

Press Release

6 April 2025

OVER 10,000 VISITORS EXPERIENCE INNOVATIVE COMMUNITY PROJECTS AT HSBC HONG KONG COMMUNITY FESTIVAL

HSBC Hong Kong Community Partnership Programme beneficiaries doubled from 2023 as new youth-focused initiative is announced

The HSBC Hong Kong Community Festival, the grand finale of the HSBC Hong Kong Community Partnership Programme, drew over 10,000 visitors this weekend. Attendees of the two-day festival at the Central Market explored 31 inter-generational community projects, spanning all 18 districts of Hong Kong.

At the opening ceremony, The Hongkong Bank Foundation (“the Foundation”) also unveiled a new youth development initiative aimed at fostering a growth mindset and expanding opportunities for local youth. This initiative reflects the Foundation’s dedication to empowering the next generation. Through a series of workshops and volunteer opportunities, the initiative aims to equip 16,000 students — from sub-degree programmes to secondary schools — with the essential skills and perspectives needed to thrive in today’s rapidly changing world.

The ceremony was officiated by **Mr K K Chan, the Chief Secretary for Administration of the Government of the HKSAR; Dr Peter Wong, Chairman of The Hongkong and Shanghai Banking Corporation Limited and The Hongkong Bank Foundation; Mr David Liao and Mr Surendra Rosha, Co-Chief Executive of HSBC Asia and Middle East; Ms Luanne Lim, Chief Executive Officer of HSBC Hong Kong; and Grace Chan, Chief Executive, The Hong Kong Council of Social Service.** The ceremony also featured a recognition of five outstanding projects from the 2024 HSBC Community Partnership Programme, as well as the top project from the Smart Community Hackathon.

Speaking at the ceremony, **Dr Peter Wong** said: “At HSBC, we are committed to supporting those in need through meaningful collaborations with NGO partners. Over the past year, the HSBC Hong Kong Community Partnership Programme supported 31 projects, benefiting 430,000 people - double the number of beneficiaries from 2023. As the Bank celebrates its 160th anniversary, we are pleased to launch a new initiative to empower 16,000 young people. Through a series of workshops and volunteer activities, this initiative will help young people develop a growth mindset and equip them with the skills and resources they need to succeed in an ever-changing world.”

In collaboration with the Hong Kong Council of Social Service, the HSBC Hong Kong Community Partnership Programme committed HKD18 million in 2024 to fund 31 projects led by 29 NGOs.

Ms Grace Chan added: “Thank you to HSBC for its support over the years. The HSBC Hong Kong Community Partnership Programme has brought positive energy to our

city, fostering closer-knit communities and encouraging collaboration across sectors. Last year's programme featured 31 innovative projects addressing the needs of disadvantaged groups through diverse approaches. For example, one project educated the elderly about environmental issues, enabling them to become green ambassadors, rediscover their self-worth, and enhance their mental well-being. Another initiative focused on career planning for deaf students, empowering them with confidence and resilience to prepare for their futures. We hope these projects will continue to inspire collaboration and promote a more inclusive and harmonious society."

The new youth development initiative will be managed by Time Auction and St. James' Settlement. It will be officially launched in September 2025, following a pilot phase from April to August.

Since its inception, the Foundation has invested over HKD280 million into more than 1,400 community projects.

With the theme "One Community. Building Together," the HSBC Hong Kong Community Festival underscores the Foundation's deep connection with Hong Kong and its dedication to supporting disadvantaged communities. This year, for the first time, the festival is being held at Central Market, a historic site.

A highlight of the festival is the display of two pairs of bamboo lion sculptures, inspired by HSBC's iconic lions. Crafted by two local artists in collaboration with HSBC volunteers, these four sculptures, varying in size, symbolise the spirit of intergenerational support, while reflecting the festival's objective to promote positivity.

ends/more

Note to editors:

Projects awarded in HSBC Hong Kong Community Partnership Programme 2024:

Awards	Community Partner	Projects
Outstanding Creativity Award	The Hong Kong Chinese Christian Churches Union	The Love Prescription
Outstanding Climate Advocate Award	Redress	Redress Student Ambassador Programme
Outstanding FinFit Project Award	Hong Kong Family Welfare Society	Journey to Financial Empowerment for Silver Age
Outstanding Future Skills Award	SLCO Community Resources	Financial and Career Development Project for Deaf Students
Outstanding Community Engagement Award	Evangelical Lutheran Church Social Service - Hong Kong	Hello Aging! Living well in community
Smart Community Hackathon: The Most Outstanding Project Award	Aberdeen Technical School	EcoCycle Innovations

Photo captions:


Photo 1: Mr K K Chan (third from left), the Chief Secretary for Administration of the Government of the Hong Kong Special Administrative Region; Dr Peter Wong (fourth from right), Chairman of The Hongkong and Shanghai Banking Corporation Limited, and The Hongkong Bank Foundation; Mr David Liao (second from left) and Mr Surendra Rosha (second from right), Co-Chief Executive of HSBC Asia and the Middle East; Ms Luanne Lim (first from right), Chief Executive Officer of HSBC Hong Kong; Ms Grace Chan (first from left), Chief Executive of The Hong Kong Council of Social Service officiated the HSBC Hong Kong Community Festival opening ceremony.



Photo 2: At the opening ceremony, Dr Peter Wong also unveiled a new youth development initiative aimed at fostering a growth mindset and expanding opportunities for local youth.



Photo 3: Dr Peter Wong, together with the HSBC management team, enjoyed the performances by the Wayfoong Nursery School.

For media enquiries, please contact:

HSBC

Josephine Lee

Tel: (852) 2996 6559

Email: josephine.p.w.lee@hsbc.com.hk

Matthew Liu

Tel: (852) 2288 0156

Email: matthew.p.s.liu@hsbc.com.hk

Hill and Knowlton

Jenny Wong

Tel: (852) 6547 3315

Email: jenny.wong@bursonglobal.com

Yury Leung

Tel: (852) 5137 6651

Email: yury.leung@bursonglobal.com

About 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 58 countries and territories. With assets of US\$3,017 billion at 31 December 2024, HSBC is one of the world's largest banking and financial services organisations.

About HSBC Hong Kong Community Partnership Programme

Since its launch in 2012, the HSBC Hong Kong Community Partnership Programme (the Programme) has been supported by the Home Affairs Department, the Social Welfare Department and The Hong Kong Council of Social Service (HKCSS). The Programme aims to inspire district-based community initiatives to foster a more inclusive society. Also, it encourages cross-sector collaboration to address the social needs of local districts and help charities and community organisations in Hong Kong build capacity. Please visit www.communitypartnership.org.hk for more details.

ends/all