



GOLF ASSOCIATION OF  
HONG KONG, CHINA

AIA Hong Kong

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## Media release

### **AIA Alta Partners with Golf Association of Hong Kong, China to Tee Up Future Stars and Advance the City's Golfing Legacy with Golf Tournament Sponsorship and Youth Education**

**Hong Kong, 4 February 2026** – AIA Alta, AIA Hong Kong's unique proposition exclusively for its high-net-worth customers, and the Golf Association of Hong Kong, China (GAHKC) announce the launch of an exclusive three-year partnership, marking a significant milestone in their shared commitment to nurturing the next generation of golfers, driving the city's position as Asia's premier golfing destination.

According to the latest Hurun Report,<sup>1</sup> today's high-net-worth families are seeking experiences that foster creativity, leadership, and social skills in their children, prioritising these qualities over pure academics. Under the new partnership, the "AIA Alta presents Junior Golf Tournament" will support the GAHKC in elevating junior golf development in Hong Kong, while AIA Alta Club members and their families can enjoy a range of exclusive privileges, including:

- Bespoke golf clinics
- Personalised coaching from GAHKC-certified coaches
- Inspirational sharing sessions with Hong Kong, China Team players
- Exclusive experiences at the Hong Kong Open
- Access to prestigious golf events and networking platforms

These experiences are designed to enrich members' lifestyles and reinforce AIA Alta's commitment to wealth and wellness in harmony.

**Ms Alice Liang, Chief Proposition & Healthcare Officer of AIA Hong Kong & Macau**, said: "This three-year partnership with the Golf Association of Hong Kong, China is an important reflection of our commitment to supporting healthy living, helping strengthen the youth sports development ecosystem while reinforcing the city's golfing legacy. It reflects our shared vision to build sustainable pathways where young people can learn, compete and progress. At AIA Alta, we believe true success is achieved by balancing financial prosperity with personal wellbeing. Golf is more than a leisure pursuit; it is a discipline that fosters focus, integrity and perseverance. Through thoughtfully curated experiences, we continue to deepen customer-centric engagement and support our customers in living Healthier, Longer, Better Lives."

**Mr Kenneth Lam, President of GAHKC**, said: "The rise of Hong Kong, China golfers on the international stage stands as a testament to the GAHKC's commitment to the development of golf in the HKSAR, and our partnership with AIA Alta marks another step forward for this development. The AIA Alta presents Junior Golf Tournament will feature six stages and a grand final – and will be held annually from 2026. As well as nurturing local golf talent, these joint efforts will underscore the growing prominence of golf in Hong Kong while showcasing the synergy that cross-sector partnerships can create. Together, we can inject fresh momentum into the development of golf, providing our juniors with valuable tournament experience while continuing to connect the game and its rising stars with the wider Hong Kong community."

AIA Group Limited is incorporated in Hong Kong with limited liability.

"AIA Hong Kong & Macau", "AIA Hong Kong", "AIA Macau", "AIA" or "the Company" herein refers to the Hong Kong Branch and/or Macau Branch of AIA International Limited (Incorporated in Bermuda with limited liability).

"Hong Kong" and "Macau" herein refer to "Hong Kong Special Administrative Region" and "Macao Special Administrative Region", respectively.

Founded in 1968, the GAHKC is the governing body for amateur golf in Hong Kong, overseeing more than 30 tournaments annually and supporting over 15,000 members. The GAHKC's mission is to make golf accessible, foster youth talent, and represent Hong Kong, China on the international stage. Its structured player development pathway—from grassroots to elite squads—has produced world-class athletes and ensured a sustainable pipeline of talent for the city.

AIA Alta Club, AIA Hong Kong's privilege membership programme exclusively for its high-net-worth customers, integrates wellness, wealth, and lifestyle into a holistic ecosystem, empowering members to achieve the optimal balance between wealth and health. Golf reflects this philosophy by combining physical vitality, mental resilience, and social connection. It promotes cardiovascular health, reduces stress, and encourages mindfulness while fostering meaningful family and community bonds. With the GAHKC's expertise in talent development and event management, this partnership delivers premium experiences that enrich lifestyles, strengthen health, and complement the pursuit of enduring wealth, creating a foundation for Healthier, Longer, Better Lives.

Beyond golf, AIA Alta Club remains committed to supporting the next generation through a suite of initiatives, most notably the AIA Alta Discovery Academy. This bespoke development journey empowers young leaders with hands-on workshops, international education tours, and curated experiences focused on leadership, global vision, and sustainability. Signature programmes such as the Oxbridge Summer Scholars and the Future Leader Accelerator equip the next generation with the skills, mindset, and global perspective needed to thrive in a rapidly changing world. Through these efforts, AIA Alta Club continues to inspire and guide future leaders, ensuring a legacy of excellence and positive impact for years to come.



AIA Alta and the Golf Association of Hong Kong, China announce the launch of an exclusive three-year partnership. Pictured are Ms Alice Liang, Chief Proposition & Healthcare Officer of AIA Hong Kong & Macau (left) and Mr Danny Lai, Chief Executive Officer of the Golf Association of Hong Kong, China (right).

**Remarks:**

1. Source: Hurun Report 2025

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### About AIA Hong Kong & Macau

AIA Group Limited established its operations in Hong Kong in 1931. To date, AIA Hong Kong and AIA Macau have about 18,000 financial planners<sup>1</sup>, as well as an extensive network of independent financial advisors, brokerage and bancassurance partners. We serve over 3.6 million customers<sup>2</sup>, offering them a wide selection of professional services and products ranging from individual life, group life, accident, medical and health, pension, personal lines insurance to investment-linked assurance schemes with numerous investment options. We are also dedicated to providing superb product solutions to meet the financial needs of high-net-worth customers.

<sup>1</sup> As at 30 June 2025

<sup>2</sup> Including AIA Hong Kong and AIA Macau's individual life, group insurance and pension customers (as at 30 June 2025)

### About the Golf Association of Hong Kong, China

The Golf Association of Hong Kong, China (formerly “Hong Kong Golf Association”) was formed in 1968 with a mission to govern, promote and grow golf in Hong Kong. Responsibilities include Hong Kong national teams; junior and elite player development; grassroots initiatives; a centralised handicapping service for 15,000 subscribers; and the running of international and domestic golfing events in Hong Kong – including more than 30 amateur tournaments each year plus the Hong Kong Open, the city's oldest professional sporting event.

For more information on the Golf Association of Hong Kong, China visit [www.hkga.com](http://www.hkga.com). You can also follow the GAHKC on Facebook, LinkedIn, Twitter, Instagram, Weibo and YouTube.

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