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Media Release

AIA Hong Kong Sponsors the next MICHELIN Guide Hong Kong Macau to Offer the Best “Money-Can’t-Buy” Experiences to its Customers

Hong Kong, 2 Dec 2019 – AIA Hong Kong today announced the sponsorship of the next MICHELIN Guide Hong Kong Macau, offering “money-can’t-buy” experiences to its selected customers. These include opportunities to participate in exclusive culinary events organised by Michelin, which are one-of-a-kind experiences that should not be missed.

Ms. Bonnie Tse, General Manager, Corporate, Strategy and Wealth Management of AIA Hong Kong & Macau, said, “As a customer-centric company, AIA Hong Kong not only provides its customers the best insurance products and top-class services, but also constantly looks for fresh and exciting ways to enhance customer experience which go beyond insurance, to help people live healthier, longer, better lives. As we celebrate the AIA Centennial this year, we believe that this exclusive partnership with MICHELIN Guide will provide unforgettable experiences to our customers, allowing them to explore a wide variety of cuisines in Hong Kong - our ‘food paradise’.”

“For more than 100 years, the MICHELIN Guide has acted as a destination guide for restaurants all over the world, creating memorable experiences to food lovers through our recommendations. Through this ambitious partnership with AIA, the MICHELIN Guide will enable AIA to offer to their valued customers the opportunity to enjoy unique and delightful fine dining experiences,” said Mr. Nicolas Achard, Director of Michelin Experiences Asia.

Selected customers of AIA Hong Kong and Macau will be able to enjoy exclusive privileges offered by MICHELIN Guide. These include invitation to restricted-access MICHELIN Guide Hong Kong Macau Gala Dinner, which is renowned for its extraordinary dining experience combining gourmet cuisine, elite wines and world-class performances. More details on the offers will be announced in due course.



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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 March 2019

² AIA Hong Kong internal data includes Hong Kong and Macau's individual life, group insurance and mandatory provident fund customers (as at 31 March 2019)

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