
NEWS RELEASE

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For immediate release

Hysan and Hong Kong Christian Service Serve an Eye-Opener for Minority Youths

The Birth of EYES

Among Hysan Development Company Limited's corporate values, upon which its Corporate Responsibility policy is based, is one that aims to make a positive contribution to the community.

Early in 2007, Hysan discussed possibilities of partnership with Hong Kong Christian Service ("HKCS") on youth training projects. While trying to narrow the scope to a more manageable level, it was understood that HKCS has strong contacts with the territory's ethnic minority groups through its Project South Asians Support Alliance ("SASA"), and that minority youth generally lack support in their academic and career developments.

Not Just Financial Sponsorship

When it comes to positive contribution to the community, Hysan firmly believes that pure financial sponsorship often does not provide enough value for both the giver and the recipient. The Company relishes involvement in the form of active participation.

Through discussions with HKCS, Hysan realises it can contribute its expertise and knowledge and share with youngsters, age between 16 to 21, a variety of corporate-related matters, as well as giving general advice on life and work in general. It would be a mentoring programme of sorts, but the twist would come as a series of evening chats throughout the summer, as classes or jobs would not be disrupted. They would take place once a week. To throw in a spot of fun, HKCS devised an overnight orienteering camp for the participants half way through the sessions. The entire package, including the talks and the camp, would be known as Ethnic Youth Enhancement Scheme, or EYES.

Top Professionals Volunteering Time and Expertise

While HKCS explored links in schools and families they had established through the successful Project SASA, Hysan did a stock take on its own true ability to contribute. Through the company's volunteer team and other avenues, some staff were ready to impart knowledge on property management as well as other related issues. Others agreed to put in time to help with the mentoring during the sessions and possibly beyond. Still others were to be involved in administering the planned programme and give talks on general issues. However, to ensure top quality knowledge and information are provided to the youngsters on specialised topics, Hysan decided to seek help from its corporate friends and partners to take part in some sessions.

The final list, as shown here, included many speakers who are top professionals in their fields.

Content	Speaker
<ul style="list-style-type: none"> ▪ Successful interviewing skills and strategies ▪ Preparing impressive application letters and resume ▪ Appropriate image, manner and attitudes in workplace 	Paula Ho, Principal Consultant, PH Consulting Ltd
<ul style="list-style-type: none"> ▪ Building up effective inter-personal relationships in work place 	Sandra Mak, CEO, A-World Consulting
<ul style="list-style-type: none"> ▪ Effective financial management skills 	Andrew Look, Head of HK Research, Strategy & Product, UBS Securities Asia
<ul style="list-style-type: none"> ▪ Sharing of life experiences 	Amrit Sethi, Director of Excella Travel
<ul style="list-style-type: none"> ▪ Careers in property management ▪ Visit tour to Hysan properties 	Margaret Yuen, Assistant General Manager, Property Management, Hysan Development Co., Ltd
<ul style="list-style-type: none"> ▪ Sharing of experience in working in the airline industry 	Helen Yien, Consultant, Novare Asia
<ul style="list-style-type: none"> ▪ Sharing of experience in running a restaurant 	Mark Chan, Restaurant Consultant
<ul style="list-style-type: none"> ▪ Sharing of experience in working and studying overseas 	Mark Tung, Head of Corporate Communications, Hysan Development Co., Ltd
<ul style="list-style-type: none"> ▪ Sharing of life experiences 	Bina Daswani, Manager of Office Operations, McKinsey & Co
<ul style="list-style-type: none"> ▪ Sharing of experience in journalism 	Yonden Lhatoo, News Anchor and Editor, ATV

Some of the speakers were invited because their professions were considered interesting by the participants who wanted to learn more about working in those fields. Amrit Sethi, Bina Daswani and Yonden Lhatoo were asked to speak not only because they are good at what they do, they are also themselves ethnic minorities who either grew up in Hong Kong, or spent much time working in the territory. Their success stories surely would give hope and guidance to those who may be struggling to adapt at schools or those who see themselves as clinging to dead-end jobs.

Fourteen youngsters between the age of 16 and 21 were accepted into the programme. Many had lived in Hong Kong for a number of years, but only four understand Cantonese. It was decided there and then that the sessions would be conducted in English.

Hysan and HKCS added one segment at the end of each session, which would require the participants, minus the speaker, to chat with the Hysan volunteers and the HKCS staff on what they have learnt from the particular class. The youngsters would also be encouraged to bring to these chatting sessions any joy or frustration they encountered while doing summer jobs or taking part in other activities during the week. Through frank discussions about work and other life issues, the organisers would be able to establish rapport with the youngsters so as to kick-start the mentoring process without a feeling of being forced into friendships!

The Talks and the Camp

EYES finally began on 25 July 2007, with HR consultant Paula Ho spending more than an hour discussing the “do”s and “don’t”s of interviewing with the participants. The session was fast-paced, funny and fruitful. Dozens of questions were asked on how best to present oneself when looking for jobs. The session and its atmosphere helped to establish an excellent link among the speaker, the organisers and the young participants. This theme of mutual trust of frankness pervaded throughout the remaining sessions.

Please refer to the chart in the “Speakers” section on the content of the talks. Suffice to say that the sheer enthusiasm of the youngsters peppering the speakers with questions were certainly sights to behold.

Not everyone attended the weekend camp due to family and other commitments, but those who went took part in a grueling but morale-boosting orienteering programme. They also made fast friends with another group of young local students taking part in a similar programme at the camp that weekend.

Parting Words

“I would like to thank the organisers for arranging such a wonderful programme.”

“Great stories and quotes from the speakers who inspired me.”

“I wish the programme could be longer.”

Quotes from the students

“EYES is without doubt a great eye-opener for the minority youths. The dedicated contribution of Hysan Development Company Limited demonstrated the outstanding attributes of a caring enterprise in supporting the deprived group. The whole-hearted effort in networking professionals from different walks of lives had also proven to be successful. The talks stimulated participants’ insights about their future and their life values as well.”

Karrie Chan, Hong Kong Christian Service

“It was a joy to have met a group of energetic and confident young people. I am very impressed with their plans for the future, and the fact that most of them have dreams.”

Paula Ho, Principal Consultant, PH Consulting Ltd

“This EYES programme, if I were a kid and had the opportunity to take part, I would have been so happy.”

Amrit Sethi, Director of Excella Travel

“I found myself learning a lot from the students in the sharing. I hope what I have shared with them was useful, but truly, the learning was mutual and I enjoyed it very much.”

Sandra Mak, Chief Executive Officer, A-World Consulting Ltd

More than Meet the EYES

As a speaker remarked at one of the EYES sessions, “We just want you to know some facts of life that we wish someone had told us when we were your age.” If the aims of the programme can be boiled down to just one simple sentence, then they were certainly achieved through this mentoring programme with a difference.

Hysan and HKCS are planning to set up a similar programme next year, but with local as well as minority students, so that youngsters of different ethnic backgrounds can learn and play together and cultural barriers can be broken.

Hysan Development is a leading property investment, management and development company in Hong Kong with a major portfolio in high-quality office, retail and residential properties. It is the largest commercial landlord in the prime office/retail Causeway Bay district.

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This press release and other corporate information can also be found at: www.hysan.com.hk or www.irasia.com/listco/hk/hysan/index.htm

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Enclosed: Photos description

Photos:

To request for high-resolution photos, please send an email to Shirley.siu@hysan.com.hk



Top professionals shared their expertise and thoughts with the youngsters.



Orienteering and outdoors programme helped train participants to deal with unusual problems .



Through sharing, the minority youngsters made friends with other campers.