



**HEALTHIER, LONGER,
BETTER LIVES**

AIA Hong Kong

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Media Release

The 21st AIA Foundation Young Leaders Development Programme
A Hand to Lead A Vision to Serve

Hong Kong, 4 June 2019 – The Young Leaders Development Programme (YLDP), an initiative organised by the AIA Foundation, celebrates its 21st anniversary this year. More than 490 local university students have participated in the programme since its inception. For the 2018-19 intake, 17 exceptional students from local universities were selected to take part in the six-month programme. With the theme of “A Hand to Lead, A Vision to Serve”, the programme helped equip participants with the skills to become tomorrow’s socially responsible young leaders.

Ms. Bonnie Tse, General Manager, Corporate, Strategy and Wealth Management of AIA Hong Kong & Macau, and board member of the AIA Foundation, said, “The AIA Foundation Young Leaders Development Programme reaffirms our long-term commitment to nurturing a healthier and more productive next generation human capital to drive the social and economic development of our society. We were delighted to see participating students embark on their own personal growth journey and engage in new experiences through a series of activities. As 2019 is also the year of the AIA Centennial, we look forward to building on our achievements and marking a new milestone in giving back to the community through various initiatives that help people live healthier, longer, better lives.”

YLDP provides a wide variety of in-depth and comprehensive training courses to enhance participants’ leadership abilities, and equip them with practical knowledge and skills. This year’s diversified curriculum included: A five-day/four-night Adventure and Leadership Camp, which tested students’ physical fitness, willpower and ability to face adversity; Career Workshops and a Business Etiquette Training Workshop, giving students foundational know-how in the areas of life planning and preparing for the job market; A Star Speaker Forum featuring Mr. Arnold Chan, Founder and CEO of Teach for Hong Kong and a sharing session by two Hong Kong-based coaches from the Premier League’s Tottenham Hotspur, on the topic of key leadership traits and advice for aspiring leaders. The programme also arranged for students to participate in various community service opportunities involving the elderly and children with special needs.

Several awards, including the “Outstanding Young Leaders Award”, “My Favourite Young Leader Award” and “Best Local Community Service Award” were presented to recognise students’ outstanding performance, while AIA Hong Kong also offered summer internship opportunities to the best performers. Five students received such recognition in 2018-19. Outstanding Young Leaders Award winner Kate Cheng, from The Chinese University of Hong Kong, said, “The programme provided me with enriching experiences, and helped strengthen my leadership and communication skills while building my resilience.” Benjamin Chu, from The Hong Kong University of Science and Technology, winner of the My Favourite Young Leader Award, said, “YLDP helped me build up the courage to try new things and accept challenges. It also made me believe in the power of teamwork.” Best Local Community Service Award winner Keris So, from Hong Kong Baptist University, said, “YLDP integrated elements of community service into the programme, enabling us to recognise our social responsibility to help underprivileged members of the community.”

Click [here](#) to watch the AIA Foundation Young Leaders Development Programme 2018-19 video.

“AIA Hong Kong” or “the Company” herein refers to AIA International Limited (Incorporated in Bermuda with limited liability).



YLDP provides a diversified curriculum including the five-day/four-night Adventure and Leadership Camp to enhance participants' problem-solving and leadership skills, as well as improve their ability to face adversity.



“Business Etiquette Training Workshop” helps participants enhance their employment readiness.



Participants from the YLDP 2018/2019 participate in various community activities where they learn to serve the elderly and children with special needs with heart and love.



Group photo of graduates from the YLDP 2018/2019, the programme's alumni and representatives of AIA Hong Kong.

About AIA Foundation

AIA Foundation was established by AIA Hong Kong in 1995 with the mission to create shared value by driving social and economic development. It affirms our long-term commitment to invest in nurturing our children and youth to build a healthier and more productive future human capital. Our wide variety of activities advocating physical health, mental health and financial health demonstrate our brand promise to help our future generations live healthier, longer, better lives.”

About AIA Hong Kong and AIA Macau

AIA Hong Kong and AIA Macau are subsidiaries of AIA Group Limited. AIA Group Limited established its operations in Hong Kong in 1931. To date, we have over 16,500 AIA financial planners¹, as well as an extensive network of brokerage and bancassurance partners. We serve over 3 million customers², offering them a wide selection of professional services and products ranging from individual life, group life, accident, medical and health, mandatory provident fund, personal lines insurance to investment-linked products with numerous investment options. We are also dedicated to providing superb product solutions to meet the financial needs of high net worth customers.

¹ as at February 2019 ² as at 31 March 2018

About AIA

AIA Group Limited and its subsidiaries (collectively “AIA” or the “Group”) comprise the largest independent publicly listed pan-Asian life insurance group. It has a presence in 18 markets in Asia-Pacific – wholly-owned branches and subsidiaries in Hong Kong, Thailand, Singapore, Malaysia, China, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau, Brunei, Cambodia, a 97 per cent subsidiary in Sri Lanka, a 49 per cent joint venture in India and a representative office in Myanmar.

The business that is now AIA was first established in Shanghai a century ago in 1919. It is a market leader in the Asia-Pacific region (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$230 billion as of 31 December 2018.

AIA meets the long-term savings and protection needs of individuals by offering a range of products and services including life insurance, accident and health insurance and savings plans. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents, partners and employees across Asia-Pacific, AIA serves the holders of more than 33 million individual policies and over 16 million participating members of group insurance schemes.

AIA Group Limited is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock code “1299” with American Depositary Receipts (Level 1) traded on the over-the-counter market (ticker symbol: “AAGIY”).

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