新聞稿

Press Release

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MTR Opens New "LOUDER Youth Gallery"
Showcasing Youth Brand Stories Building an Entrepreneurial Stage

MTR Corporation, after founding LOUDER in 2022 as a retail platform providing assistance and support to youth-created products, today (3 November 2026) launches the new "LOUDER Youth Gallery" dedicated to showcasing the boutique stories of Hong Kong's young original brands and products while opening up entrepreneurial pathways.

The "LOUDER Youth Gallery" is located at THE SOUTHSIDE, a lifestyle and cultural landmark in Southern District. Building on LOUDER's operational experience in recent years, MTR Corporation has deepened its interaction and support for young product design partners. In addition to providing guidance on product development, sales, and promotion, the Corporation collaborates with non-profit organizations, social enterprises, and educational institutions to offer mentorship, internships, and opportunities for cross-sector exchange and growth.

The Secretary for Home and Youth Affairs, Miss Alice Mak, officiated at the ceremony alongside Mr David Tang, Managing Director – Property and International Business of MTR Corporation. They toured the newly opened "LOUDER Youth Gallery" to learn more about the featured brands, their products and the stories behind them, celebrating the achievements of young entrepreneurs and marking another important milestone for LOUDER.

Delivering her remarks, Miss Mak expressed appreciation for MTR's proactive efforts in providing a platform for young entrepreneurs. She said, "To successfully promote youth innovation and entrepreneurship requires more than government policy support. It also relies on the active engagement of society, with the business sector playing a vital role. The opening of the 'LOUDER Youth Gallery' today demonstrates how enterprises can stand alongside young people to help them achieve their entrepreneurial aspirations. I am grateful for the MTR Corporation's contributions to local creative industries and youth entrepreneurship development."

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She further highlighted that the HKSAR Government attaches paramount importance to youth development. Through the "Youth Development Fund", the Home and Youth Affairs Bureau has introduced the "Funding Scheme for Youth Entrepreneurship in the Guangdong–Hong Kong–Macao Greater Bay Area", equipping young entrepreneurs with capital, mentorship and incubation services to grasp the opportunities from the rapid development of the Greater Bay Area. The Bureau also established the "Alliance of Hong Kong Youth Innovation and Entrepreneurial Bases in the Greater Bay Area", providing a comprehensive one-stop platform for information, publicity and networking to support Hong Kong youth in starting businesses across the Greater Bay Area.

Mr David Tang, Managing Director – Property and International Business of MTR Corporation, said, "MTR has always placed strong emphasis on the development of youth, supporting young people's learning and practical experience through a diverse range of platforms and programmes. LOUDER exemplifies this effort, leveraging the strategic locations and footfall of our malls to help young entrepreneurs realise their dreams and bring creativity into the community. The 'LOUDER Youth Gallery' enables young entrepreneurial partners to engage more closely with the MTR team through interaction, exchange, and support, helping them gain market experience and build brand stories, injecting momentum and further demonstrating MTR's commitment to nurturing youth entrepreneurship."

Conceived and operated by a team of young MTR colleagues, LOUDER was launched in 2022 with the vision to "Make Hong Kong Brands LOUDER." It provides an integrated retail platform for Hong Kong's young entrepreneurs, enabling their original designs and products to reach a wider customer base online and offline. Since its launch, the number of partner brands has grown from about 70 to nearly 350 today.

The new "LOUDER Youth Gallery" is located at THE SOUTHSIDE, the MTR mall seamlessly connected to Wong Chuk Hang Station and set within a community full of youthful vitality. The Gallery features dedicated display areas for 16 brands established by young entrepreneurs, complemented by their brand stories, founding journeys and core philosophies, enabling customers to better understand the ideas and entrepreneurial journey behind the products.

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About MTR Corporation

To Keep Cities Moving, MTR makes encounters happen and rendezvous for a more connected tomorrow. As a recognised world-class operator of sustainable rail transport services, we are a leader in safety, reliability, customer service and efficiency.

MTR has extensive end-to-end railway expertise with over 45 years of railway projects experience from design to planning and construction through to commissioning, maintenance and operations. Going beyond railway delivery and operation, MTR also creates and manages dynamic communities around its network through seamless integration of rail, commercial and property development.

With more than 46,000 dedicated staff*, MTR carries over 13 million passenger journeys worldwide every weekday in Hong Kong, Chinese Mainland and beyond. Together, we Go Smart and Go Beyond.

For more information about MTR Corporation, please visit www.mtr.com.hk.

*includes our subsidiaries, associates and joint ventures in Hong Kong and worldwide

Photo Caption:

1. Mr David Tang, Managing Director – Property & International Business of MTR Corporation, and Miss Alice Mak, Secretary for Home and Youth Affairs, officiate at the opening of the "LOUDER Youth Gallery".



2. Mr David Tang, Managing Director – Property & International Business of MTR Corporation, hopes the "LOUDER Youth Gallery" will help the public better understand the entrepreneurial journeys of young talent and inspire more young people to pursue their dreams.



3. The "LOUDER Youth Gallery" opens with 16 local brands founded by young entrepreneurs, allowing the public to explore their products, brand stories, journeys and values. Mr David Tang, Managing Director – Property & International Business of MTR Corporation, and Miss Alice Mak, Secretary for Home and Youth Affairs, join representatives of the featured brands for a group photo.



4. Miss Alice Mak, Secretary for Home and Youth Affairs, tours the LOUDER Youth Gallery accompanied by Mr David Tang, Managing Director – Property and International Business of MTR Corporation, to learn about the products and stories of young entrepreneurial brands.





Appendix:

LOUDER's Highlighted Past Projects:

2023: Make Eco LOUDER	LOUDER joined hands with "Yi O Farm" to roll out a crossover project that champions eco-awareness and local farming. Six partner brands of LOUDER took part, producing collaborative products made with local ingredients. The initiative highlighted Hong Kong's creative diversity while inviting customers to support agriculture and sustainability. LOUDER went further by connecting young entrepreneurs with farming communities, sparking creativity and promoting green lifestyles.
2024: Be a LOUDER Entrepreneur	LOUDER partnered with the Hong Kong Design Institute to launch the programme, matching students with entrepreneurs to turn ideas into real products. With mentor and industry support, students could bring their creations to market through the LOUDER platform, gaining first-hand experience in brand management and marketing, while laying a solid foundation for future entrepreneurship.
2025: LOUDER x Generation Hackathon	LOUDER teamed up with the non-profit organisation "Generation Hong Kong" to host a three-day hackathon built on the belief that "Ideas outweigh skills." More than 100 youths from different backgrounds took part, using real business data and design thinking to craft creative solutions for Hong Kong's retail sector and promote sustainable growth.
2025: Dream Without Barriers & Support Inclusivity Loudly	In collaboration with "StarUp Wonders", a social enterprise supporting youth with intellectual disabilities, LOUDER introduced a range of products hand-painted by young artists with intellectual and autism spectrum conditions. The partners also staged an exhibition at MTR mall, The Wai, featuring the artworks. The initiative showcased participants' artistic talent and promoted social inclusion through art.
2026: LOUDER × Dot Dot Art: Breaking Boundaries	LOUDER partnered with Dot Dot Art of the Mental Health Association of Hong Kong - Jockey Club Community Creative Workshop to launch the programme. The initiative highlighted the artistic talents of people with special needs, raising public awareness of inclusion and inspiring society to embrace creativity from all walks of life.