

# YDC Youth Ambassadors Programme 2024 officially launched (with photos)

The Secretary for Home and Youth Affairs, Miss Alice Mak, officiated at the kick-off ceremony for the YDC Youth Ambassadors Programme 2024 today (January 27). The Programme is a flagship youth talent development programme co-organised by the Home and Youth Affairs Bureau (HYAB) and the Youth Development Commission (YDC). The Programme aims at identifying and grooming a cadre of young talent with a sense of responsibility, and with aspirations and potential, as well as a passion to serve society, and who are willing to strive for the betterment of the country and Hong Kong. Sixty Youth Ambassador (YA) Cadets will join a multifaceted training programme centered on the theme "Gen S: Empowering a Sustainable Future", enhancing their understanding of the concepts and application of "sustainability" and "sustainable development" in various sectors and industries, laying a solid foundation for them to engage in public policy discussions, community building and public affairs in the future.

Addressing the ceremony, Miss Mak said, "Hong Kong will prosper only when its young people thrive." She pointed out that the future of young people is the future of Hong Kong, and Hong Kong is a place full of opportunities where people with different abilities and ambitions can unleash their strengths and pursue their dreams. She encouraged the YA Cadets to understand more about the youth development work by the HYAB and the YDC, including the various youth-related measures stated in the Youth Development Blueprint, which help address the needs of young people in different development stages.

Miss Mak said she hoped that the YDC Youth Ambassadors Programme could identify and nurture more young talent with a sense of responsibility and aspirations. She said that she has full confidence in the future of Hong Kong and the young people of Hong Kong. The YA Cadets could unleash their full potential, further integrate into the overall development of the country, contribute to Hong Kong and the country, and tell the good stories of Hong Kong.

Other officiating guests included the Under Secretary for Home and Youth Affairs, Mr Clarence Leung; the Vice-Chairman of the YDC, Mr Kenneth Leung; and the Commissioner for Youth, Mr Eric Chan. Members of the YDC also attended the ceremony.

The YDC Youth Ambassadors Programme offers unique training and exposure opportunities to participants and enhances their understanding of public affairs. For more information on the YDC Youth Ambassadors Programme 2024, please visit the YDC's webpage ([www.ydc.gov.hk/ya](http://www.ydc.gov.hk/ya)).

