

CORPORATE CITIZENSHIP

The Group proactively participates in various public service and community activities, carries forward the spirit of helping and caring for each other, encourages its staff to act earnestly to serve the society and to benefit the community, and vigorously establishes its image as a good corporate citizen.



Hong Kong and Kowloon Walk (6 January 2013)

On 6 January, the Group participated in “Walks for Millions”, a financing activity held by the Community Chest. The Community Chest is a social welfare organization which raises funds to subsidize families and children and encourages its fellow members to proactively participate in public service activities to serve the society and to benefit the community.

“Hike for Hospice” (10 March 2013)

Society for the Promotion of Hospice Care is committed to promoting hospice and caring service, providing guidance service for paying last respects to the deceased, advocating and educating the public to discuss death in a positive way, and giving publicity to cherish and have a positive attitude towards lives. On 10 March, the Group participated in “Hike for Hospice” held by Society for the Promotion of Hospice Care once every year. Both the starting point and the ending point of this activity are in the south of Yuen Long and close to Tai Tong area. The activity is participated in groups of four persons with a length of 8 km.





Charity Dinner held by Society for the Promotion of Hospice Care (22 April 2013)

The senior management of the Group participated in the Charity Dinner held by Society for the Promotion of Hospice Care in 香港鄉村俱樂部 on 22 April with a purpose of raising funds for the construction of hospice centres.



“Charity Walk” Held by in Hong Kong Island Residents Association (26 October 2013)

On 26 October, there were nearly 60 staff of the Group participating in an activity called “charity walk” held by all . In this activity, we can touch with nature, encourage fellow members to proactively participate in social public service activities, carry forward the spirit of helping and caring for each other, and help those in need.



Successfully Applying for and Obtaining the Title of “Caring Company” (2013/2014)

The Group is also committed to fulfilling its social responsibility, caring for the community and staff development and protecting the environment, which has enabled the Group to successfully apply for and obtain the title of “Caring Company”.



“Light Up A Life Christmas Concert” (3 December 2013)

The purpose of this activity is to give benediction to relatives, deceased or lying in sickbed, and in the mean time to raise donations for terminal patients and their family members to “light up” their lives. Acting as a volunteer, our fellow members hold music concerts to serve and help manage crowded people and arrange refreshments for guests, in order for the music concert to proceed smoothly.