

促進銀髮經濟工作組

Working Group on Promoting Silver Economy

Press Conference

27 May 2025

Background information

- ▶ The setting up of the Working Group on Promoting Silver Economy was announced in the 2024 Policy Address (on 16 October 2024)
- ▶ Led by the **Deputy Chief Secretary for Administration**, with the **Secretary for Commerce and Economic Development** as Deputy Leader
- ▶ Other members include –
 - Secretary for Labour and Welfare
 - Secretary for Innovation, Technology and Industry
 - Secretary for Financial Services and the Treasury
 - Secretary for Health

Summary of measures

- ▶ Each policy bureau is responsible for promoting and collaborating with relevant industries to launch different measures -

Areas		Lead Bureau	Number of measures
1.	Boosting “silver consumption”	Commerce and Economic Development Bureau	11
2.	Developing “silver industry”	Innovation, Technology and Industry Bureau	4
3.	Promoting “quality assurance of silver products”	Commerce and Economic Development Bureau	4
4.	Enhancing “silver financial and security arrangements”	Financial Services and the Treasury Bureau	7
5.	Unleashing “silver productivity”	Labour and Welfare Bureau	4
		Total	30

Boosting “Silver Consumption”

5 major domains of boosting “silver consumption” :

- ▶ Exhibitions and retail events
- ▶ Electronic commerce
- ▶ Catering initiative
- ▶ Silver Summit
- ▶ Protection of elderly consumers’ rights and interests

Boosting “Silver Consumption”

- Exhibitions and retail events

1. To increase “Silver Economy” elements in exhibitions

- ▶ To proactively promote the business sector’s **understanding of the elderly’s needs**, and increase “Silver Economy” elements in more exhibitions
 - Examples: free admission for the elderly, exclusive offers for the elderly, silver products, service packages, facilitation measures for the elderly, etc.
- ▶ To offer more products and services that cater to the needs and preferences of the elderly

Brands and Products Expo (December 2024)

- Free entry for elderly
- Over 100 exhibitors offering at least 5% **“Silver Consumption Discounts”**

Pet Show (February 2025)

- Free entry for the elderly
- Special concessions and gifts
- **Total consumption amount exceeded HK\$100 million, setting a record high**

Holiday and Travel Expo (February 2025)

- **Free entry** and **exclusive access lane** for elderly
- Special gifts
- **No. of elderly visitors increased by nearly 20%** as compared with the last edition (September 2024)
- 70% enquiries came from the elderly, with **particular interest on long-haul tours** to places such as Africa, Latin America and the Middle East

In-Home Expo (May 2025)

- Home products that target silver consumers are highly popular
- Anticipated **around 20% increase in the no. of elderly visitors** this year
- **50% increase in the no. of booths** in the silver zone



Boosting “Silver Consumption”

- Exhibitions and retail events

2. To stage a thematic exhibition on “Silver Economy”

- ▶ Under active preparation with the exhibition industry; expected to be launched in Q1, 2026
- ▶ To cover various domains such as **health and care, financial planning, travel and leisure, and home living**
- ▶ Thematic talks, silver topics, interactive zones, performance activities, etc.

3. To provide retail concessions to elderly

- ▶ **Hong Kong Retail Management Association (HKRMA)** to encourage its members to provide elderly concessions at the **Hong Kong Shopping Festival** in Q3, 2025
- ▶ To create joyful “Silver Consumption” atmosphere



Boosting “Silver Consumption”

- Exhibitions and retail events

4. To facilitate the retail sector in exploring introducing products and services related to “Silver Economy”

- ▶ HKRMA to explore “Silver Economy” elements in its **Retail Summit in June 2025**, including -
 - To invite retail experts and leaders to explore the **consumption trends of the ageing population** with industry peers
 - To analyze **silver generation’s impact on the retail market**
 - To share **successful case studies** and **innovative strategies**
 - To facilitate **cross-sector collaboration** opportunities



HKRMA
HONG KONG RETAIL SUMMIT
香港零售高峰會 2025
零售轉型：破局求變
Transformative Breakthroughs for Retail

 **4 JUNE 2025**
(WEDNESDAY)

 **09:30 - 18:00**

 **HKCEC 灣仔會展**
會議室 N200



致歡迎辭 Welcome Remarks
香港零售管理協會主席 謝邱安儀女士, JP
Mrs. Annie Yau Tse, JP,
Chairman, HKRMA



主禮嘉賓 Guest of Honour
商務及經濟發展局局長 丘應樺先生, JP
The Hon. Algernon Yau, JP,
Secretary for Commerce and Economic Development
of the HKSAR

Boosting “Silver Consumption”

- Electronic commerce (E-commerce)

5. To supply silver products via the Hong Kong Trade Development Council's (HKTDC) e-commerce platform

- ▶ Apart from the physical store at the Convention and Exhibition Centre in Wan Chai, the **local online shop of the HKTDC Design Gallery** set up a new category dedicated for silver products this year for easy navigation and selection by the elderly and their caregivers
 - Collaborating with the Hong Kong Council of Social Service (HKCSS) to constantly offer new brands and products from June 2025 onwards
- ▶ HKTDC's **Design Gallery Flagship Store on JD International** assists Hong Kong enterprises in tapping into the Mainland online shopping market via the cross-border e-commerce, and enhancing awareness of Hong Kong brands.



Boosting “Silver Consumption”

- Catering initiative

6. To launch “Friends & Flavours”

- ▶ To collaborate with the catering sector to introduce **meal options** that could meet the elderly’s preferences, and **offer F&B discounts**
- ▶ Expected involvement of **over a hundred of restaurants**
- ▶ To officially launch in **Q3, 2025**

“Friends & Flavours”



Free drinks, exclusive discounts for the elderly during specific hours, discounts for elderly’s companions



Identify and indicate on existing menus dishes that are easy to chew or healthier (low oil, low salt, and low sugar)



Offer dishes in smaller portions or smaller pieces

Boosting “Silver Consumption”

- Catering initiative

7. To support the business sector to promote Care Food

- ▶ In collaboration with HKCSS, interested **restaurant chain groups** launch soft meals (including Care Food as promoted by HKCSS) in various flavours and arrange Care Food promotional activities in different districts to reach out to the elderly and their caregivers.
- ▶ Assisting the industry to **encourage more restaurants and catering organisations to introduce Care Food**



Boosting “Silver Consumption”

- Catering initiative

8. To offer pre-packed food products that cater to the needs and preferences of the elderly

- ▶ Lack of local pre-packaged food products that are specifically tailored to meet the needs and tastes of the elderly in Hong Kong
- ▶ To support the industry to **produce foods that are easy to chew or in lighter portion**, and to sell these products in **supermarkets** and other **retail outlets** that are easily accessible for the elderly

Boosting “Silver Consumption”

- Silver Summit

9. To stage “Silver Summit”

- ▶ To collaborate with **HKCSS** to include thematic presentations relating to “Silver Economy” in the **Gerontech and Innovation Expo cum Summit** this November
 - To encourage proactive participation from organisations and companies across **different sectors**
 - To guide silver product suppliers and silver service providers to **explore business opportunities in Hong Kong**



Boosting “Silver Consumption”

- Protection of elderly consumers’ rights and interests

10. To enhance information on “silver consumption”

- ▶ The Consumer Council (the Council) set up an **Advisory Group on Silver Economy** in January 2025 to steer the work on protecting the rights and interests of elderly consumers. The Council will –
 - Publish in the monthly CHOICE Magazine **product reviews, services survey reports** and **consumption tips** that are closely related to silver consumers •-----
 - Set up a dedicated section “**Smart Seniors**” on the Council’s website to facilitate silver consumers’ easy browsing of articles and resources related to “silver consumption” •-----
 - Launch a **one-stop consumption information platform** by **end-2025**, providing richer and more diversified information along with an interface design tailored to the needs of the elderly through close collaboration with stakeholders



Boosting “Silver Consumption”

- Protection of elderly consumers’ rights and interests

11. To strengthen publicity and education work

- ▶ The Customs and Excise Department enforces the Trade Descriptions Ordinance (Cap. 362) through a three-pronged approach, which covers **enforcement actions**, **compliance promotion**, and **publicity and public education**. It will –
 - Brief **Care Teams** on safeguarding consumer rights and to disseminate relevant messages to the elderly through Care Teams’ district network
 - **Organise educational seminars** and distribute promotion leaflets at elderly centres to raise the awareness of “Smart Consumption” among elderly consumers



Developing “Silver Industry”

12. To give prominence to developing gerontechnology ecosystem

Hong Kong Science
and Technology
Parks Corporation
(HKSTPC)

- There are around **75** companies engaged in solutions and services related to gerontechnology in Science Park; they employ **more than 500 people** and **raised about \$100 million** of funding in the past three financial years
- HKSTPC will—
 - Continue to help park companies establish connection with the industry to promote **commercialisation** of gerontechnology solutions
 - Co-organise the annual **Gerontech and Innovation Expo cum Summit** to showcase the solutions and adoption outcomes of gerontechnology developed by park companies
 - Partner with the industry to **provide a testbed** for park companies **on gerontechnology applications** for the **testing** of gerontechnology products by **elderly users in real life**
 - Assign **dedicated staff** to coordinate gerontechnology-related matters

Cyberport

- There are **45** gerontechnology-related companies (**14** of them supported by the **Incubation Programme**); Cyberport's gerontechnology start-ups hired **about 300 employees**, and estimated to have **raised over \$53 million** of funding
- Cyberport will –
 - **Hold the “Elderly Esports Day”** in the annual flagship event **“Digital Entertainment Leadership Forum”** for the elderly to experience the thrill of Esports competition and train their cognitive agility
 - Continue to support the development of the gerontechnology ecosystem in multiple areas, including assigning **dedicated staff** to coordinate gerontechnology-related matters

Developing “Silver Industry”

12. To give prominence to developing gerontechnology ecosystem (cont.)

Hong Kong Productivity Council

- HKPC will –
 - Offer to gerontechnology vendors, service providers and organisations a **3-hour free advisory service** relating to the use, testing and standard compliance of various types of technologies. The offer is to be implemented in **Q3, 2025**
 - Assign **dedicated staff** to coordinate gerontechnology-related matters

Research & Development (R&D) Centres set up by the Government

- These centres will –
 - **Participate in gerontechnology expos and fairs**
 - Work with the industry to **support** and **facilitate** the **realisation and commercialisation** of gerontechnology-related projects
 - Assign **dedicated staff** to coordinate gerontechnology-related matters

Developing “Silver Industry”

13. To facilitate the realisation and commercialisation of gerontechnology-related projects

- ▶ R&D Centres set up by the Government will continue to support and facilitate the **realisation and commercialisation** of gerontechnology-related projects



Logistics and Supply Chain MultiTech R&D Centre (LSCM) plans to assist HKCSS in diversifying their **remote rehabilitation training platform**



LSCM will collaborate with a local property management company to provide **smart service robots** to serve residents (including elderly) in light public housing



Nano and Advanced Materials Institute (NAMI) has licensed its **smart protection material** to a local healthcare product company to produce intelligent firm-to-soft floor mat, which is adopted by local social welfare organisations

Developing “Silver Industry”

14. To connect gerontechnology product R&D with elderly’s needs

- ▶ **HKSTPC** will continue to bridge park companies with the elderly care industry, hospitals, clinics and educational institutions for partnership, **jointly promoting gerontechnology solutions**, including -
 - To co-organise the annual **Gerontech and Innovation Expo cum Summit**: **hosted a pavilion with 35 companies from Science Park** to showcase their gerontechnology solutions and adoption outcomes during the Summit in November 2024
 - To organise different events to promote **commercialisation** of gerontechnology solutions by park companies and facilitate market users to understand and adopt gerontechnology products
- ▶ **Cyberport** organises and participates in a series of **business matching activities** to assist gerontechnology start-ups in establishing connections with government departments and social welfare organisations, including –
 - To collaborate with the Home Affairs Department, Housing Society, Hong Kong Police Force and the Hong Kong Council of Social Service to **provide matching and proof-of-concept opportunities for start-ups**
 - To **lead start-ups to participate in various relevant forums and events** (e.g. Asia Summit on Global Health, Golden Age Expo and Summit, Gerontech and Innovation Expo cum Summit and Hong Kong ICT Awards, etc.)

Developing “Silver Industry”

15. To expand the household use of gerontechnology products

- ▶ The 2023 Policy Address announced that the Government would **inject additional \$1 billion** into the “**Innovation and Technology Fund for Application in Elderly and Rehabilitation Care**” in 2024-25 and expand its scope to cover gerontechnology products suitable for household use
 - Eligible subvented elderly and rehabilitation service units can procure the above products for **lending to elderly persons, persons with disabilities and carers for use at home**
 - To boost market demand, **a virtuous cycle is formed** and help the business sector in exploring new business opportunities
- ▶ SWD has rolled out the measure in **end-March 2025**

Promoting “Quality Assurance of Silver Products”

16. To launch “Care Food GBA Standard”

- ▶ HKCSS has developed Hong Kong’s first Guideline of Care Food Standard by localising the International Dysphagia Diet Standardisation Initiative
- ▶ Expected to be added to the list of GBA Standards by end 2025, becoming the first GBA Standard initiated and formulated by the trade in terms of Silver Economy
- ▶ Relevant Bureaux and Departments will step up promotion by:
 - Encouraging restaurants and food manufacturers to adopt the “Care Food GBA Standard”
 - Encouraging the trade to proactively participate in formulating more GBA Standards on silver products

Guideline of Care Food Standard <small>* The levels below are based on the International Dysphagia Diet Standardisation Initiative (IDDSI)</small>	Common Standards / Applicable Regions			
	International Dysphagia Diet Standardisation Initiative (IDDSI)	Taiwan Food and Drink Texture Preparation Guidelines Proposal	Common Names in Medical Standard	Universal Design Food (UDF) <small>*using hardness as reference standard</small>
	International	Taiwan	Hong Kong	Japan
Level 7 Regular Food	7	-	Regular Meal	-
Level 7EC Easy to Chew Food	EC 7	<ul style="list-style-type: none"> Level 7: Easy to chew regular food Food hardness: $<5 \times 10^3$ 	Soft Meal Shredded Meal Minced Meal Minced Congee Meal Smooth & Soft Meal Puree Rice Meal Puree Congee Meal	<ul style="list-style-type: none"> Level 1: Easy to chew Food hardness: $<5 \times 10^3$
Level 6 Soft & bite-sized Food	6	<ul style="list-style-type: none"> Level 6: Soft food squashable with gum Food hardness: $<5 \times 10^4$ 		<ul style="list-style-type: none"> Level 2: Can be squashed with gum Food hardness: $<5 \times 10^4$
Level 5 Minced & moist Food	5	<ul style="list-style-type: none"> Level 5: Soft food squashable with tongue Food hardness: $<2 \times 10^4$ 		<ul style="list-style-type: none"> Level 3: Can be squashed with tongue Food hardness: $<2 \times 10^4$

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	International	Taiwan	Hong Kong	Japan
Level 4 Pureed Food	4	<ul style="list-style-type: none"> Level 4: Chewing not required for puree Food hardness: $<5 \times 10^3$ 	Full Puree Meal (for reference only, full pureed meal approximates the texture level of puree)	<ul style="list-style-type: none"> Level 4: Chewing not required Food hardness: $<5 \times 10^3$
Extremely thick Drink	4	<ul style="list-style-type: none"> Level 4: Homogeneous puree 	Extremely thick	
Level 3 Liquidised Food	3	-	-	-
Moderately thick Drink	3	<ul style="list-style-type: none"> Level 3: Highly thick liquids 	Moderately thick	
Level 2 Mildly thick Drink	2	<ul style="list-style-type: none"> Level 2: Slightly thick liquids 	Mildly thick	
Level 1 Slightly thick Drink	1	<ul style="list-style-type: none"> Level 1: Thin liquids 	Slightly thick	-
Level 0 Thin Drink	0	-	Thin	-

Promoting “Quality Assurance of Silver Products”

17. To launch the “Hong Kong Silver Q-Mark Product Scheme”

- ▶ The Federation of Hong Kong Industries (FHKI) will introduce a “Silver Q-Mark” specifically for silver products under its Q-Mark Scheme; FHKI is proactively researching on testing standards and certification processes
- ▶ The “Silver Q-mark” to be launched within **2026**, as a new member of the Q-Mark Scheme
- ▶ Scheme to be rolled out in phases on a product basis



The Hong Kong
Q-Mark
Product Scheme



The Hong Kong
Q-Mark
Service Scheme



The Hong Kong
Q-Mark Service
(Cyan) Scheme



The Hong Kong
Green Mark
Certification
Scheme



Q STEM
Certification Scheme



Q-Carbon
Certification Scheme



Q-ESG
Certification Scheme

Promoting “Quality Assurance of Silver Products”

18. To launch the Voluntary Accreditation Scheme on Elderly-friendly Building Designs

- ▶ The Development Bureau has finalised the implementation details of its popular proposal to **improve the design of elderly-friendly buildings**
- ▶ To be launched in the short term, including a **voluntary certification scheme** to encourage the market to provide elderly-friendly building designs

Promoting “Quality Assurance of Silver Products”

19. To launch “Hong Kong Registration – Silver-friendly Series”

- ▶ The Hong Kong Quality Assurance Agency (HKQAA) has launched the Silver-friendly Series in May 2025, guiding enterprises in **optimising their venues, products and services** to meet the needs of the elderly across the above three major aspects. Specifically,
 - Each aspect encompasses **over 10 elements**
 - Registered venues, products and services would be recognised with HKQAA’s mark, certificate and brief webpage
 - General public can access detailed registration information of silver-friendly enterprises by scanning a QR code
- ▶ To encourage more enterprises to participate



Enhancing “Silver Financial and Security Arrangements”

20. To develop more cross-boundary elderly care insurance products

- ▶ Several authorised insurers in Hong Kong are offering **savings-oriented insurance products**, which provide policyholders with the **right to access Mainland elderly care facilities**
- ▶ The Insurance Authority is **in discussion with a large insurance group** that has experience in integrating insurance and elderly care services in the Mainland, and encouraging the group to **set up office in Hong Kong**

21. To further promote the Three Instruments of Peace by the legal sector

- ▶ The legal profession will explain in simple terms the **benefits of creating the Three Instruments of Peace** (i.e. Will, Enduring Power of Attorney and Advance Directive) and the necessary legal services (e.g. the legal requirements for making a will) through **seminars or websites**
- ▶ Members of the public can also find counsellors for enquiries on Reverse Mortgage through the **List of Counsellors for Reverse Mortgage Programme** on the website of the Law Society of Hong Kong

Enhancing “Silver Financial and Security Arrangements”

22. To strengthen promotion of “HKMC Retire 3” and promote further development of local annuity market

- ▶ The HKMC has launched a year-round advertising campaign since **January 2025**
 - Utilising diverse platforms to highlight the key features of the “HKMC Retire 3” products
 - Produced “Start a Wonderful Journey” video series
- ▶ HKMC Annuity Limited has also expanded its “Mr. Well-Planned Series” which uses relatable day-to-day scenarios to address common questions and dispel misconceptions about annuity products
- ▶ The HKMC will **promote further development of local annuity market** -
 - To continue to work closely with the insurance industry to **further expand the sales network of the HKMC Annuity Plan**
 - To assist the insurance industry in managing longevity risks through **reinsurance arrangements**, to encourage the industry to **launch more life annuity products**



Enhancing “Silver Financial and Security Arrangements”

23. To step up financial planning education for the elderly

- ▶ The **Hong Kong Mortgage Corporation Limited (HKMC)** will -
 - Organise **over 150 financial planning talks** for the elderly in 2025, representing a year-on-year increase of more than 10%
 - Strengthen collaboration with corporations and organisations to **disseminate retirement financial planning concepts and information** to their members, customers and staff
 - Partner with organisations or government agencies to educate the public on the **creation of wills, enduring powers of attorney and advance medical directives**
- ▶ The **Investor and Financial Education Council (IFEC)** has partnered with the HKMC and the Education University of Hong Kong to organise an **online talk** to promote awareness of **early retirement planning and related products**.
The talk has attracted close to 1 million views
- ▶ The **Mandatory Provident Fund Schemes Authority** will, leveraging the **eMPF Platform**, encourage retiring Mandatory Provident Fund scheme members to learn more about practical information on **retirement financial management**



Enhancing “Silver Financial and Security Arrangements”

24. To step up anti-financial scam education and publicity activities for the elderly

- ▶ The IFEC has conducted **42 activities targeting the elderly in Q1, 2025**
 - These included in-person talks and immersive experiential learning on topics, including anti-financial scam, digital financial literacy and financial management
- ▶ The IFEC has launched the annual “**Hong Kong Money Month**” campaign under the theme of “Guard Against Fraud, Thrive With Resilience” in **March 2025**
 - Launched multi-media campaign comprising a series of videos and online, social media and outdoor advertisements. Along with investor and financial education resources, the campaign aims to empower the public with the knowledge and skills to identify and avoid financial fraud



As of end-March 2025, the promotional videos have attracted over 20 million views.

Enhancing “Silver Financial and Security Arrangements”

25. To strengthen banks’ anti-fraud capabilities

- ▶ The Hong Kong Monetary Authority (HKMA) announced **new E-banking functions** that would allow customers to **deactivate certain high risk online services**, to reduce potential financial losses in the event of fraud. These online services include:
 - Online registration of third-party payees, online increase of transfer limits (to be implemented in Q2, 2025)
- ▶ Retail banks will also introduce the following measures –



“Money Safe”

- Individual customers may **segregate a portion of their bank deposits** to be protected from any outflows of funds and the protection can only be released after banks have performed more stringent anti-fraud-and-scam focused verification.
- Around half of the retail banks will implement interim measures that are similar to Money Safe within Q2 2025, including the 3 note-issuing banks, which have implemented such interim measures since April 2025.
- To be fully implemented **between September and December 2025**



“Default option of disabling E-banking platforms”

- Allowing customers to protect themselves against the risk of being manipulated to set up E-banking
- To be launched in **June 2025**

Enhancing “Silver Financial and Security Arrangements”

25. To strengthen banks’ anti-fraud capabilities (cont.)

- ▶ The HKMA issued a circular in December 2024 to provide guidance on measures that banks should put in place to **prevent, detect and disrupt authorized payment scams** (scams involving the customer being tricked to authorize the bank to make payments)
 - Banks are required to implement relevant measures by the **end of June 2025**, including a **dynamic monitoring system** capable of identifying high-risk situations or indicators of scams, and **promptly alerting the customers**
 - The HKMA will closely monitor the progress of banks in implementing the measures
- ▶ To enhance detecting and preventing financial crime, the legislative amendments to **facilitate bank-to-bank sharing of personal account information** were introduced into the Legislative Council in April 2025
- ▶ The HKMA will continue to work closely with the banking industry and the **Hong Kong Police Force (HKPF)** to deliver effective anti-scam initiatives for the general public including the elderly:
 - **Enhancing the speed and volume of intelligence and scam tactics exchanged** in the Fraud and Money Laundering Intelligence Taskforce
 - Reducing the response time of the 24/7 stop payment mechanism to **speed up the interception of fraudulent funds**
 - **Strengthening upstream scam intervention** by proactively identifying and alerting potential scam victims
 - Expanding the use of the HKPF’s Scameter database so as to identify and **disrupt mule account networks** earlier and more comprehensively

Enhancing “Silver Financial and Security Arrangements”

26. To develop “Guidelines on elderly-friendly banking services”

- ▶ The HKMA is working with the Hong Kong Association of Banks to formulate a set of **industry guidelines**, to set out relevant principles and specific recommendations on **elderly-friendly banking services**, to –
 - **Enhance** elderly customers’ **experience** in banking services
 - Promote **financial literacy** and **digital inclusion**
- ▶ To promulgate the guidelines in **Q4, 2025**

Unleashing “Silver Productivity”


27. To encourage “Post-50s” (particularly “Post-60s”) to participate in training and re-join the labour market

► Employees Retraining Board –

- Has since April 2025 **accorded priority to “Post-50s”** in receiving training consultation service within 7 working days
- Will launch in Q2, 2025 **new placement-tied courses dedicated to “Post-50s”** to address the needs of industries with keen manpower demand
- Will launch in the first half of 2026 a new award for **“Post-60 trainees in workplace re-entry”** in the “ERB Annual Award Presentation Ceremony 2025-26”



**Foundation
Certificate in
Workplace
Re-entry
(Catering
Industry)**



**Foundation
Certificate for
Welfare Workers
(House Parents
or Instructors) in
Residential Child
Care Services**

Unleashing “Silver Productivity”

28. To organise more job fairs targeting older and middle-aged persons

- ▶ In 2025, Labour Department will stage about **60 job fairs** for older and middle-aged persons, **doubling the number organised in 2024**
 - 9 job fairs were held in Q1, 2025; about 20 are being held in Q2, 2025
 - Job seekers can submit **job applications** and **attend interviews on the spot** to expedite the job seeking process



Unleashing “Silver Productivity”

29. To review the Re-employment Allowance Pilot Scheme (REA Scheme) and the Employment Programme for the Elderly and Middle-aged (EPEM)

- ▶ **REA Scheme:** Encourage persons aged 40 or above to re-join the employment market. Each eligible participant who has worked for **12 months continuously** can receive a **maximum allowance of \$20,000**
- ▶ **Response is very favourable –**
 - Up to April 2025, over 40 000 participants and over 18 000 placements were recorded
 - 23% of participants (about 9 500) and 24% of placements (about 4 300) are persons **aged 60 or above**
- ▶ Labour Department will conduct a **mid-term review** of the REA Scheme in the **Q1, 2026** along with EPEM, including exploring **measures to further encourage employment of persons aged 60 or above**



Unleashing “Silver Productivity”

30. To step up the promotion of elderly-friendly employment practices

- ▶ Labour Department will continue to **promote elderly-friendly employment practices** through various means
 - Including the **Good Employer Charter**, television and radio Announcements in the Public Interest (APIs) and advertisements, etc.



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