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Media Release

AIA Hong Kong Awarded “Best SME’s Partner Award” for the Third Year Running Supporting SMEs in Overcoming Every Challenge

Hong Kong, 18 November 2020 — AIA Hong Kong has been awarded the “Best SME’s Partner Award” by Hong Kong General Chamber of Small and Medium Business (“HKGCSMB”) for the third consecutive year. The accolade recognises AIA Hong Kong’s effort in being a reliable partner to small and medium-sized enterprises (“SMEs”), through providing high-quality, flexible products and services across both group insurance and retirement.

Mr. Peter Crewe, Chief Executive Officer of AIA Hong Kong & Macau, said, “The business environment has proved extremely challenging in the past year, and SMEs, being a key pillar of Hong Kong’s economy, are in need of additional support. AIA Hong Kong understands that at this critical time, SME employers require flexible and cost-effective employee benefits solutions to retain talent and enhance their competitiveness. Employees also need comprehensive benefits to strengthen their medical protection and meet their retirement needs. Through our one-stop group insurance and MPF solutions, we stand with SMEs in overcoming challenges and help them live Healthier, Longer, Better Lives.”

Upholding a customer-centric philosophy, AIA Hong Kong strives to understand the needs of SMEs and provides a comprehensive “SME Employee Benefits Solution” that helps employers handle employee benefits with ease in three key aspects: Firstly, the Company’s MPF platform offers diverse fund choices that allow employees to flexibly allocate their investment portfolio. Secondly, AIA Hong Kong provides a wide range of specific group insurance plans that can be customised to suit SMEs’ budgets as well as the needs of their employees. In addition, the Company offers a series of employee voluntary solutions, such as the “StepUp” portable medical protection that complements the group insurance plan offered by employers so that employees can enjoy comprehensive lifetime protection at affordable premiums. By providing quality employee benefits products coupled with convenient e-platforms, dedicated customer service teams and professional financial planners, AIA Hong Kong helps SMEs and their employees handle employee benefits with ease.

“Best SME’s Partner Award” is organised by the HKGCSMB, with the aim of recognising the support given to the development of Hong Kong’s SMEs by major industry sectors and corporations. Winners are widely recognised for their excellence.

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Ms Elaine Lau, Chief Corporate Solutions Officer of AIA Hong Kong & Macau receives the "Best SME's Partner Award 2020" presented by the HKGCSMB on behalf of the Company.

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 19,800 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 October 2020

² AIA Hong Kong internal data includes Hong Kong and Macau's individual life, group insurance and pension customers (as at 31 March 2020)

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