



26 July 2023

### **HSBC x JA COMPANY PROGRAMME LAUNCHED**

*Prepares 6,000 Secondary Students for the New Economy and Future of Work*

The Hongkong Bank Foundation and Junior Achievement Hong Kong (JA HK) have formed a three-year partnership to offer secondary students hands-on entrepreneurial experiences in a programme that is going to be the largest of its kind in Hong Kong. Over 300 HSBC volunteers will become “business advisors” to some 6,000 student entrepreneurs under this initiative.

The HSBC x JA Company Programme aims to help students, aged between 14 and 18, develop practical problem-solving and critical thinking skills that every entrepreneur should have. To ensure they are ready for the new economy and future of work, the Programme will also focus on raising their awareness on innovation and technology. Participants will be asked to develop a business idea and put it to work during a seven-month period. Student entrepreneurs will be paired up with “business advisors”, who will guide the former in adopting innovative ideas and trending technologies to their business plan writing, fund raising, production and marketing, as well as financial planning.

**Mr Brian HUI, Head of Customer Proposition and Marketing, Wealth and Personal Banking, Hong Kong, HSBC, and Professor Eric Yim, JP, Board Member, Junior Achievement Hong Kong**, co-officiated the 2023/2024 programme.

**Mr HUI**, said, “The Hongkong Bank Foundation has chosen to focus on youth development because today’s youth is Hong Kong’s future. With 4,000 start-ups and more than 340,000 SMEs forming the backbone of our economy, entrepreneurial spirit clearly runs strong in Hong Kong. Our student entrepreneurs will benefit from the combined power of hands-on learning and dedicated mentoring. We are excited to partner with JA HK again to bring the programme to a new level.”

HSBC first supported JA Company Programme in 2003. Since then, the aggregate volunteer hours from HSBC volunteers have reached over 60,000 hours.

**Professor YIM, JP**, said, “We must express our heartfelt thanks to The Hongkong Bank Foundation for supporting the HSBC x JA Company Programme again. Their support has enabled us to enrich the Programme with the most well-rounded and up-to-date learning for Hong Kong youth to broaden their perspectives on the rapid developments in the New Economy, and develop the much-needed mindset and skillset for the future of work. Building on this solid youth development platform, we hope to engage the broader community to join hands to nurture our next generation.”

This year’s Programme was unveiled at a summer camp, where more than 100 students and volunteers met and gathered for several kick-off activities including United Nation’s 2030 Sustainable Development Goals (SDGs) Game, Design Thinking exercise and Business Model Canvas. The summer camp aimed to help the students get a sense of what it takes to get ready for the new economy and future of work.

In addition, student entrepreneurs will have the opportunity to join various workshops to grow their knowledge and skills in topics, including sustainability, artificial intelligence, cloud computing, fintech, e-commerce and innovation. Participants will present their projects at the Hong Kong Student Company of The Year Competition in April 2024.

HSBC x JA Company Programme 2023/24 is now open for application until 25 Aug 2023. Please visit [www.jahk.org/cp](http://www.jahk.org/cp) for more information.

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## Notes to editors:

### Photo caption



Mr Brian HUI, Head of Customer Proposition and Marketing, Wealth and Personal Banking, Hong Kong, HSBC (3rd from right), Professor Eric Yim, JP, Board Member, Junior Achievement Hong Kong (3rd from left), representative from HSBC volunteer, and representatives from student company officiated the 2023/24 HSBC x JA Company Programme Kick off ceremony.

### JA Company Programme

JA Company Programme is the largest youth entrepreneurship programme in Hong Kong, aiming at inspiring a next generation with vision, mindset and skillset for a thriving future. Secondary school students learn through the hands-on experience of the whole business cycle by setting up and running their business, from team formation, fund raising, business planning, production and marketing, financial management, to company liquidation – all in 7 months. Every year, the Programme will support over 1,500 students aged 14-18 through a series of learning activities and the entrepreneurial experience. Under the guidance of over a hundred volunteer business advisors, they unleash their creativity, overcome challenges in the real market, and develop essential future skills and confidence needed to build a bright future.

### The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group. HSBC serves customers worldwide from offices in 62 countries and territories. With assets of US\$2,990bn at 31 March 2023, HSBC is one of the world's largest banking and financial services organisations.

### Junior Achievement Hong Kong

Junior Achievement Hong Kong (JA HK) is a registered not-for-profit charity. One of the 100+ members of JA Worldwide, JA HK is a leading provider of Other Learning Experiences in Hong Kong. Our programs enable young people to learn about the world of work from the first-hand experience of business volunteers. JA HK delivers hands-on, experiential learning in entrepreneurship, work readiness and financial literacy, inspiring and preparing young people to succeed in a global economy. Since our establishment in 2001, we have engaged the support of over 30,000 business volunteers to serve more than 450,000 students from over 600 schools. Find out more at [www.jahk.org](http://www.jahk.org) or [www.facebook.com/JAHongKong](https://www.facebook.com/JAHongKong).

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