



Project WeCan
學校起動計劃

For immediate release

**“Project *WeCan* Business Bliss – Young Innovators Bazaar” by Wharf
Nurtures Aspiring Young Entrepreneurs
*200+ Secondary Students from 14 Schools in Business Try-Out To develop
Top-Notch Planning and Operation Skills***

(Hong Kong • 1 May 2014) The 4-day “Project *WeCan* Business Bliss – Young Innovators Bazaar” was officially launched today. The brain-child of more than 200 students from 14 secondary schools, the Fair aimed at providing an opportunity for students to creating businesses from scratch. The event was officiated by Ms. Doreen Lee, Executive Director of The Wharf (Holdings) Limited, and Mr. Ricky Wong Kwong-Yiu, Director of Wheelock and Company Limited along with representatives of sponsoring enterprises. They also visited all school booths and shared on business insights. Tens of thousand of visitors were expected for the 4-day fair whereas less-privileged students promoting handmade products to guests and the public alike.

“Project *WeCan* Business Bliss – Young Innovators Bazaar”, one of the more than hundreds of events under the “Project *WeCan*” banner by The Wharf (Holdings) Limited, was in full swing from today until 4 May at the Plaza Hollywood. The event engages less-privileged students to help them develop business experience from scratch so to inspire them for their own future endeavors.

All students taking part in the Business Bliss have spent a few months preparing their businesses, from formulation of business plans, conducting market analysis, choosing the right products to finding means to finance the business, etc. Participating schools also received support through a series of experience sharing sessions and workshops offered by staff volunteers of Wharf and its business units. Students also took advantage of the upcoming Mother’s Day to promote handmade gift products such as leather goods, photo frames and flowers, etc., to boost product sales.

Ms. Doreen Lee, Executive Director of The Wharf (Holdings) Limited and Convener of Project *WeCan*, said, “First launched in 2011, Project *WeCan* aims to increase the learning motivation of students who are disadvantaged in learning, and to better equip them when they enter into the real world. Project *WeCan* is a Business-in-Community initiative, which we hope business can give back to the community by direct involvement and working closely with partner schools.” Ms. Lee also calls for more business to participate for the benefit of more schools and students. At the moment, there are 14 schools taking part in Project *WeCan*. The project aims to support 150 schools that have a high percentage of students who are disadvantaged in learning, with a funding as much as HK\$100 million per year.

“Business Management is a discipline neither easy to master nor putting into good practice. Even top-rated enterprises have to constantly evolve to stay on their ranks. This campaign pairs each school with an enterprise to provide students ample opportunities on learning business management and operation, as well as marketing strategies, so that all students may find their way in the business world and adapt to the society early on,” said **Mr. Ricky Wong Kwong-Yiu, Director of Wheelock and Company Limited and**



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Convener of Project *WeCan* when sharing on business insights.

The event was jointly debuted by Ms. Doreen Lee, Executive Director of The Wharf (Holdings) Limited, and Mr. Ricky Wong Kwong-Yiu, Director of Wheelock and Company Limited. Also officiating the event were representatives of sponsoring enterprises including Mr. Samuel Lee, CEO of Elegant Jewellery Holding Ltd; Dr. Chiu Chi-shing, Executive Director, Quality School Improvement Project, Hong Kong Institute of Educational Research, The Chinese University of Hong Kong; Ms. Susan Chan, Regional Human Resources Director, Grosvenor Limited; Mr. Ivan Fu, Director, LWK & Partners (HK) Limited; and Professor Angelina Yuen-Tsang Woon-ki, Vice President (Institutional Advancement and Partnership), The Hong Kong Polytechnic University.

Awards were presented during the kick off ceremony to recognize the school teams with excellent performance. Among them, “Best Oral Presentation” awarded to Chiu Chow Association Secondary School, “Best Business Plan” awarded to Nam Wah Catholic Secondary School and “Best Booth Design” awarded to Po Chiu Catholic Secondary School and Cotton Spinners Association Secondary School.

The team from Nam Wah Catholic School, being able to achieve net profit exceeding HK\$100,000 in 2013’s fair and at the Mongkok Annual CNY Sales Bazaar, and to capture last year’s “Best Business Plan” and “Best Booth Design” titles, have their whole business plan hammered out by eleven F.4 and F.5 students majoring in Corporate Accounting and Finance Fundamentals, said Mr. Ma, teacher and coordinator from the school. Since the students were green on items like choosing the right product mixes, pricing and demonstration designs, Mr. Ma encouraged them to set up a school pre-sale in order to acquire hands-on sales skills and to draw upon feedbacks from teachers and schoolmates. “Our success in creating 3D red banners (揮春) had inspired us that even students could initiate a successful venture. You can always emerge from the competition if you find the right creation,” said Kan Poon, a student of the school who had taken part in three previous CNY Sales Bazaars.

14 Schools in 2014 “Project <i>WeCan</i> Business Bliss – Young Innovators Bazaar”	
Buddhist Ho Kam Nam College	Hong Kong Sea School
Buddhist Wong Wan Tin College	Lok Sin Tong Yu Kan Hing Secondary School
CCC Kei Heep Secondary School	Nam Wah Catholic Secondary School
Chiu Chow Association Secondary School	Ng Yuk Secondary School
Cotton Spinners Association Secondary School	Po Chiu Catholic Secondary School
Fung Kai No.1 Secondary School	Po Leung Kuk C W Chu College
HHCKLA Buddhist Ching Kok Secondary School	Yan Oi Tong Chan Wong Suk Fong Memorial Secondary School

To witness live the “Project *WeCan* Business Bliss – Young Innovators Bazaar”, please go to the event’s Facebook page at: www.facebook.com/projectwecanhk



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About Project *WeCan*

Launched in 2011, Project *WeCan* is a business-in-community initiative to empower students who are disadvantaged in learning with opportunities and programmes that will engage them, nurture their confidence and inspire them to pursue higher studies and fulfilling careers. It currently offers a wide spectrum of support ranging from improvement in hardware and software in schools to enhance better teaching and learning, joint-school programmes to facilitate mutual learning and exchange among students, extra-curricular activities like company visits and job tasting, career planning, mentorship and teachers development programmes in the participating secondary schools. The project is an open platform where we call upon business sponsors, professionals and retirees to work closely with schools through financial and/or volunteer commitment in a multi-year partnership. The project aims to support over 150,000 students in 150 schools with a funding commitment of \$100 million on an annual basis.

For more details on Project *WeCan* please visit www.projectwecan.com

About The Wharf (Holdings) Limited

Founded in 1886, The Wharf (Holdings) Limited is a listed subsidiary of Wheelock and Company Limited. With prime real estate as Wharf's primary strategic focus, site acquisition, financing, development planning, design, construction and marketing are its core competencies. Mall development and retail management remain its strategic differentiation. Landmarks Harbour City and Times Square form the backbone of its prime real estate in Hong Kong. Wharf's mission of Building for Tomorrow underlines the Group's asset expansion programme in recent years. The new base includes a land bank of about 11.7 square metres across 15 cities in China. The Group now operates 13 owned or managed hotels in Asia Pacific and a solid portfolio of the Group's 10 owned hotels (including six new hotels) serves as a core platform of an expanding hotel network in five years' time. Also contributing to Wharf's presence in the Mainland are key port assets along the China coast. Wharf's website www.wharfholdings.com



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Photo Caption



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Cheung Yun Hang, Stanley, Pat Sin Leng Hill Fire Survivor, visits and supports “Project *WeCan* Business Bliss – Young Innovators Bazaar” with his son.