

SED promotes "Study in Hong Kong" brand in Seoul (with photos)

The Secretary for Education, Dr Choi Yuk-lin, today (May 16) continued her trip to Korea and visited Seoul National University (SNU). She exchanged views with the President of the University, Dr Ryu Hong Lim, on deepening higher education collaboration between Korea and Hong Kong, and promoted the "Study in Hong Kong" brand.

Dr Choi said that Hong Kong boasts a highly internationalised and diverse post-secondary education sector. A number of measures have been put in place by the Hong Kong Special Administrative Region (HKSAR) Government to enhance Hong Kong's status as an international education hub. Apart from striving to host international education conferences and exhibitions, the HKSAR Government also encourages local post-secondary institutions to enhance collaboration and exchanges with their counterparts around the world in promoting the "Study in Hong Kong" brand on a global scale, as well as attracting more overseas students to study in Hong Kong through the provision of scholarships.

In addition, the HKSAR Government is developing the Northern Metropolis University Town to encourage local post-secondary institutions to introduce more branded programmes, research collaborations and exchange projects with renowned Mainland and overseas institutions in a flexible and innovative manner.

At the meeting, Dr Choi introduced to the SNU the various large-scale education mega events to be held in Hong Kong, for example the Learning and Teaching Expo to be held during Digital Education Week in July this year, and the Asia-Pacific Association for International Education Conference and Exhibition to be held in February next year. She welcomed representatives from universities in Korea to come to Hong Kong to take part in the events and forge collaborations and exchanges with institutions worldwide. She also welcomed students from Korea and other places to study in Hong Kong or participate in short-term student exchange programmes, and said that she looked forward to further strengthening education ties between Korea and Hong Kong.

Dr Choi also met Hong Kong students studying at SNU to learn about their school life. She encouraged them to return to Hong Kong to develop their careers after completing their studies.

Today and yesterday (May 15), Dr Choi paid courtesy calls on the Chinese Ambassador to Korea, Mr Dai Bing, and the Consul General of China in Jeju, Mr Chen Jianjun, respectively to introduce Hong Kong's latest education policy.

Yesterday, she also participated in a side event of the Asia-Pacific Economic Cooperation Education Ministerial Meeting to visit an elementary

school in Jeju to learn about the school's experiences in promoting AI and digital innovation education.

Dr Choi concluded her visit to Korea today and will depart for a visit to the United Kingdom tomorrow (May 17).



