



For immediate release

Wharf Instills Entrepreneurial Spirit with a Joint School Chinese New Year Bazaar
200 students from 11 secondary schools run their first business from scratch, demonstrating exceptional talents and five-star product offerings

(January 25, 2013 – Hong Kong) Project *WeCan* today kicks-off a three-day joint school Chinese New Year Bazaar, Project *WeCan* “Spring” Up Your Business Bliss Chinese New Year Bazaar. The event was organized by over two hundred students (aged between 13-18) from eleven secondary schools, aiming to provide an opportunity for students to experience what it is like running their own retail businesses from scratch. Tens of thousands of shoppers are expected to visit the three-day Chinese New Year Bazaar.

Project *WeCan* “Spring” Up Your Business Bliss Chinese New Year Bazaar is one of the many activities organized by Wharf for Project *WeCan*. Since inauguration of Project *WeCan* in 2011, over 100 activities of big and small scale have been organized for the eleven participating schools with over 5,000 participating students. The project has created great synergies with dozens of organizations and service providers, bringing tremendous impact to participating schools, students and Wharf’s volunteers.

Project *WeCan* “Spring” Up Your Business Bliss Chinese New Year Bazaar aims at providing an opportunity for students to unleash their entrepreneurial spirit and inspire them for their future endeavors. Participants spent almost six months preparing their first business, from development of business concepts and formulation of plans, market analysis, product development, marketing strategies, as well as means to financing the business. Participating schools also received support through a series of experience sharing sessions and workshops from staff volunteers of the Wharf group and its associates.

“The New Year Bazaar is an invaluable learning opportunity for participating students. I would like to express my gratitude to the staff volunteers from Wharf for spending their precious spare time and sharing their professional knowledge with the students, who grow and excel in the process. I hope that the students of this program will follow the footsteps of the staff volunteers and contribute to the society, helping the needy in the future,” said **Mrs Carrie Lam, Chief Secretary for Administration of Hong Kong SAR**, officiating guest of the Project *WeCan* “Spring” Up Your Business Bliss Chinese New Year Bazaar kick-off Ceremony.

Though initiated by The Wharf (Holdings) Limited, Project *WeCan* is open to other business corporations in the society for greater synergies to further support local schools and students in need.

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“We are glad to see the significant achievements and improvements the participating schools have made since the launch of Project *WeCan*, where the students’ exceptional entrepreneurial talent and five-star product offerings are best evidence to this change,” said **Ms. Doreen Lee, Executive Director of The Wharf (Holdings) Limited and Convener of Project *WeCan***. “There are many deserving schools which are of great potential but have less opportunities, and the last thing we want is that students with great talent are not being recognized or properly groomed because of their less resourceful background,”

“With an established support network, comprehensive program structure and diverse expertise, Project *WeCan* is a perfect platform for corporations with the same belief and passion to play a bigger role in the development of less-advantaged young people and schools. For instance, the eleventh school of Project *WeCan* is supported by Elegant Watch & Jewellery which shares our passion for helping schools with fewer opportunities to develop and excel,” Ms Lee added.

The Project *WeCan* “Spring” Up Your Business Bliss Chinese New Year Bazaar has enabled students to put their knowledge into practice in real life situations. Apart from business skills, the program also strengthened students’ team spirit, problem solving and negotiation skills.

“The most difficult part of this program is to select and design products for our stall. This task requires in-depth knowledge on Marketing, including market positioning, customer spending patterns and price setting. As we think out-of-the-box and think beyond our roles as students, this thinking process enables us to reflect on ourselves and what could be done better,” said Lau Pui Chong (劉沛聰), student from Lok Sin Tong Yu Kan Hing Secondary School.

During the three-day event, the eleven participating schools will compete for nine awards, including Best Booth Design, Best Customer Service, Best Business Plan, Highest Turnover and Most Cost Effective Award.

The Best Business Plan Award is announced at the opening ceremony today with Nam Wah Catholic Secondary School and Fung Kai No.1 Secondary School taking dual championship. Students were excited and thrilled as they received the awards from Mrs Carrie Lam and Ms Doreen Lee. Other awards will be announced in March, 2013. The Bazaar will run from January 25 to 27, 2013 at Plaza Hollywood, Diamond Hill.

The eleven participating schools of Project *WeCan* “Spring” Up Your Business Bliss Chinese New Year Bazaar are (in alphabetical order):

- Buddhist Ho Nam Kam College
- CCC Kei Heep Secondary School
- Chiu Chow Association Secondary School
- Cotton Spinners Association Secondary School
- Fung Kai No 1 Secondary School
- Lok Sin Tong Yu Kan Hing Secondary School
- Nam Wah Catholic Secondary School
- Ng Yuk Secondary School
- Po Chiu Catholic Secondary School
- Po Leung Kuk Chu King Man Secondary School
- Yan Oi Tong Chan Wong Suk Fong Memorial Secondary School

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For more information about Project *WeCan* “Spring” Up Your Business Bliss Chinese New Year Bazaar, please visit the Project *WeCan* Facebook page.

About Project *WeCan*

Project *WeCan*, a HK\$150 million initiative launched in May 2011, provides all-rounded “hardware” and “software” support for secondary schools in Hong Kong which are of great potentials but less resourceful with an aim of uplifting the competence and performance of less resourceful schools and students. The Project leverages the expertise of the Quality School Improvement Project at the Hong Kong Institute of Educational Research of The Chinese University of Hong Kong to help improve the overall performance of ten selected secondary schools. In addition to gaining firsthand experience in running a retail business via a CNY sales bazaar, Project *WeCan* also offers a wide spectrum of support ranging from academic enhancement, extra-curricular and other learning experience, learning environment improvement, career planning, mentorship and counseling as well as parent-teacher collaboration in the participating schools. Over 10,000 students will benefit.

For more details on Project *WeCan* please visit <http://www.wharfholdings.com/projectwecan>

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 management remains its strategic differentiation. Landmarks Harbour City and Times Square form the backbone of its prime real estate in Hong Kong. Wharf’s strategic initiative of Building for Tomorrow in China pre-occupies the Group’s asset expansion program with its medium-term target of increasing its Mainland assets to 50% including an attributable land bank of more than 18 million square metres. The Group now owns or manages 13 hotels in Asia Pacific with 10 new hotels in the pipeline to further expand its scale by 2016. Also contributing to Wharf’s presence in the Mainland are key port assets along the China coast, the most dynamic coast line in the world for cargo movement in the coming decades.

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Project *WeCan* “Spring” up Your Business Bliss Chinese New Year Bazaar Fact Sheet

Overview

Objective: To offer an opportunity to Project *WeCan* students to learn and adapt a broad spectrum of knowledge about business planning, sales and marketing as well as accounting by running their own retail business in real life situations

Date: January 25 - 27, 2013

Venue: Plaza Hollywood, Diamond Hill

Operating hours: 11:00am - 9:00pm

Parties involved

Over 200 students from 11 Project *WeCan* schools with support by staff volunteers across Wharf Group and expertise from Quality School Improvement Project of the Chinese University of Hong Kong.

Features / Learning opportunities

- In this event, each Project *WeCan* school is allocated a booth in the bazaar in the presence of other commercial vendors, their competitors. Working with staff volunteers of various business units of the Wharf Group, each school is required to submit a business plan covering market analysis, product range and development, marketing initiatives, sales target, profit forecast and budget etc, with an aim to achieve their goals amidst competition with other 10 Project *WeCan* schools and vendors.
- To enhance students’ business sense and expand their knowledge in various areas, we have organised two workshops, where the Group’s experts in bazaar operations, merchandising, marketing, retail sales and accounting have shared their experience and knowledge with the students.
- To foster a sharing spirit among students, they are required to propose how to best use the profit, if any, to benefit all the students of their schools.

Awards

Students' effort will be recognised with nine awards:

- Best Business Plan Award
- Most Innovative Award
- Best Booth Design Award
- Best Team Spirit Award
- Best Customer Service Award
- Highest Net Profit Award
- Highest Turnover Award
- Most Cost Effective Award
- Highest Daily Sales Performance Awards

Sharing session

An award presentation cum sharing session will be held in March 2013, enabling students to share their learning with others.

Closing session

Date: Jan 27, 2013

Time: 3:00 pm

Venue: Plaza Hollywood, Diamond Hill

Programme: Parents talk by Professor Paul Siu-fai YIP, Professor and Director, Department of Social Work and Social Administration, Centre for Suicide Research and Prevention, The University of Hong Kong



Project *WeCan* Factsheet

Project *WeCan*, a pioneer, 360° school improvement programme, was launched with a funding of HK\$150 million in six years by Wharf in May 2011. 10 secondary schools were selected to receive support benefiting more than 10,000 students in Hong Kong who are with few opportunities but great potential. The project is well-supported with expertise from the Quality School Improvement Project (QSIP) of The Chinese University of Hong Kong (CUHK) as commissioned by Wharf as the programme planner providing a host of leading educational services to participating schools, teachers and students. An Advisory Committee composing experienced educators, principals, teachers and social worker representative has been formed.

With the framework established and the project up and running, Wharf welcomes interested parties to join force in this platform and support less-privileged students with their resources and experience. Since its launch, Project *WeCan* has already received much support from different sectors of the society. A long-established high-end jewelry and watch retailer has joined the project by taking up an additional school and injecting new funds and volunteers, making the total number of beneficiary schools to 11. Last year, Project *WeCan* was awarded the Outstanding Partnership Project Award by Hong Kong Council of Social Service for the multiple benefits it brings to the society.

Programme vision and objectives

- To enhance the competitiveness and create opportunities and hope for less-privileged students who are with few opportunities but great potential through all-rounded support
- To inspire students to learn how to learn, and start life goal planning; enhance the schools' capacity to help themselves
- To facilitate upward mobility and widen the horizon of less-privileged students through all-rounded support, to alleviate inter-generational poverty in Hong Kong

Programme features

- School-based; driven by the needs of the students and schools
- Sustainable, comprehensive and in-depth; satisfy social needs on a continuous basis
- All-rounded support covering both hardware and software development
- Wharf representatives, schools and CUHK join hands in designing and providing all-rounded educational services and activities for students and teachers for the entire academic year
- Collaboration with a range of organisations and units for the benefits of students, resulting in a win-win situation and greater synergy

11 participating schools

1. Buddhist Ho Nam Kam College (Yau Tong)
2. CCC Kei Heep Secondary School (Wong Tai Sin)
3. Chiu Chow Association Secondary School (Ma On Shan)
4. Cotton Spinners Association Secondary School (Kwai Tsing)
5. Fung Kai No 1 Secondary School (Sheung Shui)
6. Lok Sin Tong Yu Kan Hing Secondary School (Wong Tai Sin)
7. Nam Wah Catholic Secondary School (Sham Shui Po)
8. Ng Yuk Secondary School (Sha Tin)
9. Po Chiu Catholic Secondary School (Yau Tong)
10. Yan Oi Tong Chan Wong Suk Fong Memorial Secondary School (Tuen Mun)
11. Po Leung Kuk C W Chu College (Sha Tin)

Staff participation

Besides financial support, staff volunteering is an important part of the programme. Wharf's 10 business units and fellow businesses have each connected with one school for the entire six-year period. Respective business units will provide support for the schools as needed, assist in a wide spectrum of activities ranging from teaching, academic learning, extra-curricular development, conduct and behaviour, life-goal planning, to learning environment and support, care and counseling as well as parent-teacher collaboration. Staff also paid visits to the schools and actively participated in school activities to build rapport with the schools and students. To ensure the project is on the right track, participating business units have formed their own core teams and communicated with their respective schools and QSIP on a regular basis.

Types of activities

In less than two years, over 100 activities have been organised, with the participating of over 3,000 students counts. Activities held include:

1. Company visits and career talks	Modern Terminals, Wharf T&T, HACTL, Harbour City (Operation Centre), Marco Polo Hotels, i-CABLE news centre, tram depot, Lane Crawford warehouse, logistics centre, architectural firms
2. Project <i>WeCan</i> job tasting programme	
3. Mentorship programme	
4. Educational	English conversation groups and reading clubs; The “Star” Ferry Civic Educational Tour; “One-hour Classics for Schools” by HK Sinfonietta; Summer Programme at SCAD, Little Lawyer Workshop
5. Liberal studies and others	Table manner class by Marco Polo Hotels & Pacific Club; i-CABLE news reporting talk, “Stars” talks by various experts; Times Square Christmas Lighting and party; hiking, student-corporate run, outward bound; luncheon with the delegation of Shenzhou-9 manned space flight mission; Conservancy Association green talks; talks on Green Monday and Diamond Cab by SVHK
6. Serve together	Charity walk by Conservancy Association; Ocean Park Fun Day with Hong Kong Christian Service Small Group Home by Wharf T&T; a trip to Datan village, Gansu for Wu Zhi Qiao; repainting works for the elderly homes; Christmas party with students from Hong Chi Association

For more information, please visit www.wharfholdings.com/projectwecan.

**Project WeCan “Spring” Up Your Business Bliss
 Chinese New Year Bazaar Kick Off Ceremony
 Photo Caption**



Mrs. Carrie Lam, Chief Secretary for Administration of Hong Kong SAR (2nd row from the front, 4th from the left), **Ms. Doreen Lee, Executive Director of The Wharf (Holdings) Limited** (2nd row from the front, 5th from the left) and **Mr. Ricky Wong, Director, Wheelock and Company Limited** (2nd row from the front, 3rd from the left) officiated the Kick Off Ceremony of the Wharf Project *WeCan* “Spring” Up Your Business Bliss Chinese New Year Bazaar. Over 200 students (aged 13-18) from 11 participating schools take part in running their first retail business from January 25 to 27, which aims to provide an opportunity for students to experience what it is like running their own retail businesses from scratch.

“The New Year Bazaar is an invaluable learning opportunity for participating students. I would like to express my gratitude to the staff volunteers from Wharf for spending their precious spare time and sharing their professional knowledge with the students, who grow and excel in the process. I hope that the students of this program will follow the footsteps of the staff volunteers and contribute to the society, helping the needy in the future,” said **Mrs. Carrie Lam, Chief Secretary for Administration of Hong Kong SAR**, officiating guest of the Project *WeCan* “Spring” Up Your Business Bliss Chinese New Year Bazaar kick-off Ceremony.



Mrs. Carrie Lam, Chief Secretary for Administration of Hong Kong SAR (left) and Ms. Doreen Lee, Executive Director of The Wharf (Holdings) Limited (right) presented the “Best Booth Design Award” to Nam Wah Catholic Secondary School student representative at the Wharf Project *WeCan* “Spring” Up Your Business Bliss Chinese New Year Bazaar Kick Off Ceremony.

Mrs. Carrie Lam, Chief Secretary for Administration of Hong Kong SAR (left) and Mr. Ricky Wong, Director, Wheelock and Company Limited (right) presented the “Best Business Plan Award” to student representative from Nam Wah Catholic Secondary School and Fung Kai No.1 Secondary School, who took dual championship at the Wharf Project *WeCan* “Spring” Up Your Business Bliss Chinese New Year Bazaar Kick Off Ceremony.



Students from Lok Sin Tong Yu Kan Hing Secondary School introduced their stall concept and products to officiating guests **Mrs. Carrie Lam, Chief Secretary for Administration of Hong Kong SAR (middle), Ms. Doreen Lee, Executive Director of The Wharf (Holdings) Limited (right) and Mr. Ricky Wong, Director, Wheelock and Company Limited (left)** after the Kick-off Ceremony of Wharf Project *WeCan* “Spring” Up Your Business Bliss Chinese New Year Bazaar.