



Merchandise Trading and
E-commerce Industry
Manpower Survey Report
商品貿易及電商業 • 人力調查報告書

2024



2024 Manpower Survey Report

**Merchandise Trading and E-commerce
Industry**

The Merchandise Trading and E-commerce Training Board

Vocational Training Council

Contents

Acknowledgement	1
1 Executive Summary	2
2 Introduction.....	23
Background.....	23
Objectives	24
Survey Coverage.....	24
3 Methodology	25
Sample Design	25
Questionnaire Design.....	25
Data Collection	25
Data Analysis	27
Manpower Projection Methodology	27
4 Survey Findings.....	28
4.1 Overview of Manpower Situation	28
4.2 Number of Full-time Employees	29
4.3 Number of Full-time Vacancies	32
4.4 Posts to be Newly Recruited in the Next 12 Months.....	35
4.5 Average Monthly Remuneration Package	36
4.6 Preferred Education Level	37
4.7 Preferred Years of Experience	38
4.8 Employees Left and Recruited in the Past 12 Months.....	39
4.9 Recruitment Difficulties in the Past 12 Months.....	40
4.10 Expected Change in Business Volume in the Next 12 Months.....	42
4.11 Expected Change in Number of Full-time Employees in the Next 12 Months	43
4.12 Training Areas Required for Full-time Employees to Deal with the Industry Development	44
5 Manpower Analysis.....	45
5.1 Manpower Changes between 2024 and 2020	45
5.1.1 Changes in Number of Full-time Employees.....	45
5.1.2 Changes in Number of Full-time Vacancies.....	47
5.1.3 Changes in Average Monthly Remuneration Package	49
5.1.4 Changes in Preferred Education Level	50
5.1.5 Changes in Preferred Years of Experience.....	51
5.2 Business Outlook.....	52
5.3 Manpower Projection and Annual Additional Manpower Requirement	56
6 Recommendations	58
Appendix 1 - Membership of the Merchandise Trading and E-commerce Training Board.....	61
Appendix 2 - Terms of Reference of the Merchandise Trading and E-commerce Training Board.....	62
Appendix 3 - Membership of Working Party on Manpower Survey	63

Appendix 4 - Definition of Terms.....	64
Appendix 5 - Survey Documents.....	66
Appendix 6 - Quality Control Measures	92
Appendix 7 - Response Profile	93
Appendix 8 - Manpower Projection Methodology	94
Appendix 9 - Statistical Tables.....	96

Acknowledgement

The Merchandise Trading and E-commerce Training Board would like to express its gratitude to all respondents of the sampled companies for providing the information required by the survey.

1 Executive Summary

Background

1.1 The Merchandise Trading and E-commerce (MTE) Industry replaced the former Import / Export / Wholesale Trades Industry (IEW) with effect from 1 April 2023.

1.2 The Merchandise Trading and E-commerce Training Board (Training Board) of the Vocational Training Council (VTC) conducted a manpower survey for the Merchandise Trading and E-commerce Industry from October 2024 to January 2025, with the data reference date on 1 October 2024 (hereinafter referred as MPS of MTE of 2024). This report presents the survey findings of the latest manpower situation of the industry and proposes recommendations on the manpower demand and training needs to different stakeholders of the industry, including employers, employees and training providers by making reference to the business outlook.

Survey Coverage & Methodology

1.3 The MPS of MTE 2024 covered companies in 3 branches of the industry. The branches were Import / Export Trades, Wholesale Trades and Retail companies with E-commerce business. The companies/employees involving in E-commerce business were newly added in the coverage of 2024 Survey. Please refer to para. 1.4 to 1.6 for methodology of the MPS of MTE 2024.

1.4 Stratified random sampling method for selecting companies from the Central Register of Establishments of the Census and Statistics Department was adopted. Together with the inclusion of supplementary samples recommended by the Training Board, total of 988 companies were selected for the survey.

1.5 A pack of survey documents was given to each sampled company. The selected companies were asked to complete a questionnaire, which comprised two parts. Part I collected quantitative manpower information by job levels and by principal jobs, and Part II collected supplementary information related to the industry's manpower situation. The respondents were asked to provide manpower information of their companies based on a list of principal jobs, which were defined by the Training Board with detailed job descriptions given for each job.

1.6 During the fieldwork period, enumerators assisted the respondents to complete the questionnaire through phone calls or on-site visits. The data collection and enumeration processes were closely monitored and data was verified to ensure quality and accuracy. Among the 563 valid sampled companies, 460 were successfully enumerated which contributed to an effective response

rate of 81.7%¹.

1.7 In particular for retail companies with E-commerce business, in order to reflect a more complete picture of the E-commerce sector, the manpower figures collected from the MPS of MTE of 2024 were supplemented by relevant figures extracted from the Manpower Survey of Retail Trade of 2024 conducted in April 2024.

Manpower Projection Methodology

1.8 The Training Board adopts a forecasting method which rests on the weighted averages of historical data for projecting manpower demand of the Wholesale trade. Taking into consideration of the historical manpower data with heavier weighting given to the recent data, market trends in a longer term, technological developments of the industry and other socio-economic determinants, the Training Board made the decision on the manpower projection for the period from 2025 to 2028. Details of the projection methodology are provided in **Appendix 8(A)**.

1.9 The approach of statistical modelling for projecting the manpower demand of the Import and Export trades was adopted for the period from 2025 to 2028. The statistical model is built by considering relevant economic indicators which reflect important changes in the local economy, demography and labour market. Details of the projection methodology are provided in **Appendix 8(B)**.

1.10 The retail companies with E-commerce business were firstly included in the survey, its manpower trend in the coming year was based on the employers' forecast of the number of full-time employees provided in the manpower surveys.

Findings

Overview of Manpower Situation

1.11 A total of 314 709 full-time employees were engaged in the MTE Industry, and 3 013 full-time vacancies were reported. Aggregating the total number of full-time employees and vacancies, there were a total of 317 722 posts. Besides, the employers being surveyed expected that 519 new posts will be recruited in the next 12 months.

¹ Sampled companies which were relocated to unknown addresses, had unreachable responsible persons, had ceased operation or without relevant technical staff, etc. at the time of survey were classified as invalid samples.

Table 1a Overview of manpower situation

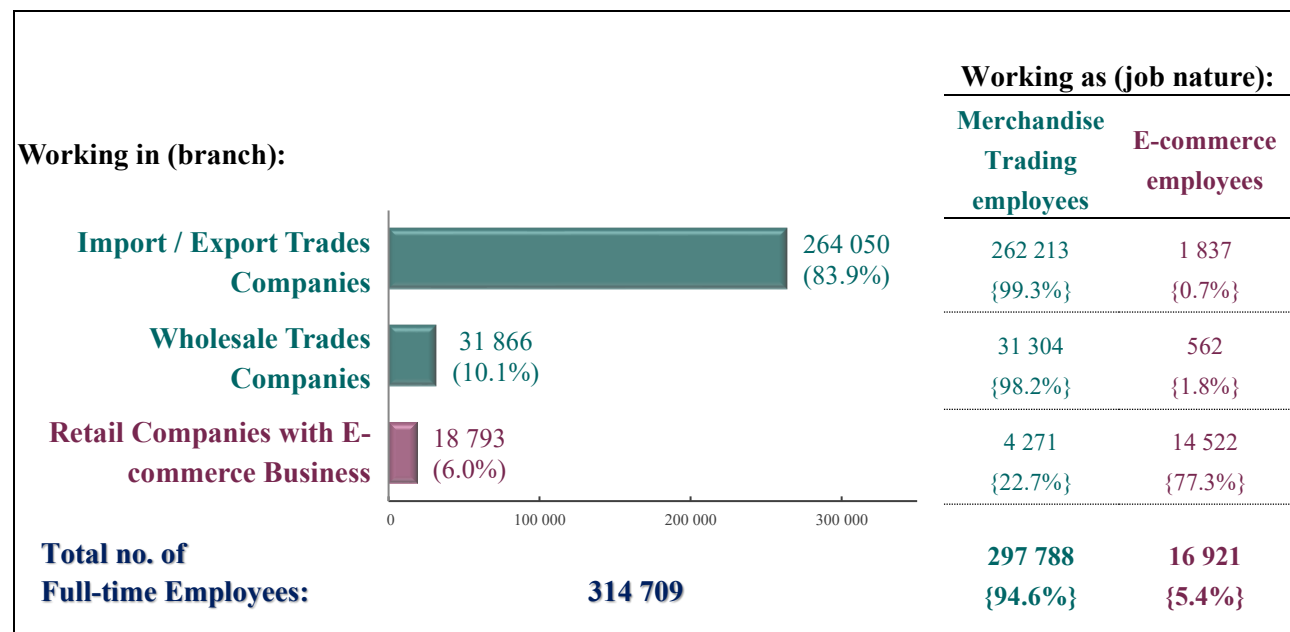
No. of full-time employees	No. of full-time vacancies
314 709	3 013
↓	↓
Merchandise Trading employees 297 788	Merchandise Trading vacancies 2 714
E-commerce employees 16 921	E-commerce vacancies 299

Notes: “Vacancies” refer to those unfilled, immediately available job openings for which the establishment is actively trying to recruit personnel as at survey reference date.

Number of Full-time Employees

1.12 Among the 314 709 full-time employees, the majority were working in Import / Export Trades companies (83.9%; 264 050 persons).

1.13 Analysed by job nature, the majority were employees who engaged in principal jobs involving Merchandise Trading (94.6%; 297 788 persons). The proportion of employees who engaged in principal jobs involving e-commerce operation was higher among retail companies with E-commerce Business (77.3%; 14 522 persons).

Chart 1 Number of full-time employees – by branch and job nature

Notes: () denotes percentages of the respective branch.

{ } denotes percentages of the respective job nature among the respective branch.

1.14 Analysed by job level, the largest proportion of full-time employees were working in the operative / clerical support level (60.8%; 191 451 persons).


Table 1b Number of full-time employees – by branch and job level


	OVERALL		Import / Export Trades Companies		Wholesale Trades Companies		Retail Companies with E-commerce Business	
	No. of full-time employees	(%)	No. of full-time employees	(%)	No. of full-time employees	(%)	No. of full-time employees	(%)
Managerial	36 873	11.7%	32 443	12.3%	2 915	9.1%	1 515	8.1%
Supervisory	86 385	27.4%	73 654	27.9%	7 279	22.8%	5 452	29.0%
Operative / Clerical Support	191 451	60.8%	157 953	59.8%	21 672	68.0%	11 826	62.9%
Total:	314 709	100.0%	264 050	100.0%	31 866	100.0%	18 793	100.0%

1.15 The top 3 prominent principal jobs for the respective branch were listed in the table below.

Table 1c Top 3 prominent principal jobs – by branch

	Principal Jobs	No. of full-time employees	% among all full-time employees in the respective branch
Import / Export Trades Companies (Total: 264 050 full-time employees)	Sales Representative	64 012	24.2%
	Shipping Clerk	28 763	10.9%
	Merchandiser	27 136	10.3%
Wholesale Trades Companies (Total: 31 866 full-time employees)	Sales Representative	11 442	35.9%
	Sales Executive	4 630	14.5%
	Shipping Clerk	2 568	8.1%
Retail Companies with E-commerce Business (Total: 18 793 full-time employees)	Sales & Marketing Assistant / Associate; E-commerce Assistant / Associate	9 211	49.0%
	Sales & Marketing Executive / Officer; E-commerce Executive / Officer	3 892	20.7%
	Warehouse Clerk	839	4.5%

 Managerial Level

 Supervisory Level

 Operative / Clerical Support Level

Number of Full-time Vacancies

1.16 A total of 3 013 full-time vacancies were reported, representing a vacancy rate of 0.9% (i.e. vacancies as a percentage of the total number of employees and vacancies). Relatively more vacancies were found in Import / Export Trades companies (2 094 vacancies), while slightly higher vacancy rate was found in retail companies with E-commerce Business (2.0%). Further analysed by job nature in the respective branch, a relatively higher vacancy rate was found for Merchandise Trading vacancies in retail companies with E-commerce Business (2.9%).

1.17 Analysing by job level, a larger number of full-time vacancies were jobs in the operative / clerical support level (2 345 vacancies). Further analysed by branch of the respective job level, a slightly higher vacancy rate was found for operative / clerical support level in retail companies with E-commerce Business (2.7%).

1.18 The top 3 prominent vacancies were Sales Representative (1 304 vacancies), Logistics Assistant; Shipping Clerk (360 vacancies) and Sales and Marketing Assistant / Associate; E-commerce Assistant / Associate (267 vacancies).

Table 1d Number of full-time vacancies – by branch, job nature and job level

	OVERALL		Import / Export Trades Companies		Wholesale Trades Companies		Retail Companies with E-commerce Business	
	No. of full-time vacancies	Vacancy rate	No. of full-time vacancies	Vacancy rate	No. of full-time vacancies	Vacancy rate	No. of full-time vacancies	Vacancy rate
Job Nature								
Merchandise Trading vacancies	2 714	[0.9%]	2 067	[0.8%]	518	[1.6%]	129	[2.9%]
E-commerce vacancies	299	[1.7%]	27	[1.4%]	11	[1.9%]	261	[1.8%]
Job Level								
Managerial	137	[0.4%]	125	[0.4%]	2	[0.1%]	10	[0.7%]
Supervisory	531	[0.6%]	448	[0.6%]	27	[0.4%]	56	[1.0%]
Operative / Clerical Support	2 345	[1.2%]	1 521	[1.0%]	500	[2.3%]	324	[2.7%]
Total:	3 013	[0.9%]	2 094	[0.8%]	529	[1.6%]	390	[2.0%]

$$\text{Vacancy rate} = \frac{\text{No. of full-time vacancies}}{\text{Total no. of posts (full-time employees + full-time vacancies)}} \quad (\text{for the respective branch \& job level/ job nature})$$

Posts to be Newly Recruited in the Next 12 Months

1.19 The number of posts to be newly recruited in the next 12 months was only collected for Import/Export and Wholesale Trades companies only, but not for Retail companies with E-commerce Business. The survey revealed that 519 new posts would be recruited in the next 12 months. The majority of new posts were found in Import / Export Trades companies (86.3%). In terms of job level, most of the new posts were jobs at operative / clerical support level (67.6%).

1.20 The most prominent new post was Sales Representative (148 new posts), followed by Promoter (63 new posts) and Warehouse Clerk (54 new posts).

Table 1e Number of posts to be newly recruited in the next 12 months – by branch and job level

	No. of new posts	(%)
Branch		
Import / Export Trades Companies	448	86.3%
Wholesale Trades Companies	71	13.7%
Job Level		
Managerial	42	8.1%
Supervisory	126	24.3%
Operative / Clerical Support	351	67.6%
Total:	519	100.0%

Average Monthly Remuneration Package

1.21 The average monthly remuneration package for full-time employees of managerial level is commonly in the range of \$30,001 - \$50,000 (62.4%). They were followed by \$20,001 - \$30,000 (86.4%) for supervisory level, and \$15,001 - \$25,000 (87.2%) for operative / clerical support level.

Table 1f Average monthly remuneration package – by job level

	Prominent ranges of remuneration package
Managerial	\$30,001 - \$50,000 (62.4%)
Supervisory	\$25,001 - \$30,000 (45.1%); \$20,001 - \$25,000 (41.3%)
Operative / Clerical Support	\$20,001 - \$25,000 (31.5%); \$15,001 - \$20,000 (55.7%)

Preferred Education Level

1.22 The majority of full-time employees at managerial level were required to attain first degree level (87.5%). Sub-degree and diploma / certificate were most preferred for supervisory level (82.2%), while most of those at operative / clerical support level were only required to attain diploma / certificate or secondary 4 to 7 (90.5%).

Table 1g Preferred education level – by job level

	Prominent preferred education levels
Managerial	First degree (87.5%)
Supervisory	Sub-degree (50.7%); Diploma / certificate (31.5%)
Operative / Clerical Support	Diploma / certificate (41.2%); Secondary 4 to 7 (49.3%)

Preferred Years of Experience

1.23 Employers tended to require full-time employees at managerial level to have 3 years to less than 10 years of experience (80.8%). The most preferred years of experience for those at supervisory level was 3 years to less than 6 years (63.3%), while most of those at operative / clerical support level were only required to have less than 3 years of experience (89.8%).

Table 1h Preferred years of experience – by job level

	Prominent preferred years of experience
Managerial	6 - < 10 years (49.9%); 3 - < 6 years (30.8%)
Supervisory	3 - < 6 years (63.3%)
Operative / Clerical Support	1 - < 3 years (50.5%); < 1 year / no experience required (39.3%)

Employees Left and Recruited in the Past 12 Months

1.24 A total of 16 169 full-time employees have left their companies during the 12 months before enumeration. The turnover rate (i.e. the number of full-time employees left as a percentage of the total number of posts) was 5.1%. Besides, a total of 10 815 full-time employees were recruited. Nearly three-fifths of the new recruits (57.1%) had MTE relevant experience.

Table 1i Full-time employees left and recruited in the past 12 months – by branch and job level

	No. of full-time employees LEFT	Turnover rate	No. of NEW RECRUITS	% of having MTE relevant experience
Branch				
Import / Export Trades Companies	12 853	[4.8%]	7 824	58.8%
Wholesale Trades Companies	1 839	[5.7%]	1 703	39.2%
Retail Companies with E-commerce Business	1 477	[7.7%]	1 288	70.8%
Job Level				
Managerial	555	[1.5%]	355	83.7%
Supervisory	1 834	[2.1%]	1 530	69.0%
Operative / Clerical Support	13 780	[7.1%]	8 930	54.0%
Overall:	16 169	[5.1%]	10 815	57.1%

Turnover rate = $\frac{\text{No. of full-time employees left}}{\text{Total no. of posts (full-time employees + full-time vacancies)}}$ (for the respective branch and job level)

Recruitment Difficulties in the Past 12 Months

1.25 Among the companies which had engaged in recruitment exercise for the respective job level of full-time employees during the 12 months before enumeration, relatively higher percentages in the respectively branch of companies encountered recruitment difficulties for recruiting employees at operative / clerical support level (above 63%).

1.26 The commonly mentioned difficulties across all branches and job levels were “competition for manpower from other industries in terms of compensation and benefits system” and “candidates lacked the relevant skills / experience”.

Table 1j Recruitment difficulties in the past 12 months before enumeration – by branch & job level

	Import / Export Trades Companies			Wholesale Trades Companies			Retail Companies with E-commerce Business		
	Managerial	Supervisory	Operative / Clerical Support	Managerial	Supervisory	Operative / Clerical Support	Managerial	Supervisory	Operative / Clerical Support
With recruitment difficulties	36.0%	63.6%	64.6%	62.5%	50.0%	63.2%	61.5%	51.7%	81.6%
Major difficulties (among those with difficulties):									
• Competition for manpower from other industries, in terms of									
- Compensation and benefits system	84.2%	42.0%	50.5%	0.0%	66.7%	58.8%	87.5%	66.7%	93.9%
- Terms of employment	26.3%	25.2%	41.9%	60.0%	23.8%	19.8%	62.5%	13.3%	1.7%
- Working conditions (e.g. working hours, shift work)	9.5%	29.7%	47.9%	40.0%	76.2%	25.7%	12.5%	26.7%	3.9%
- Career prospects	7.4%	11.5%	9.5%	0.0%	0.0%	20.7%	0.0%	20.0%	0.0%
• Candidates lacked the relevant skills / experience	31.6%	42.7%	46.6%	100.0%	33.3%	49.1%	87.5%	53.3%	5.2%
• Candidates lacked the relevant academic qualification	13.7%	11.9%	5.7%	0.0%	0.0%	2.7%	0.0%	0.0%	0.9%
• Insufficient programmes available in the market to provide trained manpower	7.4%	2.4%	0.8%	40.0%	9.5%	1.2%	0.0%	0.0%	0.0%
Without recruitment difficulties	64.0%	36.4%	35.4%	37.5%	50.0%	36.8%	38.5%	48.3%	18.4%
No. of companies with recruitment exercise	264	1 032	2 964	8#	42	1 083	14#	29#	290

denotes prominent recruitment difficulties in the respective job level.

Notes: Respondents may mention more than one recruitment difficulties.

Survey results derived from a small subset of sample may subject to relatively large sampling errors and should be interpreted with caution.

Expected Change in Business Volume in the Next 12 Months

1.27 For Import / Export and Wholesale Trades companies, nearly half (47.6% and 48.2% respectively) expected that their business volume will remain stable in the next 12 months. The corresponding percentage among retail companies with E-commerce Business (32.6%) was much lower, while a considerable proportion of them (58.8%) were uncertain.

Expected Change in Number of Full-time Employees in the Next 12 Months

1.28 The vast majority of companies in different branches (about 97% in the respective branch) expected that their number of full-time employees will be the same in the next 12 months. On average, the companies in different branches anticipated less than 1% of change in number of employees in the next 12 months.

Training Areas Required for Full-time Employees to Deal with the Industry Development

1.29 When asked the companies to list out the training areas which were required for full-time employees to deal with the industry development, it was noted that “customer relationship management” was commonly mentioned across employers of different branches and different job levels of employees. “Product management” was also a frequent mention in different branches.

1.30 For retail companies with E-commerce Business, “e-commerce operation (e.g. cross-border e-commerce operation, e-transaction management, etc.)” was also commonly required for employees in different job levels.

Table 1k Top 3 training areas required for full-time employees to deal with the industry development – by branch and job level

	Managerial	Supervisory	Operative / Clerical Support
Import / Export Trades Companies	<ul style="list-style-type: none"> Customer Relationship Management Risk Management Product Management 	<ul style="list-style-type: none"> Customer Relationship Management Product Management Multi-languages (e.g. English, Putonghua, etc.) 	<ul style="list-style-type: none"> Customer Relationship Management Product Management Multi-languages (e.g. English, Putonghua, etc.)
Wholesale Trades Companies	<ul style="list-style-type: none"> Risk Management Customer Relationship Management Project Management 	<ul style="list-style-type: none"> Customer Relationship Management Risk Management Product Management 	<ul style="list-style-type: none"> Customer Relationship Management Product Management Multi-languages (e.g. English, Putonghua, etc.)
Retail Companies with E-commerce Business	<ul style="list-style-type: none"> E-commerce Operation (e.g. cross-border e-commerce operation, e-transaction management, etc.) Customer Relationship Management E-commerce Policies 	<ul style="list-style-type: none"> E-commerce Operation (e.g. cross-border e-commerce operation, e-transaction management, etc.) Customer Relationship Management Data Analysis and Visualisation 	<ul style="list-style-type: none"> Customer Relationship Management E-commerce Operation (e.g. cross-border e-commerce operation, e-transaction management, etc.) Product Management

Notes: Respondents may mention more than one training areas.

Manpower Analysis

Manpower Changes between 2024 and 2020

1.31 The comparison between 2020 and 2024 was only available for Import / Export Trades companies and Wholesale Trades companies, but was not available for Retail companies with E-commerce Business as they were newly added in 2024 survey.

Changes in Number of Full-time Employees

1.32 For Import / Export Trades companies, the total number of full-time employees has decreased from 292 618 in 2020 to 264 050 in 2024, with a decrement of 9.8% (-28 568 persons). When analysed by job level, the decrease in the number of full-time employees was larger for operative / clerical support level (-15 443 persons).

1.33 For Wholesale Trades companies, the total number of full-time employees has also decreased, from 33 346 in 2020 to 31 866 in 2024, with a decrement of 4.4% (-1 480 persons). The decrease was also larger for operative / clerical support level (-1 237 persons).

Table 11 Changes in number of full-time employees – by branch & job level

Import / Export Trades Companies	No. of full-time employees		Change in 4 years		Annual change in %
	2024	2020			
Managerial	32 443	36 507	- 4 064	- 11.1%	- 2.9%
Supervisory	73 654	82 715	- 9 061	- 11.0%	- 2.9%
Operative / Clerical Support	157 953	173 396	- 15 443	- 8.9%	- 2.3%
Overall:	264 050	292 618	- 28 568	- 9.8%	- 2.5%

Wholesale Trades Companies	No. of full-time employees		Change in 4 years		Annual change in %
	2024	2020			
Managerial	2 915	2 347	+ 568	+ 24.2%	+ 5.6%
Supervisory	7 279	8 090	- 811	- 10.0%	- 2.6%
Operative / Clerical Support	21 672	22 909	- 1 237	- 5.4%	- 1.4%
Overall:	31 866	33 346	- 1 480	- 4.4%	- 1.1%

Changes in Number of Full-time Vacancies

1.34 For Import / Export Trades companies, the total number of full-time vacancies has increased, from 1 659 in 2020 to 2 094 in 2024, with an increment of 26.2% (+435 vacancies). A larger number of increase was recorded for operative / clerical support level (+311 vacancies), followed by supervisory level (+152 vacancies).

1.35 For Wholesale Trades companies, the total number of full-time vacancies has slightly decreased, from 568 in 2020 to 529 in 2024, with a decrement of 6.9% (-39 vacancies).

Table 1m Changes in number of full-time vacancies – by branch & job level

Import / Export Trades Companies	No. of full-time vacancies		Change in 4 years		Annual change in %	Vacancy rate	
	2024	2020				2024	2020
Managerial	125	153	- 28	- 18.3%	- 4.9%	[0.4%]	[0.4%]
Supervisory	448	296	+ 152	+ 51.4%	+ 10.9%	[0.6%]	[0.4%]
Operative / Clerical Support	1 521	1 210	+ 311	+ 25.7%	+ 5.9%	[1.0%]	[0.7%]
Overall:	2 094	1 659	+ 435	+ 26.2%	+ 6.0%	[0.8%]	[0.6%]

Wholesale Trades Companies	No. of full-time vacancies		Change in 4 years		Annual change in %	Vacancy rate	
	2024	2020				2024	2020
Managerial	2	19	- 17	- 89.5%	- 43.0%	[0.1%]	[0.8%]
Supervisory	27	41	- 14	- 34.1%	- 9.9%	[0.4%]	[0.5%]
Operative / Clerical Support	500	508	- 8	- 1.6%	- 0.4%	[2.3%]	[2.2%]
Overall:	529	568	- 39	- 6.9%	- 1.8%	[1.6%]	[1.7%]

Vacancy rate = $\frac{\text{No. of full-time vacancies}}{\text{Total no. of posts (full-time employees + full-time vacancies)}}$ (for the respective branch & job level in the respective year)

Changes in Average Monthly Remuneration Package

1.36 Compared with the results of the 2020 survey, an upward trend in average monthly remuneration package of full-time employees at operative / clerical support level was observed in 2024 for both Import / Export as well as Wholesale Trades companies. Their prominent range shifted from \$20,000 or below in 2020 to \$15,001 - \$25,000 in 2024.

Table 1n Change in average monthly remuneration package – by branch & job level

Import / Export Trades Companies	Over \$50,000	\$30,001 - \$50,000	\$25,001 - \$30,000	\$20,001 - \$25,000	\$15,001 - \$20,000	\$15,000 or below	No. of full-time employees
2024							
Managerial	11.6%	62.4%	24.7%	1.3%	<0.05%	0.0%	32 443
Supervisory	0.0%	10.9%	45.7%	41.4%	2.1%	0.0%	73 654
Operative / Clerical Support	0.0%	0.0%	6.0%	32.0%	54.0%	8.0%	157 953
2020							
Managerial	14.8%	57.8%	26.9%	0.6%	0.0%	0.0%	36 507
Supervisory	0.0%	14.1%	76.5%	8.3%	1.0%		82 715
Operative / Clerical Support	0.0%	0.0%	8.6%	55.3%	36.1%		173 396

Wholesale Trades Companies	Over \$50,000	\$30,001 - \$50,000	\$25,001 - \$30,000	\$20,001 - \$25,000	\$15,001 - \$20,000	\$15,000 or below	No. of full-time employees
2024							
Managerial	5.3%	65.2%	27.5%	2.0%	0.0%	0.0%	2 915
Supervisory	0.0%	13.4%	60.0%	26.5%	0.1%	0.0%	7 279
Operative / Clerical Support	0.0%	0.0%	3.2%	29.2%	64.0%	3.6%	21 672
2020							
Managerial	9.2%	64.1%	21.4%	5.3%	0.0%		2 347
Supervisory	0.0%	26.8%	61.5%	10.3%	1.3%		8 090
Operative / Clerical Support	0.0%	0.0%	12.7%	59.8%	27.5%		22 909

denotes prominent ranges of remuneration package for the respective job level in the respective year.

Changes in Preferred Education Level

1.37 Compared with the results of the 2020 survey, employers tended to have higher requirement on the education level of full-time employees at managerial level for both Import / Export as well as Wholesale Trades companies. Higher percentages in 2024 were preferred to attained first degree level.

Table 1o Change in preferred education level – by branch & job level

Import / Export Trades Companies	Post-graduate degree	First degree	Sub-degree	Diploma / certificate	Secondary 4 to 7	Secondary 3 or below	No. of full-time employees
2024							
Managerial	0.2%	88.3%	4.0%	7.4%	0.1%	0.0%	32 443
Supervisory	0.0%	15.2%	53.4%	30.3%	1.1%	0.0%	73 654
Operative / Clerical Support	0.0%	0.4%	7.5%	43.6%	46.2%	2.2%	157 953
2020							
Managerial	1.1%	69.4%	11.9%	9.5%	8.1%	0.0%	36 507
Supervisory	0.0%	30.3%	19.1%	41.3%	9.3%	0.0%	82 715
Operative / Clerical Support	0.0%	0.6%	1.5%	20.3%	69.6%	7.9%	173 396

Wholesale Trades Companies	Post-graduate degree	First degree	Sub-degree	Diploma / certificate	Secondary 4 to 7	Secondary 3 or below	No. of full-time employees
2024							
Managerial	0.0%	77.4%	11.3%	11.3%	0.0%	0.0%	2 915
Supervisory	0.0%	13.0%	41.3%	43.6%	2.1%	0.0%	7 279
Operative / Clerical Support	0.0%	0.0%	0.6%	31.5%	63.1%	4.8%	21 672
2020							
Managerial	1.3%	58.2%	14.2%	21.9%	4.3%	0.0%	2 347
Supervisory	0.0%	28.9%	16.3%	44.3%	10.5%	0.0%	8 090
Operative / Clerical Support	0.0%	0.1%	0.1%	39.4%	55.7%	4.8%	22 909

denotes prominent preferred education levels for the respective job level in the respective year.

Changes in Preferred Years of Experience

1.38 Compared with the results of the 2020 survey, employers tended to have lower requirement on years of experience of full-time employees for all job levels for both Import / Export as well as Wholesale Trades companies. For managerial level, the prominent preferred range in 2024 was 3 years to less than 10 years of experience. For supervisory level, lower percentages in 2024 were required to have 3 years to less than 6 years of experience. For operative / clerical support level, lower percentages in 2024 were preferred to have 1 year to less than 3 years of experience, and considerable percentages can be accepted to have less than 1 year of experience / no experience.

Table 1p Change in preferred years of experience – by branch & job level

Import / Export Trades Companies	10 years or more	6 - < 10 years	3 - < 6 years	1 - < 3 years	< 1 year / no experience required	No. of full-time employees
2024						
Managerial	18.2%	49.0%	31.1%	1.6%	0.0%	32 443
Supervisory	0.0%	6.7%	64.8%	28.5%	0.0%	73 654
Operative / Clerical Support	0.0%	0.0%	11.7%	50.9%	37.4%	157 953
2020						
Managerial	24.6%	49.8%	25.3%	0.3%	0.0%	36 507
Supervisory	1.7%	12.5%	77.5%	8.3%	0.0%	82 715
Operative / Clerical Support	0.0%	0.1%	16.0%	66.9%	17.1%	173 396

Wholesale Trades Companies	10 years or more	6 - < 10 years	3 - < 6 years	1 - < 3 years	< 1 year / no experience required	No. of full-time employees
2024						
Managerial	12.4%	51.3%	35.4%	0.9%	0.0%	2 915
Supervisory	0.0%	2.8%	62.9%	34.3%	0.0%	7 279
Operative / Clerical Support	0.0%	0.0%	2.4%	49.6%	48.0%	21 672
2020						
Managerial	19.1%	41.2%	39.2%	0.6%	0.0%	2 347
Supervisory	0.0%	5.1%	77.2%	17.6%	0.1%	8 090
Operative / Clerical Support	0.0%	<0.05%	6.0%	69.7%	24.3%	22 909

denotes prominent preferred years of experience for the respective job level in the respective year.

Manpower Projection and Annual Additional Manpower Requirements

1.39 The annual additional manpower requirement of the MTE industry has taken into account the (i) annual manpower growth and (ii) wastage rate of the industry (i.e. percentage of employees leaving the industry permanently on an annual basis). A summary of the estimated annual additional manpower requirement is shown in the table below.

Table 1q Estimated Annual Additional Manpower Requirement

Sector & Job level	Wastage rate	Annual additional manpower requirement		
		Average manpower growth (a)	Industry leavers (b)	Total (a) + (b)
Wholesale Trade				
Managerial	0.2%	-25	7	-18
Supervisory	0.6%	-63	46	-17
Operative / Clerical Support	5.0%	-190	1,098	908
Total:				873
Import / Export Trade				
Managerial	0.7%	-300	233	-67
Supervisory	1.0%	-683	694	11
Operative / Clerical Support	4.6%	-1,469	7,177	5,708
Total:				5,652
Retail Companies with E-commerce Business				
Managerial	0.9%	2	14	16
Supervisory	0.4%	6	24	30
Operative / Clerical Support	4.3%	14	527	541
Total:				587

Business Outlook

1.40 Global Economic Outlook²

1.40.1 The International Monetary Fund projected global economic growth of 3.3% in 2025, slightly up from 3.2% in 2024, but below the pre-pandemic average of 3.7%.

1.40.2 The Chinese Mainland's economy grew by 4.8% in 2024, with predicted growth rate of 4.6% for 2025 through the help of fiscal policy and accommodative monetary policy in boosting domestic demand and stabilising economic growth.

1.40.3 In the US, growth rate of 2.8% was recorded in 2024. Influenced by policy uncertainties and persistent inflation, the growth is expected to slow slightly to 2.7% in 2025. The euro area economy showed mild growth of 0.7% in 2024, with forecasted growth of 1.0% in 2025.

1.40.4 Other Asian economies grew by 5.0% in 2024, driven by strong exports and tourism recovery. However, heightened trade tensions may impact growth. The Asian Development Bank predicts that developing Asia (excluding the Chinese Mainland) will grow by 5.1% in 2025.

1.40.5 The prevailing uncertainty in trade policies escalated the global trade tensions, and is expected to negatively impact international trade flows and investment sentiment, harming the near-term outlook for Hong Kong's economy. Nonetheless, the continued steady growth of the Chinese

² International Monetary Fund. *World Economic Outlook Update (Jan 2025)*
<https://www.imf.org/en/Publications/WEO/Issues/2025/01/17/world-economic-outlook-update-january-2025>

Mainland economy, along with the government's various initiatives to promote economic growth, is expected to support various economic activities in Hong Kong.

1.41 Economic Situation of Hong Kong

1.41.1 Hong Kong economy experienced solid growth in the first quarter of 2025, with the real Gross Domestic Product (GDP) increased by 3.1% compared to the same period last year, up from a 2.5% growth rate in the previous quarter³. For 2024 as a whole, the value of total exports of goods increased by 8.7% over 2023. Concurrently, the value of imports of goods increased by 6.0%. A visible trade deficit of \$379.7 billion was recorded in 2024⁴. Total exports of goods showed accelerated growth due to sustained external demand, while the exports of services continued to rise, supported by an increase in visitor arrivals and other cross-border economic activities.

1.42 Change in Consumption Patterns

1.42.1 Increased outbound travel by Hong Kong residents, including trips to other cities in Chinese Mainland and overseas, resulted in rising outflow of local consumer spending. In 2024, Hong Kong residents made 104.7 million departures, surpassing the 2019 level by 10.6%, indicating a complete recovery, and increasing by 45% over 2023⁵. The strong Hong Kong dollar amid high interest rates and a strong US dollar has made overseas spending more affordable for Hong Kong residents.

1.42.2 Conversely, Hong Kong attracted 34 million tourists from the Chinese Mainland and 10.5 million tourists from other regions, showing an increase of 31% in visitor numbers in 2024. In 2024, the total overnight tourism revenue in Hong Kong amounted to around 120.5 billion Hong Kong dollars, with overnight visitors from the Chinese Mainland spent around 73.4 billion Hong Kong dollars during their stay in the city, less compared to 2023⁶. Tourists are increasingly seeking more immersive and unique experiences, often opting for shorter stays and spending less on luxury goods, which constitute as one of the factors leading to a drop in visitors' spending by 19% in 2024⁷.

1.42.3 The reduction in local consumption due to the change in consumption patterns creates a challenging environment for the merchandise trading industry, prompting businesses to adapt strategies to maintain profitability and sustainability.

³ The Government of the Hong Kong Special Administrative Region. Press Releases. *Advance estimates on Gross Domestic Product for first quarter of 2025*,

<https://www.info.gov.hk/gia/general/202505/02/P2025050200460.htm?fontSize=1>

⁴ Census and Statistics Department Hong Kong. External merchandise trade statistics for December 2024 [27 Jan 2025],

https://www.censtatd.gov.hk/en/press_release_detail.html?id=5545#:~:text=A%20visible%20trade%20deficit%20of%20%24379.7%20billion%2C%20equivalent%20to%207.7,of%20goods%20decreased%20by%201.1%25.

⁵ Census and Statistics Department Hong Kong. Number of resident departures from the Hong Kong airport control point from 2016 to 2024 (in millions)

https://www.censtatd.gov.hk/en/data/stat_report/product/B1010002/att/B10100022025MM02B0100.pdf

⁶ Census and Statistics Department Hong Kong. Consumption expenditure of overnight visitors from the mainland of China in Hong Kong from 2013 to 2024 (in million Hong Kong dollars)

https://www.censtatd.gov.hk/en/web_table.html?id=650-80003

⁷ Colliers. *Hong Kong Hospitality Insights | 2024 Overview & 2025 Outlook*,

<https://www.colliers.com/en-hk/research/hong-kong-hospitality-insights-2024-and-2025-outlook>

1.43 E-commerce Market in Hong Kong

1.43.1 Hong Kong's e-commerce market is rapidly expanding, driven by the region's distinct advantages. These include its densely populated urban environment, a tech-savvy population, and a high household broadband penetration rate of 96.9% as of early 2025⁸. The convenience offered by e-commerce businesses, such as broader selections of goods on one-stop platforms, competitive pricing, improved logistics & global reach, further enhance its appeal. Social media integration, including KOL marketing and live commerce, has further fueled consumers' desire to purchase online. The Hong Kong e-commerce market is projected to grow to US\$5.34 billion by 2025, with anticipated annual growth rate (CAGR 2025-2029) of 7.87%, resulting in a projected market volume of US\$7.24 billion by 2029.⁹

1.43.2 Hong Kong ranks 11th worldwide for logistics capabilities and third for international shipments¹⁰. Its advanced digital infrastructure contributed as a significant driver of this expansion. This infrastructure not only supports domestic e-commerce but also facilitates cross-border trade.

1.44 National Policy

1.44.1 The 14th Five-Year Plan for the National Economic and Social Development and the Long Range Objectives Through the Year 2035 has laid down a plan for the development of e-commerce during the 14th Five-Year Plan period. By 2035, e-commerce is projected to be a major driver of the Chinese Mainland's economic and technological advancements, facilitating efficient resource allocation and becoming a crucial component of the Chinese Mainland's modern economic system.

1.45 Government Support

1.45.1 The Government continued to enhance Hong Kong's economic ties with the Chinese Mainland and improve trade and investment relations with foreign economies in 2024, by visiting several Chinese Mainland cities and international markets to promote Hong Kong's business advantages and opportunities, as well as to strengthen bilateral economic and trade relations. Hong Kong also signed a protocol to amend its Free Trade Agreement (FTA) with ASEAN, an Investment Promotion and Protection Agreement (IPPA) with Bahrain, and a FTA with Peru in 2024.

1.45.2 In the 2023 Policy Address, it was announced that an inter-departmental E-commerce Development Task Force has been established to support Hong Kong's SMEs in expanding their e-commerce presence on the Chinese Mainland. Key initiatives include organising Hong Kong Shopping Festivals on e-commerce platforms to boost brand awareness and launching the "E-commerce Easy" programme to provide up to \$1 million for e-commerce projects (with a total funding limit of \$7 million).

⁸ Office of the Communications Authority. *Key Communications Statistics*.
https://www.ofca.gov.hk/en/news_info/data_statistics/key_stat/index.html

⁹ Statista. (2025). *eCommerce - Hong Kong*. Statista.
<https://www.statista.com/outlook/emo/ecommerce/hong-kong?currency=USD>

¹⁰ Logistics Performance Index (2023). <https://lpi.worldbank.org/international/global>

1.45.3 With a view to developing Hong Kong into a cross-border electronic commerce (e-commerce) logistics and distribution centre, it was announced in the 2024 Policy Address that the Government will review existing procedures to enhance the efficiency of cross-border goods' distribution within 2025. This initiative will tie in with various support measures of the Government for assisting small and medium enterprises (SMEs) in developing the Chinese Mainland and the Association of Southeast Asian Nations (ASEAN) e-commerce markets and promoting Hong Kong brands including:

- Expand the geographical coverage of “E-commerce Easy” to the 10 ASEAN countries
- Inject \$1 billion into the BUD Fund and provide targeted funding support for enterprises to implement green transformation projects
- Launch the Hong Kong Shopping Festival in the next two years and hold it in the ASEAN market in due course

1.46 Development of Low-altitude Economy

1.46.1 The Chief Executive announced the formation of the Working Group on Developing Low-altitude Economy in the 2024 Policy Address, with key initiatives including the Regulatory Sandbox, Legislative Enhancements, Low-altitude Infrastructure Planning and Greater Bay Area Corridor. It is believed that the Low-altitude Economy has significant potential for widespread application across various industries and provide a boost to Hong Kong’s economy.

1.46.2 The development of the Low-altitude Economy also presents a unique opportunity for the e-commerce industry in Hong Kong. By enhancing delivery efficiency, reducing costs, expanding service areas, and providing data-driven insights, drones can revolutionise how e-commerce operates in the city.

1.47 Trade Single Window

1.47.1 To maintain Hong Kong's trade competitiveness and logistics hub status, the Government of the Hong Kong Special Administrative Region is developing a Trade Single Window to provide a one-stop electronic platform for the trading community to lodge import and export trade documents with the Government, targeted to be fully implemented by 2027. The implementation of the Trade Single-window will save time and costs for traders and boost cargo clearance efficiency in Hong Kong through improvement of document submission processes among relevant government departments and the trade sector.

1.48 Sustainability

1.48.1 Sustainability is increasingly influencing the business landscape in Hong Kong, driven by a shift in consumer behavior and expectations. Modern consumers are more aware of environmental issues and prefer brands that demonstrate a commitment to sustainability. This trend encourages businesses to adapt their marketing strategies and product offerings, focusing on eco-friendly materials, ethical sourcing, and sustainable packaging. Brands that prioritise sustainability not only attract environmentally conscious consumers but also enhance their reputation and customer loyalty in a competitive market.

1.48.2 Operationally, companies are adopting green logistics and re-evaluating their supply chains to minimise their environmental impact. This includes optimising delivery routes, using electric vehicles, and sourcing materials sustainably. Moreover, the evolving regulatory environment in Hong Kong supports sustainability through policies and incentives, encouraging businesses to invest in green technologies. By embracing sustainability, companies can not only address environmental concerns but also tap into new markets and foster innovation, ultimately strengthening their position in the industry.

1.49 Cybersecurity

1.49.1 Cybersecurity has become a critical concern for businesses worldwide, particularly in the rapidly growing e-commerce sector. In 2024, The Hong Kong Computer Emergency Response Team Coordination Centre (HKCERT) handled 12,536 security incidents, with phishing making up more than half of these cases, representing a 108% increase from 2023. This marks the highest level of phishing incidents in five years. The number of phishing-related links exceeded 48,000, reflecting a 150% year-over-year rise. The banking, finance, and e-payment sectors were the primary targets, followed by social media, instant messaging, e-commerce, technology firms, and public services¹¹.

1.49.2 Cybersecurity plays a critical role in consumer decision-making. If e-commerce platforms cannot assure customers of their data security, they risk losing potential sales and market share. Moreover, it can be a barrier for businesses in expanding their online operations, which can limit the potential of e-commerce growth in the region.

1.49.3 To build a secure e-commerce environment that fosters consumer confidence, companies are increasing their budgets on cybersecurity, focusing on advanced technologies such as artificial intelligence and machine learning to combat threats. The need for effective cybersecurity also leads to a demand for trained personnel capable of managing these challenges.

Major Recommendations

Based on the manpower analysis derived from the survey findings and the business outlook of the retail industry, the following recommendations are proposed to meet the training needs and to ease the problem of current and potential manpower shortage.

1.50 Government

Funding and incentives

¹¹ HKCERT. HKCERT Unveils "Hong Kong Cyber Security Outlook 2025" Phishing Hits Five-year High Vulnerabilities in Supply Chain and AI Content Hijacking Emerge as Key Risks Over Half of Enterprises Fear Cyber Attacks on IoT Digital Signages, <https://www.hkcert.org/press-centre/hkcert-unveils-hong-kong-cyber-security-outlook-2025-phishing-hits-five-year-high-vulnerabilities-in-supply-chain-and-ai-content-hijacking-emerge-as-key-risks-over-half-of-enterprises-fear-cyber-attacks-on-iot-digital-signages>

1.50.1 To ensure that the workforce remains competitive and up-to date with industry development, the Government should continue providing funding and incentives such as the SME Export Marketing Fund, Innovation and Technology Fund and Cyberport Creative Micro Fund, for promotion of e-commerce.

Talent Recruitment

1.50.2 The Manpower Survey results indicated an increase in number of vacancies for Import/Export Trades companies in 2024 over 2020. To tackle the current manpower shortage, the government should continue to recruit talent from the Chinese Mainland and overseas through initiatives like the Top Talent Pass Scheme and the Admission Scheme for the Chinese Mainland Talents and Professionals. The Government should also regularise the Vocational Professionals Admission Scheme to encourage non-local students to stay in Hong Kong after graduation and work in skilled trades related to their fields of study, with the aim of bringing in individuals who can help address skill gaps in the industry.

1.50.3 The Government should also attract talent by strengthening its effort in fostering the exchange of talents in the Greater Bay Area such as the implementation of the "Greater Bay Area Youth Employment Scheme - Arrangements for the Chinese Mainland Youth to Work in Hong Kong" since 2025.

1.51 Training Institutions

Collaboration with Industry Partners

1.51.1 Training Institutions should collaborate with industry partners to provide secondary school and VPET students with practical experiences, such as industry visits, job shadowing, project collaborations, and internships. This exposure will help young talents gain insights into potential career paths, encouraging more individuals to consider starting their careers in the industry.

Outreach to Secondary Schools

1.51.2 Implement life planning education through the Business-School Partnership Programme by the Education Bureau, VTC's 「專+導航」 Campaign, and other initiatives to inform students, parents, teachers, career masters, and principals about industry trends, career opportunities and VPET pathways, and professional development in the relevant sectors.

In-service Training

1.51.3 According to the Manpower Survey results, employers reported that one of the main challenges in recruitment across all branches and job levels was “candidates lack relevant working experiences and training” (31.6%-100%). To cater to the needs of manpower training, training institutions should offer in-service training for emerging skills that are critical for the development of e-commerce sector (e.g. cybersecurity, GenAI, data analytics...etc.). Training institutions should regularly review the programme curriculum and seek advice from the industry partners to ensure the training programmes meet the needs of the industry. In view of the tight working schedule of the

working professionals, short and focused programmes should be developed with E-learning programmes offered as an alternative remote training option.

1.52 Employers

Attractive remuneration packages

1.52.1 “Compensation and benefits system” was reported in the Manpower Survey results as the employers’ major challenge in recruitment across all branches and job levels (42%-93.9%). To attract and retain talents, employers should consider offering competitive salaries, flexible work arrangements, health and wellness benefits, remote work options or part time options, learning opportunities, and performance-based incentives. Flexibility in work hours has become increasingly essential as employees prioritise achieving a better work-life balance.

Utilization of Government Funding Schemes in offering staff training

1.52.2 To encourage the workforce to participate in upskill training, employers should utilize the available funding schemes for e-commerce sectors (e.g. New Industrialisation and Technology Training Programme (NITTP)).

1.52.3 The NITTP is government initiatives designed to support the development of the advanced technology including the e-commerce sector and enhance the skills of the workforce. It aims at subsidising local companies registered in Hong Kong on a 2:1 matching basis to train their staff in advanced technologies. It offers a maximum funding support of up to HK\$500,000 for each enterprise per financial year.

1.53 Graduates and Employees

Continuous training and upskilling opportunities

1.53.1 According to the Manpower Survey results, employers from Import/Export and Wholesale trade industries indicated preference of higher education level for candidates in 2024 over 2020 across all job levels. In addition, the top three training areas required were Customer Relationship Management, Product Management & E-commerce Operation.

1.53.2 In view of the change in employers’ preference of education level and the training needs stated in the survey results, graduates and employees should proactively seek continuous education opportunities via formal courses, in-service training, or self-directed learning in emerging technologies. They can take advantage of government funding or subsidized/free training (e.g. free seminars/online courses organized by the Trade Development Council) to enhance their skills throughout their careers, ensuring they remain competitive in a fast-changing job market. The employees should also stay open and broaden their horizons through opportunities such as the Greater Bay Area Youth Employment Scheme, which provides young people with valuable employment opportunities and experience in the region.

1.53.3 Employees are recommended to utilise the Continuing Education Fund (CEF) to pursue continuing education and training for lifelong learning, reskilling and better preparing themselves for

the job market.

2 Introduction

Background

2.1 The Merchandise Trading and E-commerce Industry (MTE) replaced the former Import / Export / Wholesale Trades Industry (IEW) with effect from 1 April 2023.

2.2 The Merchandise Trading and E-commerce Training Board (Training Board) of the Vocational Training Council (VTC) is appointed by the Government of the Hong Kong Special Administrative Region (HKSAR) to analyse the manpower situation and training needs of the Merchandise Trading and E-commerce Industry. The Training Board comprises members nominated by major trade associations, trade unions, professional bodies, educational and training institutions and Government departments. The Working Party of the Manpower Survey is formed by selected members of the Training Board. The membership and terms of reference of the Training Board, as well as the members in the Working Party are listed in **Appendices 1, 2 and 3**.

2.3 The MPS of MTE will be conducted every four years, followed by two periodic manpower updates supplemented with information collected from focus groups and desk research to better reflect the changing trends of the manpower situation. This manpower survey mainly focuses on the analysis of technical manpower, which refers to the personnel who are expected to apply the industrial knowledge and technical skills required to complete the work assigned.

2.4 The Training Board conducted the MPS of MTE 2024 from October 2024 to January 2025, with the data reference date on 1 October 2024 (hereinafter referred as MPS of MTE of 2024). This report presents the survey findings and analysis of the latest manpower situation in the MTE Industry and proposes recommendations on the manpower development to different stakeholders of the industry, including employers, employees and training providers by making reference to the business outlook.

Objectives

2.5 The objectives of this manpower survey are:

- (a) To collect up-to-date manpower information by branches, job levels and principal jobs in the industry;
- (b) To assess the technical manpower structure;
- (c) To forecast the training requirements in the near future; and
- (d) To recommend to the VTC and relevant stakeholders the talent development strategies to meet the manpower needs.

Survey Coverage

2.6 The MPS of MTE 2024 covered companies in 3 branches of the industry. Apart from Import / Export Trades and Wholesale Trades, retail companies with E-commerce business were newly added in the coverage of 2024 Survey.

2.7 The survey covered the following branches:

- Import / Export Trades
- Wholesale Trades
- Retail Companies with E-commerce Business

3 Methodology

Sample Design

3.1 In the MPS of MTE 2024, based on the Hong Kong Standard Industrial Classification list from the Census and Statistics Department (C&SD) of the HKSAR Government, the survey covered around 94 000 companies in different branches of the industry. By adopting the stratified random sampling method for selecting companies from the Central Register of Establishments of the C&SD, and the inclusion of supplementary samples recommended by the Training Board, a total of 988 companies were selected for the survey.

Questionnaire Design

3.2 The questionnaire designed for the survey comprised two parts. Part I collected quantitative manpower information by job levels and by principal jobs, and Part II collected supplementary information related to the industry’s manpower situation. The list of principal jobs was defined by the Training Board with detailed job descriptions given for each job, and was classified into different job natures and job levels as follows:

<u>Job natures</u>	<u>Job levels</u>
<ul style="list-style-type: none">• Merchandise Trading Employees• E-commerce Employees	<ul style="list-style-type: none">• Managerial Level• Supervisory Level• Operative / Clerical Support Level

3.3 While job titles adopted in the companies might vary with the descriptions of the principal jobs, respondents were asked to provide manpower information corresponding to the job descriptions and the skill levels of the principal jobs. The definition of terms and the survey documents, including a sample questionnaire, explanatory notes and job descriptions for the principal jobs are given in **Appendices 4 and 5**.

Data Collection

3.4 Data collection for MPS of MTE 2024 was carried out between October 2024 and January 2025. A pack of survey documents was given to each sampled company. The respondents of the companies were asked to provide manpower information of their companies at the time of the survey with the reference date on 1 October 2024. During the fieldwork period, enumerators assisted the respondents to complete the questionnaire through phone calls or on-site visits.

3.5 In particular for retail companies with E-commerce business, in order to reflect a more complete picture of the E-commerce sector, the manpower figures collected from the MPS of MTE of 2024 were supplemented by relevant figures extracted from the Manpower Survey of Retail Trade of 2024 conducted in April 2024. Please refer to the table below for more details.

Collected from MPS of MTE 2024 (Conducted in Oct 2024)	Extracted from MPS of RT 2024 (Conducted in Apr 2024)
<ul style="list-style-type: none">● Online retail stores >=20 employees● Physical retail stores >=100 employees● Companies running business on the selected e-commerce platform	<ul style="list-style-type: none">● Online retail stores < 20 employees● Physical retail stores <100 employees

3.6 The following observations / challenges were encountered during this survey:

- The nature of e-commerce is inherently international and often operates across borders. It is common for companies to hire employees from the Chinese Mainland, ASEAN countries, or other regions with lower labour costs. This offshore manpower cannot be captured in the survey and does not count as local manpower or contribute to job vacancies.
- Another significant challenge is identifying e-commerce companies, particularly traditional businesses that are transforming and entering the e-commerce sector. Many of these companies cater to niche markets, such as handmade goods, which often lack extensive advertising and can be difficult to locate. For example, small artisans producing bespoke furniture may operate exclusively online, remaining largely invisible in broader market assessments. Further, the emergence of new platforms and technologies, such as live streaming commerce, introduces new players who may not be adequately captured in existing analyses. The absence of a comprehensive database listing all e-commerce businesses in Hong Kong necessitates reliance on various incomplete sources, ultimately resulting in gaps in our insights and projections.
- Many job roles in e-commerce are not exclusively centred on e-commerce activities. As numerous businesses adopt an omnichannel approach that integrates online and offline sales channels, employees often find themselves managing both e-commerce operations and traditional retail functions. This complexity in job roles complicates the classification of “e-commerce employees” within the primary job categories outlined in the questionnaire.

3.7 Various measures were taken to assure the quality of the data collection process. These included prior fieldwork preparation, thorough training of fieldwork staff, monitoring of the fieldwork execution, measures to increase the response rate, checking of the completed

questionnaires, double data entry and validation and verification of the collected data. The list of quality control measures is shown in **Appendix 6**.

Data Analysis

3.8 In the MPS of MTE 2024, among the 563 valid sampled companies, 460 were successfully enumerated which contributed to an effective response rate of 81.7%¹². Taking into account (a) the satisfactory response rate of individual branches, (b) the satisfactory response rate from a majority of prominent and sizeable companies, and (c) the grossing-up of the sample results based on the statistically-grounded method, it could be concluded that the survey findings presented in this report contributed to a significant level of representativeness of the MTE Industry. The response rate achieved for individual branches was also adequate to produce meaningful breakdown by branch. The response profile is shown in **Appendix 7**.

Manpower Projection Methodology

3.9 The Training Board adopts a forecasting method which rests on the weighted averages of historical data for projecting manpower demand of the Wholesale trade. Taking into consideration of the historical manpower data with heavier weighting given to the recent data, market trends in a longer term, technological developments of the industry and other socio-economic determinants, the Training Board made the decision on the manpower projection for the period from 2025 to 2028. Details of the projection methodology are provided in **Appendix 8(A)**.

3.10 The approach of statistical modelling for projecting the manpower demand of the Import and Export trades was adopted for the period from 2025 to 2028. The statistical model is built by considering relevant economic indicators which reflect important changes in the local economy, demography and labour market. Details of the projection methodology are provided in **Appendix 8(B)**.

3.11 The retail companies with E-commerce business were firstly included in the survey, its manpower trend in the coming year was based on the employers' forecast of the number of full-time employees provided in the manpower surveys.

¹² Sampled companies which were relocated to unknown addresses, had unreachable responsible persons, had ceased operation or without relevant technical staff, etc. at the time of survey were classified as invalid samples.

4 Survey Findings

4.1 Overview of Manpower Situation

4.1.1 A total of 314 709 full-time employees were engaged in the Merchandise Trading and E-commerce Industry. Moreover, there were a total of 3 013 full-time vacancies. Aggregating the total number of full-time employees and vacancies, it was estimated that there were a total of 317 722 posts. Besides, the employers being surveyed expected that 519 new posts will be recruited in the next 12 months.

4.1.2 For both full-time employees and vacancies, Merchandise Trading employees and vacancies accounted for the largest proportions (94.6% and 90.1% respectively).

Table 4.1 Overview of manpower situation

No. of full-time employees	No. of full-time vacancies
314 709	3 013
↓	↓
Merchandise Trading employees 297 788	Merchandise Trading vacancies 2 714
E-commerce employees 16 921	E-commerce vacancies 299

Notes: “Vacancies” refer to those unfilled, immediately available job openings for which the establishment is actively trying to recruit personnel as at survey reference date.

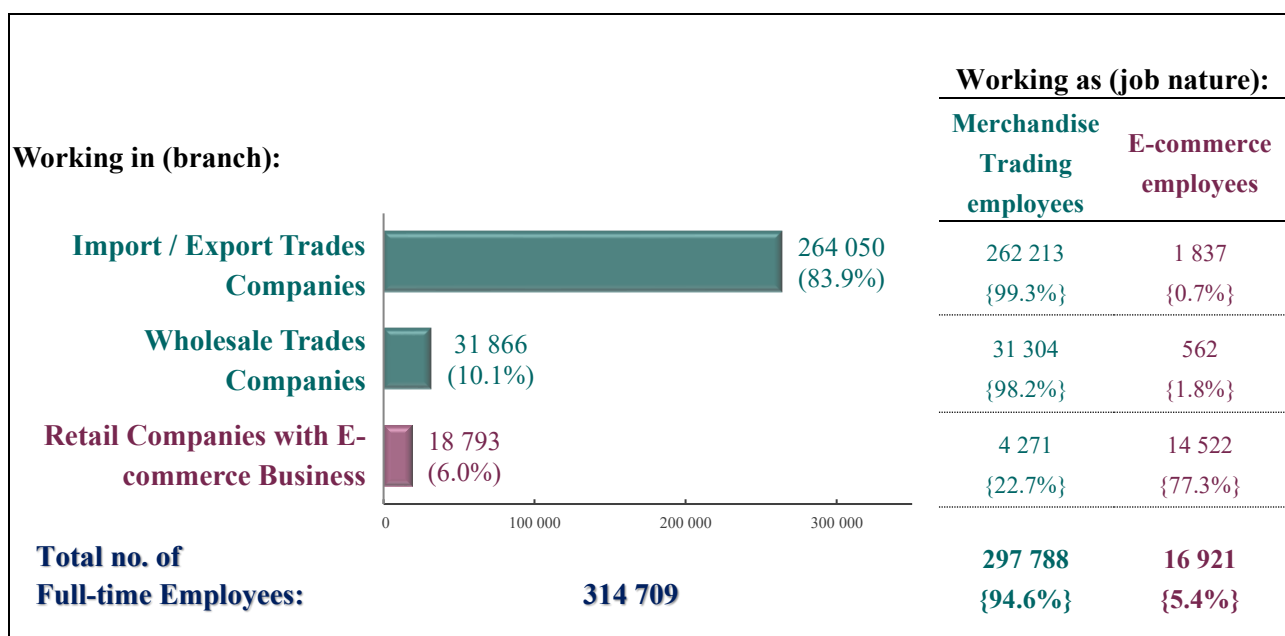
4.2 Number of Full-time Employees

By Branch and Job Nature

4.2.1 Among the 314 709 full-time employees, the majority were working in Import / Export Trades companies (83.9%; 264 050 persons), followed by Wholesale Trades companies (10.1%; 31 866 persons).

4.2.2 Analysed by job nature, among the 314 709 full-time employees, the majority were employees who engaged in principal jobs involving Merchandise Trading (94.6%; 297 788 persons). The proportion of employees who engaged in principal jobs involving e-commerce operation was higher among retail companies with E-commerce Business (77.3%; 14 522 persons).

Chart 4.2 Number of full-time employees – by branch and job nature



Notes: () denotes percentages of the respective branch.

{ } denotes percentages of the respective job nature among the respective branch.

By Branch and Job Level

4.2.3 The largest proportion of full-time employees were working in the operative / clerical support level (60.8%; 191 451 persons), more than one-quarter in supervisory level (27.4%; 86 385 persons) and more than one-tenth in managerial level (11.7%; 36 873 persons).

4.2.4 Analysing by branch, the percentage of operative / clerical support level was relatively higher in Wholesale Trades companies (68.0%), as compared with their counterparts (below 63% respectively).

Table 4.2a Number of full-time employees – by branch and job level


	OVERALL		Import / Export Trades Companies		Wholesale Trades Companies		Retail Companies with E-commerce Business	
	No. of full- time employees	(%)	No. of full- time employees	(%)	No. of full- time employees	(%)	No. of full- time employees	(%)
Managerial	36 873	11.7%	32 443	12.3%	2 915	9.1%	1 515	8.1%
Supervisory	86 385	27.4%	73 654	27.9%	7 279	22.8%	5 452	29.0%
Operative / Clerical Support	191 451	60.8%	157 953	59.8%	21 672	68.0%	11 826	62.9%
Total:	314 709	100.0%	264 050	100.0%	31 866	100.0%	18 793	100.0%


Prominent Principal Jobs

4.2.5 In Import / Export Trades companies, the most prominent principal job was Sales Representative (24.2%), followed by Shipping Clerk (10.9%), Merchandiser (10.3%) and Sales Executive (10.2%). For the Wholesale Trades companies, the top 3 prominent principal jobs were Sales Representative (35.9%), Sales Executive (14.5%) and Shipping Clerk (8.1%). For retail companies with E-commerce Business, Sales and Marketing Assistant / Associate; E-commerce Assistant / Associate (49.0%) was the top prominent principal job, followed by Sales and Marketing Executive / Officer; E-commerce Executive / Officer (20.7%) and Warehouse Clerk (4.5%).

Table 4.2b Top 3 prominent principal jobs – by branch and job level

	Principal Jobs	No. of full-time employees	% among all full-time employees in the respective branch
Import / Export Trades Companies (Total: 264 050 full-time employees)	Sales Manager	12 433	4.7%
	Merchandising Manager; Buyer	8 401	3.2%
	Business Development Manager	4 597	1.7%
	Merchandiser	27 136	10.3%
	Sales Executive	26 937	10.2%
	Business Development Officer	3 867	1.5%
	Sales Representative	64 012	24.2%
	Shipping Clerk	28 763	10.9%
	Warehouse Clerk	20 224	7.7%
Wholesale Trades Companies (Total: 31 866 full-time employees)	Sales Manager	1 146	3.6%
	Merchandising Manager; Buyer	924	2.9%
	Business Development Manager	349	1.1%
	Sales Executive	4 630	14.5%
	Merchandiser	1 034	3.2%
	Business Development Officer	412	1.3%
	Sales Representative	11 442	35.9%
	Shipping Clerk	2 568	8.1%
	Warehouse Clerk	2 479	7.8%
Retail Companies with E-commerce Business (Total: 18 793 full-time employees)	E-commerce Manager	517	2.8%
	Merchandising Manager; Buyer	246	1.3%
	Sales Manager	100	0.5%
	Sales & Marketing Executive / Officer; E-commerce Executive / Officer	3 892	20.7%
	Logistics / Warehouse / Shipping Officer	449	2.4%
	Merchandiser	272	1.4%
	Sales & Marketing Assistant / Associate; E-commerce Assistant / Associate	9 211	49.0%
	Warehouse Clerk	839	4.5%
	Logistics Assistant; Shipping Clerk	577	3.1%

 Managerial Level

 Supervisory Level

 Operative / Clerical Support Level

4.3 Number of Full-time Vacancies

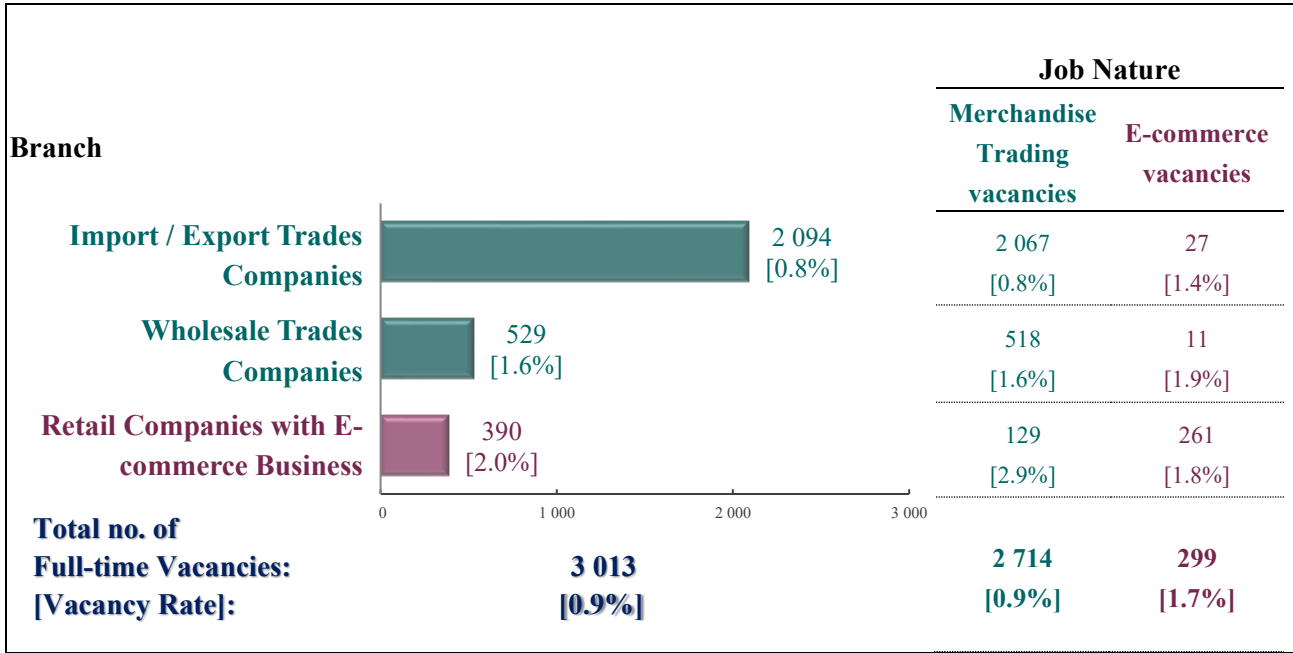
By Branch and Job Nature

4.3.1 A total of 3 013 full-time vacancies were reported, representing a vacancy rate of 0.9% (i.e. vacancies as a percentage of the total number of employees and vacancies).

4.3.2 Similar to the distribution of full-time employees, relatively more vacancies were found in Import / Export Trades companies (2 094 vacancies). Among the 3 branches, slightly higher vacancy rate was found in retail companies with E-commerce Business (2.0%).

4.3.3 Further analysed by job nature in the respective branch, a relatively higher vacancy rate was found for Merchandise Trading vacancies in retail companies with E-commerce Business (2.9%).

Chart 4.3 Number of full-time vacancies – by branch and job nature



Vacancy rate = $\frac{\text{No. of full-time vacancies}}{\text{Total no. of posts (full-time employees + full-time vacancies)}}$ (for the respective branch & job nature)

By Branch and Job Level

4.3.4 In overall, a larger number of full-time vacancies were jobs in the operative / clerical support level (2 345 vacancies). The corresponding vacancy rate was also higher (1.2%) amongst the 3 job levels. Further analysed by branch of the respective job level, the largest number of vacancies was operative / clerical support level in Import / Export Trades companies (1 521 vacancies). In terms of vacancy rate, a relatively higher vacancy rate was found for operative / clerical support level in retail companies with E-commerce Business (2.7%).

Table 4.3a Number of full-time vacancies – by branch and job level

	OVERALL		Import / Export Trades Companies		Wholesale Trades Companies		Retail Companies with E-commerce Business	
	No. of full-time vacancies	Vacancy rate	No. of full-time vacancies	Vacancy rate	No. of full-time vacancies	Vacancy rate	No. of full-time vacancies	Vacancy rate
Managerial	137	[0.4%]	125	[0.4%]	2	[0.1%]	10	[0.7%]
Supervisory	531	[0.6%]	448	[0.6%]	27	[0.4%]	56	[1.0%]
Operative / Clerical Support	2 345	[1.2%]	1 521	[1.0%]	500	[2.3%]	324	[2.7%]
Total:	3 013	[0.9%]	2 094	[0.8%]	529	[1.6%]	390	[2.0%]


Vacancy rate = $\frac{\text{No. of full-time vacancies}}{\text{Total no. of posts (full-time employees + full-time vacancies)}}$ (for the respective branch & job level)


Prominent Vacancies

4.3.5 The prominent vacancies were also the common principal jobs, including: Sales Representative, Shipping Clerk, Warehouse Clerk and Sales and Marketing Assistant / Associate; E-commerce Assistant / Associate.

Table 4.3b Top 3 prominent vacancies – by branch and job level

	Prominent Vacancies	No. of full-time vacancies	% among all full-time vacancies in the respective branch
Import / Export Trades Companies (Total: 2 094 full-time vacancies)	Sales Manager	60	2.9%
	Merchandising Manager; Buyer	39	1.9%
	Engineering Manager	19	0.9%
	Merchandiser	234	11.2%
	Sales Executive	145	6.9%
	Logistics Officer	45	2.1%
	Sales Representative	864	41.3%
	Shipping Clerk	222	10.6%
	Warehouse Clerk	121	5.8%
Wholesale Trades Companies (Total: 529 full-time vacancies)	Sales Manager	2	0.4%
	Marketing Executive	14	2.6%
	Sales Executive	12	2.3%
	Sales Engineer	1	0.2%
	Sales Representative	436	82.4%
	Warehouse Clerk	22	4.2%
	Logistics Assistant	14	2.6%
Retail Companies with E-commerce Business (Total: 390 full-time vacancies)	Logistics Manager	3	0.8%
	Warehouse Manager	3	0.8%
	Sales Manager	2	0.5%
	E-commerce Manager	2	0.5%
	Logistics / Warehouse / Shipping Officer	19	4.9%
	Sales & Marketing Executive / Officer; E-commerce Executive / Officer	18	4.6%
	Business Development Officer	7	1.8%
	Sales & Marketing Assistant / Associate; E-commerce Assistant / Associate	235	60.3%
	Warehouse Clerk	51	13.1%
	Logistics Assistant; Shipping Clerk	22	5.6%

 Managerial Level

 Supervisory Level

 Operative / Clerical Support Level

4.4 Posts to be Newly Recruited in the Next 12 Months

4.4.1 The number of posts to be newly recruited in the next 12 months was only collected for Import/Export and Wholesale Trades companies only, but not for Retail companies with E-commerce Business. The employers being surveyed expected that 519 new posts will be recruited in the next 12 months. The majority of new posts were found in Import / Export Trades companies (86.3%).

4.4.2 In terms of job levels, similar to the distribution of full-time employees, most of the new posts were jobs at operative / clerical support level (67.6%). Across different branches, new posts at operative / clerical support level also accounted for the largest part (about 66% - 78% in the respective branch).

Table 4.4a Number of posts to be newly recruited in the next 12 months – by branch and job level

	Wholesale and Import / Export Trades companies		Import / Export Trades Companies		Wholesale Trades Companies	
	No. of new posts	(%)	No. of new posts	(%)	No. of new posts	(%)
Managerial	42	8.1%	39	8.7%	3	4.2%
Supervisory	126	24.3%	113	25.2%	13	18.3%
Operative / Clerical Support	351	67.6%	296	66.1%	55	77.5%
Overall:	519	100.0%	448	100.0%	71	100.0%
% among branches		100.0%		86.3%		13.7%

4.4.3 The most prominent new post was Sales Representative (148 new posts), followed by Promoter (63 new posts) and Warehouse Clerk (54 new posts).

Table 4.4b Top 5 prominent new posts

	No. of new posts
Sales Representative	148
Promoter	63
Warehouse Clerk	54
Shipping Clerk	46
Sales Executive	42

 Managerial Level
  Supervisory Level
  Operative / Clerical Support Level

4.5 Average Monthly Remuneration Package

4.5.1 In overall, the average monthly remuneration package for full-time employees of managerial level is commonly in the range of \$30,001 - \$50,000 (62.4%). They were followed by \$20,001 - \$30,000 (86.4%) for supervisory level, and \$15,001 - \$25,000 (87.2%) for operative / clerical support level.

4.5.2 Comparing between different branches, supervisory level in Wholesale Trades companies tended to have higher income than those in other branches. They were commonly in the income range of \$25,001 - \$30,000 (60.0%), as compared with below 46% in other branches.

Table 4.5 Average monthly remuneration package – by branch and job level

	Over \$50,000	\$30,001 - \$50,000	\$25,001 - \$30,000	\$20,001 - \$25,000	\$15,001 - \$20,000	\$15,000 or below	No. of full-time employees
OVERALL							
Managerial	11.1%	62.4%	25.0%	1.5%	<0.05%	0.0%	36 873
Supervisory	0.0%	10.5%	45.1%	41.3%	3.1%	0.0%	86 385
Operative / Clerical Support	0.0%	0.0%	5.3%	31.5%	55.7%	7.5%	191 451
Import / Export Trades Companies							
Managerial	11.6%	62.4%	24.7%	1.3%	<0.05%	0.0%	32 443
Supervisory	0.0%	10.9%	45.7%	41.4%	2.1%	0.0%	73 654
Operative / Clerical Support	0.0%	0.0%	6.0%	32.0%	54.0%	8.0%	157 953
Wholesale Trades Companies							
Managerial	5.3%	65.2%	27.5%	2.0%	0.0%	0.0%	2 915
Supervisory	0.0%	13.4%	60.0%	26.5%	0.1%	0.0%	7 279
Operative / Clerical Support	0.0%	0.0%	3.2%	29.2%	64.0%	3.6%	21 672
Retail Companies with E-commerce Business							
Managerial	11.7%	56.9%	25.6%	5.8%	0.0%	0.0%	1 515
Supervisory	0.0%	1.8%	15.8%	60.4%	22.1%	0.0%	5 452
Operative / Clerical Support	0.0%	0.0%	0.1%	28.9%	64.4%	6.7%	11 826

denotes prominent ranges of remuneration package in the respective job level of the respective branch.

4.6 Preferred Education Level

4.6.1 In overall, the majority of full-time employees at managerial level were required to attain first degree level (87.5%). Sub-degree and diploma / certificate were most preferred for supervisory level (82.2%), while most of those at operative / clerical support level were only required to attain diploma / certificate or secondary 4 to 7 (90.5%).

4.6.2 Comparing between different branches, employees at managerial level in import / export trades companies and retail companies with E-commerce Business tended to have higher levels of educational requirements. 88.3% and 90.4% respectively of those at managerial level were expected to have first degree level, whereas the corresponding percentage in wholesale trades companies was relatively lower (77.4%).

Table 4.6 Preferred education level – by branch and job level

	Post-graduate degree	First degree	Sub-degree	Diploma / certificate	Secondary 4 to 7	Secondary 3 or below	No. of full-time employees
OVERALL							
Managerial	0.2%	87.5%	4.5%	7.7%	0.1%	0.0%	36 873
Supervisory	0.0%	14.6%	50.7%	31.5%	3.2%	0.0%	86 385
Operative / Clerical Support	0.0%	0.4%	6.6%	41.2%	49.3%	2.6%	191 451
Import / Export Trades Companies							
Managerial	0.2%	88.3%	4.0%	7.4%	0.1%	0.0%	32 443
Supervisory	0.0%	15.2%	53.4%	30.3%	1.1%	0.0%	73 654
Operative / Clerical Support	0.0%	0.4%	7.5%	43.6%	46.2%	2.2%	157 953
Wholesale Trades Companies							
Managerial	0.0%	77.4%	11.3%	11.3%	0.0%	0.0%	2 915
Supervisory	0.0%	13.0%	41.3%	43.6%	2.1%	0.0%	7 279
Operative / Clerical Support	0.0%	0.0%	0.6%	31.5%	63.1%	4.8%	21 672
Retail Companies with E-commerce Business							
Managerial	0.0%	90.4%	3.1%	6.5%	0.0%	0.0%	1 515
Supervisory	0.0%	8.0%	26.7%	31.0%	34.4%	0.0%	5 452
Operative / Clerical Support	0.0%	0.0%	3.9%	26.4%	66.2%	3.5%	11 826

denotes prominent preferred education levels in the respective job level of the respective branch.

4.7 Preferred Years of Experience

4.7.1 Similar to the average monthly remuneration package and preferred education level, the preferred years of experience correlated with job levels. In overall, employers tended to require full-time employees at managerial level to have 3 years to less than 10 years of experience (80.8%). The most preferred years of experience for those at supervisory level was 3 years to less than 6 years (63.3%), while most of those at operative / clerical support level were only required to have less than 3 years of experience (89.8%).

4.7.2 The preferred years of experience for employees at managerial level in retail companies with E-commerce Business tended to be longer. 66.7% of those at managerial level were expected to have experience of 6 years to less than 10 years, whilst the corresponding percentages in other branches were relatively lower (below 52%).

Table 4.7 Preferred years of experience – by branch and job level

	10 years or more	6 – < 10 years	3 – < 6 years	1 – < 3 years	< 1 year / no experience required	No. of full-time employees
OVERALL						
Managerial	17.7%	49.9%	30.8%	1.5%	0.0%	36 873
Supervisory	0.0%	7.2%	63.3%	29.5%	0.05%	86 385
Operative / Clerical Support	0.0%	0.0%	10.2%	50.5%	39.3%	191 451
Import / Export Trades Companies						
Managerial	18.2%	49.0%	31.1%	1.6%	0.0%	32 443
Supervisory	0.0%	6.7%	64.8%	28.5%	0.0%	73 654
Operative / Clerical Support	0.0%	0.0%	11.7%	50.9%	37.4%	157 953
Wholesale Trades Companies						
Managerial	12.4%	51.3%	35.4%	0.9%	0.0%	2 915
Supervisory	0.0%	2.8%	62.9%	34.3%	0.0%	7 279
Operative / Clerical Support	0.0%	0.0%	2.4%	49.6%	48.0%	21 672
Retail Companies with E-commerce Business						
Managerial	16.7%	66.7%	16.0%	0.6%	0.0%	1 515
Supervisory	0.0%	19.6%	42.8%	36.9%	0.8%	5 452
Operative / Clerical Support	0.0%	0.0%	3.7%	45.8%	50.5%	11 826

denotes prominent preferred years of experience in the respective job level of the respective branch.

4.8 Employees Left and Recruited in the Past 12 Months

Employees Left

4.8.1 A total of 16 169 full-time employees have left their companies during the 12 months before enumeration. The turnover rate (i.e. the number of full-time employees left as a percentage of the total number of posts) was 5.1%. Analysed by branch, higher turnover rate was found in retail companies with E-commerce Business (7.7%). Across different job levels, the highest turnover rate was recorded for operative / clerical support level (7.1%).

Employees Recruited

4.8.2 During the past 12 months before enumeration, a total of 10 815 full-time employees were recruited. The number of employees left was larger than the number of new recruits.

4.8.3 Nearly three-fifths of the new recruits (57.1%) had MTE relevant experience. Such percentage was relatively higher among the new recruits in retail companies with E-commerce Business (70.8%) across different branches; and managerial level (83.7%) across different job levels.

Table 4.8 Full-time employees left and recruited in the past 12 months – by branch and job level

	No. of full-time employees LEFT	Turnover rate	No. of NEW RECRUITS	% of having MTE relevant experience
Branch				
Import / Export Trades Companies	12 853	[4.8%]	7 824	58.8%
Wholesale Trades Companies	1 839	[5.7%]	1 703	39.2%
Retail Companies with E-commerce Business	1 477	[7.7%]	1 288	70.8%
Job Level				
Managerial	555	[1.5%]	355	83.7%
Supervisory	1 834	[2.1%]	1 530	69.0%
Operative / Clerical Support	13 780	[7.1%]	8 930	54.0%
Overall:	16 169	[5.1%]	10 815	57.1%

Turnover rate = $\frac{\text{No. of full-time employees left}}{\text{Total no. of posts (full-time employees + full-time vacancies)}}$ (for the respective branch and job level)

4.9 Recruitment Difficulties in the Past 12 Months

4.9.1 Among the companies which had engaged in recruitment exercise for the respective job level of full-time employees during the 12 months before enumeration, relatively higher percentages in the respective branch of companies encountered recruitment difficulties for recruiting employees at operative / clerical support level (above 63%).

4.9.2 Among those which reported recruitment difficulties, “competition for manpower from other industries in terms of compensation and benefits system” and “candidates lacked the relevant skills / experience” were frequently mentioned difficulties across all job levels of employees.

4.9.3 Apart from the above mentioned, for recruiting supervisory level and operative / clerical support level, “competition for manpower from other industries in terms of working conditions (e.g. working hours, shift work)” was also a key recruitment difficulty. For managerial level, some employers mentioned that “terms of employment” caused difficulty to attract talents due to competition for manpower from other industries.

Table 4.9 Recruitment difficulties in the past 12 months before enumeration – by branch & job level

	Import / Export Trades Companies			Wholesale Trades Companies			Retail Companies with E-commerce Business		
	Managerial	Supervisory	Operative / Clerical Support	Managerial	Supervisory	Operative / Clerical Support	Managerial	Supervisory	Operative / Clerical Support
With recruitment difficulties	36.0%	63.6%	64.6%	62.5%	50.0%	63.2%	61.5%	51.7%	81.6%
Major difficulties (among those with difficulties):									
• Competition for manpower from other industries, in terms of									
- Compensation and benefits system	84.2%	42.0%	50.5%	0.0%	66.7%	58.8%	87.5%	66.7%	93.9%
- Terms of employment	26.3%	25.2%	41.9%	60.0%	23.8%	19.8%	62.5%	13.3%	1.7%
- Working conditions (e.g. working hours, shift work)	9.5%	29.7%	47.9%	40.0%	76.2%	25.7%	12.5%	26.7%	3.9%
- Career prospects	7.4%	11.5%	9.5%	0.0%	0.0%	20.7%	0.0%	20.0%	0.0%
• Candidates lacked the relevant skills / experience	31.6%	42.7%	46.6%	100.0%	33.3%	49.1%	87.5%	53.3%	5.2%
• Candidates lacked the relevant academic qualification	13.7%	11.9%	5.7%	0.0%	0.0%	2.7%	0.0%	0.0%	0.9%
• Insufficient programmes available in the market to provide trained manpower	7.4%	2.4%	0.8%	40.0%	9.5%	1.2%	0.0%	0.0%	0.0%
Without recruitment difficulties	64.0%	36.4%	35.4%	37.5%	50.0%	36.8%	38.5%	48.3%	18.4%
No. of companies with recruitment exercise	264	1 032	2 964	8#	42	1 083	14#	29#	290

denotes prominent recruitment difficulties in the respective job level.

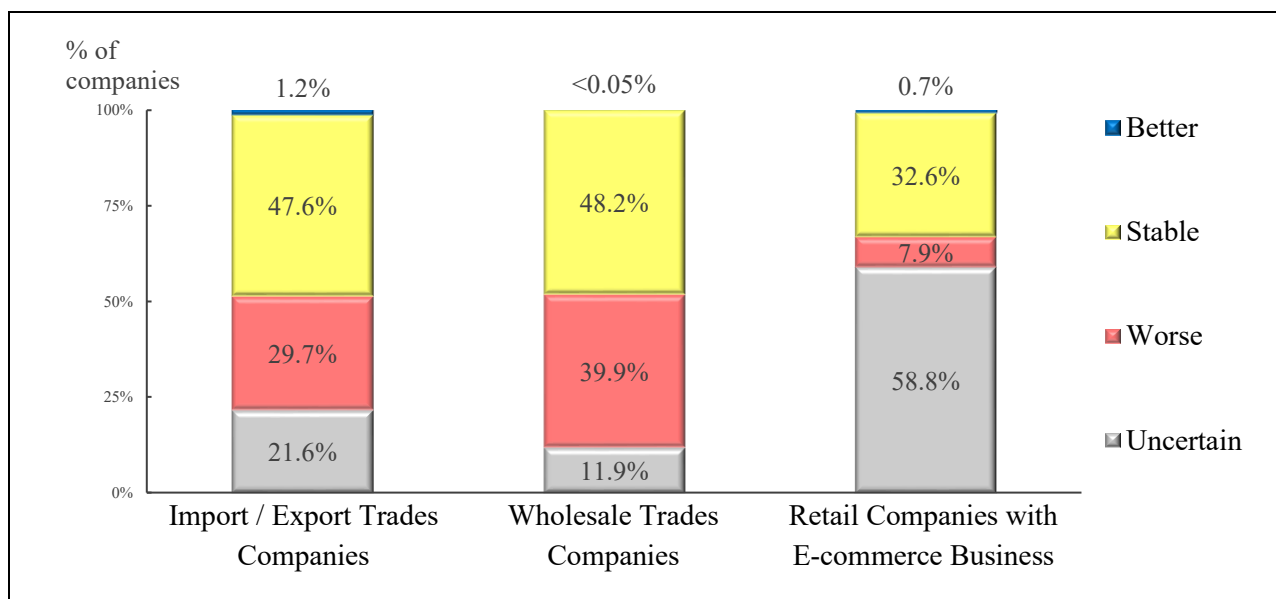
Notes: Respondents may mention more than one recruitment difficulties.

Survey results derived from a small subset of sample may subject to relatively large sampling errors and should be interpreted with caution.

4.10 Expected Change in Business Volume in the Next 12 Months

4.10.1 For Import / Export and Wholesale Trades companies, nearly half (47.6% and 48.2% respectively) expected that their business volume will remain stable in the next 12 months. The corresponding percentage among retail companies with E-commerce Business (32.6%) was much lower, while a considerable proportion of them (58.8%) were uncertain.

Chart 4.10 Expected change in business volume in the next 12 months – by branch



4.10.2 The major reasons for expecting better business volume are:

- Expecting a better economy;
- Expecting positive industry prospect; and
- Forecasting an increase in product demand.

4.10.3 The major reasons for expecting worse business volume are:

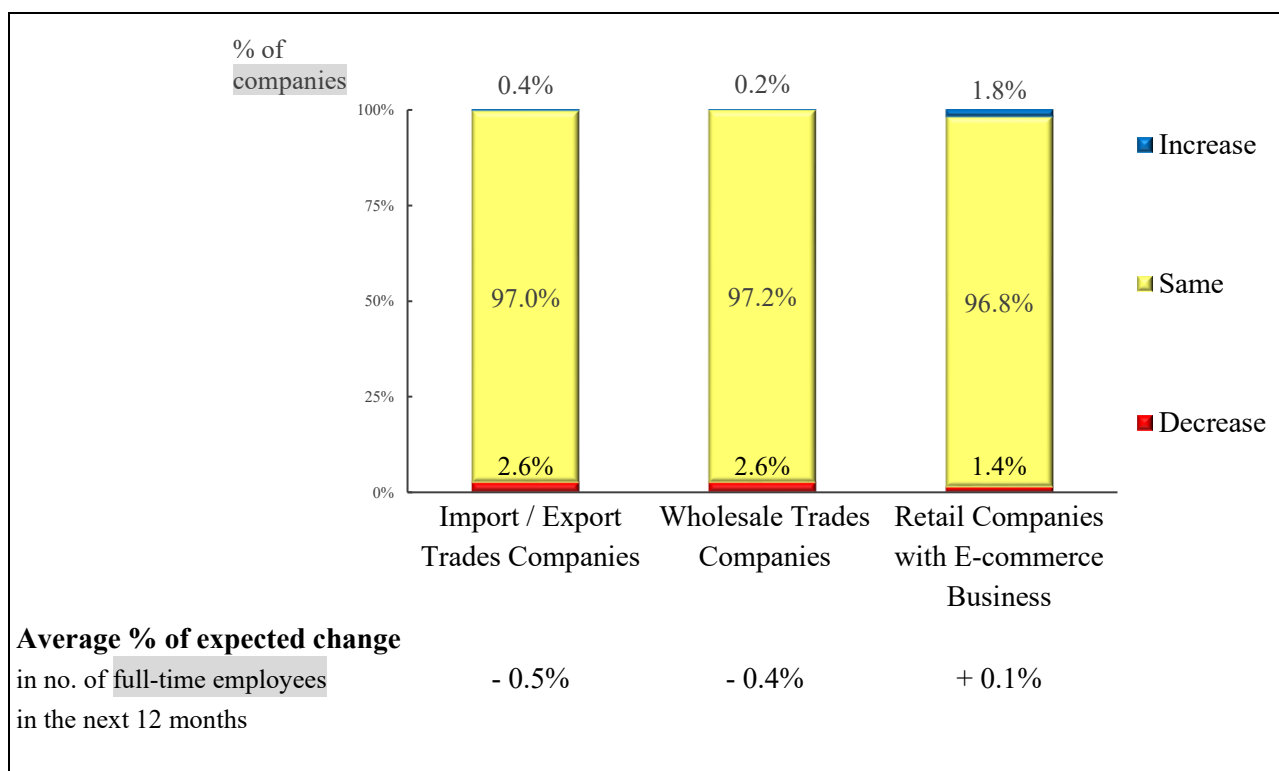
- Forecasting a worsening economy;
- Facing keen competition from Chinese Mainland;
- Concerning about the US trade policies; and
- Anticipating a decrease in product demand.

4.11 Expected Change in Number of Full-time Employees in the Next 12 Months

4.11.1 The vast majority of companies in different branches (about 97% in the respective branch) expected that their number of full-time employees will be the same in the next 12 months. Only small proportions expected that their employees will be increased (below 2% respectively) or decreased (below 3% respectively).

4.11.2 On average, the companies in different branches anticipated less than 1% of change in number of employees in the next 12 months.

Chart 4.11 Expected change in number of full-time employees in the next 12 months – by branch



4.12 Training Areas Required for Full-time Employees to Deal with the Industry Development

4.12.1 When asked the companies to list out the training areas which were required for full-time employees to deal with the industry development, it was noted that “customer relationship management” was commonly mentioned across employers of different branches and different job levels of employees. “Product management” was also a frequent mention in different branches.

4.12.2 For retail companies with E-commerce Business, “e-commerce operation (e.g. cross-border e-commerce operation, e-transaction management, etc.)” were also commonly required for employees in different job levels. For details, please refer to Appendix 9.

Table 4.12 Top 3 training areas required for full-time employees to deal with the industry development – by branch and job level

	Managerial	Supervisory	Operative / Clerical Support
Import / Export Trades Companies	<ul style="list-style-type: none"> Customer Relationship Management (61.1%) Risk Management (43.4%) Product Management (43.1%) 	<ul style="list-style-type: none"> Customer Relationship Management (61.1%) Product Management (51.9%) Multi-languages (e.g. English, Putonghua, etc.) (35.0%) 	<ul style="list-style-type: none"> Customer Relationship Management (64.6%) Product Management (63.9%) Multi-languages (e.g. English, Putonghua, etc.) (39.7%)
No. of companies with the respective level of full-time employees	18 423	37 981	55 306
Wholesale Trades Companies	<ul style="list-style-type: none"> Risk Management (48.6%) Customer Relationship Management (43.1%) Project Management (39.1%) 	<ul style="list-style-type: none"> Customer Relationship Management (65.2%) Risk Management (30.3%) Product Management (30.0%) 	<ul style="list-style-type: none"> Customer Relationship Management (59.7%) Product Management (45.0%) Multi-languages (e.g. English, Putonghua, etc.) (39.6%)
No. of companies with the respective level of full-time employees	1 911	3 961	8 174
Retail Companies with E-commerce Business	<ul style="list-style-type: none"> E-commerce Operation (e.g. cross-border e-commerce operation, e-transaction management, etc.) (70.5%) Customer Relationship Management (53.2%) E-commerce Policies (42.3%) 	<ul style="list-style-type: none"> E-commerce Operation (e.g. cross-border e-commerce operation, e-transaction management, etc.) (53.5%) Customer Relationship Management (51.0%) Data Analysis and Visualisation (39.5%) 	<ul style="list-style-type: none"> Customer Relationship Management (59.8%) E-commerce Operation (e.g. cross-border e-commerce operation, e-transaction management, etc.) (42.5%) Product Management (25.1%)
No. of companies with the respective level of full-time employees	220	157	179

Notes: Respondents may mention more than one training areas.

5 Manpower Analysis

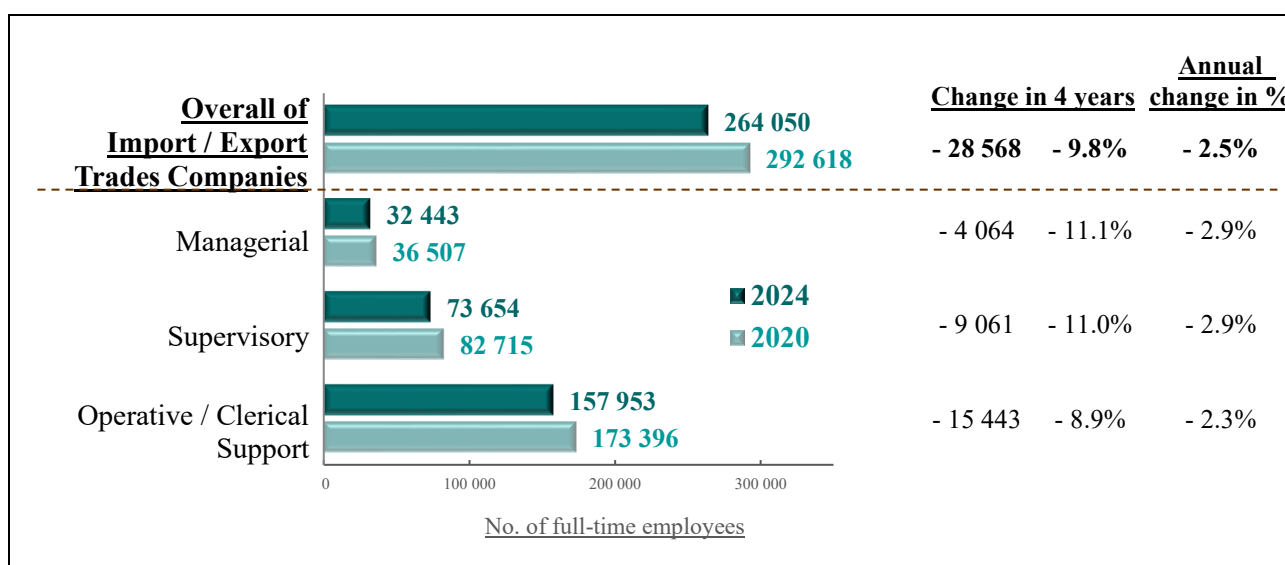
5.1 Manpower Changes between 2024 and 2020

The comparison between 2020 and 2024 was only available for Import / Export Trades companies and Wholesale Trades companies, but was not available for Retail companies with E-commerce Business as they were newly added in 2024 survey.

5.1.1 Changes in Number of Full-time Employees

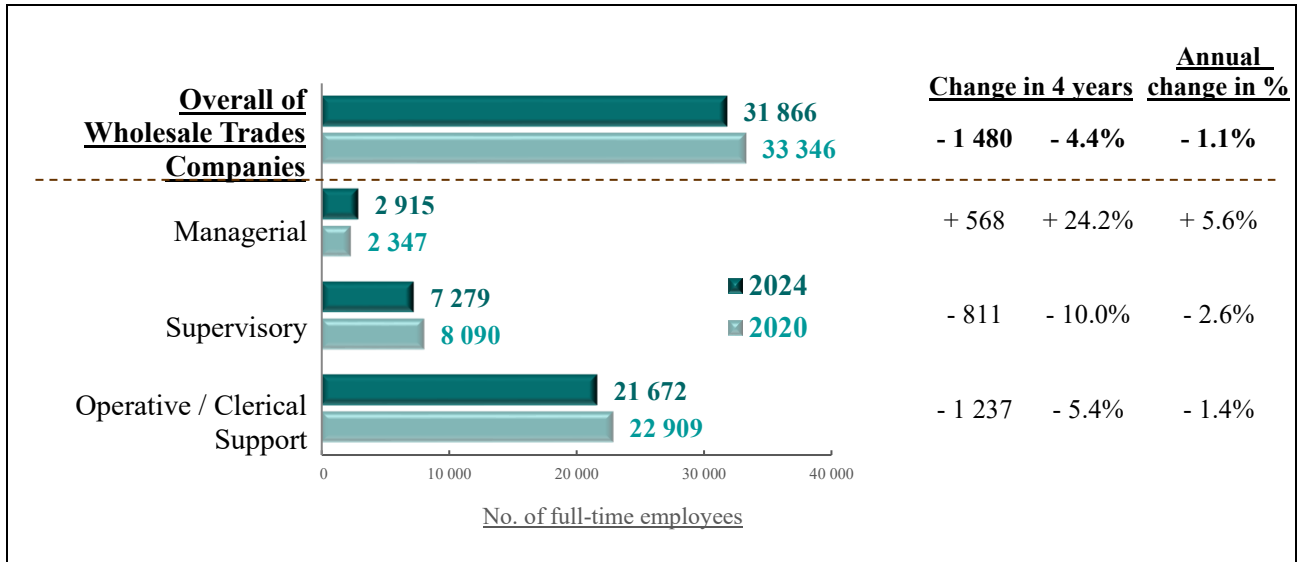
5.1.1.1 For Import / Export Trades companies, the total number of full-time employees has decreased from 292 618 in 2020 to 264 050 in 2024, with a decrement of 9.8% (-28 568 persons). When analysed by job level, the decrease in the number of full-time employees was larger for operative / clerical support level (-15 443 persons).

Chart 5.1.1a Changes in number of full-time employees (Import / Export Trades Companies)
– by job level



5.1.1.2 For Wholesale Trades companies, the total number of full-time employees has also decreased, from 33 346 in 2020 to 31 866 in 2024, with a decrement of 4.4% (-1 480 persons). The decrease was also larger for operative / clerical support level (-1 237 persons).

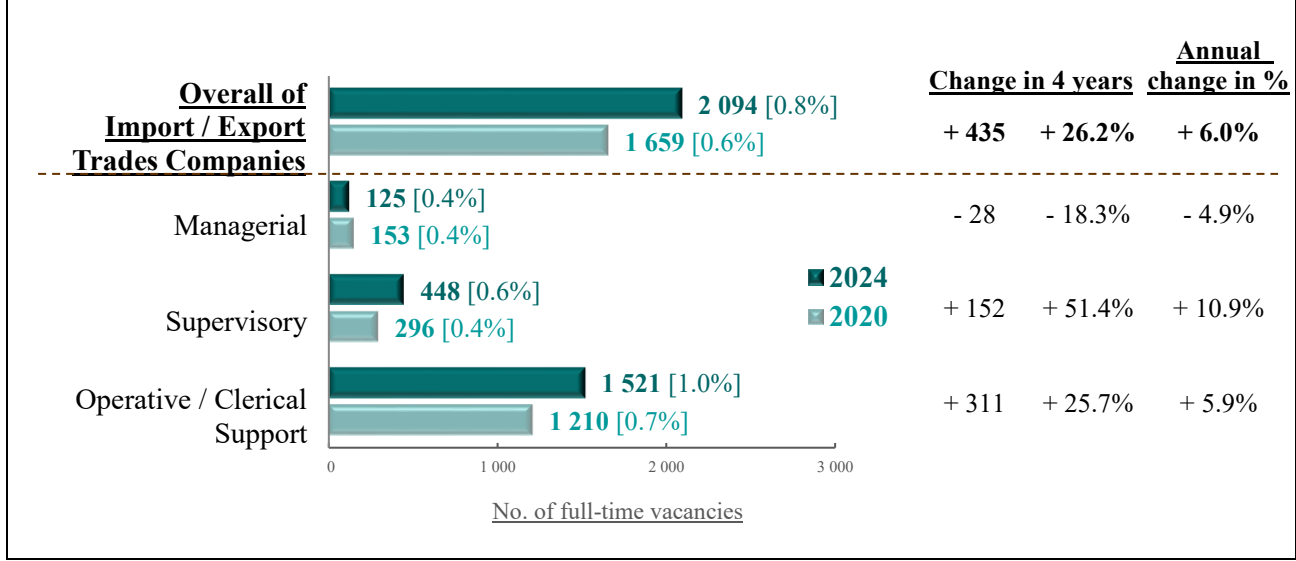
Chart 5.1.1b Changes in number of full-time employees (Wholesale Trades Companies) – by job level



5.1.2 Changes in Number of Full-time Vacancies

5.1.2.1 For Import / Export Trades companies, the total number of full-time vacancies has increased, from 1 659 in 2020 to 2 094 in 2024, with an increment of 26.2% (+435 vacancies). A larger number of increase was recorded for operative / clerical support level (+311 vacancies), followed by supervisory level (+152 vacancies).

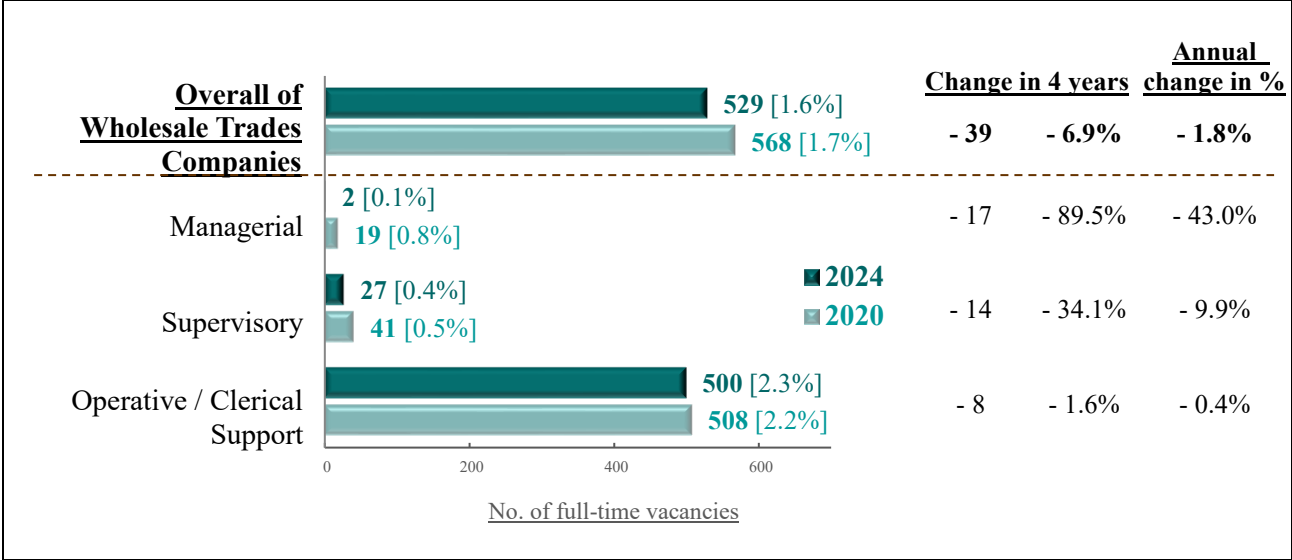
Chart 5.1.2a Changes in number of full-time vacancies (Import / Export Trades Companies) – by job level



[] Vacancy rate =
$$\frac{\text{No. of full-time vacancies}}{\text{Total no. of posts (full-time employees + full-time vacancies)}}$$
 (for the respective job level in the respective year)

5.1.2.2 For Wholesale Trades companies, the total number of full-time vacancies has slightly decreased, from 568 in 2020 to 529 in 2024, with a decrement of 6.9% (-39 vacancies).

Chart 5.1.2b Changes in number of full-time vacancies (Wholesale Trades Companies) – by job level



[] Vacancy rate = $\frac{\text{No. of full-time vacancies}}{\text{Total no. of posts (full-time employees + full-time vacancies)}}$ (for the respective job level in the respective year)

5.1.3 Changes in Average Monthly Remuneration Package

5.1.3.1 Compared with the results of the 2020 survey, an upward trend in average monthly remuneration package of full-time employees at operative / clerical support level was observed in 2024 for both Import / Export as well as Wholesale Trades companies. Their prominent range shifted from \$20,000 or below in 2020 to \$15,001 - \$25,000 in 2024.

Table 5.1.3 Changes in average monthly remuneration package – by branch & job level

Import / Export Trades Companies	Over \$50,000	\$30,001 - \$50,000	\$25,001 - \$30,000	\$20,001 - \$25,000	\$15,001 - \$20,000	\$15,000 or below	No. of full-time employees
2024							
Managerial	11.6%	62.4%	24.7%	1.3%	<0.05%	0.0%	32 443
Supervisory	0.0%	10.9%	45.7%	41.4%	2.1%	0.0%	73 654
Operative / Clerical Support	0.0%	0.0%	6.0%	32.0%	54.0%	8.0%	157 953
2020							
Managerial	14.8%	57.8%	26.9%	0.6%	0.0%	0.0%	36 507
Supervisory	0.0%	14.1%	76.5%	8.3%	1.0%		82 715
Operative / Clerical Support	0.0%	0.0%	8.6%	55.3%	36.1%		173 396

Wholesale Trades Companies	Over \$50,000	\$30,001 - \$50,000	\$25,001 - \$30,000	\$20,001 - \$25,000	\$15,001 - \$20,000	\$15,000 or below	No. of full-time employees
2024							
Managerial	5.3%	65.2%	27.5%	2.0%	0.0%	0.0%	2 915
Supervisory	0.0%	13.4%	60.0%	26.5%	0.1%	0.0%	7 279
Operative / Clerical Support	0.0%	0.0%	3.2%	29.2%	64.0%	3.6%	21 672
2020							
Managerial	9.2%	64.1%	21.4%	5.3%	0.0%		2 347
Supervisory	0.0%	26.8%	61.5%	10.3%	1.3%		8 090
Operative / Clerical Support	0.0%	0.0%	12.7%	59.8%	27.5%		22 909

denotes prominent ranges of remuneration package for the respective job level in the respective year.

5.1.4 Changes in Preferred Education Level

5.1.4.1 Compared with the results of the 2020 survey, employers tended to have higher requirement on the education level of full-time employees at managerial level for both Import / Export as well as Wholesale Trades companies. Higher percentages in 2024 were preferred to attain first degree level.

Table 5.1.4 Changes in preferred education level – by branch & job level

Import / Export Trades Companies	Post-graduate degree	First degree	Sub-degree	Diploma / certificate	Secondary 4 to 7	Secondary 3 or below	No. of full-time employees
2024							
Managerial	0.2%	88.3%	4.0%	7.4%	0.1%	0.0%	32 443
Supervisory	0.0%	15.2%	53.4%	30.3%	1.1%	0.0%	73 654
Operative / Clerical Support	0.0%	0.4%	7.5%	43.6%	46.2%	2.2%	157 953
2020							
Managerial	1.1%	69.4%	11.9%	9.5%	8.1%	0.0%	36 507
Supervisory	0.0%	30.3%	19.1%	41.3%	9.3%	0.0%	82 715
Operative / Clerical Support	0.0%	0.6%	1.5%	20.3%	69.6%	7.9%	173 396

Wholesale Trades Companies	Post-graduate degree	First degree	Sub-degree	Diploma / certificate	Secondary 4 to 7	Secondary 3 or below	No. of full-time employees
2024							
Managerial	0.0%	77.4%	11.3%	11.3%	0.0%	0.0%	2 915
Supervisory	0.0%	13.0%	41.3%	43.6%	2.1%	0.0%	7 279
Operative / Clerical Support	0.0%	0.0%	0.6%	31.5%	63.1%	4.8%	21 672
2020							
Managerial	1.3%	58.2%	14.2%	21.9%	4.3%	0.0%	2 347
Supervisory	0.0%	28.9%	16.3%	44.3%	10.5%	0.0%	8 090
Operative / Clerical Support	0.0%	0.1%	0.1%	39.4%	55.7%	4.8%	22 909

denotes prominent preferred education levels for the respective job level in the respective year.

5.1.5 Changes in Preferred Years of Experience

5.1.5.1 Compared with the results of the 2020 survey, employers tended to have lower requirement on years of experience of full-time employees for all job levels for both Import / Export as well as Wholesale Trades companies.

5.1.5.2 For managerial level, the prominent preferred range in 2024 was 3 years to less than 10 years of experience. For supervisory level, lower percentages in 2024 were required to have 3 years to less than 6 years of experience. For operative / clerical support level, lower percentages in 2024 were preferred to have 1 year to less than 3 years of experience, and considerable percentages can be accepted to have less than 1 year of experience / no experience.

Table 5.1.5 Changes in preferred years of experience – by branch & job level

Import / Export Trades Companies	10 years or more	6 - < 10 years	3 - < 6 years	1 - < 3 years	< 1 year / no experience required	No. of full-time employees
2024						
Managerial	18.2%	49.0%	31.1%	1.6%	0.0%	32 443
Supervisory	0.0%	6.7%	64.8%	28.5%	0.0%	73 654
Operative / Clerical Support	0.0%	0.0%	11.7%	50.9%	37.4%	157 953
2020						
Managerial	24.6%	49.8%	25.3%	0.3%	0.0%	36 507
Supervisory	1.7%	12.5%	77.5%	8.3%	0.0%	82 715
Operative / Clerical Support	0.0%	0.1%	16.0%	66.9%	17.1%	173 396

Wholesale Trades Companies	10 years or more	6 - < 10 years	3 - < 6 years	1 - < 3 years	< 1 year / no experience required	No. of full-time employees
2024						
Managerial	12.4%	51.3%	35.4%	0.9%	0.0%	2 915
Supervisory	0.0%	2.8%	62.9%	34.3%	0.0%	7 279
Operative / Clerical Support	0.0%	0.0%	2.4%	49.6%	48.0%	21 672
2020						
Managerial	19.1%	41.2%	39.2%	0.6%	0.0%	2 347
Supervisory	0.0%	5.1%	77.2%	17.6%	0.1%	8 090
Operative / Clerical Support	0.0%	<0.05%	6.0%	69.7%	24.3%	22 909

denotes prominent preferred years of experience for the respective job level in the respective year.

5.2 Business Outlook

5.2.1 Global Economic Outlook¹³

5.2.1.1 The International Monetary Fund projected global economic growth of 3.3% in 2025, slightly up from 3.2% in 2024, but below the pre-pandemic average of 3.7%.

5.2.1.2 The Chinese Mainland economy grew by 4.8% in 2024, with predicted growth rate of 4.6% for 2025 through the help of fiscal policy and accommodative monetary policy in boosting domestic demand and stabilising economic growth.

5.2.1.3 In the US, growth rate of 2.8% was recorded in 2024. Influenced by policy uncertainties and persistent inflation, the growth is expected to slow slightly to 2.7% in 2025. The euro area economy showed mild growth of 0.7% in 2024, with forecasted growth of 1.0% in 2025.

5.2.1.4 Other Asian economies grew by 5.0% in 2024, driven by strong exports and tourism recovery. However, heightened trade tensions may impact growth. The Asian Development Bank predicts that developing Asia (excluding the Chinese Mainland) will grow by 5.1% in 2025.

5.2.1.5 The prevailing uncertainty in trade policies escalated the global trade tensions, and is expected to negatively impact international trade flows and investment sentiment, harming the near-term outlook for Hong Kong's economy. Nonetheless, the continued steady growth of the Chinese Mainland economy, along with the government's various initiatives to promote economic growth, is expected to support various economic activities in Hong Kong.

5.2.2 Economic Situation of Hong Kong

5.2.2.1 Hong Kong economy experienced solid growth in the first quarter of 2025, with the real Gross Domestic Product (GDP) increased by 3.1% compared to the same period last year, up from a 2.5% growth rate in the previous quarter¹⁴. For 2024 as a whole, the value of total exports of goods increased by 8.7% over 2023. Concurrently, the value of imports of goods increased by 6.0%. A visible trade deficit of \$379.7 billion was recorded in 2024¹⁵. Total exports of goods showed accelerated growth due to sustained external demand, while the exports of services continued to rise, supported by an increase in visitor arrivals and other cross-border economic activities.

5.2.3 Change in Consumption Patterns

5.2.3.1 Increased outbound travel by Hong Kong residents, including trips to other cities in the

¹³ International Monetary Fund. *World Economic Outlook Update (Jan 2025)*

<https://www.imf.org/en/Publications/WEO/Issues/2025/01/17/world-economic-outlook-update-january-2025>

¹⁴ The Government of the Hong Kong Special Administrative Region. Press Releases. *Advance estimates on Gross Domestic Product for first quarter of 2025*,

<https://www.info.gov.hk/gia/general/202505/02/P2025050200460.htm?fontSize=1>

¹⁵ Census and Statistics Department Hong Kong. External merchandise trade statistics for December 2024 [27 Jan 2025],

https://www.censtatd.gov.hk/en/press_release_detail.html?id=5545#:~:text=A%20visible%20trade%20deficit%20of%20%24379.7%20billion%2C%20equivalent%20to%207.7,of%20goods%20decreased%20by%201.1%25.

Chinese Mainland and overseas, resulted in rising outflow of local consumer spending. In 2024, Hong Kong residents made 104.7 million departures, surpassing the 2019 level by 10.6%, indicating a complete recovery, and increasing by 45% over 2023¹⁶. The strong Hong Kong dollar amid high interest rates and a strong US dollar has made overseas spending more affordable for Hong Kong residents.

5.2.3.2 Conversely, Hong Kong attracted 34 million tourists from the Chinese Mainland and 10.5 million tourists from other regions, showing an increase of 31% in visitor numbers in 2024. In 2024, the total overnight tourism revenue in Hong Kong amounted to around 120.5 billion Hong Kong dollars, with overnight visitors from the Chinese Mainland spent around 73.4 billion Hong Kong dollars during their stay in the city, less compared to 2023¹⁷. Tourists are increasingly seeking more immersive and unique experiences, often opting for shorter stays and spending less on luxury goods, which constitute as one of the factors leading to a drop in visitors' spending by 19% in 2024¹⁸.

5.2.3.3 The reduction in local consumption due to the change in consumption patterns creates a challenging environment for the merchandise trading industry, prompting businesses to adapt strategies to maintain profitability and sustainability.

5.2.4 E-commerce Market in Hong Kong

5.2.4.1 Hong Kong's e-commerce market is rapidly expanding, driven by the region's distinct advantages. These include its densely populated urban environment, a tech-savvy population, and a high household broadband penetration rate of 96.9% as of early 2025¹⁹. The convenience offered by e-commerce businesses, such as broader selections of goods on one-stop platforms, competitive pricing, improved logistics & global reach, further enhance its appeal. Social media integration, including KOL marketing and live commerce, has further fueled consumers' desire to purchase online. The Hong Kong e-commerce market is projected to grow to US\$5.34 billion by 2025, with anticipated annual growth rate (CAGR 2025-2029) of 7.87%, resulting in a projected market volume of US\$7.24 billion by 2029.²⁰

5.2.4.2 Hong Kong ranks 11th worldwide for logistics capabilities and third for international shipments²¹. Its advanced digital infrastructure contributed as a significant driver of this expansion. This infrastructure not only supports domestic e-commerce but also facilitates cross-border trade.

5.2.5 National Policy

¹⁶ Census and Statistics Department Hong Kong. Number of resident departures from the Hong Kong airport control point from 2016 to 2024 (in millions)

https://www.censtatd.gov.hk/en/data/stat_report/product/B1010002/att/B10100022025MM02B0100.pdf

¹⁷ Census and Statistics Department Hong Kong. Consumption expenditure of overnight visitors from the mainland of China in Hong Kong from 2013 to 2024(in million Hong Kong dollars)

https://www.censtatd.gov.hk/en/web_table.html?id=650-80003

¹⁸ Colliers. *Hong Kong Hospitality Insights | 2024 Overview & 2025 Outlook*,

<https://www.colliers.com/en-hk/research/hong-kong-hospitality-insights-2024-and-2025-outlook>

¹⁹ Office of the Communications Authority. *Key Communications Statistics*.

https://www.ofca.gov.hk/en/news_info/data_statistics/key_stat/index.html

²⁰ Statista. (2025). *eCommerce - Hong Kong*. Statista.

<https://www.statista.com/outlook/emo/ecommerce/hong-kong?currency=USD>

²¹ Logistics Performance Index (2023). <https://lpi.worldbank.org/international/global>

5.2.5.1 The 14th Five-Year Plan for the National Economic and Social Development and the Long Range Objectives Through the Year 2035 has laid down a plan for the development of e-commerce during the 14th Five-Year Plan period. By 2035, e-commerce is projected to be a major driver of the Chinese Mainland's economic and technological advancements, facilitating efficient resource allocation and becoming a crucial component of the Chinese Mainland's modern economic system.

5.2.6 Government Support

5.2.6.1 The Government continued to enhance Hong Kong's economic ties with the Chinese Mainland and improve trade and investment relations with foreign economies in 2024, by visiting several Chinese Mainland cities and international markets to promote Hong Kong's business advantages and opportunities, as well as to strengthen bilateral economic and trade relations. Hong Kong also signed a protocol to amend its Free Trade Agreement (FTA) with ASEAN, an Investment Promotion and Protection Agreement (IPPA) with Bahrain, and a FTA with Peru in 2024.

5.2.6.2 In the 2023 Policy Address, it was announced that an inter-departmental E-commerce Development Task Force has been established to support Hong Kong's SMEs in expanding their e-commerce presence on the Chinese Mainland. Key initiatives include organising Hong Kong Shopping Festivals on e-commerce platforms to boost brand awareness and launching the "E-commerce Easy" programme to provide up to \$1 million for e-commerce projects (with a total funding limit of \$7 million).

5.2.6.3 With a view to developing Hong Kong into a cross-border electronic commerce (e-commerce) logistics and distribution centre, it was announced in the 2024 Policy Address that the Government will review existing procedures to enhance the efficiency of cross-border goods' distribution within 2025. This initiative will tie in with various support measures of the Government for assisting small and medium enterprises (SMEs) in developing the Chinese Mainland and the Association of Southeast Asian Nations (ASEAN) e-commerce markets and promoting Hong Kong brands including:

- Expand the geographical coverage of "E-commerce Easy" to the 10 ASEAN countries
- Inject \$1 billion into the BUD Fund and provide targeted funding support for enterprises to implement green transformation projects
- Launch the Hong Kong Shopping Festival in the next two years and hold it in the ASEAN market in due course

5.2.7 Development of Low-altitude Economy

5.2.7.1 The Chief Executive announced the formation of the Working Group on Developing Low-altitude Economy in the 2024 Policy Address, with key initiatives including the Regulatory Sandbox, Legislative Enhancements, Low-altitude Infrastructure Planning and Greater Bay Area Corridor. It is believed that the Low-altitude Economy has significant potential for widespread application across various industries and provide a boost to Hong Kong's economy.

5.2.7.2 The development of the Low-altitude Economy also presents a unique opportunity for the

e-commerce industry in Hong Kong. By enhancing delivery efficiency, reducing costs, expanding service areas, and providing data-driven insights, drones can revolutionise how e-commerce operates in the city.

5.2.8 Trade Single Window

5.2.8.1 To maintain Hong Kong's trade competitiveness and logistics hub status, the Government of the Hong Kong Special Administrative Region is developing a Trade Single Window to provide a one-stop electronic platform for the trading community to lodge import and export trade documents with the Government, targeted to be fully implemented by 2027. The implementation of the Trade Single-window will save time and costs for traders and boost cargo clearance efficiency in Hong Kong through improvement of document submission processes among relevant government departments and the trade sector.

5.2.9 Sustainability

5.2.9.1 Sustainability is increasingly influencing the business landscape in Hong Kong, driven by a shift in consumer behavior and expectations. Modern consumers are more aware of environmental issues and prefer brands that demonstrate a commitment to sustainability. This trend encourages businesses to adapt their marketing strategies and product offerings, focusing on eco-friendly materials, ethical sourcing, and sustainable packaging. Brands that prioritise sustainability not only attract environmentally conscious consumers but also enhance their reputation and customer loyalty in a competitive market.

5.2.9.2 Operationally, companies are adopting green logistics and re-evaluating their supply chains to minimise their environmental impact. This includes optimising delivery routes, using electric vehicles, and sourcing materials sustainably. Moreover, the evolving regulatory environment in Hong Kong supports sustainability through policies and incentives, encouraging businesses to invest in green technologies. By embracing sustainability, companies can not only address environmental concerns but also tap into new markets and foster innovation, ultimately strengthening their position in the industry.

5.2.10 Cybersecurity

5.2.10.1 Cybersecurity has become a critical concern for businesses worldwide, particularly in the rapidly growing e-commerce sector. In 2024, The Hong Kong Computer Emergency Response Team Coordination Centre (HKCERT) handled 12,536 security incidents, with phishing making up more than half of these cases, representing a 108% increase from 2023. This marks the highest level of phishing incidents in five years. The number of phishing-related links exceeded 48,000, reflecting a 150% year-over-year rise. The banking, finance, and e-payment sectors were the primary targets, followed by social media, instant messaging, e-commerce, technology firms, and public services²².

²² HKCERT. *HKCERT Unveils "Hong Kong Cyber Security Outlook 2025" Phishing Hits Five-year High Vulnerabilities in Supply Chain and AI Content Hijacking Emerge as Key Risks Over Half of Enterprises Fear Cyber Attacks on IoT Digital Signages*, <https://www.hkcert.org/press-centre/hkcert-unveils-hong-kong-cyber-security-outlook->

5.2.10.2 Cybersecurity plays a critical role in consumer decision-making. If e-commerce platforms cannot assure customers of their data security, they risk losing potential sales and market share. Moreover, it can be a barrier for businesses in expanding their online operations, which can limit the potential of e-commerce growth in the region.

5.2.10.3 To build a secure e-commerce environment that fosters consumer confidence, companies are increasing their budgets on cybersecurity, focusing on advanced technologies such as artificial intelligence and machine learning to combat threats. The need for effective cybersecurity also leads to a demand for trained personnel capable of managing these challenges.

5.3 Manpower Projection and Annual Additional Manpower Requirement

Manpower Projection

5.3.1 By making reference to (i) the historical information from manpower surveys regarding wholesale trade and (ii) relevant economic indicators that reflect important changes in the local economy, demography and labour market in import / export trade, the manpower trend for 2025-2028 is shown in the table below. Further details of the method of “Manpower Projection” is shown in **Appendix 8(a) and 8(b)**.

Table 5.3.1 Manpower Trend of Wholesale and Import / Export Trade for 2025-2028

Year	Wholesale Trade	Import / Export Trade
2024	32,395	266,144
2025	32,077 (-1.0%)	263,361 (-1.0%)
2026	31,787 (-0.9%)	260,911 (-0.9%)
2027	31,523 (-0.8%)	258,561 (-0.9%)
2028	31,283 (-0.8%)	256,339 (-0.9%)

Notes: Percentage in the brackets refer to the percentage change over preceding year.

5.3.2 The retail companies with E-commerce business were firstly included in the survey, its manpower trend in the coming year was based on the employers’ forecast of the number of full-time employees provided in the manpower surveys. The estimated manpower in 2025 is shown in table below.

Table 5.3.2 Estimated Manpower in 2025 in retail companies with E-commerce business

Manpower in 2024	19,183
Estimated manpower growth in 2025	+22 (+0.12%)
Estimated Manpower in 2025	19,205

Annual Additional Manpower Requirement

5.3.3 The annual additional manpower requirement of the merchandise trading and E-commerce industry has taken into account the (i) annual manpower growth and (ii) wastage rate of the industry (i.e. percentage of employees leaving the industry permanently on an annual basis). A summary of the estimated annual additional manpower requirement is shown in the table below.

Table 5.3.3 Estimated Annual Additional Manpower Requirement

Sector & Job level	Wastage rate	Annual additional manpower requirement		
		Average manpower growth (a)	Industry leavers (b)	Total (a) + (b)
Wholesale Trade				
Managerial	0.2%	-25	7	-18
Supervisory	0.6%	-63	46	-17
Operative / Clerical Support	5.0%	-190	1,098	908
Total:				873
Import / Export Trade				
Managerial	0.7%	-300	233	-67
Supervisory	1.0%	-683	694	11
Operative / Clerical Support	4.6%	-1,469	7,177	5,708
Total:				5,652
Retail Companies with E-commerce Business				
Managerial	0.9%	2	14	16
Supervisory	0.4%	6	24	30
Operative / Clerical Support	4.3%	14	527	541
Total:				587

6 Recommendations

Based on the manpower analysis derived from the survey findings and the business outlook of the retail industry, the following recommendations are proposed to meet the training needs and to ease the problem of current and potential manpower shortage.

6.1 Government

Funding and incentives

6.1.1 To ensure that the workforce remains competitive and up-to date with industry development, the Government should continue providing funding and incentives such as the SME Export Marketing Fund, Innovation and Technology Fund and Cyberport Creative Micro Fund, for promotion of e-commerce.

Talent Recruitment

6.1.2 The Manpower Survey results indicated an increase in number of vacancies for Import/Export Trades companies in 2024 over 2020. To tackle the current manpower shortage, the government should continue to recruit talent from the Chinese Mainland and overseas through initiatives like the Top Talent Pass Scheme and the Admission Scheme for the Chinese Mainland Talents and Professionals. The Government should also regularise the Vocational Professionals Admission Scheme to encourage non-local students to stay in Hong Kong after graduation and work in skilled trades related to their fields of study, with the aim of bringing in individuals who can help address skill gaps in the industry.

6.1.3 The Government should also attract talent by strengthening its effort in fostering the exchange of talents in the Greater Bay Area such as the implementation of the "Greater Bay Area Youth Employment Scheme - Arrangements for the Chinese Mainland Youth to Work in Hong Kong" since 2025.

6.2 Training Institutions

Collaboration with Industry Partners

6.2.1 Training Institutions should collaborate with industry partners to provide secondary school and VPET students with practical experiences, such as industry visits, job shadowing, project collaborations, and internships. This exposure will help young talents gain insights into potential career paths, encouraging more individuals to consider starting their careers in the industry.

Outreach to Secondary Schools

6.2.2 Implement life planning education through the Business-School Partnership Programme by the Education Bureau, VTC's 「專+導航」 Campaign, and other initiatives to inform students,

parents, teachers, career masters, and principals about industry trends, career opportunities and VPET pathways, and professional development in the relevant sectors.

In-service Training

6.2.3 According to the Manpower Survey results, employers reported that one of the main challenges in recruitment across all branches and job levels was “candidates lack relevant working experiences and training” (31.6%-100%). To cater to the needs of manpower training, training institutions should offer in-service training for emerging skills that are critical for the development of e-commerce sector (e.g. cybersecurity, GenAI, data analytics...etc.). Training institutions should regularly review the programme curriculum and seek advice from the industry partners to ensure the training programmes meet the needs of the industry. In view of the tight working schedule of the working professionals, short and focused programmes should be developed with E-learning programmes offered as an alternative remote training option.

6.3 Employers

Attractive remuneration packages

6.3.1 “Compensation and benefits system” was reported in the Manpower Survey results as the employers’ major challenge in recruitment across all branches and job levels (42%-93.9%). To attract and retain talents, employers should consider offering competitive salaries, flexible work arrangements, health and wellness benefits, remote work options or part time options, learning opportunities, and performance-based incentives. Flexibility in work hours has become increasingly essential as employees prioritise achieving a better work-life balance.

Utilization of Government Funding Schemes in offering staff training

6.3.2 To encourage the workforce to participate in upskill training, employers should utilize the available funding schemes for e-commerce sectors (e.g. New Industrialisation and Technology Training Programme (NITTP)).

6.3.3 The NITTP is government initiatives designed to support the development of the advanced technology including the e-commerce sector and enhance the skills of the workforce. It aims at subsidising local companies registered in Hong Kong on a 2:1 matching basis to train their staff in advanced technologies. It offers a maximum funding support of up to HK\$500,000 for each enterprise per financial year.

6.4 Graduates and Employees

Continuous training and upskilling opportunities

6.4.1 According to the Manpower Survey results, employers from Import/Export and Wholesale trade industries indicated preference of higher education level for candidates in 2024 over 2020 across all job levels. In addition, the top three training areas required were Customer Relationship Management, Product Management & E-commerce Operation.

6.4.2 In view of the change in employers' preference of education level and the training needs stated in the survey results, graduates and employees should proactively seek continuous education opportunities via formal courses, in-service training, or self-directed learning in emerging technologies. They can take advantage of government funding or subsidized/free training (e.g. free seminars/online courses organized by the Trade Development Council) to enhance their skills throughout their careers, ensuring they remain competitive in a fast-changing job market. The employees should also stay open and broaden their horizons through opportunities such as the Greater Bay Area Youth Employment Scheme, which provides young people with valuable employment opportunities and experience in the region.

6.4.3 Employees are recommended to utilise the Continuing Education Fund (CEF) to pursue continuing education and training for lifelong learning, reskilling and better preparing themselves for the job market.

Appendix 1

Membership of the Merchandise Trading and E-commerce Training Board

Chairperson

Mr Anthony LAM Sai-ho

Members

Mr CHAN Chi-kin
Professor Karen CHAN Ka-yin, J.P.
Mr Kenneth CHAN Kin-nin
Mr CHENG Yu-hei
Mr Terrence HUI Man-chun
Mr Vincent KAN Ka-lok
Mr Stanley LEE Kei-chuen
Mr Eric LEE Sai-kit
Mr LEUNG Kwan-ho
Mr Felix LI Yin-ting
Ms Michelle LIN Fung-yu
Mr Peter POON
Dr Thomas SU Yu-hong
Mr Stephen TANG Siu-kun
Mr Wiva WEI
Ms YEUNG Po-yan
Mr Rico YIU Cheong
Ms Jelly ZHOU Huijing
Ms Winifred Ho Pui-yan
Ms Winnie NGAN Shuk Yin

Appendix 2

Terms of Reference of the Merchandise Trading and E-commerce Training Board

1. To determine the manpower demand of the industry, including the collection and analysis of relevant manpower and student/trainee statistics and information on socio-economic, technological and labour market developments.
2. To assess and review whether the manpower supply for the industry matches with the manpower demand.
3. To recommend to the Vocational Training Council (the Council) the development of vocational and professional education and training (VPET) facilities to meet the assessed manpower demand.
4. To advise the Council on the strategic development and quality assurance of its programmes in the relevant disciplines.
5. To prescribe job specifications for the principal jobs in the industry defining the skills and knowledge and advise on relevant training programme specifying the time a trainee needs to spend on each skill element.
6. To tender advice in respect of skill assessments, trade tests and certification, if appropriate, for in-service workers, apprentices and trainees, for the purpose of ascertaining that the specified skill standards have been attained.
7. To advise on the conduct of skill competitions in key trades in the industry for the promotion of VPET as well as participation in international competitions.
8. To liaise with relevant bodies, including employers, employers' associations, trade unions, professional institutions, training and educational institutions and government departments, on matters pertaining to the development and promotion of VPET in the industry.
9. To organise seminars/conferences/symposia on VPET for the industry.
10. To advise on the publicity relating to the activities of the Training Board and relevant VPET programmes of the Council.
11. To submit to the Council an annual report on the Training Board's work and its recommendations on the strategies for programmes in the relevant disciplines.
12. To undertake any other functions delegated by the Council in accordance with Section 7 of the Vocational Training Council Ordinance.

Appendix 3

Membership of Working Party on Manpower Survey

Convener

Mr Stanley LEE Kei-chuen

Members

Mr Kenneth CHAN Kin-nin

Mr Eric LEE Sai-kit

Mr Peter POON

Dr Thomas SU Yu-hong

Mr Stephen TANG Siu-kun

Ms YEUNG Po-yan

Appendix 4

Definition of Terms

Full Time Employees	“Full Time Employees” refers to persons who works at least 18 hours per week for 4 weeks or more and are under the payroll of the sampled company / company for the specified job, disregarding whether the employees are deployed to work in other places (including Chinese Mainland).
Vacancies	“Vacancies” refers to those unfilled, immediately available job openings for which the company is actively trying to recruit personnel at the time of survey.
Vacancy Rate	“Vacancy rate” refers to the vacancies as a percentage of the total number of employees and vacancies.
Average Monthly Remuneration Package	“Average monthly remuneration package” refers to the average monthly remuneration package during the past 12 months before enumeration, including basic salary, regular overtime pay, cost of living allowance, meal allowance, housing allowance, travel allowance, commission and bonus. It is an average figure among employees engaging in the same principal job.
Turnover Rate	“Turnover rate” refers to the number of employees left as a percentage of the total number of employees and vacancies.
Postgraduate Degree	“Postgraduate degree” refers to a higher degree(s) (e.g. master degree) offered by local or non-local education institutions, or equivalent.
First Degree	“First degree” refers to the first degree(s) offered by local or non-local education institutions, or equivalent.
Sub-degree	“Sub-degree” refers to the Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate, Endorsement Certificate, Associateship or equivalent programmes offered by local or non-local institutions.

Diploma / Certificate	“Diploma / certificate” refers to technical and vocational education programmes, including Diploma / Certificate courses, Diploma of Foundation Studies, Diploma of Vocational Education and programmes at the craft level or equivalent.
Secondary 4 to 7	“Secondary 4 to 7” refers to the education programmes under the Hong Kong Certificate of Education Examination (HKCEE), the Hong Kong Diploma of Secondary Education (HKDSE) Examination, Diploma Yi Jin, or equivalent.
Secondary 3 or below	“Secondary 3 or below” refers to secondary 3 or below, or equivalent.

Appendix 5 Survey Documents

Headquarters (Industry Partnership) 總辦事處(行業合作)

30F, Billion Plaza II, 10 Cheung Yue Street, Cheung Sha Wan, Kowloon, Hong Kong

香港九龍長沙灣長裕街10號億京廣場2期30樓

www.vtc.edu.hk

Telephone No 電話

Facsimile No 傳真

Our Reference 本局檔號

Your Reference 來函檔號



16 September 2024

Dear Sir/Madam,

**2024 Manpower Survey of the
Merchandise Trading and E-commerce Industry**

The Merchandise Trading and E-commerce Training Board (the Training Board) of the Vocational Training Council (VTC), is responsible for matters pertaining to manpower training in the industry. To collect the latest manpower information for formulating recommendations on future manpower training, the Training Board will conduct the above survey from **October to November 2024**. I am writing to enlist your kind assistance by providing the relevant information to the survey and your co-operation would be much appreciated.

I enclose the following documents for your reference and completion:

- (a) The Questionnaire;
- (b) Explanatory Notes (Appendix A); and
- (c) Job Descriptions for Principal Jobs (Appendix B).

The VTC has appointed **Mercado Solutions Associates Ltd. (MSA)** to conduct the above survey. During the survey period, the enumerator of **MSA** will contact your company for the survey and answer the questions you may have. If necessary, visit will be made to your company to assist in completing and collecting the questionnaire. Alternatively, you may return the copy of the completed questionnaire to **MSA** via fax (2538 8123) or email (ms@mercadosolutions.com).

I wish to assure you that the information provided will be handled **in strict confidence** and published on an aggregate basis without reference to individual companies.

The salient findings and the survey report will be uploaded to the Manpower Survey Information System of the VTC after completion of the survey. The link is as follows:

<https://manpower-survey.vtc.edu.hk/>



If you have any queries, please feel free to contact the following hotline during 9:30 a.m. to 6:00 p.m. from Monday to Friday :

- ✧ For matters regarding completion and return of questionnaire(s), please contact **Ms. LI** of MSA on 2598 0909.
- ✧ In case you want to approach the VTC directly, please contact **Mr. Edward CHAN** of the VTC Manpower Survey (Statistical Team) on 3907 6862.

Yours faithfully,

Mr LAM Sai-ho, Anthony
Chairman

Merchandise Trading and E-commerce Training Board

Encl.

Vocational Training Council 職業訓練局

Headquarters (Industry Partnership) 總辦事處(行業合作)

30F, Billion Plaza II, 10 Cheung Yue Street, Cheung Sha Wan, Kowloon, Hong Kong

香港九龍長沙灣長裕街10號億京廣場2期30樓

www.vtc.edu.hk

Telephone No 電話

Facsimile No 傳真

Our Reference 本局檔號

Your Reference 來函檔號



執事先生／女士：

2024 年商品貿易及電商業人力調查

職業訓練局(VTC)屬下商品貿易及電商訓練委員會(訓練委員會)，負責就業內人力訓練事宜提供意見。本會將於 2024 年 **10 月至 11 月**期間進行調查，蒐集業內人力情況的最新資料，並按此為未來人力訓練制訂適當建議。現謹代表訓練委員會致函，懇請 貴公司善意協助提供相關資料，以便進行上述人力調查。

茲夾附下述文件，供 貴公司參閱及填寫：

- (1) 調查問卷；
- (2) 附註(附錄 A)；及
- (3) 主要職務工作說明(附錄 B)。

VTC已委託**米嘉道資訊策略有限公司(米嘉道)**協助進行上述人力調查。調查期間，米嘉道的統計員將聯絡 貴公司進行訪問及解答相關問題。如有需要，統計員會造訪 貴公司協助填寫並收回已填妥的問卷。 貴公司亦可將完成的問卷，以傳真(2538 8123)或電郵(ms@mercadosolutions.com)交回米嘉道。

調查所得的資料將**絕對保密**，局方在發表報告時，只會公布合計數字，不會提及個別公司情況。

調查完成後，調查的結果及報告將會上載至人力調查資訊系統。網址如下：

<https://manpower-survey.vtc.edu.hk/tc>



如對調查有任何查詢，請於星期一至五上午九時半至下午六時聯絡以下人士：

- ✧ 如查詢有關填寫及寄回問卷事宜，請與**米嘉道** 李小姐聯絡(電話：2598 0909)。
- ✧ 如希望直接與 VTC 聯絡，請致電 **VTC 人力調查(統計組)** 陳兆銘先生(電話：3907 6862)。

商品貿易及電商訓練委員會主席
林世豪先生

2024 年 9 月 16 日
附件



CONFIDENTIAL

WHEN ENTERED WITH DATA

填入數據後即成

機密文件

VOCATIONAL TRAINING COUNCIL

職業訓練局

THE 2024 MANPOWER SURVEY OF

THE MERCHANDISE TRADING AND E-COMMERCE INDUSTRY

商品貿易及電商業 2024 年人力調查

The 2024 Manpower Survey of the Merchandise Trading and E-commerce (MTE) Industry aims at collecting manpower information of the sector concerned for formulating recommendations on future manpower training. Please provide the information of your company as at **1st October 2024** by answering the questionnaire. Thank you.

商品貿易及電商業 2024 年人力調查旨在蒐集業內人力情況的最新資料，並按此為未來人力訓練制訂適當建議。懇請 貴公司根據 **2024 年 10 月 1 日** 的人力情況填寫此問卷。多謝合作。

Company Information

公司資料

TYPE OF SERVICE: (You may tick “✓” one or more options.)

服務性質（可剔“✓”選多於一項。）

(For official use)

Industry Code _____

☐ Merchandise Trading - Wholesale

商品貿易 - 批發

☐ Merchandise Trading - Import/Export

商品貿易 - 出入口

☐ Companies with E-commerce business (excluding technology provider)

營運電子商貿的公司（不包括科技提供者）

☐ Others :

其他 :

TOTAL NO. OF PERSONS ENGAGED: _____

僱員總人數

Detail of Contact Person*

聯絡人資料*

NAME OF PERSON TO CONTACT: _____

聯絡人姓名

POSITION: _____

職位

TEL. NO.: _____

電話

FAX NO. : _____

圖文傳真

E-MAIL: _____

電郵

* The information provided will be used for the purpose of this and subsequent manpower surveys.
所提供資料將用作是次及日後人力調查之用。

Part I — Manpower Information
第一部份 — 人力情況

Please complete columns ‘B’ to ‘E’ of the questionnaire according to the list of principal jobs by referring to Appendix B for job description of individual job.

請根據列表中的主要職務，並參考附錄B有關各種職務的工作說明來填寫表內各欄 ‘B’ 至 ‘E’。

Principal Jobs (Full-time Employees) 主要職務 (全職僱員)

Job
Code
職位
編號

e.g.:
例子

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。				
(A) Principal Job 主要職務 (See Appendix B) (參閱附錄B)	(B) No. of Full-time Employees as at Survey Reference Date 在統計日期的 全職僱員人數	(C) No. of Full-Time Vacancies as at Survey Reference Date 在統計日期的 全職空缺額	(D) No. of Posts to be Newly Recruited in the Next 12 Months 預計 在未來十二個月 的新增職位人數	(E) Average Monthly Remuneration Package of Full-Time Employees 全職僱員之每月 平均薪酬 Code 編號 1 Over \$50,000以上 2 \$30,001 - \$50,000 3 \$25,001 - \$30,000 4 \$20,001 - \$25,000 5 \$15,001 - \$20,000 6 Under \$15,001以下
Please enter a zero ‘0’ in the box if no employee/vacancy. 如沒有僱員／空缺，請在方格內填入 ‘0’。				
Job Title A (3 employees and 2 vacancies) 職位甲 (3名僱員及2個空缺)	3	2	0	4
Managerial Level 管理人員級				
101 Director or Head of Merchandising 採購總監或主管				
102 Director or Head of Supply Chain / Logistics / Warehouse 物流總監或主管				
103 Director or Head of Sales and Marketing 銷售及市場推廣總監或主管				
104 Business Development Manager 業務發展經理				
105 Research and Product Development Manager 研究及產品開發經理				
106 Engineering Manager 工程經理				
107 Product Design Manager 產品設計經理				
108 Merchandising Manager ; Buyer 採購經理；買手				
109 Sales Manager 銷售經理				
110 Marketing Manager 市場推廣經理				
111 Logistics Manager 物流經理				
112 Warehouse Manager 倉務經理				
113 Shipping Manager 船務經理				
114 Quality Control Manager 品質管制經理				
115 Compliance Manager 準則審核經理				
116 Sustainability Manager 可持續發展經理				
Supervisory Level 主任級				
201 Business Development Officer 業務發展主任				
202 Research and Product Development Officer 研究及產品開發主任				
203 Product Engineer 產品工程師				
204 Product Designer 產品設計師				
205 Merchandiser 採購主任				
Sales Executive 銷售主任				

Job
Code
職位
編號

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。				
(A) Principal Job 主要職務 (See Appendix B) (參閱附錄B)	(B) No. of Full-time Employees as at Survey Reference Date 在統計日期的 全職僱員人數	(C) No. of Full-Time Vacancies as at Survey Reference Date 在統計日期的 全職空缺額	(D) No. of Posts to be Newly Recruited in the Next 12 Months 預計 在未來十二個月 的新增職位人數	(E) Average Monthly Remuneration Package of Full-Time Employees 全職僱員之每月 平均薪酬 Code 編號 1 Over \$50,000以上 2 \$30,001 - \$50,000 3 \$25,001 - \$30,000 4 \$20,001 - \$25,000 5 \$15,001 - \$20,000 6 Under \$15,001以下
Supervisory Level (Continued) 主任級 (續)				
207 Sales Engineer 銷售工程師				
208 Marketing Executive 市場營銷主任				
209 Logistics Officer 物流主任				
210 Warehouse Officer 倉務主任				
211 Shipping Officer 船務主任				
212 Quality Control Officer 品質控制主任				
213 Compliance Officer 準則審核主任				
214 Sustainability Officer 可持續發展主任				
Operative / Clerical Support Level 輔助人員／文員級				
301 Business Development Assistant 業務發展助理				
302 Research and Product Development Assistant 研究及產品開發助理				
303 Product Design Assistant 產品設計助理				
304 Assistant Merchandiser 助理採購員				
305 Sales Representative 營業代表				
306 Marketing Assistant 市場營銷助理				
307 Logistics Assistant 物流助理				
308 Warehouse Clerk 倉務文員				
309 Shipping Clerk 船務文員				
310 Quality Control Assistant 品質管制助理				
311 Compliance Assistant 準則審核助理				
312 Sustainability Assistant 可持續發展助理				
313 Promoter 推銷員				
Other Relevant Merchandise Trading Staff 其他相關商品貿易員工				

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。				
(A) Principal Job 主要職務 (See Appendix B) (參閱附錄B)	(B) No. of Full-time Employees as at Survey Reference Date 在統計日期的 全職僱員 人數	(C) No. of Full-Time Vacancies as at Survey Reference Date 在統計日期的 全職空缺 額	(D) No. of Posts to be Newly Recruited in the <u>Next 12 Months</u> 預計 在未來十二個月 的 新增職位 人數	(E) Average Monthly Remuneration Package of Full-Time Employees 全職僱員 之每月 平均薪酬 Code 編號 1 Over \$50,000以上 2 \$30,001 - \$50,000 3 \$25,001 - \$30,000 4 \$20,001 - \$25,000 5 \$15,001 - \$20,000 6 Under \$15,001以下
	Please enter a zero '0' in the box if no employee/vacancy. 如沒有僱員／空缺，請在方格內填入 '0'。			
Complete the table below if business involves e-commerce operation and related manpower. 若業務涉及電子商貿及其人力，需填寫以下部份。				
Managerial Level 管理人員級				
Director or Head of E-Commerce / Sales and Marketing 電子商務/銷售及市場推廣總監或主管				
Director or Head of Digital Marketing 數碼營銷總監或主管				
Director or Head of Customer Relationship Management 顧客關係管理總監或主管				
Director or Head of Information Technology; General Manager (Digital Transformation) 資訊科技總監；數碼轉型總經理				
E-commerce Manager 電子商務經理				
Digital Marketing Manager 數碼營銷經理				
Customer Services Manager; Customer Relationship Management Manager 顧客服務經理；顧客關係管理經理				
Application Development Manager 應用開發經理				
Principal Data Scientist 首席數據科學家				
Supervisory Level 主任級				
Sales and Marketing Executive / Officer 營銷及市場推廣主任				
E-commerce Executive / Officer 電子商務主任				
Digital Marketing Executive / Officer 數碼營銷主任				
Customer Service Executive / Officer; Customer Relationship Executive / Officer 顧客服務主任；顧客關係主任				
System Analyst; Analyst Programmer 系統分析員；系統分析程序編制員				
Website Designer 網站及電子商務開發員				
Data Storage & IT Infrastructure Specialist 數據存儲及科技架構主任				
Data Scientist 數據科學家				
Operative / Clerical Support Level 輔助人員／文員級				
Sales and Marketing Assistant / Associate 銷售及市場推廣助理				
E-commerce Assistant / Associate 電子商務助理				
Digital Marketing Assistant / Associate 數碼營銷助理				
Customer Services Assistant / Associate; Customer Relationship Assistant / Associate 顧客服務助理；顧客關係助理				
Junior Data Scientist 初級數據科學家				
Other Relevant E-commerce Industry Staff 其他相關電商業員工				

Part II
第二部份

New Recruitment
新聘僱員

1. Please state the number of Merchandise Trading and E-commerce employees¹ who were **newly recruited** in the **past 12 months**.
(If there is no recruitment, please fill "0" in the box.)
請列出 貴公司在過去十二個月內**新招聘**的商品貿易及電商業僱員¹人數。(如沒有招聘, 請在方框內填上 "0"。)

	Managerial Level 管理人員級	Supervisory Level 主任級	Operative / Clerical Support Level 輔助人員／文員級
(a) Total 總人數			
(b) Number of new recruits with experience in Merchandise Trading and E-commerce industry 新招聘中, 具商品貿易及電商業經驗的僱員人數			

Employees Leaving the Company
已離職僱員

2. Please state the number of Merchandise Trading and E-commerce employees¹ who had **left** in the **past 12 months**.
(If there is no employees left, please fill "0" in the box.)
請列出 貴公司在過去十二個月內商品貿易及電商業僱員¹的**離職**人數。(如沒有僱員離職, 請在方框內填上 "0"。)

(a) Managerial Level
管理人員級

(b) Supervisory Level
主任級

(c) Operative / Clerical Support Level
輔助人員／文員級

Expected Change in Future
未來變化

3. When comparing with the current situation, please indicate your views on the expected change of the following **in the next 12 months**.
(Please tick in the box as appropriate.)
相對於現在, 請指出 貴公司預計在**未來十二個月**於下列之預期變化。(請在適當的格內填上"✓"號。)

(i) Business volume
業務額

<input type="checkbox"/> (a) Better 較佳	<input type="text" value="+"/> <input type="text" value=""/>	<input type="text" value=""/>	<input style="width: 20px;" type="text" value="%"/>
<input type="checkbox"/> (b) Stable 穩定			
<input type="checkbox"/> (c) Worsen 較差	<input type="text" value="-"/> <input type="text" value=""/>	<input type="text" value=""/>	<input style="width: 20px;" type="text" value="%"/>
<input type="checkbox"/> (d) Uncertain 不肯定			

(ii) Number of Merchandise Trading and E-commerce employees¹
商品貿易及電商業僱員¹數目

<input type="checkbox"/> (a) Increase 增加	<input type="text" value="+"/> <input type="text" value=""/>	<input type="text" value=""/>	<input style="width: 20px;" type="text" value="%"/>
<input type="checkbox"/> (b) Same 不變			
<input type="checkbox"/> (c) Decrease 減少	<input type="text" value="-"/> <input type="text" value=""/>	<input type="text" value=""/>	<input style="width: 20px;" type="text" value="%"/>

Please indicate the reasons leading to **"better" or "worse"**.
請說明引起**較佳或較差**的原因。

¹ Merchandise Trading and E-commerce employees refer to the principal jobs listed in Part I.
商品貿易及電商業僱員是指第一部份所列出的主要職務。

Major Difficulties Encountered in Recruitment

主要招聘困難

4. Please indicate the difficulties encountered in recruitment of Merchandise Trading and E-commerce employees¹ of your company in the **past 12 months**.

請指出 貴公司在過去十二個月招聘商品貿易及電商業僱員¹時所遇到的困難。

	Managerial Level 管理人員級	Supervisory Level 主任級	Operative / Clerical Support Level 輔助人員／文員級
(a) No recruitment was taken place (incl. no recruitment due to no such level of staff) 沒有招聘（包括因沒有相關職級的員工而沒有進行招聘）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Recruitment was taken place and did not encounter difficulties 有招聘，並沒有遇到困難	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Recruitment was taken place and the difficulties encountered were: (You may tick "✓" three major difficulties encountered in recruitment for each job level.) 有招聘，所遇到的困難是：（各職級可剔“✓”選 最主要的三項 招聘困難。）：			
(i) Competition for manpower from other industries, in terms of 就以下方面與其他行業之競爭			
● terms of employment 聘用條件	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
● compensation and benefits system 薪酬及福利制度	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
● working conditions (e.g. working hours, shift work) 工作條件（例如：工作時間，輪班工作）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
● career prospects 晉升機會	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Candidates lacked the relevant skills / experience 應徵者並無相關技能／經驗	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Candidates lacked the relevant academic qualification 應徵者未具相關學歷	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Candidates lacked awareness of career opportunities and prospects in merchandise trading industry 應徵者不了解商品貿易行業的就業及發展機會	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Candidates lacked awareness of career opportunities and prospects in e-commerce industry 應徵者不了解電商業的就業及發展機會	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Insufficient programmes available in the market to provide trained manpower 市場缺乏課程提供相關人力訓練	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii) Others (please specify) 其他（請說明） _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

¹ Merchandise Trading and E-commerce employees refer to the principal jobs listed in Part I.
商品貿易及電商業僱員是指第一部份所列出的主要職務。

Preferred Education Level and Years of Experience of Employees

僱員宜有的教育程度及相關年資

5. Please choose **preferred** education level and years of experience of Merchandise Trading and E-commerce employees¹.
請選擇商品貿易及電商業僱員¹ **宜有**的教育程度及相關年資。

Job level 職級	Managerial Level 管理人員級	Supervisory Level 主任級	Operative / Clerical Support Level 輔助人員／文員級
(a) Education Level (Please tick “✓” 1 box for each job level.) 教育程度 (每職級請剔“✓” 選一項。)			
(i) Postgraduate Degree 研究生學位	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) First Degree 學士學位	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Diploma/Certificate 文憑／證書	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Secondary 4 to 7 中四至中七	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Secondary 3 or below 中三或以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Years of Experience (Please tick “✓” 1 box for each job level.) 相關年資 (每職級請剔“✓” 選一項。)			
(i) 10 years or more 十年或以上	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) 6 years to less than 10 years 六年至十年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) 3 years to less than 6 years 三年至六年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) 1 year to less than 3 years 一年至三年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) less than 1 year 一年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) No experience 無經驗	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No such level of staff 沒有相關職級員工	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

¹ Merchandise Trading and E-commerce employees refer to the principal jobs listed in Part I.
商品貿易及電商業僱員是指第一部份所列出的主要職務。

Training

訓練

6. Please indicate the training areas required for Merchandise Trading and E-commerce employees¹ to deal with the development of the industry. (Please “✓” the **three major items** for each job level.)

為配合行業的新興趨勢，請指出商品貿易及電商業僱員¹所需要的培訓範疇。（每職級可剔“✓”最主要的三項。）

Training Areas 訓練範疇	Managerial Level 經理級	Supervisory Level 主任級	Operative / Clerical Support Level 輔助人員／文員級
(a) Customer Relationship Management 客戶關係管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Digital and Social Media Marketing 數碼及社交媒體營銷	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Data Analysis and Visualisation 數據分析及可視化	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(d) E-commerce Operation (e.g. cross-border e-commerce operation, e-transaction management, etc.) 電子商貿營運（例如跨境電商營運、電子交易管理等）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(e) E-commerce Technology Management 電子商貿科技管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(f) E-Merchandising 電子採購	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(g) E-commerce Supply Chain/Smart Logistics/Smart Warehouse Management 電貿供應鏈／智慧物流／智慧倉儲管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(h) E-commerce Policies 電貿政策	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(i) Cybersecurity 網路安全	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(j) Product Management 產品管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(k) Project Management 項目管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(l) Risk Management 風險管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(m) Change Management 變革管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(n) Sustainability (Environmental, Social, Governance) 可持續發展（環境保護、社會責任、公司治理）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(o) Multi-languages (e.g. English, Putonghua, etc.) 多種語言（例如英文、普通話等）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(p) Others (please specify) 其他（請註明）_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

End of questionnaire. Thank you for your co-operation.
問卷完，多謝合作。

¹ Merchandise Trading and E-commerce employees refer to the principal jobs listed in Part I.
商品貿易及電商業僱員是指第一部份所列出的主要職務。

The 2024 Manpower Survey of the
Merchandise Trading and E-commerce Industry
商品貿易及電商業2024年人力調查

Explanatory Note

附 註

Part I
第一部份

1. Principal Jobs – Column ‘A’

主要職務 —— ‘A’欄

- (a) Please go through column ‘A’ and mark those principal jobs applicable to your company. For detailed job descriptions for principal jobs, please refer to Appendix B.
請瀏覽 A’ 欄，選取適用於 貴公司的主要職務。有關詳細的工作說明，請參閱附錄B。
- (b) Please note that some of the job titles may not be the same as those used in your company. Please classify an employee according to his/her major duty and provide the required information if the jobs have similar or related functions.
調查表內部分職稱可能有別於 貴公司所採用者。請根據僱員的主要職責分類。若員工職責與表內某職務的職責相近，可視作相同職務，請提供所需資料。
- (c) In the event where an employee’s duties in your company are split between two or more job titles, please use the job title that best describes his/her principal responsibility.
如 貴公司有員工身兼多項職責，請選用最能反映其主要職責的職稱。
- (d) Please add in column ‘A’ titles of any principal jobs not mentioned in job descriptions (Appendix B); briefly describe them in respect of the appropriate job categories and job levels.
如 貴公司另有商品貿易及電商業的主要職務未載於工作說明（附錄B），請一併填入‘A’欄內，並簡述其所屬的職務類別及等級。

2. Number of Full-time Employees as at Survey Reference Date – Column ‘B’

在統計日期的全職僱員人數 —— ‘B’欄

For each principal job, please fill in the total number of full-time employees as at survey reference date.
請填寫 貴公司於統計日期僱用的每個主要職務的全職僱員總數。

‘Full-time Employees’ refer to those who have worked for the same employer for 4 weeks or more and for not less than 18 hours in each week. The number should include all employees under Hong Kong company’s payroll, disregarding whether those are deployed to work in other places (including the mainland of China).

「全職僱員」是指在 貴公司全職工作達4星期或以上，同時每星期工作不少於18小時的員工。此數目應包括 貴公司在香港人事編制內的所有僱員，不論是否有派駐往其他地方工作（包括中國內地）。

3. Number of Full-time Vacancies as at Survey Reference Date – Column ‘C’

在統計日期的全職空缺額 —— ‘C’欄

Please fill in the total number of existing full-time vacancies as at survey reference date for each principal job. “Existing Vacancies” refer to those unfilled, immediately available job openings for which the company is actively trying to recruit personnel as at survey reference date.

請填上 貴公司每一主要職務在統計日期的全職空缺額。「統計日期的空缺額」是指該職位於統計日期仍懸空，須立刻填補，而現正積極招聘人員填補。

4. No. of Posts to be newly recruited in the next 12 months – Column ‘D’

預計在未來十二個月的新增職位人數 —— ‘D’欄

Please fill in the total number of posts to be newly recruited in the next 12 months for each principal job (not including current vacancies).

請填上 貴公司每一主要職務預計在未來十二個月的新增職位總數 (不包括現有的空缺)。

5. Average Monthly Remuneration Package of full-time employees – Column ‘E’

全職僱員之每月平均薪酬 —— ‘E’欄

Please enter the code of average monthly remuneration package of full-time employee(s) during the past 12 months for each principal job. This should include basic salary, overtime pay, cost of living allowance, meal allowance, housing allowance, travel allowance, commission and bonus. If you have more than one employee doing the same job, please enter the average range.

請在‘E’欄填入每個主要職務的全職僱員過去12個月每月平均薪酬的編號。這包括底薪、逾時工作津貼、生活津貼、膳食津貼、房屋津貼、旅行津貼、佣金及花紅。若從事同類工作的僱員多於一名，則請取其平均收入。

Part II

第二部份

6. Question 1 – New Recruitment

問題1 —— 新聘僱員

(a) Please fill in the total number of Merchandise Trading and E-commerce employees who were newly recruited in the past 12 months.

請填入 貴公司在過去十二個月內新招聘的商品貿易及電商業僱員人數。

(b) Please fill in the number of new recruits with experience in Merchandise Trading and E-commerce industry.

請填入 貴公司的新招聘中，具商品貿易及電商業經驗的僱員人數。

7. Question 2 – Employees who had left the Company

問題2 —— 已離職僱員

Please fill in the number of Merchandise Trading and E-commerce employees who had left in the past 12 months.

請填上 貴公司過去十二個月內，商品貿易及電商業僱員的離職人數。

8. Question 3 – Expected Change in Future

問題3 —— 未來變化

When comparing with the current situation, please indicate your views on the expected change in the next 12 months.

相對於現在，請指出 貴公司預計在未來十二個月之預期變化。

(i) Business volume and provide the reasons leading to better or worse.

業務額及指出引起較佳或較差的原因。

(ii) Number of Merchandise Trading and E-commerce employees

商品貿易及電商業僱員數目

9. Question 4 – Recruitment Difficulties

問題4 —— 招聘困難

Please indicate the difficulties encountered in recruitment of Merchandise Trading and E-commerce employees of your company in the past 12 months.

請指出 貴公司在過去十二個月招聘商品貿易及電商業僱員時所遇到的困難。

10. Question 5 – Preferred Education Level and Years of Experience of Merchandise Trading and E-commerce employees

問題5 —— 商品貿易及電商業僱員宜有的教育程度及相關年資

Please indicate the preferred education level and years of experience of Merchandise Trading and E-commerce employees.

請選擇商品貿易及電商業僱員宜有的教育程度及相關年資。

Definition of Preferred Level of Education:

宜有教育程度的定義：

- ◆ “Postgraduate Degree” refers to higher degrees (e.g. master degrees) offered by local or non-local education institutions, or equivalent.
「研究生學位」是指本地或非本地教育機構提供的高等學位（如碩士學位），或同等教育程度。
- ◆ “First Degree” refers to first degrees offered by local or non-local education institutions, or equivalent.
「學士學位」是指本地或非本地教育機構提供的學士學位，或同等教育程度。
- ◆ “Sub-degree” refers to Associate Degrees, Higher Diplomas, Professional Diplomas, Higher Certificates, Endorsement Certificates, Associateship or equivalent programmes offered by local or non-local education institutions.
「副學位」是指本地或非本地教育機構提供的副學士、高級文憑、專業文憑、高級證書、增修證書、院士銜或同等課程。
- ◆ “Diploma/Certificate” refers to technical and vocational education programmes including Diploma/Certificate courses, Diploma of Foundation Studies, Diploma of Vocational Education and programmes at the craft level, or equivalent.
「文憑／證書」是指技術及職業教育課程之文憑／證書、基礎課程文憑、職專文憑及技工程度的課程，或同等教育程度。
- ◆ “Secondary 4 to 7” refers to Secondary 4-7, covering the education programmes in relation to the Hong Kong Certificate of Education Examination (HKCEE), the Hong Kong Diploma of Secondary Education (HKDSE) Examination, Diploma of Applied Education (DAE), or equivalent.
「中四至中七」是指中四至中七（包括與香港中學會考、香港中學文憑考試、應用教育文憑等相關的教育課程）或同等教育程度。
- ◆ “Secondary 3 or below” refers to Secondary 3 or below, or equivalent.
「中三或以下」是指中三或以下，或同等教育程度。

11. Question 6 – Training areas

問題6 —— 培訓範疇

To deal with the development of the industry, please indicate the training areas required for Merchandise Trading and E-commerce employees.

為配合行業的新興趨勢，請填寫商品貿易及電商業僱員所需要的培訓範疇。

The 2024 Manpower Survey of the Merchandise Trading and E-Commerce Industry
商品貿易及電商業2024年人力調查

Description for the Principal Jobs

主要職務的工作說明

Code 編號	Principal Job 主要職務	Job Description 工作說明
Managerial Level 管理人員級		
101	Director or Head of Merchandising 採購總監或主管	<p>Oversee and manage international purchasing activities. Develop purchasing and product pricing strategies, and design purchasing systems. Manage relationships with suppliers. Analyse business data. Develop IP and PR crisis management policies and monitor the progress.</p> <p>監督並管理國際採購活動。制定採購和貨品定價策略，策劃採購系統。管理與供應商的關係。分析商業數據。制定知識產權及公關危機管理政策，並監察進展。</p>
102	Director or Head of Supply Chain / Logistics / Warehouse 物流總監或主管	<p>Manage third-party logistics services, develop cross-border logistics solutions, improve supply and distribution chains, and develop sustainable plans for logistics management businesses. Develop inventory management strategies, inventory control systems, cross-border warehousing and logistics strategies, and customer relationship management policies. Monitor the progress of crisis response and handling.</p> <p>管理第三方物流服務，制定跨境物流方案，改善供應及分配鏈，發展物流管理業務可持續計劃。制定存貨管理策略、庫存控制系統、跨境倉儲與物流策略及客戶關係管理政策。監察危機應對及處理的進展。</p>
103	Director or Head of Sales and Marketing 銷售及市場推廣總監或主管	<p>Develop brand promotion and sales management strategies. Analyse trading policies and their impact in relevant regions to formulate operational strategies. Manage sales channels to formulate marketing, marketing channel, media strategies, and after-sales service plans, as well as sales team management strategies and product pricing strategies. Develop IP and PR crisis management policies and monitor the progress.</p> <p>制定品牌推廣及銷售管理策略。分析相關地區的商務政策及其影響，制定商務運營策略。管理銷售渠道，制定市場營銷、營銷渠道和媒體策略，以及售後服務方案，並銷售團隊管理策略和貨品定價策略。制定知識產權及公關危機管理政策，並監察進展。</p>
104	Business Development Manager 業務發展經理	<p>Lead and manage the business development team. Establish strategic business partnership. Identify new business opportunities. Develop business proposals for new and existing customers. Formulate overall operational strategies for e-commerce, including procurement, risk management, and market competition, to enhance business performance and achieve business objectives.</p> <p>領導和管理業務發展團隊。建立策略性商業夥伴關係。發掘新商機。為新客戶和現有客戶制定業務方案。制定與電子商務有關的整體運營策略，包括採購、風險管理和市場競爭，以提升業務績效並實現業務目標。</p>

Code 編號	Principal Job 主要職務	Job Description 工作說明
105	Research and Product Development Manager 研究及產品開發經理	<p>Lead the product development team to formulate product development strategy. Conduct research to determine the best way to produce a particular item. Ensure the product is finalised according to the market needs and company guidelines. Monitor the production schedule to ensure on-time delivery. Prepare a cost analysis for the development of a new product and review the product specifications.</p> <p>領導產品開發團隊制定產品開發策略。進行研究以確定生產特定物品的最佳方法。確保根據市場需求和公司指引完成產品的原型。監控生產進度以確保準時交貨。對新產品的開發進行成本分析及檢視產品規格。</p>
106	Engineering Manager 工程經理	<p>Lead a team of engineers in participating in the product development and engineering works. Support the production team to meet the product specifications. Liaise with relevant parties to ensure that product development processes comply with relevant engineering standards. Provide technical advice and support to customers and internal teams.</p> <p>領導工程師團隊參與產品開發和工程項目。支援生產團隊以確保其產品符合規格。與相關部門聯繫，確保產品開發過程符合相關工程標準。為客戶和內部團隊提供技術意見和支援。</p>
107	Product Design Manager 產品設計經理	<p>Provide direction and guidance to product design teams. Offer design solutions to achieve cost-effectiveness. Validate product designs and provide corrective actions; Implement process improvements to enhance product quality and productivity. Recommend new technologies and tools to optimise product design processes. Analyse and troubleshoot product issues in a timely manner.</p> <p>為產品設計團隊提供方向和指導。提供設計解決方案以實現成本效益。驗證產品設計並提供修正措施。實施流程改進以保障產品質量和生產率。建議新技術和工具以優化產品設計流程。及時分析和解決產品問題。</p>
108	Merchandising Manager; Buyer 採購經理； 買手	<p>Lead the team to develop effective sourcing strategies. Review market and sales analysis to determine local and overseas market requirements. Manage e-procurement in sourcing, negotiating price, terms and condition of suppliers' contract. Build solid relationships with suppliers and existing business partners and proactively look for potential future partnerships. Assess customer needs and sales trends, and analyse the effectiveness of the buying plan so to provide basis for online and offline retail and merchandising activities.</p> <p>帶領團隊制定有效的採購策略。檢視市場及銷售分析資料，以釐定本地及海外市場的需求。管理電子採購工作，包括尋找貨源、洽談價錢供應合約條款及審批訂單等。與供應商及現有業務合作夥伴建立牢固的關係，並積極尋找未來的合作夥伴。評估客戶需求和銷售趨勢，分析銷售計劃的績效，為線上線下營銷及採購等提供依據。</p>
109	Sales Manager 銷售經理	<p>Set goals for the sales team. Analyse sales data and trends periodically so to review and formulate appropriate sales strategies. Maintain close contact with the sales team leader as well as clients, distributors and dealers. Recruit and train the sales team.</p> <p>為銷售團隊設定目標。定期審查和分析銷售數據和趨勢，並制定合適的銷售策略。與銷售團隊負責人、客戶、分銷商和經銷商保持密切聯繫。招聘和培訓銷售團隊。</p>
110	Marketing Manager 市場推廣經理	<p>Develop and execute marketing strategies and action plans to enhance the business image. Identify new customers, manage the delivery of marketing campaigns and public relations activities and analyse their effectiveness. Conduct market research, market forecasts and intelligence analysis.</p> <p>制定及執行市場推廣策略和行動計劃，以提升企業形象。發掘新客戶。管理推廣和宣傳活動的進程並分析其成效。進行市場研究、市場預測及情報分析。</p>

Code 編號	Principal Job 主要職務	Job Description 工作說明
111	Logistics Manager 物流經理	<p>Lead a logistics team. Construct logistics plan to maximise efficiency according to customers' demands. Organise daily logistics activities to meet customers' request. Formulate smart logistic technology to maximise efficiency and goods quality. Review logistics' activities to improve work and cost efficiency.</p> <p>領導物流團隊。根據客戶的需求，制定物流計劃以達至最高效益。組織日常物流工作以滿足客戶的要求。制定智能物流技術方案以提升效率和商品質量。審查物流工作以改善工作及成本效益。</p>
112	Warehouse Manager 倉務經理	<p>Lead a warehouse team to ensure compliance with the company's standards in the warehousing process. Monitor the warehousing process to enhance the warehouse productivity and service level. Implement the smart warehousing management strategy to achieve continuous improvements in cost and quality.</p> <p>領導倉務團隊以確保倉務流程符合公司的標準。監控倉儲流程以提升倉庫生產力和服務水平。實施智能倉庫管理策略，以持續改善服務質量和達至成本效益。</p>
113	Shipping Manager 船務經理	<p>Lead the shipping team and coordinate with internal parties in the matters of shipment schedules, I/E and L/C documents and customs declaration. Develop strategies and action plans for continuous improvement on the overall shipping process. Negotiate terms with forwarders for better services and pricing. Provide solutions to the shipping issues.</p> <p>領導船務團隊及與內部相關部門協調安排船期表、處理出入口、信用證文件和海關申報事宜。制定及執行政策，不斷改善整個船務流程。與貨運代理商討條款，以獲得更好的服務和價格。提供與船務有關的解決方案。</p>
114	Quality Control Manager 品質管制經理	<p>Develop, implement and manage quality control systems. Ensure continuous production of advanced composite materials and applications consistent with established standards and customer/production specifications.</p> <p>策劃、組織、督導及監控採購方面各階段的品質保證程序。確保來料及製成品符合既定標準及客戶要求及生產的規格。</p>
115	Compliance Manager 準則審核經理	<p>Implement compliance policies and procedures, including the implementation of trade compliance systems with reference to the current business environment. Ensure that the business and its products comply with all relevant laws, regulations, codes, and standards. Stay updated on global developments and international standards and alert management to high-risk areas. Maintain communication with different stakeholders to enhance compliance management.</p> <p>負責執行合規政策及程序，包括根據當前商業環境實施貿易合規系統。確保公司及其產品符合所有相關法例、法規、守則及標準。了解國際標準的最新發展，並提醒管理層注意容易出現問題的環節。與不同持份者緊密溝通及合作，以優化公司合規的管理工作。</p>

Code 編號	Principal Job 主要職務	Job Description 工作說明
116	Sustainability Manager 可持續發展經理	<p>Lead the initiation and implementation of sustainability programs. Evaluate the existing sustainability performance and provide strategic recommendations for improvement. Develop and cultivate a strong network of relationships with the internal Product Development Team, Sourcing and Production Team, Product Integrity and Testing Team, and QA Team and external vendor partners; Establish a communication platform to deliver key sustainability strategies among company's stakeholders for enhancing their awareness of sustainable issues.</p> <p>領導團隊發展和執行可持續發展的策略和政策。評估現有的可持續發展績效並提出策略性的改善建議。與外部供應商、合作夥伴及內部團隊，包括產品開發、採購和生產、產品測試、品質監控等建立緊密的合作關係。建立可持續發展的溝通平台，向公司的持份者傳遞關鍵的可持續策略，以提升他們對相關議題的認知。</p>
Supervisory Level 主任級		
201	Business Development Officer 業務發展主任	<p>Conduct regular market research to identify emerging trends and new industry developments in the e-commerce sector. Actively follow up with customer enquiries. Identify and evaluate business opportunities. Maintain existing client relationships and actively cultivate new customer relationships.</p> <p>定期進行市場研究以識別電子商務領域中的新興趨勢和行業發展。積極跟進客戶查詢。識別和評估商機。與現有客戶保持良好關係並積極發掘新客戶。</p>
202	Research and Product Development Officer 研究及產品開發主任	<p>Evaluate current production workflow and identify opportunities for process improvement. Participate in new product development and closely follow the production process. Keep track of new technology and apply them to the production process. Provide technical support to the production, marketing, and purchasing business units.</p> <p>評估當前的生產流程並開發改進流程方案。參與新產品開發並密切追蹤生產過程。緊貼新的生產技術並將其應用到生產過程中。為生產、營銷和採購部門提供技術支援。</p>
203	Product Engineer 產品工程師	<p>Provide technical advice in product design and product development from introduction to mass production. Monitor the production schedule to ensure on-time product deliveries. Prepare a cost model. Follow up with customers on the approval of engineering prototype. Perform product testing, evaluation and troubleshooting to ensure products meet the required specifications and quality standards. Prepare documentation and certification for products.</p> <p>在產品引進至大量生產的過程中，提供技術上的建議。監控生產進度以確保產品按時交付。為產品準備成本模型。與客戶跟進工程原型的批核。進行產品測試、評估和排解疑難，以確保產品符合規格和質量的要求。準備有關產品的文件和認證。</p>
204	Product Designer 產品設計師	<p>Create and present innovative product design concepts to stakeholders. Suggest improvements to product design. Keep updating the current industry trends and market conditions. Modify existing designs to meet customer expectations.</p> <p>創建及介紹產品的新穎設計概念。提出改進產品設計的建議。不斷更新當前行業的趨勢和市場狀況。修訂現有設計，以滿足客戶的期望。</p>

Code 編號	Principal Job 主要職務	Job Description 工作說明
205	Merchandiser 採購主任	<p>Follow up on purchase orders with factories, customers and internal parties in the e-procurement system to ensure customer satisfaction and on-time delivery. Source reliable suppliers and negotiate payment terms and delivery schedules with them. Analyse and report on demand and procurement status.</p> <p>在電子採購系統中，與工廠，客戶和內部相關部門跟進採購訂單，以確保客戶滿意度和按時交貨。尋求可靠的供應商，並與他們協商付款條件和交貨時間表。分析並報告需求和採購狀況。</p>
206	Sales Executive 銷售主任	<p>Plan, coordinate and implement various sales activities. Develop new business trading channels. Establish and maintain good relationships with local and overseas clients. Explore new opportunities to achieve targeted business objectives.</p> <p>計劃、協調和實行各種銷售活動。開發新的商業交易渠道。與本地及海外客戶建立和維持良好的關係。發掘機遇以實踐業務目標。</p>
207	Sales Engineer 銷售工程師	<p>Handle sales activities. Conduct product demonstrations and sales presentations to explain key technical aspects to customers. Take responsibility for tender preparation and submission. Collaborate with colleagues in research and product development team on product features and recommend changes as necessary to meet market demand.</p> <p>處理銷售活動。透過產品及銷售簡報，向客戶解釋有關技術方面的解決方案。負責招標的事宜。與研究和產品開發團隊合作，為產品功能提供建議，以迎合市場需求。</p>
208	Marketing Executive 市場營銷主任	<p>Plan and develop marketing campaigns and exhibitions. Coordinate with internal and external parties to implement various marketing programs. Monitor web content management and other developments in digital communication channels. Maintain close contact with mass media and advertising agencies.</p> <p>計劃和制定營銷活動和展覽。與內部和外部各方協調以實施各種營銷計劃。管理網站內容和數碼化溝通渠道的發展。與大眾媒體和廣告代理商保持密切聯繫。</p>
209	Logistics Officer 物流主任	<p>Apply smart logistic technology to monitor the flow of goods. Ensure that the right products are delivered to the designated locations on time. Coordinate with the central warehouse and transportation teams to manage logistics and delivery arrangement. Handle order status and delivery scheduling with clients and forwarders.</p> <p>應用智能物流技術監控物流狀況，確保產品能按時交付到正確的目的。與中央倉庫和運輸團隊就物流和交貨安排進行聯繫。與客戶和貨運代理處理訂單狀態和交貨事宜。</p>
210	Warehouse Officer 倉務主任	<p>Apply the smart warehouse system to supervise daily activities in the warehouse. Track and coordinate the receipt, storage, and timely delivery of goods and materials. Place order for supplies and maintain suitable inventory levels. Maintain inventory records and report relevant information. Ensure warehouse operation comply with health and safety regulations.</p> <p>應用智能倉庫系統以監督倉庫日常活動。跟進並協調貨物和物料的接收、存儲和及時交付的情況。訂購耗材並維持適當的庫存水平。保存庫存記錄及上報相關事宜。確保倉庫運作符合健康和安全法規。</p>
211	Shipping Officer 船務主任	<p>Monitor all shipments in transit to ensure timely arrival of goods and documents. Liaise and communicate with freight forwarders and local delivery agents to arrange orders, shipments and customs matters. Verify and negotiate the best transportation costs with carriers.</p> <p>監控所有船運中的貨物，以確保貨物和文件及時到達。與貨運代理和當地交付代理商聯絡並進行溝通，安排訂單，船運和海關事宜。與承運人核實並協商最優惠的運輸價格。</p>

Code 編號	Principal Job 主要職務	Job Description 工作說明
212	Quality Control Officer 品質控制主任	<p>Perform regular quality assessments on all materials and products to meet quality requirements. Examine product functionalities to meet product specifications. Recommend improvements to the production process for quality control. Complete detailed inspection reports and performance records. Supervise the production process and address quality-related issues promptly.</p> <p>定期對產品及材料進行質量評估，以確保符合質量要求。驗證產品功能是否符合規格。建議改進生產過程以實施質量控制。填寫詳細的檢查報告和性能記錄。監督生產過程；及時解決與質量有關的問題。</p>
213	Compliance Officer 準則審核主任	<p>Collaborate with relevant parties to ensure trade practices comply with procedures and requirements. Provide training on trade compliance and regulations. Stay updated on policies, regulations, international guidelines and industry standards. Reduce risk.</p> <p>與有關部門保持緊密合作，確保工作遵守法規要求。提供遵守法規的培訓。緊貼最新法規的政策、國際準則及行業標準的知識。降低風險。</p>
214	Sustainability Officer 可持續發展主任	<p>Conduct assessments and provide tracking of sustainability development progress. Prepare sustainability reports. Provide training and guidance materials related to sustainability. Analyse the current environment and social sustainability trends and prepare proposal for new sustainability projects. Establish a knowledge pool for sustainability and create sustainability-related presentations.</p> <p>進行可持續發展項目的評估並定期檢視績效。撰寫可持續發展報告。提供與可持續發展相關的培訓和指導材料。分析當前的環境和社會可持續發展趨勢，並為新的可持續性項目提供建議。建立可持續發展知識庫和製作相關的文稿。</p>
Operative/ Clerical Support Level 輔助人員／文員級		
301	Business Development Assistant 業務發展助理	<p>Provide administration support to the business development team. Responsible for data entry into the system and preparation of quotations. Communicate with and maintain long-term relationships with business partners. Assist in collecting, analysing and evaluating different market information and its impact on the overall business situation.</p> <p>為業務開發團隊提供行政支援。負責系統的數據輸入和報價準備。與業務夥伴溝通並保持長期關係。協助收集、分析和評估不同市場資訊及其對整體業務狀況的影響。</p>
302	Research and Product Development Assistant 研究及產品開發助理	<p>Assist in research and development activities in relation to new products or modifications of existing products and processes, product testing, raw materials testing, product development, packaging, labelling and technical research. Provide general clerical support and assist in data analysis. Support the preparation of prototype for new/modified products or process designs. Maintain the sample management system for assigned products.</p> <p>協助研究和開發的工作，包括新產品及現有產品及流程的修改、產品測試、原材料測試、產品開發、包裝、標籤和技術研究等。提供一般文書支援及協助數據分析工作。支援新／改良產品的原型準備及流程設計。維護指定產品的樣本管理系統。</p>
303	Product Design Assistant 產品設計助理	<p>Assist in drawing design and creating detailed sampling specifications. Ensure that all digital files and sketches are up to date. Support product design reviews. Communicate with relevant departments to develop prototype samples; Maintain records for all company samples that have been completed.</p> <p>協助設計繪圖及制定詳細的樣本規格。確保所有數碼檔案和草圖保持最新狀態。協助檢視產品設計。與相關部門溝通有關開發原型樣本的事宜。記錄所有公司樣本的資料。</p>

Code 編號	Principal Job 主要職務	Job Description 工作說明
304	Assistant Merchandiser 助理採購員	<p>Assist in sourcing, price negotiation and trading terms negotiation. Track ordering activities to meet the product specifications and delivery requirements. Assist in liaising with existing or potential suppliers, vendors and relevant internal departments. Issue related documents such as purchase orders and invoices.</p> <p>協助採購、議價及訂定交易條款。跟進訂購事宜，包括數量、品質、產品規格和交貨要求。與現有或潛在的供應商、賣方和內部各方保持聯繫。發出相關文件，例如採購訂單和發票等。</p>
305	Sales Representative 營業代表	<p>Responsible for sales activities. Deliver quality and consistency service to customers. Achieve sales targets and maintain a high level of customer service and product knowledge. Build and maintain long-term relationships with customers by providing an excellent customer experience.</p> <p>負責銷售工作。為客戶提供優質和貫徹始終的服務。達成銷售目標並保持高水平的客戶服務和產品知識。透過提供優質的客戶體驗建立和維護與客戶的長期關係。</p>
306	Marketing Assistant 市場營銷助理	<p>Support marketing activities. Design and prepare advertising materials. Update company website. Liaise with potential business partners for joint promotion activities.</p> <p>支援市場推廣活動。設計和準備廣告材料。負責更新公司網站資訊。與潛在的業務合作夥伴聯繫，協助籌劃聯辦的推廣活動。</p>
307	Logistics Assistant 物流助理	<p>Provide routine administrative support. Perform load planning and data input by using smart logistic technology. Communicate with different parties on documentation, operations and transportation issues.</p> <p>提供日常行政支援。利用智能物流技術執行貨物負載安排和數據輸入。與相關部門就文件紀錄、運作及運輸事宜保持溝通。</p>
308	Warehouse Clerk 倉務文員	<p>Support the maintenance of warehouse in/out records. Coordinate daily communication between internal staff and customers. Handle data entry and update the smart warehouse system. Prepare daily warehouse documents. Record receipt, storage and delivery of goods.</p> <p>支援倉庫進出記錄的保存。協調內部員工與客戶之間的日常溝通。處理智能倉庫系統的數據輸入及系統更新。準備每日倉庫文件。處理貨物的接收、儲存和交付記錄。</p>
309	Shipping Clerk 船務文員	<p>Ensure all orders can be shipped on time. Handle the full set of I/E and L/C documents. Handle the Tradelink system and customs declaration. Perform data entry and filing.</p> <p>確保所有訂單按時出貨，處理完整的出入口及信用證文件。處理貿易通系統和海關申報。進行數據輸入和文件存檔。</p>
310	Quality Control Assistant 品質管制助理	<p>Participate in the in-house testing for raw materials and finished products. Carry out routine laboratory clerical work within the Quality Control Department. Assist in the preparation of technical test results. Provide support for troubleshooting technical issues.</p> <p>參與內部原材料和成品測試的程序。跟進品質管制部門內日常實驗室的文書工作。協助準備技術測試結果。提供技術問題解決方案。</p>
311	Compliance Assistant 準則審核助理	<p>Assist in drafting and reviewing contracts, agreements and related compliance documents. Typeset contracts, documents and related files and filing.</p> <p>協助草擬和審查合約、協議和相關法規準則的文件。為合約、文件和相關檔案排版和執行存檔工作。</p>

Code 編號	Principal Job 主要職務	Job Description 工作說明
312	Sustainability Assistant 可持續發展助理	<p>Assist in the preparation of sustainability reports and the analysis of the sustainability landscape intelligence. Support the provision of sustainability services, including updating presentation materials, building and managing data collection platform, data analysis and verification. Participate in sustainability research. Prepare business proposals and reports for clients.</p> <p>協助編寫可持續發展的報告及分析有關的情報。支援可持續發展服務，包括更新演示材料、建立和管理數據收集平台、數據分析及驗證等。參與可持續發展研究。為客戶準備商業計劃書和報告。</p>
313	Promoter 推銷員	<p>Promote products and services to customers.</p> <p>向客戶推廣產品和服務。</p>

Code 編號	Principal Job 主要職務	Job Description 工作說明
Complete the table below if business involves e-commerce operation and related manpower. 若業務涉及電子商貿及其人力，需填寫以下部份。		
Managerial Level 管理人員級		
151	Director or Head of E-Commerce / Sales and Marketing 電子商務/銷售及市場推廣總監或主管	Develop brand promotion and multi-channel sales management strategies. Analyse e-commerce policies and their impact in relevant regions to formulate e-commerce operational strategies. Manage sales channels to formulate marketing, marketing channel, media strategies, and after-sales service plans, as well as sales team management strategies and product pricing strategies. Develop IP and PR crisis management policies and monitor the progress. 制定品牌推廣及多渠道銷售管理策略。分析相關地區的電子商貿政策及其影響，制定電子商貿運營策略。管理銷售渠道，制定市場營銷、營銷渠道和媒體策略，以及售後服務方案、銷售團隊管理策略和貨品定價策略。制定知識產權及公關危機管理政策，並監察進展。
152	Director or Head of Digital Marketing 數碼營銷總監或主管	Grasp the market trends and formulate cross border e-commerce marketing strategy. Plan appropriate digital marketing tools. Evaluate online business and develop marketing, marketing channel and media strategies. Manage all digital marketing channels and formulate customer relationship management strategies and digital marketing strategies. Develop IP and PR crisis management policies and monitor the progress. 掌握市場動向，制定電子化商業模式及市場發展目標。規劃合適的數碼營銷工具。評估網上業務，制定市場營銷、營銷渠道和媒體策略。管理所有數碼營銷渠道，制定顧客關係管理策略和數碼營銷策略。制定知識產權及公關危機管理政策，並監察進展。
153	Director or Head of Customer Relationship Management 顧客關係管理總監或主管	Establish organisational image and develop, maintain and improve customer relationship management strategies. Develop customer service plans and customer service performance criteria. Develop an after-sales service plan. Analyse, deploy and optimise customer relationship management systems and manage partner relationships. Develop IP and PR crisis management policies and monitor the progress. 建立機構形象，制定、維持和改善顧客關係管理策略。制定顧客服務計劃及顧客服務的表現準則。制定售後服務方案。分析、部署及優化顧客關係管理系統，並管理合作夥伴關係。制定知識產權及公關危機管理政策，並監察進展。
154	Director or Head of Information Technology; General Manager (Digital Transformation) 資訊科技總監； 數碼轉型總經理	Evaluate online business and establish online retail platform. Manage IT projects and enterprise resource planning. Develop, review and confirm standards for network architecture, data management policies, and technical architecture. Define metrics and methods to measure business performance after adopting new technologies. Develop risk management policies and monitor the progress. 評估網上業務並建立網上零售平台。管理資訊科技項目及企業資源計劃。制定、檢討和確認網絡架構、資料管理政策、技術架構的標準。界定量度標準和方法，以測量採用新科技後的業務表現。發展風險管理政策，並監察進展。
155	E-commerce Manager 電子商務經理	Manage the online sales system, conduct regular monitoring and review to ensure the accuracy and timeliness of the sales system. Manage cross-border payments and receipts. Follow up on e-commerce business orders with customers and manage e-procurement. 管理網上銷售系統，並定期進行監察及檢討，確保銷售系統的準確性及適時性。管理跨境支付和收款，跟進與客戶的電子商務訂單，並管理電子採購。

Code 編號	Principal Job 主要職務	Job Description 工作說明
156	Digital Marketing Manager 數碼營銷經理	Analyse marketing data, including sales trend analysis, marketing performance and customer behavior. Execute digital marketing strategies. Evaluate market acceptance and sales forecasts for products or services in e-commerce markets. Manage multiple digital marketing channels and sales strategies. Handle digital marketing public relations crises. 分析營銷數據，包括銷售趨勢分析、營銷表現和消費者行為。執行數碼營銷策略。評估電子商務市場上產品或服務的市場接受度和銷售預測。管理多渠道數碼營銷及市場推廣方案。處理數碼營銷公關危機。
157	Customer Services Manager; Customer Relationship Management Manager 顧客服務經理； 顧客關係管理經理	Develop the customer service plans, review the effectiveness on the interaction with customers via different channels, analyse the customer information for deepening the understanding on customers' needs and potential requests, establishing closer relationships with customers and exploring more new business opportunities. 制定客戶服務計劃，檢視從不同渠道與客戶進行全方位接觸的成效。透過分析顧客資料，讓企業加深對顧客的了解及潛在要求，與客戶建立更緊密的關係及發掘更多新的商機。
158	Application Development Manager 應用開發經理	Implement and monitor the IT strategy formulated by the organisation and select appropriate IT strategies for the business. Recommend and perform software design, development and maintenance. Understand the system development life cycle and software development process and prioritise resource allocation. Develop and implement risk mitigation strategies and plans related to IT. 執行及監控機構制定的資訊科技策略，並為業務選擇合適的資訊科技。建議並執行軟件設計、發展和維護。瞭解系統開發的生命週期和軟件開發過程，分配資源的優先次序。制定並執行與資訊科技有關的風險緩和策略和計劃。
159	Principal Data Scientist 首席數據科學家	Lead innovation within the organisation and define how additional business value could be created through the utilisation of the organisation's data assets and analytics. Develop, plan and manage the overall policies and goals of the data science function of the organisation. Ensure all key data management procedures and processes comply with the relevant regulatory requirements. Evaluate and select the appropriate tools, techniques, staffing and methodologies to extract and manage data for application development. 領導公司內的創新，並定義如何透過公司的資料資產和分析創造額外的業務價值。制定、規劃和管理公司數據科學的總體政策和目標。確保所有關鍵資料管理程序和流程符合相關監管要求。評估並選擇適當的工具、技術、人員配置和方法來提取和管理應用程式開發的數據。
Supervisory Level 主任級		
251	Sales and Marketing Executive / Officer 營銷及市場推廣主任	Implement brand promotion and multi-channel sales management strategies. Execute advertising and promotional campaigns as well as sales plans. Process customer files and activity records. Use technology to enhance creativity and work efficiency. 執行品牌推廣及多渠道銷售管理策略。執行廣告宣傳和推廣活動，以及銷售計劃。處理客戶檔案及活動紀錄。運用科技提升創意和工作效能。

Code 編號	Principal Job 主要職務	Job Description 工作說明
252	E-commerce Executive / Officer 電子商務主任	<p>Implement and coordinate e-commerce sales strategies and operation plans, monitor the daily operations of online platform, execute e-marketing campaigns to reach sales target. Provide online sales analysis, prepare sales and traffic reports and ensure all information like product listing and content available online is current and up to date. Handle documents and procedures required for electronic customs clearance. Manage “last mile” delivery and process e-commerce order transactions when necessary.</p> <p>執行和協調電子商務銷售策略和營運計劃、監控在線平台的日常營運、執行公司的電子營銷活動以達到銷售目標。提供在線銷售分析，擬備銷售和流量報告，並確保所有資料如產品列表和在線內容等是當前和更新處理電子報關所需的文件和程序。管理“最後一哩運送”和按要需處理電子商務訂單交易。</p>
253	Digital Marketing Executive / Officer 數碼營銷主任	<p>Manage online brands, online shopping management and online inventory. Analyse users and purchasing patterns. Manage online customer complaints. Analyse website data to investigate customer satisfaction and generate reports.</p> <p>管理網上品牌、網上購物管理及網上存貨。分析用戶及購買模式。處理線上客戶投訴。分析網站數據以調查客戶滿意度及撰寫報告。</p>
254	Customer Service Executive / Officer; Customer Relationship Executive / Officer 顧客服務主任； 顧客關係主任	<p>Implement customer service plan and understand customer psychological behavior. Handle customer complaints and investigate customer satisfaction. Manage customer service performance of frontline staff and implement public relations crisis management policies.</p> <p>執行顧客服務計劃，掌握顧客心理行為。處理顧客投訴並調查顧客滿意度。管理前線員工的顧客服務表現並執行公關危機管理政策。</p>
255	System Analyst; Analyst Programmer 系統分析員； 系統分析程序編制員	<p>Responsible for software design, development and maintenance. Perform and facilitate various levels of testing activities. Report discrepancies between software and design. Troubleshoot the program. Verify and confirm proper functioning of software under different circumstances.</p> <p>負責軟件設計、發展和維護。執行並促進不同程度的測試活動。報告軟件和設計之間的誤差。排除程序故障。核實和確認軟件在不同情況下的正常運作。</p>
256	Website Designer 網站及電子商務開發員	<p>Design and develop online business websites, e-commerce platforms, user interfaces, and mobile applications. Identify requirements for additional functionality in existing software. Master mobile payment services. Monitoring and control system operation services.</p> <p>設計和開發網上商業的網站、電子商務平台、使用者界面和移動應用程式。辨認現有軟件的額外功能的要求。掌握流動支付的服務。監察及控制系統操作服務。</p>
257	Data Storage & IT Infrastructure Specialist 數據存儲及科技架構主任	<p>Evaluate and formulate the functional requirements of the application system and ensure that the functions can be implemented in the comprehensive architecture of the application system. Understand the main features of various application system software architecture patterns. Repair IT equipment and systems.</p> <p>評估和訂定應用系統的功能要求，並確保功能可落實於應用系統綜合架構上。瞭解各樣應用系統軟件架構模式的主要特色。維修資訊科技設備及系統。</p>

Code 編號	Principal Job 主要職務	Job Description 工作說明
258	Data Scientist 數據科學家	<p>Develop and implement data analysis, data collection systems and other strategies that optimise statistical efficiency and quality. Acquire data from primary or secondary data sources and maintain databases/data systems. Examine and identify database structural necessities by evaluating client operations, applications, and programming. Assess database implementation procedures to ensure they comply with internal and external regulations. Prepare accurate database design and architecture reports for management and executive teams.</p> <p>開發並實施數據分析、數據收集系統和其他優化統計效率和品質的策略。從主要或輔助資料來源取得資料並維護資料庫/資料系統。透過評估客戶端操作、應用程式和程式設計來檢查和確定資料庫結構的必要性。評估資料庫實施程序以確保其符合內部和外部法規。為管理和執行團隊準備準確的資料庫設計和架構報告。</p>
Operative/ Clerical Support Level 輔助人員／文員級		
351	Sales and Marketing Assistant / Associate 銷售及市場推廣助理	<p>Provide support and advice to customers and build relationships with customers. Collect market information and produce presentation materials and media packages that are consistent with the organization's brand image.</p> <p>向顧客提供支援及意見，與顧客建立關係。收集市場資訊，製作符合機構品牌形象的簡報／演示材料及媒體配套。</p>
352	E-commerce Assistant / Associate 電子商務助理	<p>Apply appropriate online sales techniques and information technology to maintain good online customer relationship and improve online sales business. Ensure accuracy in data entry, respond to incoming customer emails and manage until fully resolved, assist in handling customer returns. Conduct effective online sales according to the established online sales procedures and product promotion strategies.</p> <p>應用適當的在線銷售技巧和信息技術，以保持良好的在線客戶關係並改善在線銷售業務。確保輸入資料之準確性、回覆及跟進客戶電子郵件查詢，及處理客戶退貨的事宜。透過有系統的線上銷售程序及產品推廣策略，從而達致有效的網上營銷。</p>
353	Digital Marketing Assistant / Associate 數碼營銷助理	<p>Undertake general administrative work for accounts services. Collect statistics for online sales, website traffic, website traffic time, website visitors, search engine, customer order, etc. Retain online customers.</p> <p>進行一般戶口服務管理工作。進行網上銷售、網站流量統計、網站時段流量統計、網站訪客統計、搜索引擎統計、客戶訂單統計等。挽留網上客戶。</p>
354	Customer Services Assistant / Associate; Customer Relationship Assistant / Associate 顧客服務助理； 顧客關係助理	<p>Provide product information, support and advice to customers. Receive and establish relationships with customers. Use good communication skills to facilitate and promote loyalty programs to customers.</p> <p>提供產品資料，向顧客提供支援及意見。接待顧客，建立與顧客關係。運用良好溝通技巧促成並向顧客推廣忠誠方案。</p>
355	Junior Data Scientist 初級數據科學家	<p>Support the database system development with all aspects of software design and coding. Monitor the technical performance of database systems. Conduct data discovery activities, perform cause analysis, and make recommendations for the remediation of data quality issues.</p> <p>透過軟件設計和編碼，支援資料庫系統開發。監控資料庫系統的技術效能。進行資料發現活動，執行原因分析，並為資料品質問題的修復提出建議。</p>

Appendix 6

Quality Control Measures

Prior to fieldwork preparation

- Collect contact information of the sampled companies
- Group sampled companies to the same business organisation

Thorough training of fieldwork staff

- Industry briefing workshop by VTC
- Intensive briefing and training session by MSA in consultation with VTC

Monitoring of the fieldwork execution

- Well-trained enumerators who are experienced in conducting company surveys
- Closely monitor fieldwork progress and work of enumerators
- Debriefing sessions twice a week

Measures to increase the response rate

- Strategic directions given by VTC
- Assistance from the Training Board and trade associations, etc.

Checking of the completed questionnaires

- Sample check of completed questionnaires by an independent team of QC checkers
- 100% vetting of the completed questionnaires by VTC

Double data entry and data validation

- Double data entry system
- Validation of collected data via computer programming and systems

Data analysis by VTC

- Comparison of survey findings with last round
- Benchmarking with relevant manpower information (if deemed appropriate)

Appendix 7

Response Profile

	(a) No. of valid cases#	(b) No. of cases successfully enumerated	(b) / (a) Effective response rate
Import / Export Trades	299	248	82.9%
Wholesale Trades	160	136	85.0%
Retail Companies with E-commerce Business	104	76	73.1%
Total :	563	460	81.7%

Notes: # Excluding sampled companies which had been ceased operation, had not employed any MTE relevant technical employees, nil reply to the survey, etc., at the time of survey.

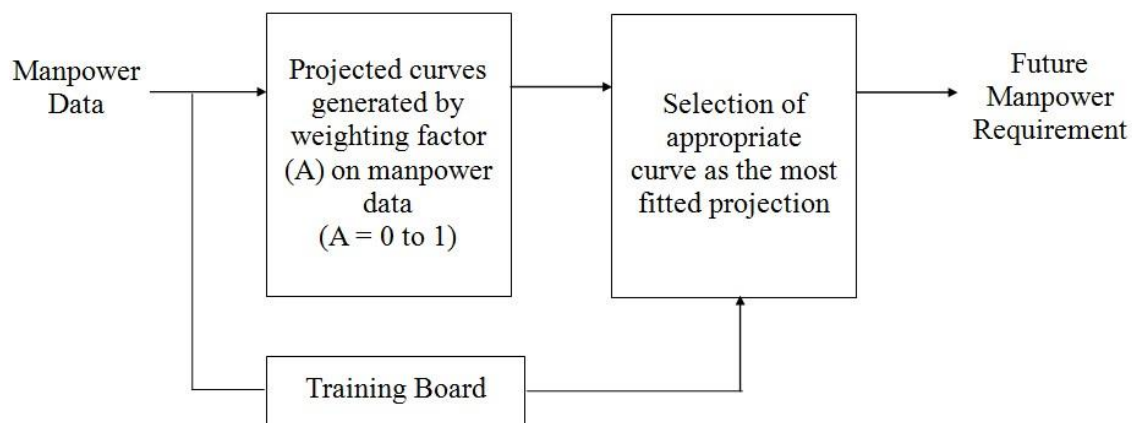
Appendix 8(A)

Manpower Projection Methodology

Adaptive Filtering Method

1. The Adaptive Filtering Method is a forecasting method which rested on the principle of “Weighted Exponential Smoothing”. In this method, past manpower data are weighted and heavier weightings are given to the more recent data. The forecast is more dependent on the recent manpower information. The degree of emphasis on the more recent survey data can be varied by adjusting the weighting factor (A). Thus, the higher the value of ‘A’, the heavier the weightings of the more recent data.
2. The forecast may also be optimised to suit the decisions made by the Training Boards based on the factors such as the market trends, technological developments, social-economic factors, future expectations, etc. The method is illustrated in Figure 1 below.

Figure 1 Adaptive Filtering Method



Appendix 8(B)

Manpower Projection Methodology

Labour Market Analysis

1. The Labour Market Analysis approach examines a group of key statistical data which reflects important changes in the local economy, demography and labour market. It then selects some data as independent variables to build a statistical model that can be used to project manpower demand in the economic sector under study.
2. The building of a statistical model comprises two main steps: (i) Diagnostic and (ii) Prognostic. In the Diagnostic step, two sets of statistical data are tested to select determinants. Set I comprises 9 core statistics in the National Accounts (e.g. Gross Domestic Products (GDP) and its components) of Hong Kong, providing information about key economic activities. Set II comprises 42 economic indicators with more disaggregate information about the economy, such as consumption, investment, trade, tourism, property and related activities, and the labour market, etc. These determinants are statistically tested for multi-collinearity before grouping into principal components. In the Prognostic step, the principal components are used to build and maintain the statistical models for manpower projection.

Appendix 9 Statistical Tables

Table 9.1: Manpower Statistics by branch by job level by principal job

表 9.1: 按門類、職級及主要職務劃分的人力統計

(i) No. of Full-time Employees as at Survey Reference Date

在統計日期的全職僱員人數

	Total 總計	Wholesale 批發	Import / Export 出入口	Retail Companies with E-commerce Business 營運電子商貿的 零售業公司
Managerial Level 管理人員級	36 873	2 915	32 443	1 515
Merchandise Trading Employees 商品貿易僱員	35 668	2 838	32 032	798
101 Director or Head of Merchandising 採購總監或主管	210	7	175	28
102 Director or Head of Supply Chain / Logistics / Warehouse 物流總監或主管	174	1	162	11
103 Director or Head of Sales and Marketing 銷售及市場推廣總監或主管	287	32	224	31
104 Business Development Manager 業務發展經理	5 002	349	4 597	56
105 Research and Product Development Manager 研究及產品開發經理	730	8	713	9
106 Engineering Manager 工程經理	450	14	422	14
107 Product Design Manager 產品設計經理	346	29	307	10
108 Merchandising Manager ; Buyer 採購經理；買手	9 571	924	8 401	246
109 Sales Manager 銷售經理	13 679	1 146	12 433	100
110 Marketing Manager 市場推廣經理	1 976	135	1 756	85
111 Logistics Manager 物流經理	1 058	95	887	76
112 Warehouse Manager 倉務經理	583	58	440	85
113 Shipping Manager 船務經理	423	14	394	15
114 Quality Control Manager 品質管制經理	837	21	791	25
115 Compliance Manager 準則審核經理	154	2	148	4
116 Sustainability Manager 可持續發展經理	173	3	167	3
149 Other Managerial Staff (Packaging Manager, Technical Manager) 其他管理人員級 (包裝經理, 技術經理)	15	0	15	0
E-commerce Employees 電子商貿僱員	1 205	77	411	717
151 Director or Head of E-commerce / Sales and Marketing 電子商務／銷售及市場推廣總監或主管	43	0	10	33
152 Director or Head of Digital Marketing 數碼營銷總監或主管	17	0	8	9
153 Director or Head of Customer Relationship Management 顧客關係管理總監或主管	8	0	0	8
154 Director or Head of Information Technology ; General Manager (Digital Transformation) 資訊科技總監；數碼轉型總經理	12	1	0	11

		Total 總計	Wholesale 批發	Import / Export 出入口	Retail Companies with E-commerce Business 營運電子商貿的 零售業公司
155	E-commerce Manager 電子商務經理	779	67	195	517
156	Digital Marketing Manager 數碼營銷經理	140	4	94	42
157	Customer Services Manager ; Customer Relationship Management Manager 顧客服務經理；顧客關係管理經理	156	5	73	78
158	Application Development Manager 應用開發經理	47	0	31	16
159	Principal Data Scientist 首席數據科學家	1	0	0	1
160	Data storage & infrastructure manager 數據存儲及科技架構經理	2	0	0	2
Supervisory Level 主任級		86 385	7 279	73 654	5 452
Merchandise Trading Employees 商品貿易僱員		81 772	7 240	73 368	1 164
201	Business Development Officer 業務發展主任	4 346	412	3 867	67
202	Research and Product Development Officer 研究及產品開發主任	1 151	47	1 087	17
203	Product Engineer 產品工程師	1 564	49	1 505	10
204	Product Designer 產品設計師	2 739	169	2 512	58
205	Merchandiser 採購主任	28 442	1 034	27 136	272
206	Sales Executive 銷售主任	31 656	4 630	26 937	89
207	Sales Engineer 銷售工程師	358	34	324	0
208	Marketing Executive 市場營銷主任	3 396	87	3 223	86
209	Logistics Officer 物流主任	6 657	240	1 664	449
210	Warehouse Officer 倉務主任		239	1 161	
211	Shipping Officer 船務主任		145	2 759	
212	Quality Control Officer 品質控制主任	1 320	152	1 059	109
213	Compliance Officer 準則審核主任	104	0	100	4
214	Sustainability Officer 可持續發展主任	39	2	34	3
E-commerce Empolyees 電子商貿僱員		4 613	39	286	4 288
251	Sales and Marketing Executive / Officer 營銷及市場推廣主任	4 108	5	4	3 892
252	E-commerce Executive / Officer 電子商務主任		20	187	
253	Digital Marketing Executive / Officer 數碼營銷主任	138	4	72	62
254	Customer Services Executive / Officer ; Customer Relationship Executive / Officer 顧客服務主任；顧客關係主任	182	4	10	168
255	System Analyst ; Analyst Programmer 系統分析員；系統分析程序編制員	65	0	12	53

		Total 總計	Wholesale 批發	Import / Export 出入口	Retail Companies with E-commerce Business 營運電子商貿的 零售業公司
256	Website Designer 網站及電子商務開發員	90	0	1	89
257	Data Storage & IT Infrastructure Specialist 數據存儲及科技架構主任	24	6	0	18
258	Data Scientist 數據科學家	6	0	0	6
Operative / Clerical Support Level 輔助人員／文員級		191 451	21 672	157 953	11 826
Merchandise Trading Employees 商品貿易僱員		180 348	21 226	156 813	2 309
301	Business Development Assistant 業務發展助理	1 167	68	1 096	3
302	Research and Product Development Assistant 研究及產品開發助理	802	9	758	35
303	Product Design Assistant 產品設計助理	2 030	256	1 738	36
304	Assistant Merchandiser 助理採購員	18 964	1 493	17 219	252
305	Sales Representative 營業代表	75 645	11 442	64 012	191
306	Marketing Assistant 市場營銷助理	5 504	415	4 991	98
307	Logistics Assistant 物流助理	48 386	2 008	14 470	577
309	Shipping Clerk 船務文員		2 568	28 763	
308	Warehouse Clerk 倉務文員	23 542	2 479	20 224	839
310	Quality Control Assistant 品質管制助理	2 228	152	2 003	73
311	Compliance Assistant 準則審核助理	8	0	5	3
312	Sustainability Assistant 可持續發展助理	27	3	21	3
313	Promoter 推銷員	2 009	333	1 513	163
349	Other Operative / Clerical Support Staff (Warehouse Staff) 其他輔助人員／文員級 (倉務員)	36	0	0	36
E-commerce Employees 電子商貿僱員		11 103	446	1 140	9 517
351	Sales and Marketing Assistant / Associate 銷售及市場推廣助理	10 621	6	93	9 211
352	E-commerce Assistant / Associate 電子商務助理		390	921	
353	Digital Marketing Assistant / Associate 數碼營銷助理	192	8	28	156
354	Customer Services Assistant / Associate ; Customer Relationship Assistant / Associate 顧客服務助理；顧客關係助理	290	42	98	150
Overall 總計		314 709	31 866	264 050	18 793

(ii) No. of Full-time Vacancies as at Survey Reference Date
在統計日期的全職空缺額

	Total 總計	Wholesale 批發	Import / Export 出入口	Retail Companies with E-commerce Business 營運電子商貿的 零售業公司
Managerial Level 管理人員級	137	2	125	10
Merchandise Trading Employees 商品貿易僱員	135	2	125	8
106 Engineering Manager 工程經理	19	0	19	0
108 Merchandising Manager ; Buyer 採購經理；買手	39	0	39	0
109 Sales Manager 銷售經理	64	2	60	2
110 Marketing Manager 市場推廣經理	6	0	6	0
111 Logistics Manager 物流經理	3	0	0	3
112 Warehouse Manager 倉務經理	3	0	0	3
116 Sustainability Manager 可持續發展經理	1	0	1	0
E-commerce Empolyees 電子商貿僱員	2	0	0	2
155 E-commerce Manager 電子商務經理	2	0	0	2
Supervisory Level 主任級	531	27	448	56
Merchandise Trading Employees 商品貿易僱員	504	27	442	35
201 Business Development Officer 業務發展主任	7	0	0	7
204 Product Designer 產品設計師	5	0	5	0
205 Merchandiser 採購主任	239	0	234	5
206 Sales Executive 銷售主任	157	12	145	0
207 Sales Engineer 銷售工程師	14	1	13	0
208 Marketing Executive 市場營銷主任	15	14	0	1
209 Logistics Officer 物流主任	64	0	45	19
210 Warehouse Officer 倉務主任		0	0	
212 Quality Control Officer 品質控制主任	3	0	0	3
E-commerce Empolyees 電子商貿僱員	27	0	6	21
251 Sales and Marketing Executive / Officer 營銷及市場推廣主任	24	0	1	18
252 E-commerce Executive / Officer 電子商務主任		0	5	
253 Digital Marketing Executive / Officer 數碼營銷主任	1	0	0	1
254 Customer Services Executive / Officer ; Customer Relationship Executive / Officer 顧客服務主任；顧客關係主任	2	0	0	2

		Total 總計	Wholesale 批發	Import / Export 出入口	Retail Companies with E-commerce Business 營運電子商貿的 零售業公司
	Merchandise Trading Employees 商品貿易僱員	2 075	489	1 500	86
301	Business Development Assistant 業務發展助理	34	0	34	0
302	Research and Product Development Assistant 研究及產品開發助理	3	0	0	3
303	Product Design Assistant 產品設計助理	12	3	6	3
304	Assistant Merchandiser 助理採購員	109	8	101	0
305	Sales Representative 營業代表	1 304	436	864	4
306	Marketing Assistant 市場營銷助理	53	3	50	0
307	Logistics Assistant 物流助理	360	14	102	22
309	Shipping Clerk 船務文員		0	222	
308	Warehouse Clerk 倉務文員	194	22	121	51
313	Promoter 推銷員	3	3	0	0
349	Other Operative / Clerical Support Staff (Warehouse Staff) 其他輔助人員／文員級 (倉務員)	3	0	0	3
	E-commerce Empolyees 電子商貿僱員	270	11	21	238
351	Sales and Marketing Assistant / Associate 銷售及市場推廣助理	267	0	0	235
352	E-commerce Assistant / Associate 電子商務助理		11	21	
354	Customer Services Assistant / Associate ; Customer Relationship Assistant / Associate 顧客服務助理；顧客關係助理	3	0	0	3
Overall 總計		3 013	529	2 094	390

(iii) No. of Posts to be Newly Recruited in the Next 12 Months *
預計在未來十二個月的新增職位人數 *

	Total of Wholesale & Import / Export Companies 批發及出入口公 司的總計	Wholesale 批發	Import / Export 出入口
Managerial Level 管理人員級	42	3	39
Merchandise Trading Employees 商品貿易僱員	39	0	39
103 Director or Head of Sales and Marketing 銷售及市場推廣總監或主管	5	0	5
106 Engineering Manager 工程經理	6	0	6
109 Sales Manager 銷售經理	28	0	28
E-commerce Empolyees 電子商貿僱員	3	3	0
157 Customer Services Manager ; Customer Relationship Management Manager 顧客服務經理；顧客關係管理經理	3	3	0
Supervisory Level 主任級	126	13	113
Merchandise Trading Employees 商品貿易僱員	120	10	110
203 Product Engineer 產品工程師	6	0	6
205 Merchandiser 採購主任	10	0	10
206 Sales Executive 銷售主任	42	6	36
207 Sales Engineer 銷售工程師	8	1	7
208 Marketing Executive 市場營銷主任	13	3	10
209 Logistics Officer 物流主任	7	0	7
212 Quality Control Officer 品質控制主任	34	0	34
E-commerce Empolyees 電子商貿僱員	6	3	3
252 E-commerce Executive / Officer 電子商務主任	2	0	2
254 Customer Services Executive / Officer ; Customer Relationship Executive / Officer 顧客服務主任；顧客關係主任	4	3	1
Operative / Clerical Support Level 輔助人員／文員級	351	55	296
Merchandise Trading Employees 商品貿易僱員	342	55	287
305 Sales Representative 營業代表	148	0	148
306 Marketing Assistant 市場營銷助理	15	0	15
307 Logistics Assistant 物流助理	16	0	16
308 Warehouse Clerk 倉務文員	54	28	26
309 Shipping Clerk 船務文員	46	26	20
313 Promoter 推銷員	63	1	62

	Total of Wholesale & Import / Export Companies 批發及出入口公 司的總計	Wholesale 批發	Import / Export 出入口
E-commerce Empolyees 電子商貿僱員	9	0	9
352 E-commerce Assistant / Associate 電子商務助理	9	0	9
Overall 總計	519	71	448

* The figures were collected from Wholesale & Import / Export Companies only, but not the Retail Companies with E-commerce Business.

這些數據僅收集來自批發及出入口公司，而且不包括營運電子商貿的零售業公司。

Table 9.2: Percentage Distribution of Average Monthly Remuneration Package of Full-time Employees

by job level by principal job

表 9.2: 按職級及主要職務劃分的全職僱員每月平均薪酬分佈

	\$50,001 or above 或以上	\$30,001 - \$50,000	\$25,001 - \$30,000	\$20,001 - \$25,000	\$15,001 - \$20,000	\$15,000 or below 或以下	Number of Full-time Employees 全職僱員人數
Managerial Level 管理人員級	11.1%	62.4%	25.0%	1.5%	0.0%	0.0%	36 873
Merchandise Trading Employees 商品貿易僱員	11.3%	62.7%	24.6%	1.4%	0.0%	0.0%	35668
101 Director or Head of Merchandising 採購總監或主管	77.6%	19.0%	3.3%	0.0%	0.0%	0.0%	210
102 Director or Head of Supply Chain / Logistics / Warehouse 物流總監或主管	79.9%	16.1%	4.0%	0.0%	0.0%	0.0%	174
103 Director or Head of Sales and Marketing 銷售及市場推廣總監或主管	79.3%	19.6%	1.1%	0.0%	0.0%	0.0%	287
104 Business Development Manager 業務發展經理	44.6%	47.3%	7.4%	0.7%	0.0%	0.0%	5002
105 Research and Product Development Manager 研究及產品開發經理	9.6%	76.4%	14.0%	0.0%	0.0%	0.0%	730
106 Engineering Manager 工程經理	18.9%	58.7%	22.4%	0.0%	0.0%	0.0%	450
107 Product Design Manager 產品設計經理	2.0%	82.4%	15.6%	0.0%	0.0%	0.0%	346
108 Merchandising Manager ; Buyer 採購經理；買手	3.3%	69.2%	26.7%	0.8%	0.0%	0.0%	9571
109 Sales Manager 銷售經理	3.4%	68.0%	26.7%	1.9%	0.0%	0.0%	13679
110 Marketing Manager 市場推廣經理	7.5%	58.6%	32.1%	1.8%	0.0%	0.0%	1976
111 Logistics Manager 物流經理	3.7%	38.5%	50.9%	6.6%	0.3%	0.0%	1058
112 Warehouse Manager 倉務經理	3.3%	36.4%	54.7%	5.6%	0.0%	0.0%	583
113 Shipping Manager 船務經理	1.7%	73.8%	24.2%	0.2%	0.0%	0.0%	423
114 Quality Control Manager 品質管制經理	5.3%	56.1%	38.6%	0.0%	0.0%	0.0%	837
115 Compliance Manager 準則審核經理	9.1%	76.6%	14.3%	0.0%	0.0%	0.0%	154
116 Sustainability Manager 可持續發展經理	13.3%	85.0%	1.7%	0.0%	0.0%	0.0%	173
149 Other Managerial Staff (Packaging Manager, Technical Manager) 其他管理人員級 (包裝經理, 技術經理)	66.7%	33.3%	0.0%	0.0%	0.0%	0.0%	15
E-commerce Empolyees 電子商貿僱員	5.7%	51.2%	37.6%	5.5%	0.0%	0.0%	1205
151 Director or Head of E-commerce / Sales and Marketing 電子商務／銷售及市場推廣總監或主管	44.4%	27.8%	27.8%	0.0%	0.0%	0.0%	43
152 Director or Head of Digital Marketing 數碼營銷總監或主管	47.1%	52.9%	0.0%	0.0%	0.0%	0.0%	17
153 Director or Head of Customer Relationship Management 顧客關係管理總監或主管	12.5%	87.5%	0.0%	0.0%	0.0%	0.0%	8
154 Director or Head of Information Technology ; General Manager (Digital Transformation) 資訊科技總監；數碼轉型總經理	75.0%	25.0%	0.0%	0.0%	0.0%	0.0%	12
155 E-commerce Manager 電子商務經理	2.4%	38.2%	50.8%	8.6%	0.0%	0.0%	779

		\$50,001 or above 或以上	\$30,001 - \$50,000	\$25,001 - \$30,000	\$20,001 - \$25,000	\$15,001 - \$20,000	\$15,000 or below 或以下	Number of Full- time Employees 全職僱員人數
156	Digital Marketing Manager 數碼營銷經理	0.0%	67.8%	32.2%	0.0%	0.0%	0.0%	140
157	Customer Services Manager ; Customer Relationship Management Manager 顧客服務經理；顧客關係管理經理	1.5%	97.0%	1.5%	0.0%	0.0%	0.0%	156
158	Application Development Manager 應用開發經理	10.6%	83.0%	6.4%	0.0%	0.0%	0.0%	47
159	Principal Data Scientist 首席數據科學家	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	1
160	Data storage & infrastructure manager 數據存儲及科技架構經理	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2
Supervisory Level 主任級		0.0%	10.5%	45.1%	41.3%	3.1%	0.0%	86 385
Merchandise Trading Employees 商品貿易僱員		0.0%	11.0%	46.5%	40.4%	2.0%	0.0%	81772
201	Business Development Officer 業務發展主任	0.0%	17.3%	60.9%	21.8%	0.0%	0.0%	4346
202	Research and Product Development Officer 研究及產品開發主任	0.0%	26.3%	62.0%	11.6%	0.0%	0.0%	1151
203	Product Engineer 產品工程師	0.0%	11.7%	36.8%	51.5%	0.0%	0.0%	1564
204	Product Designer 產品設計師	0.0%	1.0%	39.0%	59.8%	0.2%	0.0%	2739
205	Merchandiser 採購主任	0.0%	10.6%	45.5%	41.3%	2.6%	0.0%	28442
206	Sales Executive 銷售主任	0.0%	12.4%	45.2%	40.8%	1.6%	0.0%	31656
207	Sales Engineer 銷售工程師	0.0%	0.0%	33.1%	66.9%	0.0%	0.0%	358
208	Marketing Executive 市場營銷主任	0.0%	14.5%	58.4%	26.3%	0.8%	0.0%	3396
209	Logistics Officer 物流主任	0.0%	2.0%	45.6%	47.7%	4.6%	0.0%	6657
210	Warehouse Officer 倉務主任							
211	Shipping Officer 船務主任							
212	Quality Control Officer 品質控制主任	0.0%	7.4%	45.7%	40.6%	6.2%	0.0%	1320
213	Compliance Officer 準則審核主任	0.0%	1.0%	84.6%	14.4%	0.0%	0.0%	104
214	Sustainability Officer 可持續發展主任	0.0%	28.2%	17.9%	53.8%	0.0%	0.0%	39
E-commerce Employees 電子商貿僱員		0.0%	1.9%	17.3%	57.9%	22.9%	0.0%	4613
251	Sales and Marketing Executive / Officer 營銷及市場推廣主任	0.0%	1.9%	13.3%	59.3%	25.5%	0.0%	4108
252	E-commerce Executive / Officer 電子商務主任							
253	Digital Marketing Executive / Officer 數碼營銷主任	0.0%	0.0%	75.0%	23.4%	1.6%	0.0%	138
254	Customer Services Executive / Officer ; Customer Relationship Executive / Officer 顧客服務主任；顧客關係主任	0.0%	0.0%	48.8%	48.3%	2.9%	0.0%	182
255	System Analyst ; Analyst Programmer 系統分析員；系統分析程序編制員	0.0%	7.9%	41.3%	50.8%	0.0%	0.0%	65
256	Website Designer 網站及電子商務開發員	0.0%	4.4%	25.6%	70.0%	0.0%	0.0%	90
257	Data Storage & IT Infrastructure Specialist 數據存儲及科技架構主任	0.0%	0.0%	16.7%	79.2%	4.2%	0.0%	24

		\$50,001 or above 或以上	\$30,001 - \$50,000	\$25,001 - \$30,000	\$20,001 - \$25,000	\$15,001 - \$20,000	\$15,000 or below 或以下	Number of Full- time Employees 全職僱員人數
258	Data Scientist 數據科學家	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	6
Operative / Clerical Support Level 輔助人員／文員級		0.0%	0.0%	5.3%	31.5%	55.7%	7.5%	191 451
Merchandise Trading Employees 商品貿易僱員		0.0%	0.0%	5.6%	31.4%	55.3%	7.7%	180348
301	Business Development Assistant 業務發展助理	0.0%	0.0%	0.6%	50.4%	49.0%	0.0%	1167
302	Research and Product Development Assistant 研究及產品開發助理	0.0%	0.0%	22.9%	67.0%	10.1%	0.0%	802
303	Product Design Assistant 產品設計助理	0.0%	0.0%	0.0%	50.3%	49.6%	0.0%	2030
304	Assistant Merchandiser 助理採購員	0.0%	0.0%	4.8%	36.9%	57.8%	0.5%	18964
305	Sales Representative 營業代表	0.0%	0.0%	10.2%	38.0%	45.6%	6.2%	75645
306	Marketing Assistant 市場營銷助理	0.0%	0.0%	0.5%	14.1%	82.7%	2.7%	5504
307	Logistics Assistant 物流助理	0.0%	0.0%	1.5%	24.9%	60.0%	13.6%	48386
309	Shipping Clerk 船務文員							
308	Warehouse Clerk 倉務文員	0.0%	0.0%	1.5%	19.3%	70.7%	8.5%	23542
310	Quality Control Assistant 品質管制助理	0.0%	0.0%	0.9%	19.0%	79.7%	0.3%	2228
311	Compliance Assistant 準則審核助理	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	8
312	Sustainability Assistant 可持續發展助理	0.0%	0.0%	0.0%	3.7%	59.3%	37.0%	27
313	Promoter 推銷員	0.0%	0.0%	6.2%	33.0%	43.6%	17.3%	2009
349	Other Operative / Clerical Support Staff (Warehouse Staff) 其他輔助人員／文員級 (倉務員)	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	36
E-commerce Empolyees 電子商貿僱員		0.0%	0.0%	0.0%	33.5%	63.0%	3.5%	11103
351	Sales and Marketing Assistant / Associate 銷售及市場推廣助理	0.0%	0.0%	0.0%	34.5%	61.8%	3.6%	10621
352	E-commerce Assistant / Associate 電子商務助理							
353	Digital Marketing Assistant / Associate 數碼營銷助理	0.0%	0.0%	0.0%	13.9%	86.1%	0.0%	192
354	Customer Services Assistant / Associate ; Customer Relationship Assistant / Associate 顧客服務助理；顧客關係助理	0.0%	0.0%	0.0%	1.0%	99.0%	0.0%	290
Overall 總計		1.3%	10.2%	18.6%	30.8%	34.6%	4.5%	314 709

Table 9.3: Percentage distribution and Ranking of Future Training Areas Required for Full-time Employees by branch by job level

表 9.3: 按門類及職級劃分全職僱員所需要的培訓範疇的百分比及排名

Wholesale 批發

Training Areas 培訓範疇	Percentage 百分比			Ranking 排名		
	Managerial Level 管理人員級	Supervisory Level 主任級	Operative / Clerical Support Level 輔助人員／文員級	Managerial Level 管理人員級	Supervisory Level 主任級	Operative / Clerical Support Level 輔助人員／文員級
(a) Customer Relationship Management 客戶關係管理	43.1%	65.2%	59.7%	2	1	1
(b) Digital and Social Media Marketing 數碼及社交媒體營銷	11.4%	12.2%	9.3%	9	10	9
(c) Data Analysis and Visualisation 數據分析及可視化	1.6%	2.6%	2.2%	15	14	13
(d) E-commerce Operation (e.g. cross-border e-commerce operation, e-transaction management, etc.) 電子商貿營運 (例如跨境電商營運、電子交易管理等)	21.7%	15.0%	13.8%	5	9	8
(e) E-commerce Technology Management 電子商貿科技管理	2.5%	18.0%	7.2%	12	7	10
(f) E-Merchandising 電子採購	19.0%	19.9%	22.2%	6	5	5
(g) E-commerce Supply Chain / Smart Logistics / Smart Warehouse Management 電貿供應鏈／智慧物流／智慧倉儲管理	2.4%	10.1%	2.5%	13	11	12
(h) E-commerce Policies 電貿政策	1.8%	0.1%	1.4%	14	16	14
(i) Cybersecurity 網路安全	4.4%	18.7%	15.7%	11	6	7
(j) Product Management 產品管理	32.0%	30.0%	45.0%	4	3	2
(k) Project Management 項目管理	39.1%	25.9%	16.8%	3	4	6
(l) Risk Management 風險管理	48.6%	30.3%	23.5%	1	2	4
(m) Change Management 變革管理	14.0%	7.2%	0.6%	8	13	15
(n) Sustainability (Environmental, Social, Governance) 可持續發展 (環境保護、社會責任、公司治理)	16.6%	7.5%	4.5%	7	12	11
(o) Multi-languages (e.g. English, Putonghua, etc.) 多種語言 (例如英文、普通話等)	8.4%	15.4%	39.6%	10	8	3
(p) Others 其他 (e.g. 職業安全)	0.8%	0.4%	0.2%	16	15	16

Training Areas 培訓範疇	Percentage 百分比			Ranking 排名		
	Managerial Level 管理人員級	Supervisory Level 主任級	Operative / Clerical Support Level 輔助人員／文員級	Managerial Level 管理人員級	Supervisory Level 主任級	Operative / Clerical Support Level 輔助人員／文員級
(a) Customer Relationship Management 客戶關係管理	61.1%	61.1%	64.6%	1	1	1
(b) Digital and Social Media Marketing 數碼及社交媒體營銷	13.0%	22.3%	9.7%	7	6	9
(c) Data Analysis and Visualisation 數據分析及可視化	23.0%	6.5%	3.7%	5	11	10
(d) E-commerce Operation (e.g. cross-border e-commerce operation, e-transaction management, etc.) 電子商貿營運 (例如跨境電商營運、電子交易管理等)	12.1%	27.5%	15.2%	8	5	6
(e) E-commerce Technology Management 電子商貿科技管理	4.7%	6.9%	2.8%	12	10	13
(f) E-Merchandising 電子採購	3.5%	11.1%	21.5%	14	9	4
(g) E-commerce Supply Chain / Smart Logistics / Smart Warehouse Management 電貿供應鏈／智慧物流／智慧倉儲管理	3.3%	5.8%	2.0%	15	12	14
(h) E-commerce Policies 電貿政策	3.5%	5.5%	3.6%	13	13	11
(i) Cybersecurity 網路安全	16.3%	13.7%	11.9%	6	8	7
(j) Product Management 產品管理	43.1%	51.9%	63.9%	3	2	2
(k) Project Management 項目管理	28.4%	28.0%	15.5%	4	4	5
(l) Risk Management 風險管理	43.4%	18.3%	9.9%	2	7	8
(m) Change Management 變革管理	11.6%	2.3%	0.5%	9	15	16
(n) Sustainability (Environmental, Social, Governance) 可持續發展 (環境保護、社會責任、公司治理)	6.1%	5.3%	3.0%	11	14	12
(o) Multi-languages (e.g. English, Putonghua, etc.) 多種語言 (例如英文、普通話等)	10.5%	35.0%	39.7%	10	3	3
(p) Others 其他 (e.g. Knowledge on the use of Medicines, 成本控制, 倉存管理, 營銷策略)	2.1%	1.0%	1.0%	16	16	15

Training Areas 培訓範疇	Percentage 百分比			Ranking 排名		
	Managerial Level 管理人員級	Supervisory Level 主任級	Operative / Clerical Support Level 輔助人員／文員級	Managerial Level 管理人員級	Supervisory Level 主任級	Operative / Clerical Support Level 輔助人員／文員級
(a) Customer Relationship Management 客戶關係管理	53.2%	51.0%	59.8%	2	2	1
(b) Digital and Social Media Marketing 數碼及社交媒體營銷	26.8%	29.9%	17.9%	4	4	7
(c) Data Analysis and Visualisation 數據分析及可視化	26.8%	39.5%	17.9%	4	3	7
(d) E-commerce Operation (e.g. cross-border e-commerce operation, e-transaction management, etc.) 電子商貿營運 (例如跨境電商營運、電子交易管理等)	70.5%	53.5%	42.5%	1	1	2
(e) E-commerce Technology Management 電子商貿科技管理	13.6%	21.0%	15.1%	6	5	9
(f) E-Merchandising 電子採購	3.6%	12.1%	18.4%	15	8	6
(g) E-commerce Supply Chain / Smart Logistics / Smart Warehouse Management 電貿供應鏈／智慧物流／智慧倉儲管理	7.3%	15.9%	13.4%	11	7	10
(h) E-commerce Policies 電貿政策	42.3%	7.0%	9.5%	3	12	11
(i) Cybersecurity 網路安全	5.5%	11.5%	21.2%	12	9	5
(j) Product Management 產品管理	5.0%	8.9%	25.1%	13	11	3
(k) Project Management 項目管理	10.5%	10.8%	6.7%	9	10	12
(l) Risk Management 風險管理	12.7%	4.5%	0.6%	7	13	14
(m) Change Management 變革管理	7.7%	0.6%	0.6%	10	15	14
(n) Sustainability (Environmental, Social, Governance) 可持續發展 (環境保護、社會責任、公司治理)	10.9%	4.5%	3.9%	8	13	13
(o) Multi-languages (e.g. English, Putonghua, etc.) 多種語言 (例如英文、普通話等)	4.5%	19.7%	22.9%	14	6	4
(p) Others 其他	0.0%	0.0%	0.0%	-	-	-