

News Release

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HSBC LAUNCHES COMMUNITY PARTNERSHIP PROGRAMME 2016 BRINGING PEOPLE TOGETHER

The HSBC Community Festival 2016 was held today, signifying the official start of the HSBC Community Partnership Programme for 2016. This year marks the fifth anniversary of the HSBC Community Partnership Programme, which continues its theme of “Bringing People Together”. This programme aims to encourage public participation in a variety of district-based initiatives and to unite every sector of society in an inclusive and harmonious community.

A total of HKD 18 million has been allocated to 92 projects this year through HSBC Community Partnership Programme. Recipients of these grants today hosted interactive games and performances for the public in the pedestrian precinct at Chater Road in Central and in all 18 districts of Hong Kong. Over 700 HSBC staff volunteered for today’s event.

The Honourable Gregory So Kam-leung, Acting Financial Secretary, The Government of the Hong Kong Special Administrative Region, co-officiated at the opening ceremony at the HSBC Main Building with Mr Peter Wong, Deputy Chairman and Chief Executive, The Hongkong and Shanghai Banking Corporation Limited, Ms Helen Wong, Chief Executive, Greater China, HSBC, Ms Diana Cesar, Chief Executive, Hong Kong, HSBC, Dr Rosanna Wong, Non-Executive Chairperson, The Hongkong Bank Foundation, Mr Bernard Chan, Chairperson, The Hong Kong Council of Social Service and Mr Chua Hoi-wai, Chief Executive, The Hong Kong Council of Social Service.

Speaking at the opening ceremony, Mr Peter Wong, Deputy Chairman and Chief Executive, The Hongkong and Shanghai Banking Corporation Limited said, “Having been in Hong Kong for more than 150 years, HSBC is committed to investing in the long-term prosperity of the communities we serve. We are proud to host the HSBC Community Festival for the fifth time this year and to have this opportunity to celebrate the work of our charity partners and to raise awareness about the social needs of Hong Kong. I hope that the Festival has been a chance for people from across the community to come together, have fun and learn more about the great work that charities are doing to enhance life in Hong Kong.”

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Ms Diana Cesar, Chief Executive, Hong Kong, HSBC, said that “Through the Community Partnership Programme 2016, we continue HSBC’s long tradition of contributing to the community. This Programme focuses on the diversity of society and encourages collaboration and participation in community activities. We aim to bring people together to get truly involved with the community through a series of exciting activities in all 18 districts of Hong Kong.”

“Charities play a vital role in connecting people and serving the community,” said Mr Bernard Chan, Chairperson, The Hong Kong Council of Social Service. “The HSBC Community Partnership Programme is the platform enabling charities to aggregate their efforts to make a much bigger impact.”

To celebrate the fifth anniversary of the HSBC Community Partnership Programme, HSBC has invited two HSBC Scholars from The Hong Kong Academy for Performing Arts to compose a song “Bringing People Together”, which echoes the Programme’s theme. The song was performed at the opening ceremony and at Chater Road.

Five awards in the HSBC Community Partnership Programme 2016 were also presented at the opening ceremony in recognition of outstanding initiatives by the Programme’s charity partners. The award winners are as follows:

Outstanding Community Project Award	Po Leung Kuk – All Around Blessing Love & Green Project
Outstanding District Efforts Award	Sham Shui Po
Outstanding Collaborative Partnerships Award	The Hong Kong Federation of Youth Groups – We are all connected in Hand Crafts City
Outstanding Creativity Award	Hong Kong Sheng Kung Hui Welfare Council Limited – Holding Hands & Growing Together
Outstanding Participation Award	Hong Kong Rugby Union Community Foundation Limited – Healthy Lifestyle - Rugby Programme for Youth

A wide range of experiences were available to the public at Chater Road and across Hong Kong's districts, including floor curling, rugby, making natural herbal mosquito repellents, chair exercise with the elderly and a sign language performance of classic Cantonese songs. Visitors were also able to embrace local and international cultures through the Sha Tau Kok Cultural Recreation Chess Game, a dragon boat dance and a live music performance in Nepali by the New Life Band Brothers.

Since its launch in 2012, the HSBC Community Partnership Programme has been supported by the Home Affairs Department, the Social Welfare Department and the Hong Kong Council of Social Service (HKCSS). It aims to bring different districts and charities together to encourage creativity and motivate participation in support of an inclusive and harmonious community. These initiatives cover the themes of Youth and Education, Health and Wellness and The Environment, with the aim of addressing local needs and creating a sustainable impact in the community. Since its launch, the Programme has supported more than 1,000 projects, benefiting over 2,200,000 people in Hong Kong. HSBC once again appointed the HKCSS this year to administer the applications and monitor the funded projects.

To find out more about “HSBC Community Partnership Programme”, please visit:
<https://www.communitypartnership.org.hk>

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Notes to Editors:

The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group, which serves around 46 million customers through four global businesses: Retail Banking and Wealth Management, Commercial Banking, Global Banking and Markets, and Global Private Banking. The Group serves customers worldwide from over 4,400 offices in 71 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,557bn at 30 September 2016, HSBC is one of the world's largest banking and financial services organisations.

The Hong Kong Council of Social Service

The Hong Kong Council of Social Service (HKCSS) is a federation of non-government social service agencies of Hong Kong. The Council represents 450 Agency Members, providing quality social welfare services through their 3,000 operating units in Hong Kong. We are

committed to build a social service sector that is highly accountable, efficient, effective and responsive to social needs, upholding the long-term sustainable development of society and the well-being of our citizens.

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