



Dear Editor / Reporter:

Immediate Release

Fellowship & Honorary Award Presentation Ceremony 2019 & Project M.I. Kick-off Ceremony

45 prominent leaders exerted social responsibility to promote sustainable development

****Press Release****

'Fellowship & Honorary Award Presentation Ceremony 2019 and Project M.I. Kick-off Ceremony' hosted by Social Enterprise Research Academy (SERA) has been taken place at Hong Kong Baptist University today. 45 Fellows have been honored for their excellent contributions on environment, social and economic aspects in hope to motivate respective involving industries to improve its code of practice. This year, we have **Mr. Luigi Cabrini from Global Sustainable Tourism Council and Ms. Kong Man Wai, HK first world No. 1 ranked fencer, to be our fellows**. The Ceremony has brought elites across industries together in the name of Social Caring.

Our Guests of Honor included **Mr. Ng Hak Kim GBS, JP, former Secretary for Education, Mr. Wong Kai Yi, Privacy Commissioner for Personal Data, Professor Chiu Tsang Hok Wan BBS, JP, Chairman of Board of Governors (Tsuen Wan) of Hong Kong Adventist Hospital Foundation, Mr. Pang Siu Hin MH, former Council Chairman of Pok Oi and Executive Director of Hin Sang Group, Dr. Lo Tai Chin MH, former Council Chairman of Yan Oi Tong and Mr. Herve Verhoosel of UN World Food Programme.**

Mr. Ng Hak Kim GBS, JP gave his opening speech and emphasized that nurturing young elites is key to achieve sustainable development. He encouraged the audience to take advantage of opportunities in the Greater Bay Area, a region that encourage diversified development for companies.

Mr. Wong Kai Yi presented his speech and pointed out that Hong Kong is the pioneer in advocating data ethics governance in Asia. The concepts of respecting, reciprocity and fairness in data management aligns with those of CSR. He concluded that "Data is Money", reminding the audience that data should be handled as seriously as how they handle money.

Kick-off Ceremony of Project M.I. was also featured during the event too. Project M.I. is a mentorship and internship program for corporate members to put CSR into practice as they offer students a chance to acquire social experience. Students will be ranging from Secondary Schools to University's Bachelor and Master degrees, while emphasizing on diversity such as Special Educational Needs, Disabled, International Students. To feature this Project, **Ms. Kong Man Wai as a youth and the HK first world**

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No. 1 ranked fencer, shared with us how important mentorship and opportunities are for leading to a success.

Part of the outstanding fellows are listed as below:

Honorary Fellowship

- **Chairman of Global Sustainable Tourism Council** **Mr. Luigi Cabrini**

Mr. Luigi Cabrini has worked at United Nations and various international tourism organizations for over 30 years. At UN, he worked as the Director of UNWTO Sustainable Tourism Programme and UNWTO Regional Representative for Europe and Secretary of the General Assembly and Executive Council. He focuses his activities on topics such as sustainable tourism and tourism in the green economy. He is an active figure on fostering sustainable tourism practices amongst hotels and tour operators. Mr. Cabrini frequently speaks at several international summits and forums to discuss and promote sustainable tourism and environmental protection.

Senior Fellowship

- **Hong Kong Female Fencer** **Ms. Kong Man Wai**

Ms. Kong Man Wai, the World No. 1 Women's Epee Fencer, won Hong Kong's first Gold Medal at Women's Epee World Cup. Recently, she won a bronze medal at the Fencing World Championships held in Budapest. Other than her extraordinary achievement in fencing, she also excels in academics. She graduated with a Bachelor of Arts Degree in International Relations from Stanford University, truly a talent in sports and academics. She is also committed in inspiring uprising talents. Therefore, she founded a local fencing club to nurture fencing talents by creating a supportive and creative learning environment. Moreover, as an Athlete Supporter of InspiringHK Sports Foundation, she inspires teenagers from grassroot families to improve their social mobility with her outstanding achievements in sports.

Fellowship

- **Director of Law's Cleaning Service Limited** **Mr. Law Kin Wai**

The Company has established for more than 30 years. It provides environmentally friendly cleaning services for several renowned property management companies and government departments. Until now, it has provided cleaning services for more than 80 housing estates. The Company grows at a fast pace with more than 2,000 employees and an annual turnover of more than 180 million. Mr. Law is also the founder of a charity organization and aims to provide medical insurance and shopping discounts for their staffs. He also engages in volunteer work frequently with his staffs. At earlier times, he introduced a German Street Washing Machine to Food and Environmental Hygiene Department, which helps to reduce the usage of chemicals and hot water, which enhances the industry



standards and services.

- **Director of Mak Man Kee Noodle Shop Limited**

Ms. Lesley Mak

Mak Man Kee has been in operation for more than 60 years and has been promoted by the Michelin Guide in 2018. Ms. Mak, the heir of Mak Man Kee, refused to open the branch for quality assurance. She adopts a customer-oriented business model. In the face of the difficulty in stabilizing the supply of ingredients, she is still trying to maintain the products at reasonable prices. Furthermore, Ms. Mak also cooperate with various charity organizations to promote social communion.

About the Ceremony

SERA has been dedicated to construct a cross-platform with political, business, academic and social elements together with international scholars, including Nobel Laureates & Rectors in Asian countries, cooperating with advocacy group of social enterprises located in European, American and Asian countries. This year, we have invited the representatives of United Nations related organizations — World Food Programme and Global Sustainable Tourism Council to visit Hong Kong for exchanging ideas in order to enhance awareness of environmental, social and corporate governance.

About Social Enterprise Research Academy

With the motto of “Harness the Market to Bring Social Change”, Social Enterprise Research Academy dedicated to the continual development, promotion and application of corporate citizenship principles, models and technique in Asia. We are the first professional organization in Asia to promote and develop the Social Caring Pledge Scheme. The Scheme is endorsed by Nobel Laureate Professor Harald zur Hausen, who is also the Honorary Life Chancellor of SERA. We have successfully united more than 500 companies and leaders to participate in this voluntary agreement, so as to achieve the performance of sustainable development of the community.

About Social Caring Pledge Scheme

Social Enterprise Research Academy is the first professional organization in Asia to promote and develop the Social Caring Scheme. The Scheme is advised by the member of UN Global Compact, Mr. Gustavo Berlanga, who is also the Honorary Chairman of SERA, to suggest and develop six principles based on the UN Sustainable Development Goal (UNSDG). The Scheme is endorsed by Nobel Laureate Professor Harald zur Hausen, who is the Honorary Life Chancellor of SERA. We have successfully united more than 500 companies and leaders to participate in this voluntary agreement, to achieve the performance of sustainable development of the community.



About Project M.I.

Project M.I. with ‘M’ stands for ‘Mentorship’ and ‘I’ stands for ‘Internship’, aims at providing a CSR platform for students to interact with corporate leaders. They will share their successful career experience and students can get a glimpse of working life. Training program for both students and corporations will be provided. Closing Ceremony will be held as the end of the mentorship and internship program. Selected cases will be included in the “Social Caring Voice: Who’s Who @ Sustainability” publication by SERA.

