



Ericsson–SmarTone Team wins in SmarTone HK Challenge 2011

HK\$350,000 has been raised for the SmarTone AYP International Exchange Programme Fund

(Hong Kong, 17 October 2011) Ericsson-SmarTone team beat off stiff competition from other top corporations in the SmarTone HK Challenge, staged for the fourth year in Hong Kong, and was crowned the overall champion. The winning team members demonstrated the best mix of skills in a number of strategic, mental and physical team challenges held in Hong Kong Disneyland Hotel and other parts of the territory from 13-15 October 2011.

Over three days and two nights, 19 teams from leading corporations had to outperform each other in five stages of competition. The activities entailed high-level strategizing, problem solving, prioritizing and completing various tasks while orienteering their way through rough terrain in different parts of Hong Kong including Hong Kong Disneyland Hotel, Ngong Ping and Silvermine Bay.

“From the game, we learned a lot about one another, for example, who are the good runners and who are the strategists. I believe the key to win is to understand the strengths and weaknesses of the team members, then apply that into the game. We enjoyed the game and we are looking forward to next year’s SmarTone Hong Kong Challenge,” said Mikael Ericsson, captain of Ericsson-SmarTone Team.

A key element of the SmarTone HK Challenge is to raise funds for the Hong Kong Award for Young People (AYP). With the dedications of all participating teams, \$350,000 has been raised for the SmarTone AYP International Exchange Programme Fund to support underprivileged young people to take part in AYP’s international exchange programmes.

“The SmarTone HK Challenge received overwhelming response from executives of top businesses as for the fourth year. We would like to express our heartfelt thanks to all the teams for their participation and generous support to the fundraising activity. The funding can help widening the eyesight of youth from underprivileged families. We look forward to welcoming them again for the next competition,” said Mr. Douglas Li, CEO of SmarTone, title sponsor of the HK Challenge.

The SmarTone HK Challenge is a prominent annual corporate event in Hong Kong. For more information and detailed competition results, please visit <http://www.bamboo.com.sg/hkchallenge/>



Photo caption:

Mr. Douglas Li, CEO of SmarTone, right, presents the overall champion trophy to the winning team.

Notes of Editor:

The following corporations have formed teams to participate in the SmarTone HK Challenge 2011:

- CLP Holdings Limited
- Ericsson
- Hong Kong Disneyland
- Hong Kong Jockey Club
- Huawei
- Man Investments
- MTR Corporation
- Noble Group Limited
- SmarTone
- Sun Hung Kai Properties
- The Hong Kong Award for Young People

About SmarTone

SmarTone is a leader in total communications in Hong Kong, providing voice, multimedia and broadband services in the mobile and fixed markets through its ubiquitous GSM/3G/HSPA+ network. Its goal is to create and deliver unbeatable experiences to targeted customer segments through relevant, easy-to-use and innovative products and services. Its holding company, SmarTone Telecommunications Holdings Limited, was established in 1992 and has been listed in Hong Kong since 1996. The company is a subsidiary of Sun Hung Kai Properties Limited, one of the largest developers in Hong Kong.

About The Hong Kong Award for Young People

Established in 1961, The Hong Kong Award for Young People (AYP), formerly known as The Duke of Edinburgh's Award, is a member of The International Award Association. AYP provides a graduate series of programmes which include three levels of challenges, i.e. Bronze, Silver and Gold, and cultivates young people with perseverance and the spirit of self-challenge. Before the re-unification with the Mainland China, the Gold Awards were presented by the Governor. Since 1997, the Gold Awards have been presented by the Chief Executive of HKSAR. Currently, more than 56,000 young people are taking part in the Award in Hong Kong.