



SmarTone-Vodafone AYP International Exchange Programme Fund launched to support personal development of young people

(Hong Kong, 31 March 2008) This afternoon saw the official launch of the SmarTone-Vodafone AYP International Exchange Programme Fund. Jointly set up by SmarTone-Vodafone and The Hong Kong Award for Young People (AYP), the Fund aims to support personal development of Hong Kong's underprivileged youths.

The establishment of the Fund was backed by donations raised in the inaugural SmarTone-Vodafone HK Challenge held in October 2007. The first-ever *Intelligent Sport*[®] event in Hong Kong, the Challenge is the most advanced, fun and diverse corporate team competition in the world, testing participants' strategic thinking, teamwork and physical endurance to the full.

First of its kind for AYP, the Fund will subsidise about 200 youths with limited means to take part in AYP's international exchange programmes in 2008, with the objective to broaden their international exposure as well as improve their interpersonal and leadership skills. Spanning four continents, these programmes come with a variety of themes including cultural exchange, leadership training and nature conservation.

In coming August, SmarTone-Vodafone and AYP will also initiate a dedicated exchange programme focused on environmental protection, a top global agenda. This 12-day programme provides participants with a unique opportunity to gain insights from the Netherlands, that has been leading the way in addressing different environmental issues, and participate in a series of workshops and visits together with young people from the Netherlands.

Officiating at the launching ceremony, Mr. Joseph Lee, BBS, JP, Chairman of Commission on Youth, said, "Hong Kong is an international city and one of the world's major financial centres. Only with a global vision and exposure can our younger generation be more competitive and contribute to the future success of our society. It is very encouraging for SmarTone-Vodafone to see this need and provide such invaluable opportunities for youths to broaden their horizon."



Mr. Douglas Li, CEO of SmarTone-Vodafone, said, “Companies like SmarTone-Vodafone is increasingly reliant on a knowledge-based workforce. The Fund will provide young people with early exposure to a wider global perspective which will greatly benefit their personal development. We are delighted to partner with one of Hong Kong’s most worthy charities on youth development to establish the Fund.”

Following the enthusiastic response last year, the SmarTone-Vodafone HK Challenge 2008 will be organised for the second year in coming November and continue to raise money for the Fund. “We hope to see more corporations participating in the Challenge and contributing to youth development in Hong Kong,” added Mr. Li.

Mr. Simon Ho, MBE, Chairman of The Hong Kong Award for Young People, said, “I would like to express my heartfelt thanks to SmarTone-Vodafone for their strong support and commitment. With this Fund, we are able to expand our international exchange programmes which form a core part of the AYP activities. We at AYP all look forward to working more closely with SmarTone-Vodafone in the future.”

The SmarTone-Vodafone AYP International Exchange Programme Fund is open for application starting tomorrow (1 April). Application forms can be obtained at the AYP Office and its Operating Units or downloaded from www.ayp.org.hk/exchangefund.

For enquiries, please contact AYP at 2728 3243 or award@ayp.org.hk.



Photo Caption

Mr. Joseph Lee, BBS, JP, Chairman of Commission on Youth (second from left); Mr. Douglas Li, CEO of SmarTone-Vodafone (first from left) and Mr. Simon Ho, MBE, Chairman of The Hong Kong Award for Young People (first from right) together with representatives of The Hong Kong Award for Young People members officiate at the launching ceremony of the SmarTone-Vodafone AYP International Exchange Programme Fund.

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Notes to the Editor

The SmarTone-Vodafone AYP International Exchange Programme Fund is applicable to all AYP international exchange programmes. Plan for 2008 is as follows:

Programme	Date	Destination
「攀長城・心連心・迎奧運」活動	Apr-May	Beijing, China
卧龍大熊貓繁育研究基地及成都義工計劃之旅	Jun	Chengdu, China
Residential Project: Traditional Culture and Modern Olympic	Jun	Beijing, China
Hong Kong – USA Youth Exchange Programme	Jun-Jul	Fujian, China
Exchange Programme – USA	Jun-Jul	Rhode Island, USA
Exchange Programme – The Netherlands	Jul	Amsterdam, The Netherlands
雪災後貴州山區生活體驗	Jul	Guizhou, China
Experiential Tour in Gansu	Jul	Gansu, China
Exchange Programme – Russia	Jul-Aug	Saint Petersburg, Russia
Exchange Programme – Korea	Jul-Aug	Seoul and Jeju Island, South Korea
SmarTone-Vodafone AYP Exchange Programme – Environmental Protection in The Netherlands	Aug	The Netherlands
Exchange Programme – UK	Aug	Portsmouth, UK
Asia Pacific Regional Training Workshop 2008	Nov	Sri Lanka
International Gold Event 2008	To be confirmed	Mauritius



About SmarTone-Vodafone

SmarTone-Vodafone is a leading provider of total communications services in Hong Kong, offering premium mobile and fixed services. Its goal is to better enrich customers' lives by bringing them closer to what matters to them. With unrivalled network performance, unique service innovation and award-winning customer service, it delivers superior customer experience as well as targeted and differentiated propositions.

SmarTone-Vodafone is a partner network of Vodafone, the world's leading mobile telecommunications company. It is the sole marketing and sales channel of HomePhone+, a wireless fixed-line service redefining the fixed-line market in Hong Kong with unique benefits as well as exceptional ease of use, convenience and flexibility.

Its holding company, SmarTone Telecommunications Holdings Ltd, has been listed in Hong Kong since 1996 and is a subsidiary of Sun Hung Kai Properties Limited, one of the largest property companies in Hong Kong.

About The Hong Kong Award for Young People

Established in 1961, The Hong Kong Award for Young People, formerly known as The Duke of Edinburgh's Award, is a member of The International Award Association. The Award Scheme, with its unique international principals, cultivates youngsters with perseverance and the spirit of self-challenge. Currently about 55,000 young people are taking part in the Award in Hong Kong.