

We Are LEADERS

JCI Hong Kong, China



IMPACT REPORT 2025



**LEADERSHIP
INTERNATIONAL
BUSINESS AFFAIRS
COMMUNITY DEVELOPMENT**



JCI CREED

We believe

That faith in God gives meaning and purpose to human life;
That the brotherhood of man transcends the sovereignty of nations;
That economic justice can best be won by free men through free enterprise;
That government should be of laws rather than of men;
That earth's great treasure lies in human personality;
And that service to humanity is the best work of life.

JCI MISSION

To provide leadership development opportunities that empower young people to create positive change.

JCI VISION

To be the foremost global network of young leaders.

JCI ABOUT

HONG KONG, CHINA

JUNIOR CHAMBER INTERNATIONAL HONG KONG, CHINA

Junior Chamber International Hong Kong, China (JCIHK)(formerly named as “Hong Kong Junior Chamber”), inaugurated in 1950, is affiliated with the worldwide leadership development organization – The Junior Chamber International (JCI). JCI has a worldwide membership of over 150,000 and more than 100 countries around the world.

In Hong Kong, we have about 2,200 members representing a network of highly motivated and forward looking young men and women who are mostly entrepreneurs or executives from a wide range of trades and businesses. The active members are between the ages of 18-40 from 21 local chapters, who make full use of their leisure hours to work for the betterment of the community and themselves.

The purpose of Junior Chamber is to provide leadership development opportunities that empower young people to create positive change.





MESSAGE FROM**NATIONAL PRESIDENT****Senator Rafael Wong**

On behalf of JCI Hong Kong, China, it is my profound honor to welcome you to this historic milestone—our Diamond Jubilee, celebrating 75 years of leadership and legacy. Just as a diamond is forged under pressure, our organization's strength has been shaped by challenges, refined by resilience, and polished by the collective brilliance of every Jaycee who has contributed to our journey. For 75 years, JCI Hong Kong, China has been more than an organization—it's been a movement. A movement that, like a diamond, reflects light in all directions: empowering young leaders to rise, innovate, and transform society.

This year's theme, "We are Leaders", encapsulates our enduring mission: to inspire the bold, unite the driven, and amplify the potential within every individual. True leadership, like a diamond, is multifaceted—it requires clarity of vision, the resilience to endure, and the ability to illuminate the path for others. Together, we've built a legacy where leadership isn't just taught; it's lived. Where collaboration bridges generations, and every member carries the torch forward.

Throughout our journey, JCI Hong Kong, China has partnered with government bodies, corporations, and communities to address critical social issues. Time and again, our members have turned adversity into action, launching initiatives that leave a lasting impact. This year, our theme project, "Family Harmony", reflects our unwavering belief that strong families are the cornerstone of a thriving society. With the collective effort of all 21 local chapters, we are driving meaningful initiatives to foster understanding, communication, and resilience within households across Hong Kong.

As we look to the future, we are reminded of the strength of our global JCI network. This platform connects young leaders across borders, amplifying Hong Kong's voice on the world stage. Our role extends beyond local progress—we are catalysts for regional and global change, contributing to the advancement of Mainland China and the international community.

In closing, I extend my deepest gratitude to our past national presidents, local chapter leaders, officers, senators, organizing committees, and every member who has contributed to this remarkable journey. Your tireless efforts have built the foundation for our success. Let us rise together, united by the spirit of "We are Leaders", as we continue to create transformative impact in our communities and beyond.

Senator Rafael Wong

**2025 National President,
JCI Hong Kong, China**

JCI LEADERS



JCI's strength lies in its people. The organization's global impact is powered by 147,670 members who dedicate their skills, time, and energy to developing as leaders while creating positive change in their communities.





33.4
MALE

33.3
FEMALE

2,187

This number includes
in JCIHK

- | | |
|-------|---------------------|
| 1,034 | Ordinary Members |
| 884 | Senior members |
| 269 | Prospective members |

Gender Ratio

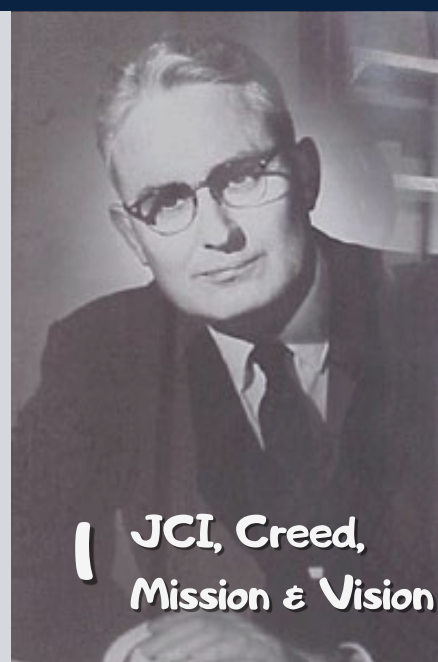
55.8%
MALE

44.2%
FEMALE

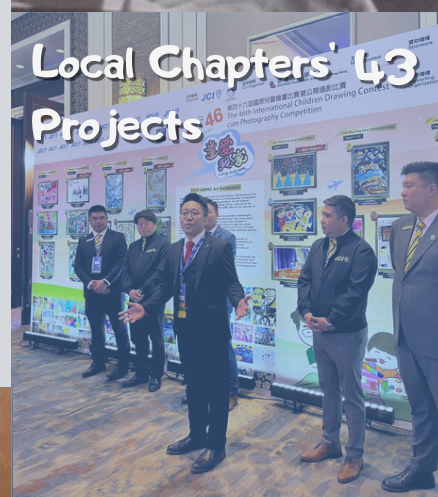


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Introduction of JCI (Organization Overview)



JCI (Junior Chamber International)'s strength lies in its people. The organization's global impact is powered by 147,670 members who dedicate their skills, time, and energy to developing as leaders while creating positive change in their communities.

Structure & Reach

Members are organized through a layered structure that connects local action to global vision:

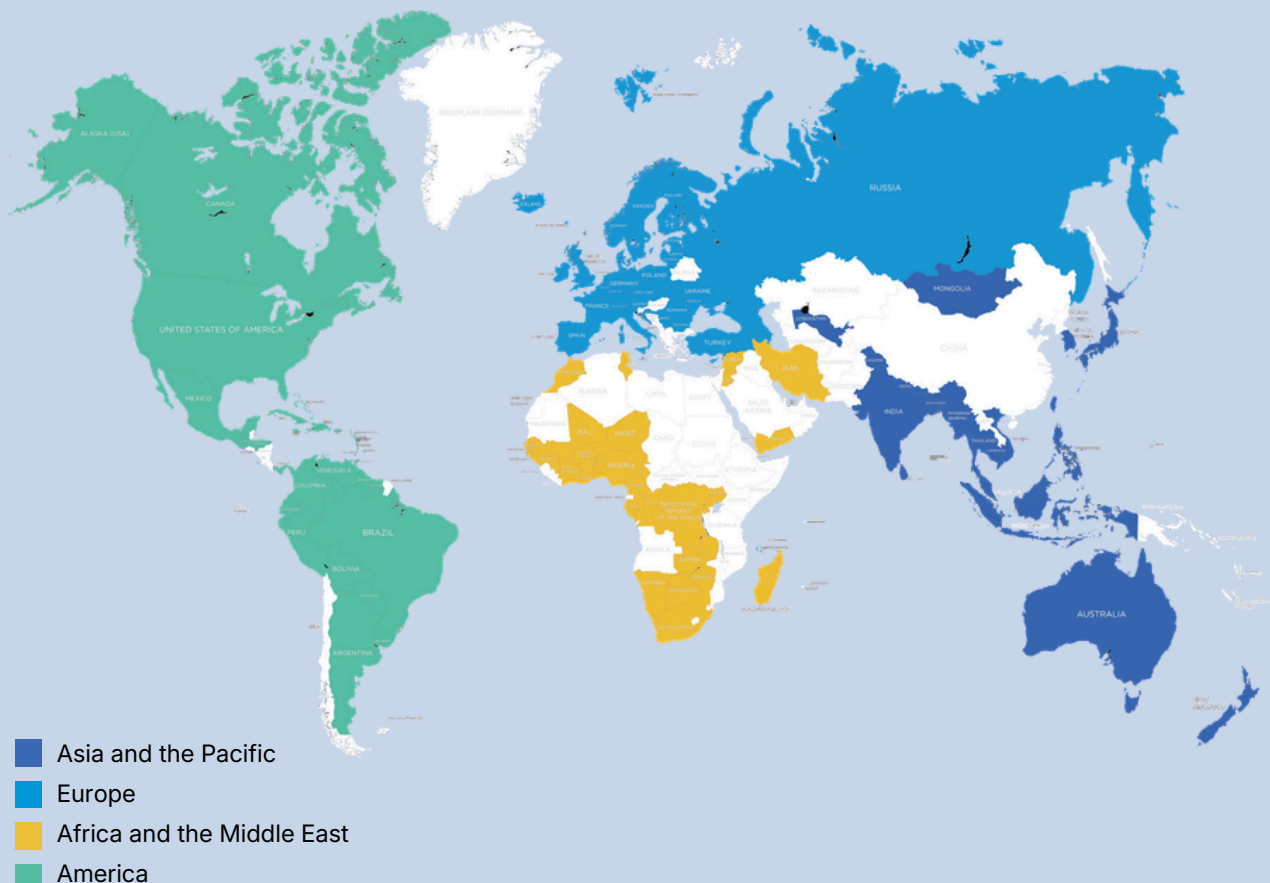
- 4,641 Local Organizations provide the grassroots foundation where projects are designed and executed.
- 114 National Organizations coordinate these efforts at the country level, ensuring shared strategies and stronger networks.
- At the global level, JCI operates across 4 Areas of the world, ensuring diversity, inclusivity, and cultural relevance.

Positioning

This framework ensures that JCI members act locally but are supported by regional and international structures that connect them to the United Nations Sustainable Development Goals (SDGs) and global partnerships.

Total Number and Percentage of Global Members by Region

Asia and the Pacific	103,170 (69.9%)
Europe	17,623 (11.9%)
Africa and the Middle East	15,102 (10.2%)
America	11,775 (8.0%)





JCI is a global, non-profit organization of young people between 18 and 40 who are united by a shared mission: to develop leaders for a changing world. For more than 100 years, JCI has been equipping young leaders with the skills, networks, and opportunities to create positive change at every level of society. Founded in 1915 by Henry Giessenbier Jr. in St. Louis, Missouri, JCI quickly grew from a local movement into an international network. Today, JCI is present in more than 114 countries, with over 147,000 members and 4,600 Local Organizations worldwide.

Our Purpose

- Provide leadership development opportunities that empower young people to create positive change.
- Empower individuals to get out of their comfort zone and be the best version of themselves through programs like Public Speaking, Debating, Trainer Certification Program.
- Encourage entrepreneurial spirit and professional growth through structured programs like Creative Young Entrepreneur (CYE) and JCI in Business.
- Build stronger communities through JCI RISE, local impact projects, and SDG-aligned initiatives.
- Promote international cooperation through global events, partnerships, and advocacy (e.g., International Human Duties Initiative).

Our Approach – The Four Areas of Opportunity

JCI creates development opportunities through four interlinked areas:

1. Individual Development – Skills, training, and experiences that build confidence and leadership capacity.
2. Community Impact – Grassroots projects addressing real needs in local societies.
3. Business & Entrepreneurship – Programs fostering innovation, ethical business, and sustainable economic growth.
4. International Cooperation – Events, partnerships, and networks that connect young leaders across borders.

Our Legacy

- A century of shaping leaders who are entrepreneurs, changemakers, and advocates for peace and justice.
- A partner of the United Nations since 1954 with ECOSOC General Consultative Status.
- A track record of thousands of projects annually, aligned with the Sustainable Development Goals (SDGs).

Impact

This international presence ensures that JCI is not limited to one culture or region but is a truly global network of young leaders. By sharing best practices across borders, JCI creates a stronger collective impact on the SDGs.

JCI ACTION FRAMEWORK

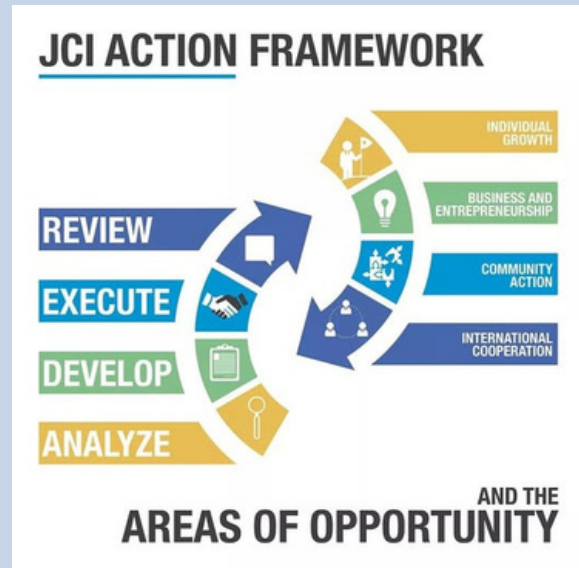
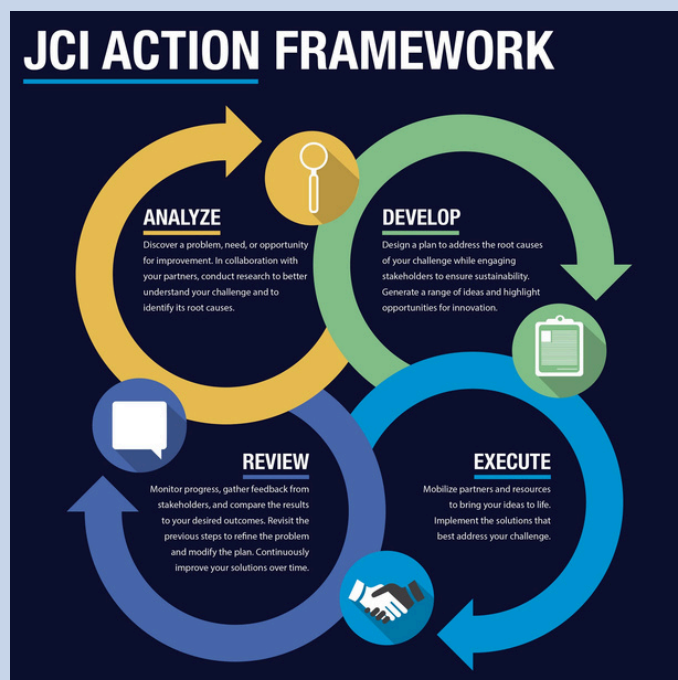
The JCI Action Framework used to guide our actions and to add value to our members.

It is imperative that the ACF is no longer used in JCI training or referred to in messaging so that we may all correctly align as a global organization and rise with one vision towards One Future.

While the ACF was originally used to develop and monitor strictly local community and humanitarian projects, the JCI Action Framework is an expanded version that is applicable to a much broader range of actions and opportunities catering to all of our members, from national to international levels. Making use of this new framework will create a host of benefits by enhancing your local or national JCI organization's brand visibility, boosting your membership growth and retention and increasing your financial sustainability.



As our commitment to JCI RISE continues and our Creative Young Entrepreneur program opens for submissions, it is sometimes difficult to know where to begin when approaching these expansive programs. To combat this, the JCI Action Framework is an organized and easy to follow guide on how to approach any JCI-related challenge.



By using the four steps, Analyze, Develop, Execute, and Review, members can create an iterative process to ensure that the solutions provide lasting impact and added value to JCI on the local, national or international levels. To read a more detailed analysis and applicable examples of each of these steps, make sure to read more on our JCI library or Trello board. Whether a member wants to make economic impact through local job creation, develop personal skills, organize an international event or promote youth entrepreneurship, the JCI Action Framework provides a roadmap for members to tackle these challenges and transform them into extraordinary opportunities.

LEADERS from JCI

NURTURED BY JCI ARE ACTIVELY INVOLVED IN THE SOCIETY

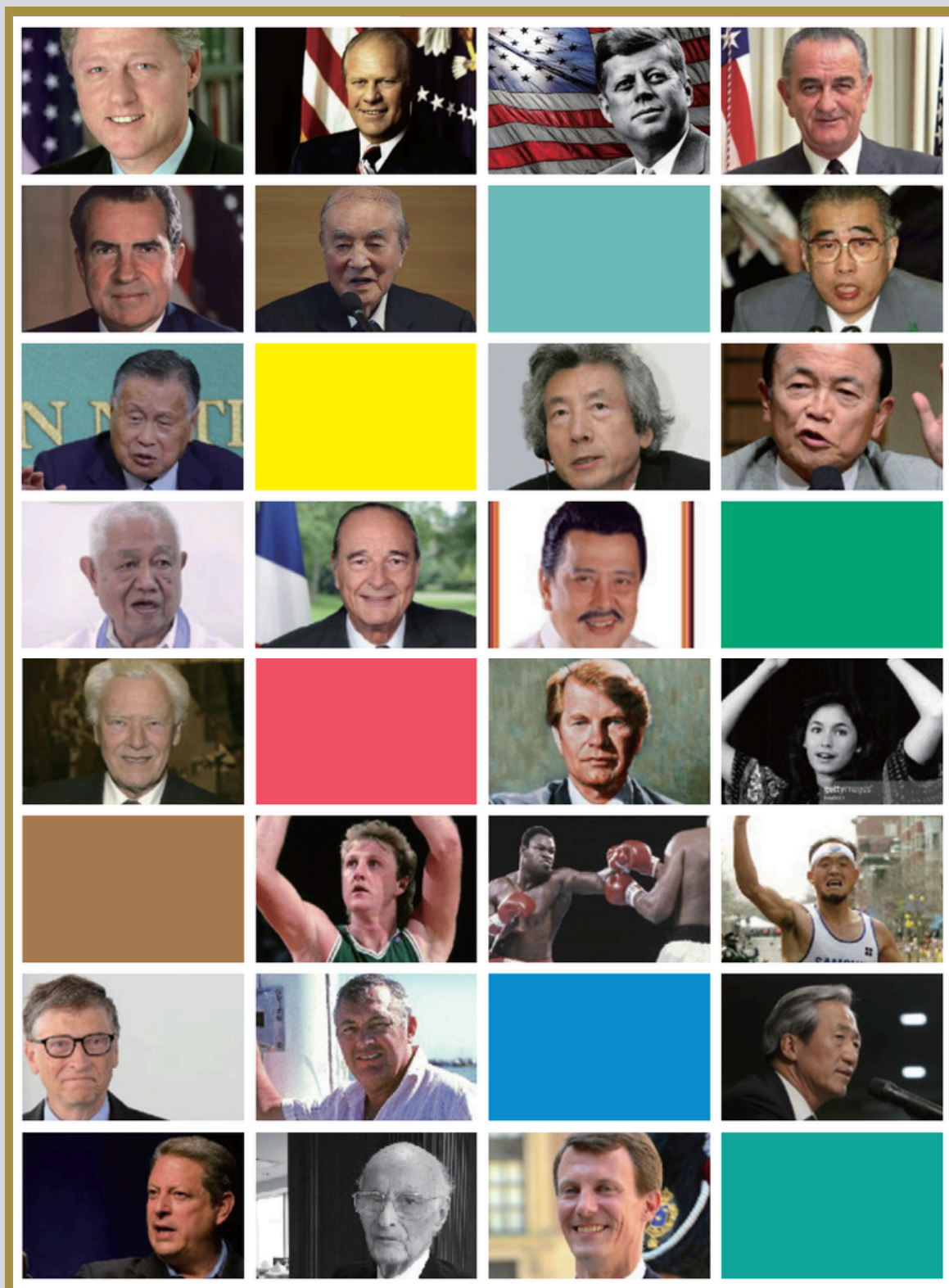
How many of the faces do you recognize from the picture below?

Do you know Bill Clinton is only just one of the five Jaycee members who have been the presidents of United States?

Do you know six Japan Prime Ministers have been the members of JCI?

Being a global organisation with the mission to provide development opportunities to empower the young generation to create positive change for over 100 years, JCI has nurtured many socially recognized leaders around the globe. The faces of the picture above are comprised of former leaders of different nations, the most successful entrepreneurs in the world, champions of various sports and a beauty queen. Though they come from different backgrounds and nations, they all have one thing in common: they are all former members of JCI!

Now JCI has compiled a comprehensive list of famous JCI alumni around the world. What could be a better way to experience the diversity and the positive changes that JCI brings about? Go and check out the list and dive into your JC life!



JCI (Junior Chamber International) provides leadership training to individuals throughout the world. The impact and importance of this training is demonstrated by the large number of JCI members who are holding or have held high positions in their respective countries and international bodies. Although incomplete.

Here is a list of members whom we would like to recognize:



LEADERS

from JCI Hong Kong, China

NURTURED BY JCI HONG KONG, CHINA
AREA ACTIVELY INVOLVED IN THE SOCIETY



The Hon. A. de O. Sales, GBM, JP

- 1956 JCI President
- 1952-54 National President
- Hon. Life President of the Sports Federation and Olympic Committee of Hong Kong
- Chairman of the Urban Council (1973-1981)



Sir Rogerio Lobo, CBE, LLB, JP

- 1954-1955 National President
- Unofficial Member of the Executive Council of Hong Kong (1967-1985)
- Member of the Legislative Council of Hong Kong (1972-1985)
- Chairman of the Hong Kong Broadcasting Authority (1989-1997)



George Lung, GBS, MH, JP

- 1993 National President
- Member, the 13th National Committee of the Chinese People's Political Consultative Conference
- Founding Chairman, Hong Kong Youth Exchange Promotion United Association
- 1995 Ten Outstanding Young Persons Selection Awardee



Dr. Y K Pang, GBS, JP

- 2015-17, 2021-26 JCI Hong Kong, China Honorary Advisor
- Former chairman of Hong Kong Tourism Board
- 2018 - 2020 Ten Outstanding Young Persons Selection Chief Judge
- 1995 Ten Outstanding Young Persons Selection Awardee



Shih Wing Ching

- Founder of Centaline Property Agency Limited
- Founder of AM730
- Chairman of the board of Governors of Hong Kong Sinfonietta
- Council Member of Oxfam Hong Kong



Philip Chen Nan-lok, GBS, SBS, JP

- Chief Executive Officer of Hong Kung Group Limited and Hang Lung Properties Limited
- Former Deputy Chairman of Cathay Pacific Airways Limited
- Former Executive Director of Swire Pacific Limited



Paul Yin, SBS, JP

- 1979 National President
- Member of the People's Political Consultative Standing Committee of Qingdao City
- President (2008 - 2009) & Permanent Honorary President of The Chinese Manufacturers' Association of HK



Kennedy Wong, BBS, LLD, DCL, JP

- 2019 JCI Hong Kong Youth Advisor
- 1998 Ten Outstanding Young Persons Selection Awardees
- 2003 World Ten Outstanding Young Persons Selection Awardee
- Member of the Legislative Council of Hong Kong



Betty Yuen So Siu Mai

- Group Director & Vice Chairman of CLP Power Hong Kong





2025 National Board of Directors



National President	Rafael Wong	National Secretary General	Karen Lo
National Immediate Past President	Ben Mak	National Honorary Treasurer	Alan Ho
National General Legal Counsel	Evan Leung	National Business Affairs Director	Crystal Tsang
National Executive Vice President	Christopher Lam	National Civic Engagement Director	Skyer Yiu
National Executive Vice President	Michele Lau	National Corporate Communications Director	Gilbert Sun
National Vice President	Mic Hon	National Digital Marketing & Publication Director	Rachel Leung
National Vice President	Dixon Kwok	National International Affairs Director	Chris Ng
National Vice President	Wallace Sham	National Leadership Development Director	Kelvin Cheung
National Vice President	Bon Tang	National Mainland Affairs Director	William Chan
National Vice President	Elaine Tang	National Membership Director	Vivian Wong
National Vice President	Priscilla Tso	National Records & Recognition Director	Janet Wong
National Vice President	Davina Wong	National Youth & Sustainability Development Director	Kuri Wong
National Vice President	Christy Chan		
National Vice President	Zion Fu		



2026 National Board of Directors



National President	Daryl Lin	National Secretary General	Hei Leung
National Immediate Past President	Rafael Wong	National Honorary Treasurer	Tiffany Leung
National General Legal Counsel	Priscilla Tso	National Digital Development Director	Kenneth Law
National Executive Vice President	Calvin Chan	National Economic Development Director	Oscar Ip
National Executive Vice President	Christy Chan	National Global Affairs Director	Priscilla Yip
National Vice President	Hob Lau	National International Affairs Director	Francis Leung
National Vice President	Dara Sum	National Leadership Development Director	Lara Lee
National Vice President	Yannes Wong	National Mainland Affairs Director	Marc Au Yeung
National Vice President	Jenny Fong	National Membership Director	Cherry Lok
National Vice President	Dickson Kwok	National Partnership and	Katrina Ng
National Vice President	Bosco Li	Public Relations Director	
National Vice President	Dickey Tang	National Records & Recognition Director	Fiona Lam
National Vice President	Theresa Wong	National Youth and Community Affairs Director	Kiki Chan

AFFILIATED CHAPTERS

JCI Victoria	JCI Yuen Long	JCI North District
JCI Kowloon	JCI Tai Ping Shan	JCI Ocean
JCI Island	JCI Bauhinia	JCI Sha Tin
JCI Peninsula	JCI Dragon	JCI Apex
JCI Hong Kong Jayceettes	JCI East Kowloon	JCI City Lady
JCI Lion Rock	JCI City	JCI Tsuen Wan
JCI Harbour	JCI Queensway	JCI Lantau

OUR GLOBAL PARTNERS



ORGANIZATION THAT WE HAVE WORKED WITH

CHAMBER OF COMMERCE

- American Chamber of Commerce in Hong Kong
- Chamber of Hong Kong Computer Industry
- Chinese General Chamber of Commerce
- Chinese Manufacturers' Association of Hong Kong
- Federation of Hong Kong Industries
- Hong Kong General Chamber of Commerce
- International Chamber of Commerce - Hong Kong, China
- Hong Kong General Chamber of Young Entrepreneurs

UNIVERSITIES & TERTIARY INSTITUTIONS

- Chinese University of Hong Kong
- City University of Hong Kong
- Education University of Hong Kong
- Hang Seng University of Hong Kong
- Hong Kong Baptist University
- Hong Kong Polytechnic University
- Hong Kong Shue Yan University
- Hong Kong University of Science and Technology
- Lingnan University
- Hong Kong Metropolitan University
- University of Hong Kong
- Tung Wah College

CHARITIES

- Tung Wah Group of Hospitals
- Yan Oi Tong
- Po Leung Kuk
- Pok Oi Hospital
- Yan Chai Hospital

PROFESSIONAL INSTITUTE

- Hong Kong Innovative Technology Development Association
- Hong Kong Institute of Human Resource Management
- Hong Kong Institute of Marketing
- Hong Kong Institute of Planners
- Hong Kong Institute of Architects
- Hong Kong Institute of Certified Public Accountants
- Hong Kong Institute of Surveyors
- Hong Kong Institution of Engineers
- Hong Kong Management Association
- Hong Kong Medical Association
- Hong Kong Professionals And Senior Executives Association
- Hong Kong Quality and Talent Migrants Association
- Institute of Civil Engineers Hong Kong Association
- Law Society of Hong Kong

BUSINESS COMPANIES

- AsiaWorld-Expo Management Limited
- Centaline Property Agency Limited
- CLP Power Hong Kong Ltd.
- Deloitte China
- DHL Express (Hong Kong) Limited
- Emperor Group
- Ernst & Young
- Hong Kong Cyberport Management Co. Ltd
- Hong Kong Science and Technology Parks Corporation
- HK Electric
- JW Marriott Hotel Hong Kong
- Lan Kwai Fong Group
- MTR Corporation Limited
- New World Development Limited
- Pacific Coffee
- PwC Hong Kong
- Ritz Carlton Hong Kong
- Rosewood Hong Kong
- Shell Hong Kong Limited
- Sino Land Company Ltd
- The Star Ferry Company Limited
- The Wave
- H6 Conet
- TVB
- ViuTV

GOVERNMENT

Civil Service Bureau
Constitutional and Mainland Affairs Bureau
Culture, Sports and Tourism Bureau
Education Bureau
Environment and Ecology Bureau
Health Bureau
Home and Youth Affairs Bureau
Labour and Welfare Bureau
Security Bureau
Commerce and Economic Development Bureau
Development Bureau
Financial Services and the Treasury Bureau
Housing Bureau
Innovation, Technology and Industry Bureau
Transport and Logistics Bureau

NON-PROFIT ORGANIZATION

- Agency For Volunteer Service
- AIESEC in Hong Kong
- Breakthrough Foundation
- Dialogue in The Dark
- Equal Opportunities Commission
- Hong Kong Design Centre
- Hong Kong Elite Athletes Association
- Hong Kong Federation of Education Workers
- Hong Kong Federation of Youth Groups
- Hong Kong Girl Guides Association
- Hong Kong Playground Association
- Hong Kong Productivity Council
- Hong Kong Red Cross
- Hong Kong St. John Ambulance
- Hong Kong Society for Rehabilitation
- Hong Kong Tourism Board
- Hong Kong Trade and Development Council
- Hong Kong United Youth Association
- Hong Kong Youth Exchange Promotion United Association
- Hong Kong Youths Unified Association
- Invest Hong Kong
- Junior Achievement Hong Kong
- Lions Club International District 303
- Mental Health Promotion Association
- MWYO
- Our Hong Kong Foundation
- Polar Museum Foundation
- Rotary International District 3450
- Saint James' Settlement
- Scout Association of Hong Kong
- Social Enterprise Summit
- Social Ventures Hong Kong
- UNESCO Hong Kong Association
- TEDxConnaughtRoadWest
- The Better Hong Kong Foundation
- The Hong Kong Council of Social Service
- The Outstanding Young Persons Association
- The Women's Foundation
- The Y. Elites Association
- Wofoo Social Enterprises
- YMCA
- Women's Commission
- Women's Service Association

JCI Hong Kong, China

Events and Projects

JCI Hong Kong, China 75th Anniversary Celebration

"The 75th Anniversary VIP Celebration Party"

is dedicated to honoring our long-term partners and supporters who have walked alongside JCIHK throughout the years. The program features a fireside chat with distinguished figures, including Mr. Clement Woo, MH, JP, Under Secretary for Constitutional and Mainland Affairs; Dr. Y K Pang, GBS, JP, Chairman of Hong Kong, Jardine Matheson Limited; and Dr. Ricky Chiu, 2022 World TOYP awardee. Adding to the prestige of the event, Mr. Leung Chun-ying, GBS, JP, Vice Chairman of the National Committee of the Chinese People's Political Consultative Conference, serve as the Guest of Honor.

The atmosphere will be filled with joy, gratitude, and camaraderie as participants celebrate JCI HK's legacy and future. Guests thoroughly enjoyed the inspiring program, engaging conversations, and meaningful connections—leaving with fond memories and a sense of anticipation for more. The celebration not only honored the past but also strengthened bonds for continued collaboration in the years ahead.



"The 75th Anniversary "Tourism is Everywhere in Hong Kong" Survey Results"

highlighted valuable insights into Hong Kong's tourism landscape.

The Guest of Honor will be Hon. Yiu Pak Leung, MH, JP, Legislative Council Member of the HKSAR. Sharing guests include Mr. Paul Chan, Co-founder & CEO of Walk in Hong Kong (Survey Advisor); Mr. Timothy Chui, Executive Director of the Hong Kong Tourism Association; Mr. Derek Tse, General Manager of Eco Travel Limited; and Ms. Atlanta Lloyd, JCI Australia National President.

The survey collected feedback from 836 local citizens and 410 foreigners from 35 countries and regions, leveraging JCI HK's international network. It achieved over 40 media coverages, including TVB, ViuTV, SCMP, Sing Tao, RTHK, etc.

The purpose of this press conference is to tell Hong Kong's story to the world, showcasing the city's diverse attractions and recommending its unique destinations internationally. With the strong support of the Hong Kong Tourism Board and Cathay Pacific Airways, the event underscores JCIHK's commitment to promoting Hong Kong as a vibrant global tourism hub. Guests enjoyed the meaningful exchanges, leaving inspired and eager to continue sharing Hong Kong's story worldwide.



JCI Hong Kong, China

Events and Projects

"The 75th Anniversary Banquet"

has received overwhelming support with nearly 600 participants registered, making it one of the most memorable gatherings in JCIHK's history.

The evening will not only celebrate the organization's remarkable journey but also honor the dedication of members through the presentation of long service awards. Guests were treated to vibrant singing, dancing, and other stage showcases, creating a festive atmosphere that kept everyone entertained and delighted throughout the night.

With distinguished guests, heartfelt recognition, and a vibrant atmosphere, the banquet promised to be a fitting finale to the 75th Anniversary series of events. Participants will enjoy an evening of camaraderie, pride, and inspiration, leaving with cherished memories and renewed passion for JCI HK's future.



Business Affairs

The Business Affairs area emphasizes creating opportunities and partnerships for members, highlighted by initiatives such as the JCI Creative Young Entrepreneur Award (CYEA), which promotes business innovation and enhances pitching skills. There're 4 Hong Kong contestants advanced to the Top 10, 3 contestants reached the Top 4, 2 contestants secured 1st and 2nd place in the ASPAC CYE competition.



First Launch of JCI In Business (JIB) in Hong Kong this year to create synergy with JCI global new JIB initiative.

JCI Hong Kong, China co-hosted the ASPAC JIB at the Ulaanbaatar, Mongolia. Welcoming over 80 participants from 20 countries. Videos from HKTDC, HK Talent Engage Office, and the Hong Kong Tourism Board were also featured in the event, showcasing Hong Kong's global appeal.



JCI Hong Kong, China

Events and Projects

Civic Engagement



JCI July 10th
International
Human Duties Day

JCI Hong Kong, China's Civic Engagement initiatives in 2025 aim to strengthen community participation and social responsibility. Key activities include the "All-City Blood Donation Day", co-hosted with Lions Club International District 303 and Y's Men International; a Civic Engagement Workshop;



and campaigns promoting human duties from the family harmony surveys, and voter participation in Legislative Council elections. These programs highlight JCIHK's commitment to fostering civic awareness, encouraging active citizenship, and building a more caring and engaged society.



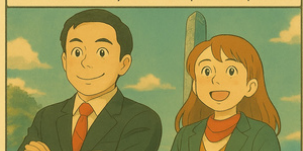
Corporate Communications

Corporate Communications highlight the JCI Hong Kong, China's commitment to promotion and engagement. A special 75th Anniversary souvenir package was launched with Diamond, Platinum, and Titanium editions, offered to distinguished guests to mark this historic milestone.

Souvenirs featuring AI leader illustrations were also introduced, sharing Hong Kong leadership stories with local and international members. In addition, JCIHK publishes a monthly e-newsletter, providing updates on activities and strengthening connections with members and partner organizations, ensuring JCIHK is widely celebrated and remembered.



With their "We Are LEADERS" spirit, Gilbert and Rachel finally found two powerful speakers.



With their "We Are LEADERS" spirit.
With their "We Are LEADERS" spirit.

JCI Hong Kong, China

Events and Projects

Digital Marketing & Publication

Digital Marketing Team in 2025 has achieved significant milestones in enhancing visibility and engagement. A Corporate Communications & Digital Marketing Workshop was held, equipping members with practical skills.



The team focused on increasing exposure through video content, social media management, and event coverage, ensuring JCIHK's activities reached wider audiences. In addition, Harbour Lights featured an exclusive interview with 2025 JCI World President Kesukey Shimoyamada, further strengthening JCIHK's global presence and storytelling impact.



Leadership Development

Leadership Development Area delivered a comprehensive program to cultivate JCI future leaders. The year began with the Debate Series Workshops, followed by the Public Speaking Workshop and Competition, equipping members with strong communication and analytical skills.

A major highlight was the Executive Academy and the Presidential Academy, designed specifically for JCIHK's core members. These intensive academies provided advanced leadership training, preparing key leaders to take on greater responsibilities and paving the way for the organization's future.



Meanwhile, the Trainer Mentorship Program offered structured development for trainers, including the Facilitation Workshop and TMP Summit. These sessions empowered members to become effective mentors and facilitators, ensuring sustainable leadership growth.



JCI Hong Kong, China

Events and Projects

International Affairs

In 2025, International Affairs achieved outstanding results in strengthening global connections, enhancing branding, and empowering members through diverse international platforms. JCIHK successfully organized and participated in a wide range of events across continents.

JCIHK hosted impactful receptions such as the JCIHK 75th Anniversary Reception, the National Convention Reception, and international networking events that showcased Hong Kong's leadership and hospitality. These efforts not only broadened members' horizons but also enhanced JCIHK's visibility worldwide.



Key highlights included strong representation at the ASPAC Conference in Ulaanbaatar, Mongolia, with over 350 participants, and the World Congress in Tunis, Tunisia, where 27 JCIHK delegates joined global peers. JCIHK actively promoted Hong Kong through initiatives like "Hong Kong Night" to showcase Hong Kong's culture, as well as holding the Hong Kong Business Collaboration & Investment Intentions Survey, conducted during ASPAC JIB, with results shared to Hong Kong Talent Engage. Branding was further reinforced by playing promotional videos from HKTDC, HK Tourism Board, and HK Talent Engage Office at international events.



JCIHK members also achieved recognition at the World Congress Award Ceremony, winning honors for projects such as Elderly Lives No Boundaries and NextGen 2.0. In addition, Hong Kong's 2023 Ten Outstanding Young Person, Mr. Cheung Wai Yin, was honored with the prestigious JCI World TOYP Award, further showcasing the global impact and excellence of Hong Kong leaders.

JCIHK successfully fulfilled its objectives: exploring opportunities, empowering members, and branding JCIHK as a leading force in international collaboration. These achievements underscore JCIHK's commitment to telling Hong Kong's story, fostering partnerships, and preparing future leaders for impactful global engagement.



JCI Hong Kong, China

Events and Projects

Mainland Affairs

內地事務組積極推動多項交流與訪問活動，成效顯著。首先，高級骨幹成員訪京團及國情研習班，深入探討「一帶一路」建設與大灣區發展機遇，並拜訪全國青聯、駐京辦及僑聯等官方機構，並參觀中關村創新示範區及天安門升旗儀式。其後，國際高級骨幹成員(外國骨幹青商)訪京交流團於中國國際青年交流中心舉行，並拜訪聯想、小米汽車等五間知名企業，促進國際合作。另有兩次「睇灣區領未來」行程，分別與深圳及佛山統戰部合作，與多家企業交流，進一步推動灣區融合與發展。



Membership Affairs

Membership Affairs Team delivered impactful initiatives to strengthen engagement and growth. The 5-Star Training Camp provided new members with essential knowledge and skills, helping them quickly integrate into JCI's culture and mission.



To expand outreach, JCIHK organized Prospective Members Orientation sessions for Ernst & Young and other institutions, introducing JCIHK's values and leadership opportunities to potential members.



Additionally, JCIHK promoted the Networker Scheme, encouraging members to share JCIHK's vision with friends and peers. These efforts not only enhanced member development but also broadened JCIHK's influence and strengthened its leadership pipeline.



JCI Hong Kong, China

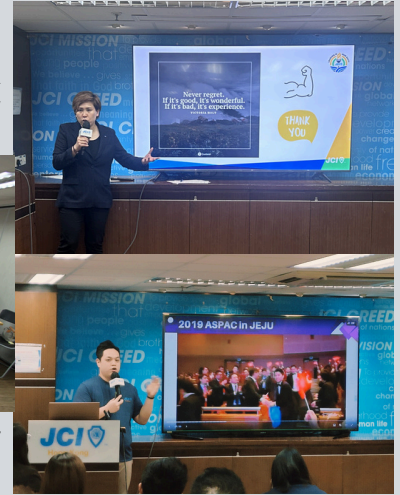
Events and Projects

Records & Recognition

Records & Recognition Team made significant contributions to organizational excellence. Bidbook Seminars were held to strengthen members' knowledge of bidbook preparation, ensuring they understood key details when hosting events or managing chapters.



JCIHK also organized the JCIHK Award Presentation, recognizing outstanding chapters for their performance and contributions. By setting up the Efficiency Index, the team helped maintain smooth and proper chapter operations.



Awards Manual 2025

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Year	Chapter	Category	Efficiency Index	Comments
2023	JCI HK	Best Local Business and Entrepreneurship Program	95.0	For its outstanding performance in the field of local business and entrepreneurship.
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Furthermore, they assisted in coordinating arrangements for the JCI ASPAC & World Awards, ensuring Hong Kong's presence and achievements were well represented on the global stage. These efforts reinforced quality standards and celebrated excellence across JCIHK.



Youth & Sustainability Development

Youth & Sustainability Development Team delivered impactful programs that empowered young people and promoted sustainable values. An Exchange Forum with Mr. Leung Yuk Wai, JP, Vice Chairman of YDC and Legislative Council Member, provided members with valuable insights into civic engagement and youth development. The innovative ESG Smart City Adventure workshop offered participants a fun and interactive way to understand ESG principles, linking sustainability with everyday life.



In addition, the team organized the Youth Sustainability Exchange Tours, bringing teenagers to Mongolia and Huizhou, China to engage with local youth, visit enterprises, and broaden their global perspectives. These initiatives not only strengthened cross-border connections but also inspired Hong Kong youth to embrace leadership, sustainability, and international collaboration.



JCI Hong Kong, China

Events and Projects



十大傑出青年選舉
Ten Outstanding Young Persons Selection



About **TEN OUTSTANDING YOUNG PERSONS SELECTION**



The Ten Outstanding Young Persons Selection (“TOYP Selection”) is a flagship project founded by Junior Chamber International Hong Kong, China in 1970. As of today, a total of 423 outstanding young persons have been selected.

Candidates of the TOYP Selection are nominated by the public from different sectors of the community. All the nominations are first screened by the Selection Consultant. Next, shortlisted candidates will be interviewed by a Panel of Judges comprising prominent figures from various sectors. The Panel of Judges considers the candidates’ outstanding performances in their respective profession and their contributions to the community, with the ultimate goal of selecting the Ten Outstanding Young Persons of the year.

The objectives of TOYP Selection are:

- To give formal recognition to those young people who excel themselves in their professional endeavor and commitments to the community;
- To promote prominent roles played by aspiring young people in shaping a better future for society;
- To provide an incentive to all promising young people who seek further advancement in personal achievements as well as public services.

ELIGIBILITY OF NOMINEE

The nominee must:

- Be between the ages of 21- 40;
- Be a Hong Kong permanent resident;
- Be able to attend the initial screening interview arranged by the Selection Consultant and the final judging interview by the Panel of Judges;
- Be nominated by one proposer only.

Note: Nomination is not open to a deceased person.

PROPOSERS

Nominations can be made by individuals who are 21 years of age or above with HK Permanent Resident Identity Card or by a public/private organization registered in Hong Kong. There is no limit to the number of nominations to be made by each party but the proposer cannot be the nominee himself/herself.

CATEGORIES OF NOMINEE

- Civic and Social Services
- Education
- Professionals
- Commerce and Industry
- Performing Arts / Sports / Culture and Arts

十大傑青

第五十三屆

List of 2025 TOYP Awardees

敢7持熱
日煉成傑



陳仁傑

CHAN Yan Kit

界別 **CATEGORY**

演藝、康體、文化及藝術
Performing Arts / Sports /
Culture & Arts

提名人 **PROPOSER**

馮馬潔嫻女士, SBS, JP
Mrs. Jenny FUNG MA Kit Han, SBS, JP



鄭文傑

KWONG Man Kit

界別 **CATEGORY**

專業工作
Professional

提名人 **PROPOSER**

楊秉基先生
Mr. Banky YEUNG Ping Kei



劉慕雲

LAU Mo Sheung, Grace

界別 **CATEGORY**

演藝、康體、文化及藝術
Performing Arts / Sports /
Culture & Arts

提名人 **PROPOSER**

林大輝先生, SBS, JP
Mr. LAM Tai Fai, SBS, JP



李俊樂

LEE Chun Lok

界別 **CATEGORY**

演藝、康體、文化及藝術
Performing Arts / Sports /
Culture & Arts

提名人 **PROPOSER**

梁建楓先生
Mr. LEUNG Kin Fung



李曦

LI Hei, Philip

界別 **CATEGORY**

專業工作
Professional

提名人 **PROPOSER**

劉澤星教授, BBS, JP
Prof. LAU Chak Sing, BBS, JP



廖舒衍

LIAO Shu Hang

界別 **CATEGORY**

公共及社會服務
Civil & Social Service

提名人 **PROPOSER**

伍建新博士
Dr. NG Kin Sun



林穎施

LIN Ying Shi

界別 **CATEGORY**

演藝、康體、文化及藝術
Performing Arts / Sports /
Culture & Arts

提名人 **PROPOSER**

何文匯教授, MH, JP
Professor Richard HO, MH, JP



盧宜均

LO Yee Kwan, Anna

界別 **CATEGORY**

演藝、康體、文化及藝術
Performing Arts / Sports /
Culture & Arts

提名人 **PROPOSER**

梁建楓先生
Mr. LEUNG Kin Fung



黃俊碩

WONG Chun Sek, Edmund

界別 **CATEGORY**

公共及社會服務
Civil & Social Service

提名人 **PROPOSER**

蔡永忠先生, BBS, JP
Mr. Philip TSAI Wing Chung, BBS, JP



葉鴻輝

YAPP Hung Fai

界別 **CATEGORY**

演藝、康體、文化及藝術
Performing Arts / Sports /
Culture & Arts

提名人 **PROPOSER**

中國香港足球總會
The Football Association of Hong Kong, China



Kick-off Ceremony 啟動禮



「2025年十大傑出青年選舉」啟動禮已於5月8日順利舉行。是次活動榮幸邀請到評審團全員、多位歷屆傑青、支持機構代表、傳媒朋友、嘉賓及青商好友出席，全場滿座，超過110人共同見證這個重要時刻。

The kickoff ceremony for the Ten Outstanding Young Persons Selection (TOYP) was successfully held on May 8, 2025. We were honored to host over 110 participants, including the Panel of Judges, Selection Consultant Deloitte, past awardees, representatives from supporting organizations, and JCI members, all coming together to witness this significant moment.

啟動儀式邀請了多位主禮嘉賓，包括評審團首席評審徐尉玲博士，SBS，JP、甄選顧問德勤代表 - 中國華南區主管合夥人歐振興先生，以及傑出青年協會主席梁建楓先生。

The kick off ceremony featured several distinguished guests, including the Chief Judge, Dr. Carlye Tsui, SBS, JP, Selection Consultant Representative - Southern Region Managing Partner of Deloitte China, Mr. Edward Au and Chairman of The Outstanding Young Persons' Association, Mr. Leung Kin Fung.

本年度的評審團成員包括首席評審徐尉玲博士，SBS，JP，以及四位傑出的獨立評審團成員 - 朱敏健先生 SBS，IDS、陳肇始教授，GBS，JP、鍾志平博士，GBS，JP、謝凌潔貞女士，GBS，JP。首席評審徐尉玲博士致辭時表示『十大傑出青年選舉』已持續超過半個世紀，是香港歷史最悠久的傑出青年選舉，是有價值的表證。她呼籲大家慧眼提名，希望年輕有志者接受提名，在十大傑出青年選舉繼續發放光芒。

The judging panel this year includes Chief Judge Dr. Carlye Tsui, SBS, JP; Mr. Ricky Chu, SBS, IDS; Prof. Sophia Chan, GBS, JP; Dr. Roy Chung, GBS, JP; and Mrs. Cherry Tse Ling, GBS, JP. During the event, Chief Judge Dr. Carlye Tsui delivered a speech emphasizing that the "Ten Outstanding Young Persons Selection" has been held for over half a century, making it the longeststanding youth recognition program in Hong Kong. She encouraged everyone to nominate deserving candidates, inspiring young talents to shine through this platform.



本年度的甄選顧問由德勤擔任。德勤中國華南區主管合夥人歐振興先生，致辭表示傑青品牌在過去五十多年見證了香港青年追夢不懈、永創佳績的精神。

Deloitte serves as the Selection Consultant this year. Mr. Edward Au, Southern Region Managing Partner of Deloitte China, highlighted in his speech that the TOYP brand has, for over 50 years, witnessed the unwavering spirit of Hong Kong youth in pursuing their dreams and achieving excellence.



啟動禮很榮幸邀請了2014年傑青、前香港游泳隊代表、Hong Kong Swimming Academy香港游泳學校創辦人方力申先生，以及香港「Magic Icon」、首位於拉斯維加斯舉辦世界巡演的香港魔術師甄澤權（2019年傑青）作為分享嘉賓，親臨為香港新生代打氣，以自己的奮鬥故事勉勵香港青年，希望新生代「敢夢持熱」，熱忱追夢、勇於開拓，鼓勵香港青年「百煉成傑」，在千錘百煉中創下傳奇。帶領上一代成就更遠。

The kick off ceremony also featured two sharing guests: Mr. Alex Fong Lik Sun, 2014 TOYP Awardee, former representative of the Hong Kong Swimming Team, and founder of the Hong Kong Swimming Academy; and Mr. Louis Yan Chak Kuen, 2019 TOYP Awardee, Hong Kong's "Magic Icon" and the first Hong Kong magician to host a world tour in Las Vegas. They shared their inspiring stories, encouraging Hong Kong's new generation to "Dare to Dream and Stay Passionate," pursue their dreams with enthusiasm, and strive to "Forge Excellence," creating extraordinary achievements through perseverance.

是次活動很榮幸獲媒體廣泛報道，包括：商報港聞、明報即時、東方即時、星島即時、文匯報、頭條日報等。

The event was widely covered by media outlets, including: Hong Kong Commercial Daily, Ming Pao Instant News, Oriental Daily Instant News, Sing Tao Instant News, Wen Wei Po, Headline Daily, etc.



謹此鳴謝名譽贊助人 - 香港特別行政區政府政務司司長陳國基先生，GBS, IDSM, JP, 甄選顧問 - 德勤，以及各支持支構，對本活動的鼎力支持；「十大傑出青年選舉2025」籌委會及各工作人員的通力合作，以及總會、分會及各青商會友的協助和支持。

We would like to express our heartfelt gratitude to the Honorary Patron, Mr. Chan Kwok-ki, GBS, IDSM, JP, Chief Secretary for Administration of the HKSAR Government; the Selection Consultant, Deloitte; all supporting organizations; the "2025 Ten Outstanding Young Persons Selection" Organizing Committee and helpers for their hard work; and the invaluable assistance and support from the General Chamber, local chapters, and JCI members.



Result Announcement Press Conference 結果公布記者招待會



「2025年十大傑出青年選舉」結果公布記者招待會已順利於2025年10月2日在香港海洋公園萬豪酒店舉行。

The Result Announcement Press Conference for the Ten Outstanding Young Persons Selection (TOYP) was successfully held on October 2, 2025.

是次活動榮幸邀請到評審團、甄選顧問德勤中國代表、多位歷屆傑青、支持機構代表、傳媒朋友、嘉賓及青商好友出席，共同見證這個重要時刻。

We were honored to invite our prestigious Panel of Judges, Selection Consultant Deloitte, past awardees, representatives from supporting organizations, media, guests and JCI members, all coming together to witness this significant moment.



「十大傑出青年選舉」為國際青年商會中國香港總會於1970年創辦的旗艦活動，至今年已經為第53屆，與香港人一同跨越了半個世紀。

The Ten Outstanding Young Persons Selection (TOYP) (十大傑出青年選舉) is a flagship project founded by JCI Hong Kong, China in 1970. As a well-known campaign, the TOYP Selection has already been established over half a century and this year marked the 53rd anniversary of the TOYP Selection.

本年度主題為【敢夢持熱 百煉成傑】，希望帶出香港人在奮鬥追夢的過程上不屈不撓的精神，永葆熱情，在千錘百煉中書寫屬於自己的傳奇。

This year's theme, "Dare to Dream, Stay Passionate and Forge Excellence" aims to convey that Hong Kong people boldly envision their futures and passionately pursue their goals. It emphasizes the importance of resilience in overcoming challenges. The inspiring stories of these outstanding individuals highlight their dedication and perseverance, motivating Hong Kong people to bravely chase their dreams and collaboratively work towards a brighter future.

本年度評審選出了十位得獎者，包括三位現役及前香港隊運動員、三位中西文化藝術表演者、一位表達藝術治療師、一位專科醫生、一位執業資深會計師(立法會議員)，以及一位青年創業家。十位傑青雖然來自不同界別，但卻擁有一個共通點，就是熱愛香港：他們一直保持追夢的熱誠，沿路以國際視野尋找人生目標，搏盡成就夢想，發揮專長服務香港。

Ten awardees were selected by the panel judges, including three current and former Hong Kong team athletes, three art performers from Chinese and Western culture, an expressive arts therapist, a specialist doctor, a senior practicing accountant (also a Legislative Council member), and a young entrepreneur. Despite coming from different fields, the ten outstanding individuals share one common trait: a deep love for Hong Kong. They have consistently pursued their life goals with passion and global perspectives, striving tirelessly to achieve their aspirations, and giving back to the society with their expertise.

關於本年度結果公布的傳媒報導，截至現時為止共有75篇，包含了即時新聞共21篇，電視新聞共4輯，電台節目1則，港聞共27篇，體育新聞共9篇，社交媒體報道或轉發暫時共13則，以及專欄作家報道共2篇。

The Result Announcement Press Conference was widely covered by media outlets and well-known social media accounts. Among them, there have been a total of 75 articles so far, including 21 real-time news articles, 4 TV news segments, 1 radio program, 27 general news articles, 9 sports news articles, 13 social media reports or reposts, and 2 columns by writers.



我們再次榮幸邀請評審團成員包括首席評審徐尉玲博士，SBS，JP，以及四位傑出的獨立評審團成員-朱敏健先生SBS，IDS，陳肇始教授，GBS，JP、鍾志平博士，GBS，JP、謝凌潔貞女士，GBS，JP。此外，我們還榮幸得到甄選顧問代表-德勤中國華南區主管合夥人歐振興先生，以及傑出青年協會主席梁建楓先生為我們致辭分享。

The Press Conference had once again invited the Chief Judge, Dr. Carlye Tsui, SBS, JP; our judging panel, including Mr. Ricky Chu, SBS, IDS; Prof. Sophia Siu-chee Chan, GBS, JP; Dr. Roy Chung, GBS, JP; and Mrs. Cherry Tse Ling, GBS, JP. Also, we are privileged to have the sharing from the Selection Consultant Representative - Southern Region Managing Partner of Deloitte China, Mr. Edward Au and Chairman of The Outstanding Young Persons' Association, Mr. Leung Kin Fung.



謹此鳴謝名譽贊助人 - 香港特別行政區政府政務司長陳國基先生，GBS，IDS，JP，甄選顧問 - 德勤中國，以及各支持機構，對本活動的鼎力支持。同時感謝「十大傑出青年選舉2025」籌委會及各工作人員的通力合作，以及總會、分會及各青商會友的協助和支持。

We would like to express our heartfelt gratitude to the Honorary Patron, Mr. Chan Kwok-ki, GBS, IDS, JP, Chief Secretary for Administration of the HKSAR Government; the Selection Consultant, Deloitte; all supporting organizations; the "2025 Ten Outstanding Young Persons Selection" Organizing Committee and helpers for their hard work; and the invaluable assistance and support from the General Chamber, local chapters, and JCI members.



特此感謝「2025年十大傑出青年選舉」籌委會成員，包括副主席曾詠琳、小組主席林芷彤及籌委會成員包括鄧曉敏、區慧君、范卓航、姚雪雅及李旆賢。

Special thanks go to the "2025 Ten Outstanding Young Persons Selection" Organizing Committee, including Deputy Chairman Beatrix Tsang, Sub-Committee Chairman Jasmine Lam and Committee Members including Mandy Tang, Emma Yiu, Sarah Au and Felix Fan.



Partnership & Promotion 夥伴關係及宣傳

夥伴關係與宣傳團隊在整個十大傑青推廣期內合作無間，透過整合與不同夥伴的資源及渠道，把選舉的線上線下推廣效果大大提升，包括媒體報導、戶外展示、社交媒體及公共交通工具廣告等。當中的街訪活動，一方面可在過程中教育本港公眾關於十大傑出青年選舉的內容，二來亦可透過輕鬆方法拉近大眾與選舉的距離，把今年主題「敢夢持熱，百煉成傑」以落地的方式推廣至不同地區。

The Partnership and Promotion Team worked in seamless collaboration throughout the promotion period of the Ten Outstanding Young Persons Selection. By integrating resources and channels from various partners, we significantly enhanced the online and offline promotional effectiveness of the election, including media coverage, outdoor displays, social media campaigns, and advertisements on public transportation. Among these efforts, the street interviews served a dual purpose: we educated the Hong Kong public about the Ten Outstanding Young Persons Selection while also bridging the gap between the public and the event through engaging and accessible means. Through these tangible approaches, this year's theme, "Dare to Dream, Stay Passionate and Forge Excellence" was effectively promoted across different communities.

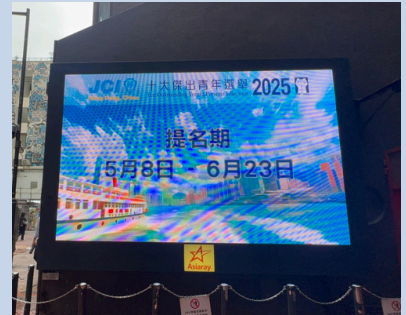
Public Transportation 公共交通工具



Street Interview 街訪



Outdoor LED Ads 戶外LED廣告



Social Media 社交媒體推廣

本年在社交媒體推廣方面除了有街訪，同時亦加入了不少軟性推廣元素，包括過往十大傑出青年得獎者的格言及保留「傑青知多啲」，教育公眾更多關於傑青的知識及傳遞正能量。

In the social media promotion, in addition to street interviews, various soft promotional elements have been incorporated. These include quotes from past Ten Outstanding Young Persons Awardees and the retention of the "Learn More about TOYP" segment, which aims to educate the public about the Award and deliver the positive energy.





Public Relations 公共關係

本年十大傑出青年選舉包括一系列活動，而每個活動都深受本地媒體關注，本年一共有超過70個線上線下媒體報導，傳媒包括無綫新聞、NOW、東方、信報、AM730、明報、星島日報、HK01等大型傳媒。當中更有傑青被邀到無綫電視節目-流行都市，訪問當中十大傑出青年選舉得獎者，透過電視平台讓傑青們的動人故事傳播開去。

This year's Ten Outstanding Young Persons Selection included a series of events, each of which garnered significant attention from local media. Throughout the election period, over 70 online and offline media outlets provided coverage, including major platforms such as TVB News, NOW News, On.cc, Hong Kong Economic Journal, AM730, Ming Pao, Sing Tao Daily, and HK01. In particular, part of the Outstanding Young Persons was invited to appear on the TVB program "Living Plaza," where they shared their story as an awardee of the Ten Outstanding Young Persons Selection. This television exposure helped spread the inspiring stories of the awardees to a broader audience.





同時本年選舉更成功與信報成為我們的媒體拍擋，分別在信報的網站及平台作出推廣，更精準地讓信報的讀者接收到本年選舉的宣傳。

Moreover, this year's election successfully established a media partnership with the Hong Kong Economic Journal. Through this collaboration, promotional content was featured on the newspaper's website and various platforms, enabling more precisely targeted outreach to its readership and effectively conveying the message of this year's election.

在此特別感謝「2025年十大傑出青年選舉」宣傳及公共關係團隊一眾成員在過往數月來的努力付出，包括副主席蕭景謙、籌委會小組主席蔡慧研、籌委會成員包括羅敏華、李嘉蕾、龍霆浩。

Special Thanks to efforts in past months from the "2025 Ten Outstanding Young Persons Selection Promotion & PR Organizing Committee, including Deputy Chairman Ewan Siu, Sub-committee Chairman Marissa Choy and committee members including Ivy Law, Francis Lee and Joyce Lung.

JCI Hong Kong, China

Events and Projects



JCI July 10th
International
Human Duties Day

Human Duties is JCI's new global initiative, focusing on values such as preserve life, serve humanity, sustain for the future, pursue prosperity, respect human personality, educate yourself and teach others, and lead responsibly. JCI Hong Kong, China (JCIHK) has embraced this vision by starting with Serve Humanity, promoting Family Harmony as a key theme. Through a series of meaningful activities and campaigns, JCIHK encourages stronger family bonds, mutual respect, and positive values, aiming to inspire the community to live responsibly and contribute to a more harmonious and sustainable society. Special thanks to Wofoo Social Enterprises for the full sponsorship, which enables JCIHK's Family Harmony projects to achieve greater depth and create a positive impact on society.



36th Grandparents' day

The 36th Grandparents' Day is dedicated to promoting Family Harmony through meaningful initiatives. The program aims to enhance family communication by encouraging open, respectful, and empathetic dialogue among generations. It also works to strengthen positive parenting skills, offering training on nurturing and supportive approaches. To safeguard well-being, the event provides safe spaces for emotional expression and access to counseling or peer support. Finally, it helps connect families to community resources, linking them with social services, education, and healthcare networks. Together, these efforts foster stronger bonds and a more caring, resilient community.



Y(outh) Soul Serious 2025

Y(outh) Soul Serious 2025 was designed to promote Family Harmony by fostering healthy relationships within families and society. The project created a positive impact on the youth generation, motivating them to build resilience against emotional stress while encouraging happy family relationships. It also empowered young people to enhance their mental wellness and psychosocial skills through interactive learning and supportive activities. A highlight of the program was the day camp, which encouraged students to share their experiences and feelings from engaging in new activities with their parents. This exchange strengthened communication, deepened mutual understanding, and reinforced family bonds, inspiring both youth and parents to embrace harmony and well-being together.



Dragon Apprentice – Diverse Generation



Dragon Apprentice – Diverse Generation was created to promote Family Harmony by addressing one of the most common challenges in families: choosing a university subject or deciding whether to pursue tertiary education. Many parents, even younger ones, may not fully understand emerging careers such as KOLs or professional athletes. Through this project, experts from diverse career fields were invited to share insights, with parents joining the sessions to learn alongside their children. This approach helped families gain a clearer understanding of modern career paths, encouraged open dialogue, and ultimately fostered harmony and stronger connections between parents and youth.

JCI Hong Kong, China

Events and Projects

Magic Theatre

Magic Theatre was created to promote Family Harmony by engaging children, volunteers, parents, and the elderly in a unique learning experience. For children, learning magic enhanced self-expression, confidence, imagination, and coping skills, while also improving fine motor coordination. Volunteers gained valuable experience in training and interacting with youth, using magic to foster focus and supportive learning environments. Parents benefited by applying these skills at home, strengthening family interactions. Importantly, the program emphasized intergenerational involvement, connecting children with elderly participants through shared performances and activities. This exchange allowed children to appreciate the wisdom of older generations, while seniors enjoyed meaningful engagement, ultimately fostering deeper family bonds and community cohesion.



Eye Care, I Care

Eye Care, I Care was launched to promote Family Harmony by making eye health a shared responsibility between children and parents. The project encouraged families to develop and sustain good eye care habits together, fostering cooperation and stronger bonds. Through interactive parent-child workshops, participants not only learned practical ways to protect their vision but also enhanced communication and quality family time. The initiative emphasized awareness and prevention, helping children understand the importance of eye health while creating safe spaces for dialogue. By connecting families through this common goal, the program strengthened relationships and promoted harmony at home.



JCI Hong Kong, China

Events and Projects

We SEN We Care

The “We SEN We Care” project was designed to promote Family Harmony by supporting caregivers of children with Special Educational Needs (SEN) and fostering inclusive communities. At the community level, it raised public awareness of caregivers’ challenges, dispelled myths about medication, and advocated for greater societal support, reducing stress within families. For the teenagers, the project provided leadership and skill development opportunities, empowering them to contribute meaningfully to family and community welfare. In collaboration with NGOs, schools, and private sectors, the initiative amplified its impact through workshops and awareness campaigns. By addressing caregivers’ emotional and practical needs, the project strengthened family bonds, improved well-being, and aligned with JCIHK’s mission to build harmony at home and in society.



The 46th International Children Drawing Contest cum Photography Competition

The 46th International Children Drawing Contest cum Photography Competition was dedicated to promoting Family Harmony by inspiring children worldwide to express their vision of “LOVE Our HOME” through art and photography. Rooted in the principles of the Universal Declaration of Human Duties for Leaders, the contest emphasized respect for life, family, service to humanity, and responsible leadership. By encouraging creativity, environmental awareness, and cultural exchange, the initiative helped children reflect on family values, sustainability, and global citizenship. Through this platform for artistic dialogue, participants cultivated empathy, integrity, and social responsibility, empowering youth to become compassionate leaders who strengthen family bonds and contribute meaningfully to their communities and the world.



JCI Hong Kong, China

Events and Projects

Challenge Minds Together

Challenge Minds Together was launched to promote Family Harmony by advancing brain health awareness and prevention across generations. The project delivered innovative risk assessments, including AI-powered retinal imaging for Alzheimer's detection, alongside educational outreach targeting The Lancet's 14 dementia risk factors. Through seminars, workshops, and public lectures, it fostered a sustainable brain health culture aligned with the UN's SDGs. Importantly, it established Hong Kong's first brain health risk database to support long-term research and policy innovation. By delaying dementia onset and reducing projected cases, the initiative aimed to achieve healthcare cost savings while strengthening family bonds through shared learning and proactive wellness practices.



By Your Side

By Your Side was created to promote Family Harmony by enhancing awareness and acceptance of life education within families. Through workshops, seminars, and interactive activities, parents and children participated together to break taboos and misconceptions surrounding life and death, fostering open and respectful communication. The project also strengthened emotional connections by encouraging family members to share personal life stories and values, cultivating empathy, tolerance, and reducing generational gaps. In addition, it established a family life education community, promoting participation in community activities and experience-sharing with other families. This mutual support platform reinforced family bonds and created a more compassionate, resilient network.



JCI Hong Kong, China

Events and Projects

Teens Spark Tomorrow

Teens Spark Tomorrow (TST25) was launched to promote Family Harmony and reduce suicide rates among vulnerable teenagers by enhancing happiness, strengthening family bonds, and encouraging social engagement. The project collaborated with government officials, NGOs, and celebrities to amplify its impact and inspire youth to embrace resilience and positivity. With the theme “Cherish today, love tomorrow”, TST25 created a supportive environment where families and communities worked together to nurture emotional well-being. By fostering open communication, empathy, and shared experiences, the initiative empowered teenagers to build stronger connections with their families and society, ultimately contributing to a healthier, more harmonious future.



Wheels Move Together 2025

Wheels Move Together was designed to promote Family Harmony by supporting wheelchair users, caregivers, and their families through inclusive sports activities. The program provided comprehensive support, with special segments encouraging joint participation so families could enjoy sports together. By fostering interactive collaboration, it deepened mutual understanding, reduced caregiving tension, and promoted harmony within households. Caregivers benefited from forming support networks, sharing experiences, and accessing emotional resources, while wheelchair users gained independence and confidence through improved physical fitness. This empowerment reduced caregiver burden and enhanced family interactions. Ultimately, the initiative contributed to holistic family well-being, strengthening both physical and mental health, and building resilient, harmonious family units.



JCI Hong Kong, China

Events and Projects



Senior Speed Stack

Senior Speed Stack was introduced to promote Family Harmony by engaging elderly participants in an emerging sport traditionally enjoyed by youth. By learning and practicing speed stacking, seniors improved their physical, mental, and spiritual health, boosting self-confidence and a sense of accomplishment. The activity provided a common interest for both generations, creating opportunities for meaningful conversations and shared experiences between young people and the elderly. This intergenerational exchange not only fostered mutual respect and understanding but also strengthened family bonds. Ultimately, the program encouraged active aging, enhanced well-being, and built bridges across generations, contributing to a more harmonious and connected family life.



Future Navigator Series – Dream Big in World Expo 2025



Future Navigator Series – Dream Big in World Expo 2025 was created to promote Family Harmony by broadening the horizons of underprivileged junior high school students in Hong Kong. Selected participants will travel to Osaka Expo and experience homestay cultural exchanges, gaining deeper insights into Japanese education, culture, and social values. This exposure helps students develop international perspectives, cultural tolerance, and maturity, which in turn strengthens family relationships. By encouraging youth to embrace diversity and share their experiences with parents, the program fosters empathy, understanding, and stronger bonds at home, ultimately contributing to a more harmonious and connected family life.



JCI Hong Kong, China

Events and Projects

V-Support Sha Tin TechCare+

V-Support Sha Tin TechCare+ was launched to promote Family Harmony by integrating gerontechnology with community care. The project aimed to reduce elderly falls—affecting 20% annually, with 75% resulting in injuries—by empowering over 500 senior families with devices such as Finesse CARER+ fall sensors. It built a sustainable ecosystem with 8 sponsors and 30 supporters, while raising awareness among more than 20,000 community members through an opening ceremony, home visits, workshops, and a closing carnival. By engaging youth to advance SDG 3 on health and well-being, the initiative fostered intergenerational collaboration in elderly care. Importantly, it established Hong Kong's first brain health risk database, supporting long-term research and policy innovation. Through prevention, education, and shared responsibility, the project strengthened family bonds, reduced caregiver stress, and promoted safer, more harmonious retirement living.



Apexperiment 2.0 – Scammers and Where To Find Them

Apexperiment 2.0 – Scammers and Where To Find Them was designed to promote Family Harmony by protecting vulnerable groups, especially the elderly, from fraud through youth-led awareness campaigns. The program's core message, "ALERT," highlighted five key elements: raising Awareness among the public, ensuring Long-term sustainability by passing the spirit to future committees, providing Education on the latest scams and prevention methods, leveraging Resources from co-organizers to host workshops across districts, and nurturing Talent by training youth ambassadors to communicate effectively with seniors. Through workshops, local visits, and interactive sessions, families gained knowledge to safeguard loved ones, while youth developed leadership and empathy. By bridging generations and empowering communities, the project reduced stress, strengthened trust, and created lasting connections, ensuring its influence on fraud prevention and family harmony remains sustainable.



JCI Hong Kong, China Events and Projects

Super Kids of Financial Literacy and Emotional Intelligence



Super Kids of Financial Literacy and Emotional Intelligence was launched to promote Family Harmony by raising public awareness—especially among parents—about the importance of education in financial literacy and emotional intelligence. Through engaging and interactive activities, the program equipped children with essential skills in money management, emotional awareness, and responsibility in relationships. By helping children understand the value of money, recognize emotions, and build confidence, the initiative empowered them to grow into wise and empathetic future “Super Kids.” Parent-child activities further strengthened bonds, fostering closeness and harmony within families. At the same time, the project enhanced the image and brand awareness of JCIHK and JCI Citylady, showcasing their commitment to addressing pressing societal needs with impactful, forward-thinking programs that create tangible positive change and nurture future-ready leaders.



Children's playrights 2025

Children's Playrights 2025 was launched to promote Family Harmony by encouraging parent-child co-creation through its online competition “Make Your Own Game.” This initiative emphasized shared creativity, helping families bond and communicate more effectively. Addressing post-COVID challenges, the project provided meaningful alternatives to solitary play, enabling parents and children to spend quality time together while reducing stress at home. Public education was also a key focus, raising awareness of the developmental benefits of play—such as enhanced communication and creativity—while promoting responsive parenting styles that strengthen family cohesion. Supported by the Home Affairs Department (Tsuen Wan) and in collaboration with organizations like the Hong Kong Society of Rehabilitation, the project embedded research to demonstrate the tangible impact of play on child development and family well-being. By combining creativity, education, and research, the initiative fostered stronger family bonds and built a more harmonious home environment.





JCI KOWLOON MC in the House 2.0



司儀訓練班 2.0

「讓你的聲音成為最閃耀的明星！」

資深司儀導師親授業界不傳之技

上課日期: 5月2,8,15,22日 (4堂)
時間: 19:30-22:30
地點: 香港童軍中心

評核日期: 5月25日(星期日)
時間: 14:30-17:30
地點: 荔枝角永明街1號
恒昌工業大廈一樓

費用: 非青商會員: HKD\$ 1,000
準青商會員: HKD\$ 350 青商會員: HKD\$ 450

查詢: 副會長 Armanda Leung 62939961
主席 John Li 66776451

可儀經理人及舞台監督
楊綺雯

超過200場活動及
100場婚禮主持
鄧子聰

專業兩文三語主持
王詩詩

中年好聲音50強及
超過200場活動主持
鄧顯儀

報名表格



TACKLING PROBLEMS

According to the Hong Kong Census and Statistics Department, the city boasts a vibrant events industry, valued at approximately HKD 50 billion in 2022, with a projected annual growth rate of 5% over the next five years. This growth underscores a rising demand for proficient event hosts, or Masters of Ceremonies (MCs), who can enhance the quality and engagement of events.

Despite this burgeoning market, there remains a significant gap in formal training programs dedicated to developing the skills necessary for effective MCing. Many aspiring MCs face challenges such as a lack of access to structured training and mentorship opportunities. This is particularly critical for young adults aged 18-40, who represent a substantial portion of the workforce and are often seeking avenues for professional development.

ROOT CAUSES

1. Skill Development: Equip participants with essential MC skills, including public speaking, stage management, and audience engagement techniques.
2. Confidence Building: Foster confidence in participants' abilities to perform as MCs in various settings, preparing them for real-world challenges.
3. Networking Opportunities: Provide a platform for participants to connect with industry professionals and peers, facilitating future collaborations and mentorship.
4. Career Advancement: Enhance the employability of participants by providing them with a recognized certificate upon course completion, showcasing their new skills to potential employers.

SUMMARY

MC in the House 2.0 successfully trained 20 baby MCs, all of whom maintained over 80% attendance throughout the program. Half of the participants applied their skills in JCI and external events, with two even invited to host JCI Kowloon's activities.

The training significantly boosted participants' confidence, particularly in public speaking, and many expressed enthusiasm to recommend the program to friends in the future.

Beyond skill development, the initiative fostered long-term mentor-mentee relationships between trainers and participants, ensuring continuous guidance and growth. Overall, the program not only enhanced communication and presentation abilities but also created a supportive network that will sustain participants' development and inspire future cohorts.



5

PARTNERS



121

AUDIENCE



HK \$10,000

FUND RAISE



160,000+

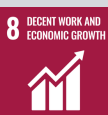
MEDIA REACH

SUSTAINABLE DEVELOPMENT GOALS



4

QUALITY EDUCATION



8

DECENT WORK AND ECONOMIC GROWTH



10

REDUCED INEQUALITIES



JCI PENINSULA

Elderly Lives No Boundaries 灣區安居



TACKLING PROBLEMS

1. **Shortage of Elderly Care Facilities:** Address Hong Kong's projected shortfall of over 60,000 care places by 2032 by promoting affordable, quality care options in the Greater Bay Area (GBA).
2. **Limited Awareness and Trust:** Overcome the lack of awareness and misconceptions about GBA elderly care through public education and firsthand experiences, as 49.1% of elderly and 34.9% of family members had never discussed cross-border care.
3. **Barriers to Cross-Border Integration:** Bridge systemic differences between Hong Kong and Mainland China through policy dialogue and multi-sector collaboration to create a sustainable, inclusive elderly care ecosystem.

SUMMARY

Elderly Lives No Boundaries achieved significant impact by advancing awareness, engagement, and policy dialogue on cross-border elderly care. The project collected 442 valid survey responses, revealing major gaps in family discussions and decision-making. Community activities engaged over 100 elderly through outreach booths, workshops, tours, and a closing ceremony, while media coverage reached more than 150,000 people with a 24% engagement conversion rate. Partnerships with 43 organizations—including government, business, and civic society—enabled distribution of 130+ blessing bags and direct outreach to 1,500+ elderly and families. Membership retention was 100%, with 25% growth through 24 new members, and over 240 JCI members actively involved. Policy influence was strengthened through participation in the Cross-border Elderly Exchange Conference, addressing the projected 60,000 care place shortfall by 2032. Overall, the initiative fostered sustainable Hong Kong-GBA integration, enhanced awareness, and positioned JCI Peninsula as a leader in elderly care innovation.

ROOT CAUSES

1. **Evaluate Cross-Border Elderly Care:** Provide research-based insights and practical tools to help families assess the quality and suitability of care services in the Greater Bay Area (GBA).
2. **Enhance Public Awareness:** Promote understanding of cross-border elderly care options and address misconceptions through targeted education campaigns.
3. **Support Integration of Elderly Services in GBA:** Foster collaboration between Hong Kong and Mainland China to build a more connected, inclusive, and sustainable elderly care ecosystem.
4. **Strengthen Family Communication:** Encourage open conversations among family members to support informed and emotionally sensitive elderly care planning.



40+

PARTNERS



800

AUDIENCE



HK \$24,000

FUND RAISE



150,000+

MEDIA REACH



17

MEDIA

SUSTAINABLE DEVELOPMENT GOALS





TACKLING PROBLEMS

The project addresses the growing challenges faced by a number of mainstream voices over the teenagers who were born after 2000 (may refer as Gen Z, the "digital natives").

There has been a social labelling on them as a generation out of a wealthier society with the overall better education level of the family than previous generations, that heavily rely on online resources in life and have less ambitions or unclear paths in future.

The project aims to approach these groups of youngsters who are being labelled by the media and to dispel this thinking by introducing our long-lasting Membership program inside a secondary school as a pilot program; as well as with the eloquence training class, aims to target to boost the confidence and social maturity.

It is observed that the rise of technological communication devices, the younger generations may not prefer face to face communications if there is an option. This may also have negative impact on speaking, which is a very important aspect of a leader.

ROOT CAUSES

- Community: Pairing students with high-caliber mentors from diverse fields—including medicine, real estate, finance, science, and entrepreneurship. Let the matured and successful members in the community to reward the next generations.
- JCI Members: Provide leadership and skill development opportunities for JCI Lion Rock members through project execution, enhancing their ability to contribute to family and community welfare.
- Local Organisation: Foster collaborations with renowned companies in different business sectors and educational institutions, to amplify the project's message, promoting actionable leadership growth to the society.

SUMMARY

The projects delivered strong impact by combining mentorship and skill development. The mentorship program was successfully piloted in a secondary school, pairing students with mentors from diverse top-tier professions, offering valuable guidance and inspiration. The emcee workshop attracted 30 participants, with over 60% from other JCI chapters, significantly broadening the reach and influence of JCI Lion Rock. Membership growth was achieved as two mentees became full members, while all participants enhanced their leadership, public speaking, and communication skills. The initiative established a sustainable pipeline, with plans to scale the school pilot and cement the emcee workshop as an annual event. It also strengthened JCI Lion Rock's reputation as a hub for practical leadership training and contributed to societal impact by dispelling negative stereotypes about Gen Z, instilling confidence and vision in youth for long-term success.



SUSTAINABLE DEVELOPMENT GOALS





JCI HARBOUR

The 19th Young Leader Series - Young Leader Selection 2025

第十九屆青年領袖系列 - 大灣區青年領袖選舉2025



TACKLING PROBLEMS

Following the pandemic, interactions between Hong Kong and Mainland China—especially within the Greater Bay Area—have grown increasingly frequent. In response to this momentum and to inspire youth to make meaningful contributions to society, our Young Leaders Selection (YLS) series has been held annually for 19 consecutive years. Initially, for the first 11 years, the program focused solely on Hong Kong. However, to align with the rising prominence of the Greater Bay Area Initiative, we have expanded eligibility to include Macau and selected cities in Mainland China. This expansion reflects our belief that the influence of youth leadership can transcend linguistic and geographic boundaries.

SUMMARY

The 19th Young Leader Series – Young Leader Selection 2025 achieved remarkable impact, reaching over 40 million individuals and gaining coverage across more than 440 media platforms. The program successfully delivered four major events, engaged five sponsors, and honored seven outstanding YLS Awardees. It also recruited six prospective members, with three becoming full members, strengthening JCI Harbour's growth and sustainability. The initiative connected with five social leaders who served as judges, adding credibility and influence to the selection process. Beyond numbers, the program enhanced members' leadership skills, boosted JCI Harbour's image through influential media exposure, and encouraged youth participation across Mainland China and Hong Kong. By engaging sponsors and fostering long-term collaborations, the project positioned JCI Harbour as a forward-thinking organization committed to empowering young leaders and building impactful partnerships for the future.

ROOT CAUSES

1. Expand our network of engaged youth beyond Hong Kong, fostering influence throughout the Greater Bay Area.
2. Inspire meaningful growth and positive transformation among young individuals in Hong Kong, Macao, and cities across Guangdong Province.
3. Celebrate and honor youth who demonstrate exceptional leadership and a strong commitment to community service.



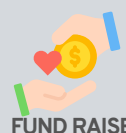
25

PARTNERS



210

AUDIENCE



HK \$65,000

FUND RAISE



40,000,000

MEDIA REACH



440+

MEDIA

SUSTAINABLE DEVELOPMENT GOALS



8 DECENT WORK AND ECONOMIC GROWTH



17 PARTNERSHIPS FOR THE GOALS



JCI YUEN LONG 未完成

The 37th Hong Kong SAR Outstanding Students Selection

第37屆香港特別行政區傑出學生選舉



TACKLING PROBLEMS

Lack of Recognition for Holistic Student Excellence

SUMMARY

The 37th Hong Kong SAR Outstanding Students Selection made a profound impact by recognizing and nurturing youth leaders across the city. Over 100 secondary schools were invited to nominate candidates, resulting in more than 300 student applications from diverse districts and backgrounds. From this pool, 30 finalists were shortlisted for final interviews, and 10 students were honored as "Outstanding Students of the Hong Kong SAR," receiving certificates and public recognition.

The initiative elevated the visibility of student leaders who exemplify civic responsibility, academic excellence, and moral integrity, inspiring peers to pursue holistic development and community service. It strengthened civic engagement by deepening students' understanding of national identity and public duty, fostering a culture of active citizenship among youth. Community recognition was enhanced through stronger ties between schools, families, and organizations, while public appreciation for youth contributions grew significantly.

Equally important, the program provided a platform for leadership development, enabling students to showcase their potential and engage with mentors and civic leaders. By combining recognition, empowerment, and civic education, the Outstanding Students Selection reinforced the importance of youth leadership in shaping Hong Kong's future. It positioned itself as a premier initiative that not only celebrates excellence but also cultivates responsible, engaged, and visionary young leaders who will continue to contribute meaningfully to society.

ROOT CAUSES

Recognize Outstanding Students - Identify and honor secondary school students who demonstrate excellence in academics, leadership, civic responsibility, and personal character.

Promote Holistic Development - Encourage students to pursue well-rounded growth, balancing intellectual achievement with moral integrity and social engagement.

Foster Civic Awareness and National Identity - Inspire youth to understand and embrace their roles as responsible citizens of the Hong Kong SAR and the broader Chinese nation.

Create a Platform for Youth Engagement - Provide opportunities for students to connect with peers, educators, and community leaders, enhancing their visibility and influence.

Encourage Positive Role Modeling - Cultivate a culture where outstanding students serve as role models, motivating others to strive for excellence and contribute to society.



PARTNERS

35+



AUDIENCE

100



FUND RAISE

HK \$1,073,000



MEDIA REACH

100,000+



MEDIA

14

SUSTAINABLE DEVELOPMENT GOALS





JCI BAUHINIA

2025 Circlecare Series: MomPower

2025 同心圓系列: 築職 MomPower



TACKLING PROBLEMS

Helping women who forgives their careers for caregiving, helping them to rebuild professional identity and economic independence.

SUMMARY

2025 Circlecare Series: MomPower made a significant impact by empowering around 100 mothers through diverse workshops, positively influencing their families and inspiring more than half to explore a balanced work-family lifestyle. The program connected over 30 NGOs and corporates, spreading the MomPower message that women should pursue careers or personal goals to achieve self-realization.

By encouraging mothers to re-enter or expand their role in the workforce, the initiative promoted corporate adoption of family-friendly workplace policies and urged government action to implement practical measures supporting working families.

Beyond individual empowerment, MomPower fostered systemic change by linking organizations, creating a collaborative network that champions women's advancement. The program not only released untapped potential in the female workforce but also positioned itself as a catalyst for long-term societal transformation. With its strong partnerships and forward-looking vision, MomPower reinforced the importance of women's empowerment as a driver of sustainable growth and inclusive progress.

ROOT CAUSES

It aims to rebuild women's economic participation by empowering mothers to rejoin the workforce with confidence, skills, and inspiration. By combining training, corporate exposure, and entrepreneurial role models and communication encouragement with family members, the program supported mothers in transforming from caregivers to active economic contributors and achieve self-realization.



18

PARTNERS



190

AUDIENCE



HK \$50,000

FUND RAISE



10,000+

MEDIA REACH



7

MEDIA

SUSTAINABLE DEVELOPMENT GOALS





JCI DRAGON

Best Employee & Employer Award 2025



TACKLING PROBLEMS

Alleviate tension and conflicts between employee and employers

SUMMARY

Best Employee & Employer Award 2025 (BEEA) delivered significant impact by recognizing excellence in human capital and workplace innovation. The project was co-hosted by one organization, supported by two sponsors and five partners, and guided by a distinguished panel of eight judges from government, NGOs, commercial sectors, and JCI. More than 200 corporates from 15 APAC countries participated in the international survey, while over 50 enterprises were chartered for the award event. A total of 15+ awardees were honored, with the ceremony featuring Under Secretary of Labour and Welfare Ho Kai-Ming JP presenting awards to winners and chartered business entities.

The initiative generated extensive publicity, with about 1 million impressions expected from pre-launch and post-award media exposure. Activities included judging days, the award ceremony, and the announcement of an international survey examining how artificial intelligence impacts job markets across industries and countries.

In the long term, BEEA reinforces Hong Kong's position as a global financial hub by advocating the importance of human capital. With strong support from government, NGOs, and the commercial world, the award fosters collaboration, promotes sustainable workplace practices, and highlights the role of innovation in shaping the future of employment. It stands as a premier platform for recognizing excellence while driving dialogue on workforce development and policy advancement.

ROOT CAUSES

Promote workplace harmony between employee and employer.

Theme: "Address the potential risks that Artificial Intelligence may take up millions of job positions in next 5-10 years"

Objective:

- (i) to assemble the potential benefit brought by AI as means to solve shrinking labour force caused by aging population and low birth rate
- (ii) mitigate the risk brought to job market



20+

PARTNERS



285

AUDIENCE



HK \$45,000

FUND RAISE



500,000+

MEDIA REACH



4

MEDIA





JCI CITY

Junior Dragon Ambassador election 2025 and 37th Asian-Pacific Children's Convention(HK Selection)

兒童飛龍大使選舉2025暨第37屆亞太兒童交流大會(香港區選拔)



TACKLING PROBLEM

Youth Leadership Development and Community impact.

SUMMARY

Junior Dragon Ambassador Election 2025 and the 37th Asian-Pacific Children's Convention (HK Selection) achieved remarkable outcomes by engaging 100 teenagers across 18 events.

Through immersive experiences with institutions such as ICAC, Ocean Park, Oxfam HK, the Court of Final Appeal, and Hong Kong International Airport, participants gained in-depth knowledge of Hong Kong's diverse facets, including culture, arts, society, technology, and regional branding.

The program fostered positive change and leadership development, equipping ambassadors with a deeper understanding of Hong Kong's unique identity and values. By exploring these diverse fields, the initiative highlighted the core cultural elements that shape community cohesion and collective identity.

Beyond knowledge acquisition, the program cultivated confidence, communication skills, and global awareness among participants, preparing them to represent Hong Kong on international platforms.

The Junior Dragon Ambassador program not only strengthened youth leadership but also positioned Hong Kong's next generation as cultural ambassadors, capable of bridging local traditions with global perspectives and contributing to long-term societal development.

ROOT CAUSES

Through professional leadership training provided by the program, the Junior Dragon Ambassadors will gain in-depth knowledge of Hong Kong's diverse facets, including traditional culture, the arts, society, technology, regional characteristics, and branding. They will also learn international communication skills and etiquette to represent Hong Kong as Dragon Ambassadors. The vision of the program is to inspire these young ambassadors to embody and share Hong Kong's core cultural values, foster a strong sense of pride and love for the city, and grow with the goal of becoming future leaders. In doing so, they will help enhance Hong Kong's image and importance on the international stage.



60

PARTNERS



300

AUDIENCE



HK \$170,000

FUND RAISE



2,000,000+

MEDIA REACH



21

MEDIA

SUSTAINABLE DEVELOPMENT GOALS





TACKLING PROBLEMS

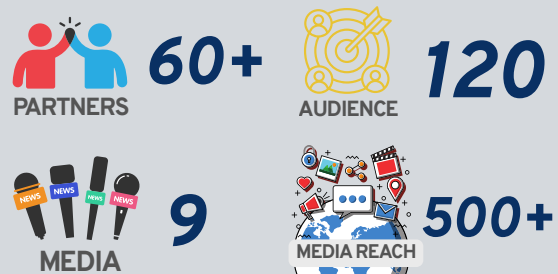
- IBusinesses often neglect IP registration and enforcement, risking brand theft or legal disputes
- ILack of education on trademarks, patents, and copyright strategies
- ILimited platforms for Hong Kong and Greater Bay Area enterprises to connect and collaborate
- INeed for recognition platforms to validate and promote youth-led innovations
- IBranding is often seen as superficial rather than strategic
- Lack of inclusive platforms to showcase diverse branding success stories

SUMMARY

Extraordinary Branding Award 2025 showcased excellence in corporate innovation and branding, honoring over 90 enterprises for their achievements. The program attracted more than 3,000 participants through award ceremonies, seminars, and networking events, creating a vibrant platform for collaboration. Media coverage was extensive, with 500+ reports across mainstream outlets and amplified by 100+ partner media platforms, while digital campaigns generated millions of impressions via social media, livestreams, and YouTube. The initiative also strengthened cross-border collaboration between Hong Kong and the Greater Bay Area, fostering innovation and intellectual property protection. Beyond recognition, the award enabled companies to present breakthrough solutions and engage with diverse stakeholders, building long-term value and unique communication experiences. By combining prestige with practical impact, the Extraordinary Branding Award reinforced its position as a premier platform for corporate excellence, driving sustainable growth and enhancing competitiveness across industries.

ROOT CAUSES

1. Innovation and Technology - Commend innovative technology applications and breakthroughs to promote corporate transformation and upgrading.
2. Intellectual Property - Recognizes the management and use of intellectual property to help brands enhance their competitiveness.
3. Greater Bay Area - Promote cooperation between Hong Kong and the Greater Bay Area to help companies seize opportunities and expand markets.



SUSTAINABLE DEVELOPMENT GOALS





JCI SHA TIN Creative Odyssey 2025

主辦機構
JCI Sha Tin

協辦機構
NOW NEIGH

支持機構
BCCA, HOF, JCI, etc.

電影放映
《哪吒之魔童降世》
CREATIVE ODYSSEY 2025
《哪吒之魔童降世》慈善電影研討會

活動詳情
日期：2025年3月11日
電影放映：7:15 (登記時間：7PM)
電影研討會：10PM - 10:30PM

活動詳情
地點：九龍德輔道中2號AIRSIDE 5樓MCL戲院
費用：沙田青年會友 - \$190 | 非沙田青年會友 - \$220
登記主理：MANG WONG (9701 8603)
聯絡主理：SAMUEL CHEN (6232 1957)

分享嘉賓
陳樹熾先生



主辦機構
JCI Sha Tin

贊助單位
HKJC, etc.

支持機構
BCCA, HOF, JCI, etc.

創啟航2025 開幕禮
青年嘉年華

文明市集及彩繪工作坊
2025年8月2-3日
北角和富WORFU商場

閉幕典禮及魔術/音樂表演



TACKLING PROBLEMS

Responding to the four major development directions of Hong Kong's "Blueprint for the Development of the Arts and Creative Industries":

- (1) Promoting the fine traditions of Chinese culture and developing Hong Kong's unique cultural heritage;
- (2) Developing a diversified and internationalized arts and cultural industry;
- (3) Establishing an international platform to promote cultural and artistic exchanges between China and the rest of the world;
- (4) Improving the arts and creative industry ecosystem.

SUMMARY

Creative Odyssey 2025 delivered wide-ranging social and cultural impact by engaging communities through diverse events and activities. The program enhanced appreciation for both local and international cultures, fostering a deeper sense of identity and pride. It also provided valuable education and skill development opportunities, contributing to the professional growth of participants. By increasing engagement in cultural activities, the initiative strengthened community bonds and promoted cohesion. On a broader scale, Creative Odyssey enriched society by encouraging artistic expression and cultural diversity, while supporting Hong Kong's transition toward a knowledge-based economy with creative industries as key drivers. The program also reinforced community resilience, building stronger ties and collective commitment to cultural initiatives. Overall, Creative Odyssey 2025 positioned itself as a catalyst for cultural enrichment, economic diversification, and social cohesion, leaving a lasting impact on both individuals and the wider community.

ROOT CAUSES

- (1) Promote excellent traditional Chinese culture and discover Hong Kong's unique cultural and creative IP
- (2) Promote exchange activities between mainland China and overseas
- (3) Establish Hong Kong's cultural and creative brand



35+



1,000+



HK \$25,600



5

SUSTAINABLE DEVELOPMENT GOALS





TACKLING PROBLEMS

Project aims to reduce the number of victims from fraud and scam due to the increase number of fraud crime statistics. We act as information provider and educator, through holding booths, talks and booth games. We expect the number of fraud victims decrease in certain ratio due to sufficient knowledge input to elderly.

ROOT CAUSES

The primary goal of the project "Apexperiment-Scammer and where to find them 2.0" is a fraud prevention promotion program. Aim of the program is to "ALERT" the general public especially the elderly, through youth ambassadors.

A refers to raising the Awareness of general public especially the elderly.

L refers to Long-term, which means the spirit and constant local visit will not be faded once the project was finished but inherit to the next OC committee.

E refers to Education on introducing the latest technology, method and example of scammers, which prevent them to become the victims.

R refers to Resources. Lots of co-organiser provided assistance and helpers for us to hold workshops in different districts, these are precious resources and contact which we can cooperate with in future projects and works.

T refers to Talent, the project requires the frequent communication with the elderly, which need our participants frequently talk and present to elderly, talks in the program also provide chances for member to practice how to be the MC.

All these 5 elements, allow us to create strong connection with the community, ensure that the influence of the project is long lasting and sustainable.

SUMMARY

The project delivered strong impact by addressing urgent community needs in fraud prevention through the innovative "ALERT" framework. The program empowered youth ambassadors to raise awareness among the elderly, educate them on scam tactics, and provide practical prevention methods. By engaging government bodies, district councils, and NGOs, the initiative mobilized resources and strengthened collaboration. It also created leadership opportunities for members, enhancing skills in public speaking, project management, and community service. The program's long-term value lies in cultivating young leaders who act as "Anti-Fraud Youth Ambassadors," bridging generations and continuously spreading knowledge to reduce fraud cases. Ultimately, Apexperiment 2.0 showcased enterprising leadership by combining education, empowerment, and collaboration, positioning JCI as a proactive force in tackling fraud and building sustainable community resilience.



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