



# CATHAY I CAN FLY PROGRAMME 2024 EMPOWERS 300 GRADUATES TO SOAR TOWARDS THEIR DREAMS

News / Airlines, Maintenance / Trainings



Cathay has a longstanding commitment to promoting local youth development, and this year marks the return of the I Can Fly programme, its flagship community service initiative, after a five-year hiatus. Following six months of enriching learning and engagement, around 300 students celebrated their graduation from the programme on 31 August, ready to spread their wings and fly high.

The HKSAR Government attaches great importance to youth development. Delivering a video welcome message to congratulate the graduates on this milestone, Chief Executive of the HKSAR John Lee Ka-chiu said: “With the support of the National 14th Five-Year Plan, Hong Kong is striving to strengthen its status as an international aviation hub. Talent is a crucial pillar of the aviation industry, and attracting talent requires substantial support from within the sector. I would like to thank Cathay for its continued efforts in promoting youth development over the years. Initiatives like I Can Fly offer young people the opportunity to explore the aviation world, gain insights into its operations and carve out their career paths, ultimately contributing to the

expansion of Hong Kong's aviation talent pool. I hope the I Can Fly programme will continue to reach new heights and serve as the engine to empower young people's pursuit of their aviation dreams."

Lavinia Lau said: "The I Can Fly programme is Cathay's flagship youth development initiative. We are delighted to have witnessed the growth and progress of our programme members throughout this remarkable journey, and to see their passion for the aviation industry and awareness of social issues deepen. I am extremely proud of their hard work and accomplishments, and look forward to seeing them flourish in the aviation industry in the future.

"Youth development has long been a core pillar of Cathay's corporate social responsibility strategy. The I Can Fly programme epitomises our commitment to empowering young people to move forward in life and make positive contributions to our society. I would like to extend my heartfelt thanks to our industry partners and Cathay volunteer leaders, whose active participation and unwavering support have provided our graduates with an unforgettable learning experience and helped advance the long-term development of the Hong Kong international aviation hub."

Under the guidance of Cathay volunteer leaders, around 300 students toured Cathay's various aviation facilities and departments, as well as those of the wider airport community. Engaging in a series of aviation activities and training, including new courses on digital technology and Cathay Cargo, they have gained a deeper understanding of the daily operations of the aviation industry from diverse perspectives. In addition, this year's programme expanded into the wider Greater Bay Area (GBA) for the first time. In April, the students embarked on an exchange tour to Zhuhai, where they learnt about the development and achievements of the aviation industry in the Chinese Mainland while gaining insights into GBA development as a whole.

The programme has also offered students opportunities to explore different social issues and make a positive impact on the community by designing their own social service projects. This year, the students demonstrated their innovative spirit by addressing three focus areas — youth development, waste reduction, and carbon neutrality — with new ideas tailored for Cathay, Cathay Cargo Terminal, and Cathay Dining respectively.

During the summer, 30 students who demonstrated outstanding performance were invited to take part in an aviation experiential trip to Flight Training Adelaide in Australia, one of the flight training schools where Cathay Pacific cadet pilots learn to fly. Here the students experienced the life of a cadet pilot and had a once-in-a-lifetime opportunity to fly a small aircraft under the guidance of instructors. ? ?

Launched in 2003, the I Can Fly programme combines aviation know-how and social service. Together with this year's graduates, over 4,400 members have graduated from the programme, with many having taken up careers within the aviation industry since.

Cathay's deep commitment to youth development involves contributions to a wide range of community initiatives, such as the HKSAR Government's Strive and Rise Programme, the I Can Fly programme, the Cadet Pilot Training Programme, the Cathay Hackathon, training courses held in collaboration with the Vocational Training Council, and various summer internship and graduate trainee programmes. These initiatives have provided opportunities for participants to explore careers in aviation, nurturing future talent for the industry while strengthening Hong Kong's international aviation hub status.

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