

Corporate Citizenship *(Continued)*

The Group and Community



The Group encourages staff members to join various community services in order to enhance their morale and help the needed in the community.

“Serve the Community” has always been the Group’s corporate objective. The Group has been committed to constructing various kinds of projects, and on the other hand has been setting a good example as a corporate citizen. Trying its best to fulfill the duties of a corporate citizen is an integral part of its core values. The Group takes the initiative to participate in all kinds of social activities and encourages its staff to do the same for the benefit of the needed and the community.

With the active participation of its staff, the Group provides strong support to all kinds of social activities such as the “Community Chest Walks for Millions Hong Kong Island 2008”, “MTR Race Walking 2008” and the “The Community Chest Sports Corporate Challenge” and the Group has also organised a staff volunteer’s charity visit to the China Overseas Qinglong Hope School in Shaanxi Province and China Overseas Sanquan Hope School in

Sichuan Province. Such activities aim at helping the needed in the community and arouse the care of the community in its staff.

During the year, as severe snow storms hit southern China and earthquake occurred in Wenchuan, the Group initiated staff donations with great enthusiasm. The Group was awarded a “Caring Company 2008/09” logo by Hong Kong Council of Social Service, in recognition of its implementation of good corporate citizenship in 2008.

Community Chest Walks for Millions Hong Kong Island 2008

Our employees organised a team of love and care of over 400 to participate in and support the largest charity walk in Hong Kong — Community Chest Walks for Millions Hong Kong Island 2008.

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Community Chest Walks for Millions 2008, Macau

Adhering to the Group's principle of being reciprocal to the community, staff members of our Macau office participated in the Community Chest Walk for Millions in Macau.



Staff Members of our Macau office participated in the Community Chest Walks for Millions in Macau.

MTR Race Walking 2008

A team of four representing the Group joined the "MTR Race Walking 2008" which is the "Health For Prosperity" campaign of the Health Info World of Hospital Authority in order to promote a healthy living.



Staff members actively participated in all kinds of social activities for the benefit of the needed and the community.

The Community Chest Sports Corporate Challenge

12 athletes representing the Group participated in The Community Chest Sports Corporate Challenge organised by the Community chest and raced with 35 corporate teams for the Champion and also raised fund for the children and youth program for Community Chest.

Charity Visit to Hope Schools

Over 20 volunteers from the Group participated in a charity visit to the China Overseas Qinglong Hope School in Shaanxi Province and China Overseas Sanquan Hope School in Sichuan Province. The participants initiated a sponsorship campaign for helping local students with financial difficulties and improving their livelihood.

During the year, the Group donated to a number of beneficiary organizations and charities including the Community Chest, the Health InfoWorld of the Hospital Authority as well as other voluntary organizations.



Volunteers for the Group participated in a Charity visit to Hope Schools in Mainland China.

