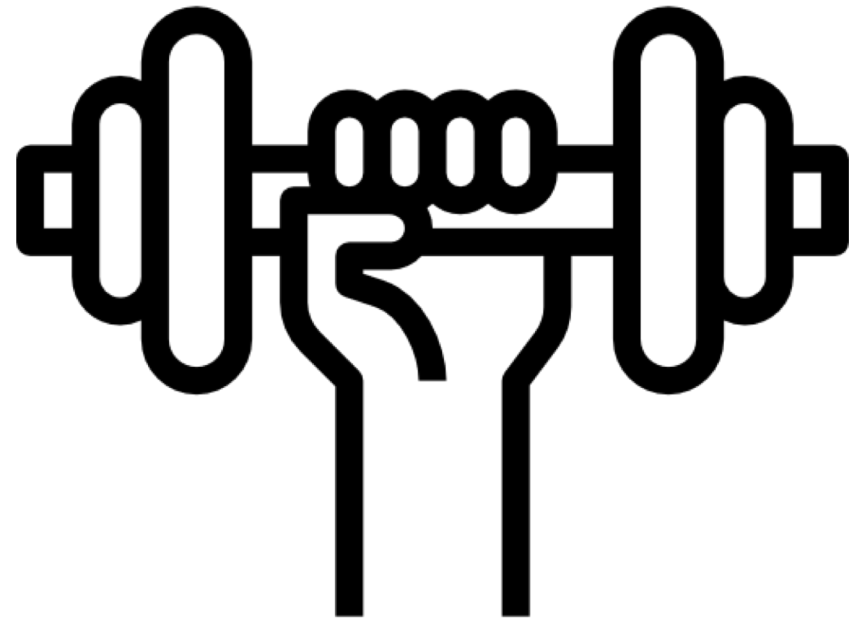
doing right now?

Talent Acquisition



Human Resource

Talent Development



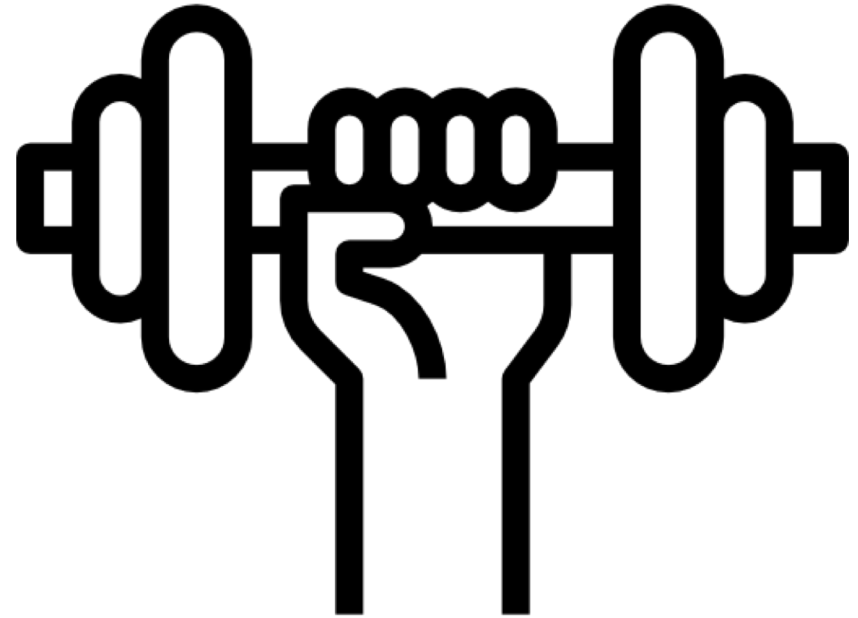
**Corporate and Talent
Development**

Talent Acquisition



Human Resource

Talent Development



**Corporate and Talent
Development**

From

Management Trainee Programme



- Job rotation
- Assigned mentor & buddy
- Skill-set training

To

A • Entrepreneur Adventure Programme



- Hackathon – Business ideas pitching
- Networking
- Entrepreneur position

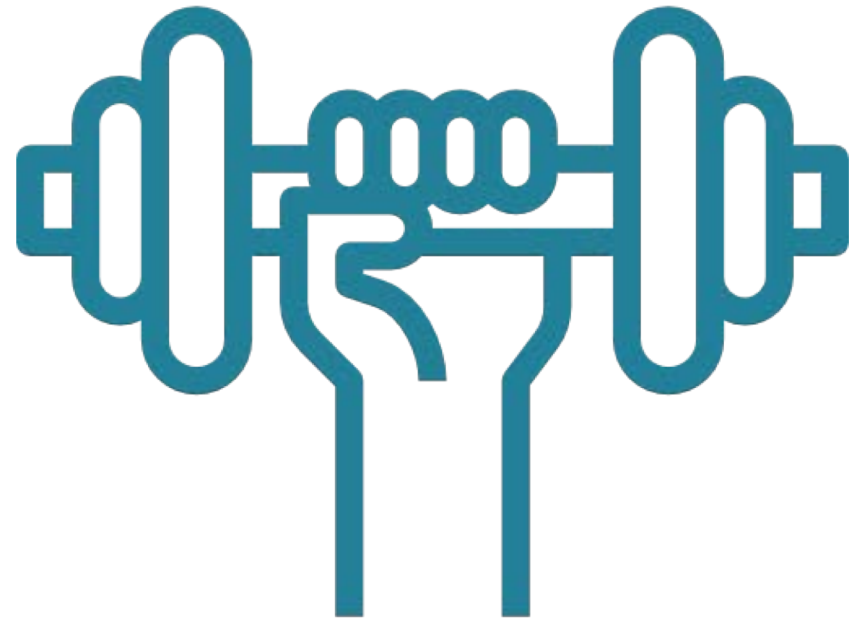


Talent Acquisition



Human Resource

Talent Development



**Corporate and Talent
Development**

Six key learning pillars of



Culture
Transformation



Competency
Enhancement



Professional
Development



Strategic and
Action Learning



Personal
Development and
Engagement



Talent Development
Programme

Two Highlighted Programmes

Under Strategy and Action Learning



“Entrepreneurship”



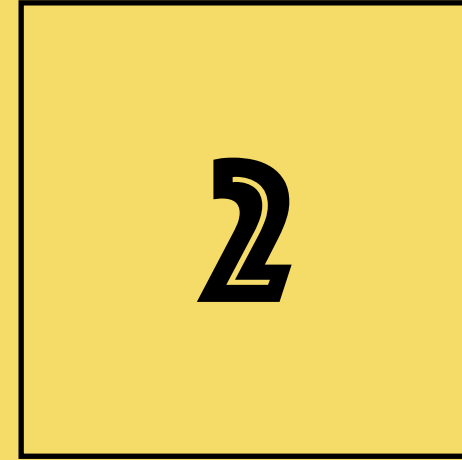
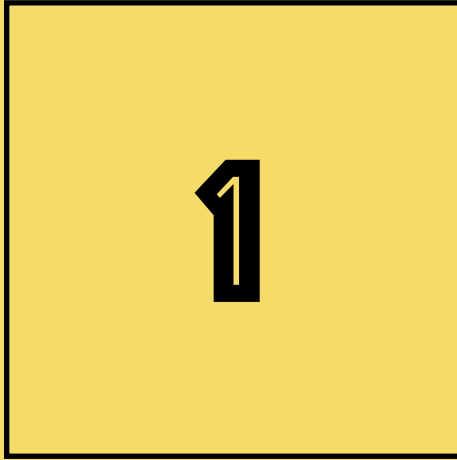
”Digital Transformation”

WE CREATE

..... COLLECT CONNECT COLLIDE



2018 NEW PROGRAMME



COLLECT

**CONNECT &
COLLIDE**



COLLECT

EXPLORE THE
ENTREPRENEURIAL WORLD

WECREATE

..... COLLECT CONNECT COLLUDE

CHITCHAT WITH ENTREPRENEUR



Rebecca Leung

Regional Executive Director of KKday
10 Jan 2018



Gary Hui

Co-founder of Lalamove
22 Feb 2018



WECREATE

... COLLECT ... CONNECT ... COLLIDE ...



CHITCHAT WITH

ENTREPRENEUR

KKDAY

九十後 × 初創 × 潮遊

JAN 10 | WED | 15:30 - 17:00

NEW WORLD
UNIVERSITY
EST. 2012

The Festival of Ideas
WE CREATE. WE LIVE DIFFERENT.

“CASUAL CHIT-CHATTING” WITH ENTREPRENEUR ABOUT HER ENTREPRENEUR JOURNEY





**KKday如何在推廣及
旅遊體驗上，成功「本地化」？**

**你認為KKday最成功的
「創新」或「開發市場商機」
是什麼？**



“

創新是源自於**對客戶了解**，
快速回應市場的需要，搶盡先機！”

”

REBECCA LEUNG

KKday 香港及東南亞地區市場總監

WE CREATE

*** SELECT *** DISCOUNT *** ONLINE ***

DELIVER OUR KEY MESSAGE BY INTERNAL APP AND SOCIAL MEDIA



A. NEW WORLD UNIVERSITY - WECREATE

ENTREPRENEUR MEETUP

NEW WORLD UNIVERSITY x WECREATE

APR 18 | WED
15:00 - 18:00
V1201, 12/F, POLYU JOCKEY CLUB*

新世界工匠

WECREATE
COLLABORATE • CONNECT • COLLABORATE

ENTREPRENEUR
MEETUP

理大初創

The Annual Movement

POKEGUIDE

Nearest MTR car door. Best discount deals.

Download on the App Store | GET IT ON Google play

<http://www.pokeguide.com>

Live on INDIEGOGO
100% FUNDED

FUSION LENS
First Clip-on 360 Lens for iPhone



CONNECT & COLLIDE

STIMULATE AND CONVERT INNOVATION
INTO BUSINESS IDEA

WECREATE

..... COLLECT CONNECT COLLIDE

INNOVATION WORKSHOP

- 1.DESIGN THINKING
 - 2.SERVICE INNOVATION
 - 3.BUSINESS MODEL CANVAS
 - 4.IDEA GENERATION TOOLS
 - 5.PROBLEM SOLVING
 - 6.DISRUPTIVE INNOVATION
 - 7.LEGO SERIOUS PLAY
 - 8.ADVANCED DISCOVERY
- More and more...



STARTUP BOOTCAMP ON “SPECIFIC” TOPIC

1

DESIGN THINKING



2

EMPATHY EXPERIENCE
FOR TARGET CONSUMERS



3

IDEA & PROTOTYPING



DigiTalent

Inspire • Build • Transform



POWERED BY A. NW UNIVERSITY X NW DIGITAL TEAM

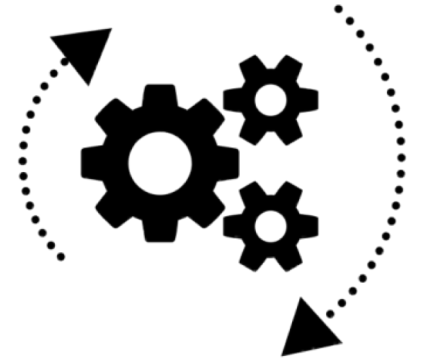
OUR VISION



INSPIRE
DIGITALENTS



BUILD
AMAZING
PRODUCT



TRANSFORM
INDUSTRY

HUB #1

Digital Product Development Lifecycle





2-day Boot Camp



Marketing Campaign Page Design

HUB #2

Digital Marketing Optimization





- Viral Contents Insider Secret
- Facebook Photos and Videos Editing



- Facebook Ads Manager
- Influencer Marketing (w/ Cloudbreakr)

HUB #3

Digital Data Analytics





Smart Data Friday
(w/ UC Berkeley)



Google Analytics



 **Google Analytics** INTERMEDIATE

 16 Aug 2017  14:30 - 17:30

 EUREKA NOVA @ KOHO

REGISTER NOW

利用Google Analytics解決
Campaign頁面3大痛點



收集
行為數據



分析
瀏覽行為



優化
瀏覽流程

The Microsoft Azure logo, consisting of the word "Microsoft Azure" in a white sans-serif font, is centered on a teal background. To the left of the text are stylized, colorful geometric shapes in purple, red, and white, including a vertical stack of red rectangles and a yellow shape resembling a stylized 'A' or a server rack.

Microsoft Azure

Artificial Intelligence & Cloud Solution
(w/ Microsoft and Amazon)



新世界發展有限公司

New World Development Company Limited



V / C T O R / A
D O C K S / D E

This is an aerial photograph of a city waterfront development. The image shows a dense cluster of modern buildings, including a prominent tall skyscraper with a stepped top. The buildings are situated along a waterfront, with a body of water visible on the left. The architecture is contemporary, with glass facades and flat roofs. The surrounding area includes a mix of older and newer buildings, and a few boats are visible in the water.









**PENTA
HOTELS**



ROSEWOOD
HOTELS & RESORTS

The Artisanal Movement

WE CREATE, WE ARE ARTISANS



HUMANS A
仁山優社







維多利亞和哈佛破天荒攜手合作 合推幼兒課程孕育「敢創」新一代

2018年03月22日 (12:28 下午)







首頁


教育王國

BK Milk

王國誌

 瑞士純淨奶源分享

王國國情

 360星級媽媽頻道

KMall

爸媽TV



王國熱話

王國最新消息

全民動態

熱門推介



種植園地

文竹

有冇人有興趣種牛油果同菠蘿

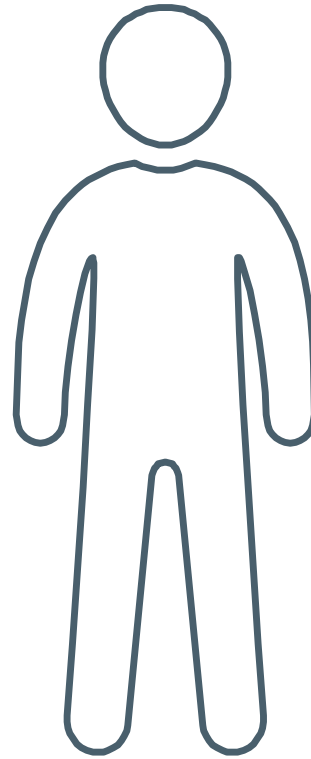
什麼花

淘左幾粒多肉生石花，好中意

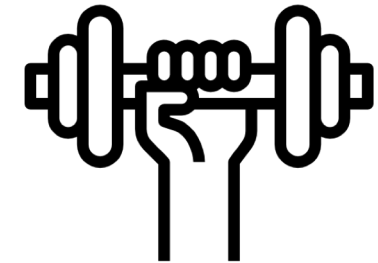




Talent Acquisition



Talent Development



**Talent in
21st Century**

The background features a collage of nature photographs arranged in a geometric pattern. A large, light blue triangle is on the left. A large, light green triangle is at the top. A large, light purple triangle is on the right. A large, light blue triangle is at the bottom. The photographs include a person standing on a rocky cliff overlooking the ocean, a mountain range under a cloudy sky, and a snowy mountain peak.

Trends of Required Competencies

FOR NEW CHALLENGES IN NEW ERA

Philippe Tang

Senior Manager
Corporate and Talent Development – New World Development