

Social Responsibility



The community is the constant concern of the Group, which seeks to make an appropriate contribution where possible. Wherever the Group opens an office, it tends to hire talents locally. Moreover, the Group is fully committed to providing training to its staff, no matter where they are based.

Being socially responsible is one of the Group's implicit obligations. From time to time, the Group will closely monitor major environmental policies laid down by developed countries and will follow the relevant regulations.

Upon Listing, the Group donated HK\$1 million to the Community Chest to support the charitable organization's social welfare activities. The initiative made by the Group set a good example for the Group's employees to follow in later functions. For instance, over 130 employees participated in the "Dress Casual Day" in last September, contributing a total of HK\$20,000 to the Community Chest.

In an attempt to arouse the youth's interest in environmental protection, the Group organized the employees and their family members to join the "Twelfth Discover Mai Po Charity Walk" in December last year. During the walk, 98 employees and their families enjoyed the beautiful natural landscape of Mai Po, a north western part of Hong Kong, where they learnt something about nature conservation as well as the importance of environmental protection. In addition, an amount of HK\$60,000 was donated to the WWF.

Apart from caring for the local community, the Group also acted swiftly in response to the tragedy which struck South Asia in December. A donation from the Group and its employees of HK\$300,000 was made to the Red Cross, helping those who suffered and survived from the aftermath of Tsunami.