

**AIA Hong Kong**

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Media Release**AIA Foundation Young Leaders Development Programme****Celebrating its 15th Anniversary and Commitment to Nurturing Young Leaders in the Community**

Hong Kong, 29 January 2013 – The Young Leaders Development Programme (YLDP) organised by the AIA Foundation today celebrated its 15th anniversary at the Award Presentation Ceremony of the 2012 programme. Including the 30 university elites who are graduating from the 2012 programme, a total of some 400 young leaders have come through the Programme since its inception. These next generation young leaders have become a new force in community service in Hong Kong.

Established by the AIA Foundation, the YLDP has long been committed to nurturing the young leaders of tomorrow. Over the last 15 years, the Programme has won broad support from the community and universities to become a notable annual event for local university students. The Programme focuses on equipping university students with the essential requirements of young leaders, including strategic thinking, team building and problem solving skills, through a series of comprehensive and balanced training activities, while encouraging them to serve and contribute to the community.

Mr Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau and Director of the AIA Foundation, said, “As the flagship annual community service project of the AIA Foundation, we have invested substantially in supporting this long-term and meaningful training programme. To keep pace with this fast changing society, the Programme will focus its future direction on addressing the current and future needs of our young people. We aim to help participating students enhance their self-understanding. By overcoming challenges ahead, young leaders will make a positive change to their lives by exploring their full potential. This life changing experience will inspire them to make a difference in the lives of others. Looking ahead, AIA Foundation will deepen its cooperation with all partners to ensure that the Programme will nurture the young leaders our society needs in the future by satisfying the ever evolving needs of next generation.”

With a theme of “Leaders of Excellence”, the 2012 YLDP put equal emphasis on academic achievements, community service and courageous integrity. 30 participants from seven local universities completed a four-month long training programme. With a special focus on community service, the 2012 programme involved an innovative community project, organised in collaboration with the Hong Kong Council of Social Service (HKCSS). Participating students were given the unique experience of taking part in social services when they were divided into groups for visits to five participating NGOs: Fu Hong Society, HKSCH Lady MacLehose

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Centre, Christian Action, Evangelical Lutheran Church Social Service Hong Kong and Zion Social Service. Following the visit, which enriched their understanding of the services provided by these NGOs and the challenges faced by the people in need, young leaders were asked to tap into their imaginations to formulate a creative fundraising proposal for these charitable organisations.

Apart from the community service project, participants also participated in a wide variety of activities. These included an orientation camp, an insurance and financial planning workshop, a leadership workshop and a leadership camp. The Leadership Talk featured an exciting list of high-level speakers including Prof. Frederick Ma, Honorary Professor in the School of Economics and Finance of the University of Hong Kong; and Mr. Chong Chan Yau, Director of Student Development of the University of Hong Kong; and Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau and Director of the AIA Foundation. They shared with participating students their insights into leadership development and their experiences in community service. At the Media CEO Roundtable, two media veterans, Mr. Heung Shu Fai and Mr. Lee Chan Wing, shared the views of the media with regard to business organisations fulfilling their corporate social responsibility. A study tour to Shanghai and Hangzhou was also arranged in August. During the five-day visit, young leaders participated in a sharing session to exchange their views on current social issues with the students of Zhejiang University. They also visited a local service centre for autistic children and the AIA China office. The study tour offered young leaders a valuable opportunity to enhance their understanding of the latest economic and social developments in these two cities.

The judging panel, comprising of representatives from AIA Hong Kong and HKCSS, selected winners of the 2012 programme based on their overall performance and fundraising proposals. To recognise their excellent performance, "Outstanding Young Leaders Awards" were presented to five students who scored the highest marks. These included Arthur Lam (Hong Kong Baptist University), Calvin Law (Chinese University of Hong Kong), Sally Ngan and Clare Yip (University of Hong Kong), and Vincci Hui (City University of Hong Kong). Arthur Lam from the Hong Kong Baptist University was also voted by participating students to win the "Team Leadership Award". The fundraising proposal prepared by the team from the University of Hong Kong for the Evangelical Lutheran Church Kwai Shing Hostel on fall prevention measures for mentally challenged people won them the "Best Community Project Award". In support of the students' innovative fundraising ideas, AIA Foundation has made a donation of HK\$40,000 to the five participating charitable organisations.

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