



# AWARD FOR EXCELLENCE IN TRAINING AND DEVELOPMENT 2025



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Training And Development Award



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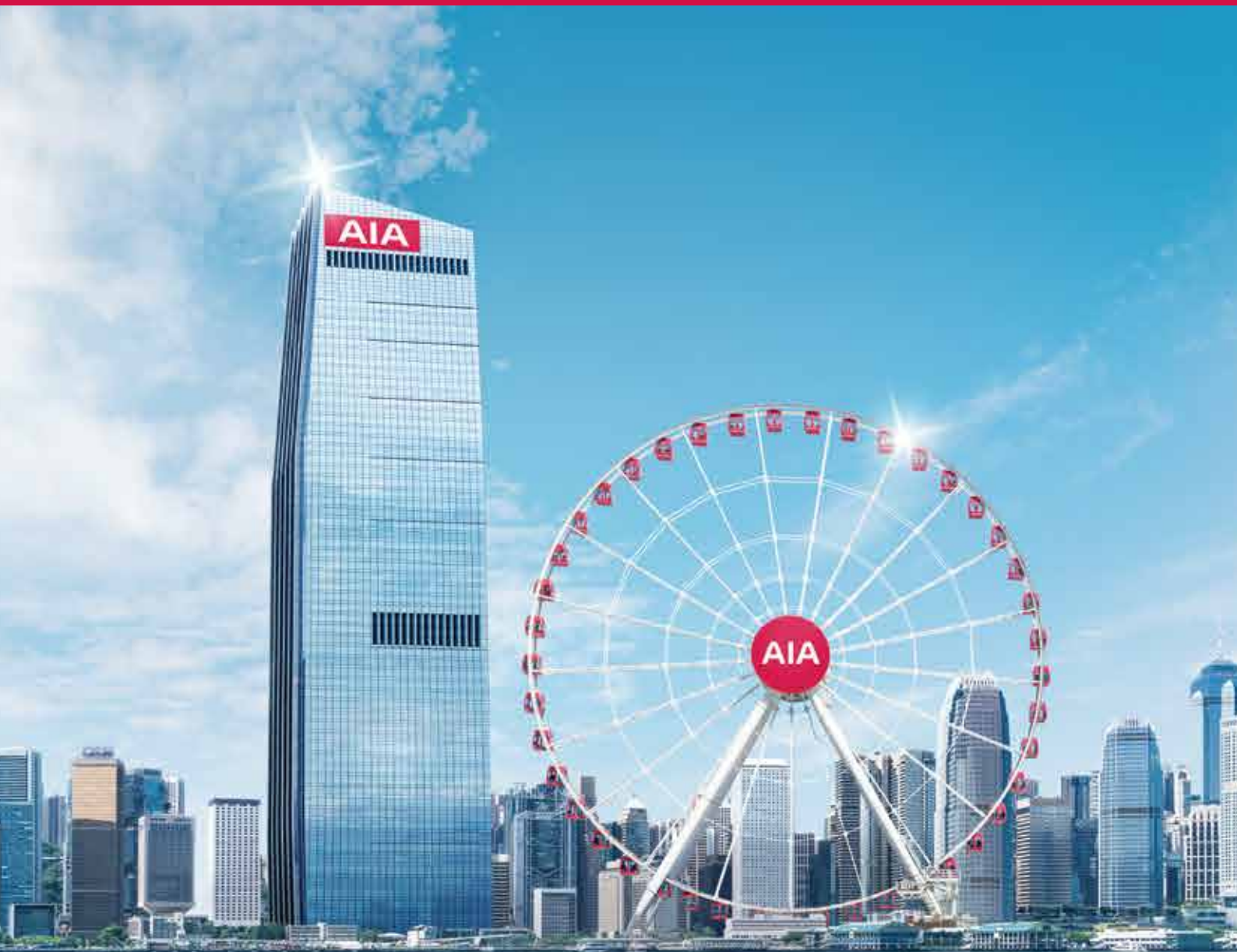


健康長久好生活

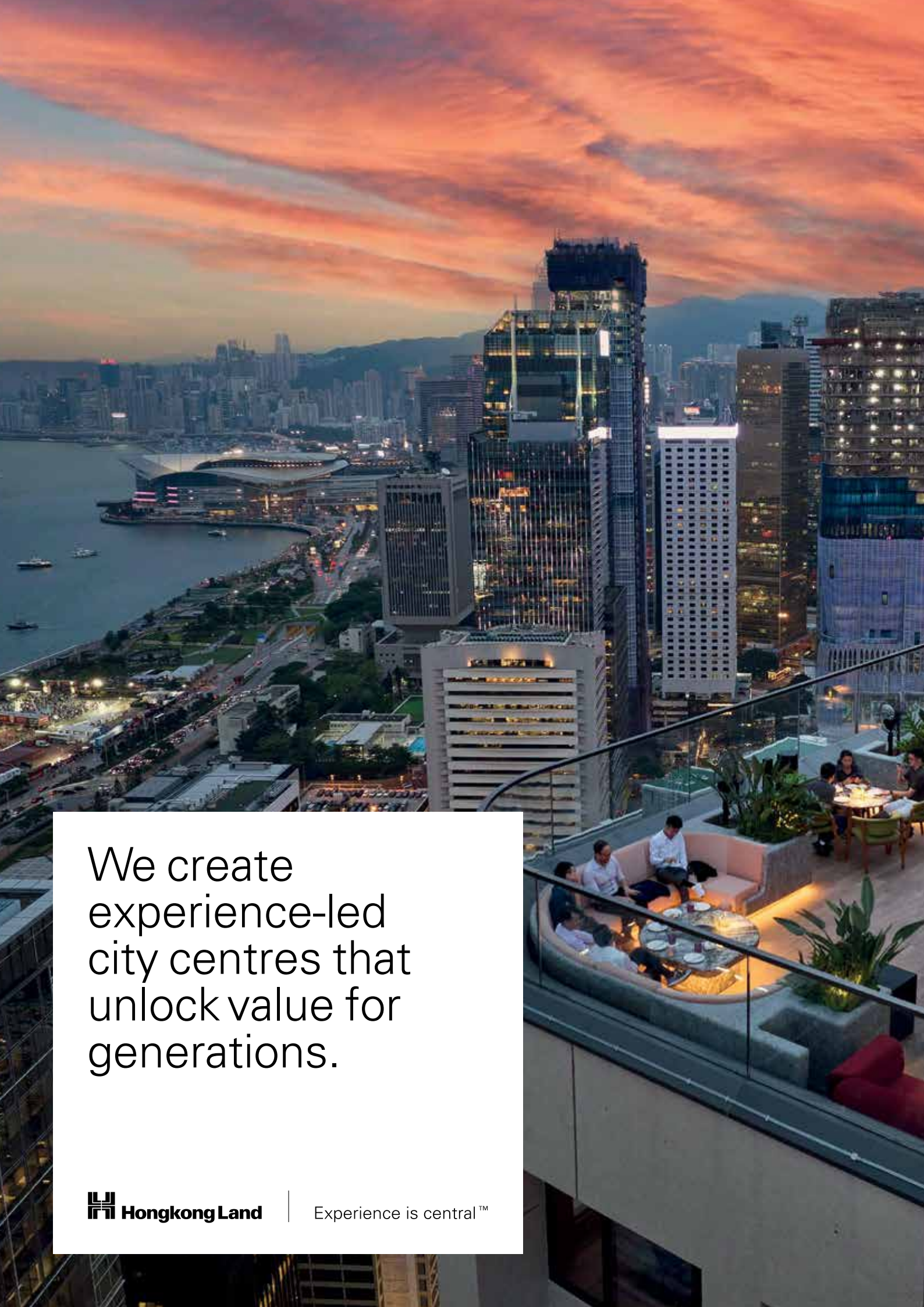
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An aerial view of a city skyline at sunset. The sky is filled with vibrant orange and pink clouds. In the foreground, a rooftop lounge area is visible, featuring a curved sofa, a round table with drinks, and several people sitting and talking. The city below is illuminated with lights, and a large stadium is visible on the left side of the image.

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### 行政文憑課程

- ▶ 環境、社會、企業管治策略及革新與淨零排放
- ▶ 可持續發展、環境、社會、企業管治與綠色金融

部分課程為CFA認可  
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### 證書課程

- ▶ 環球ESG投資
- ▶ 企業成功的ESG框架及應用實踐
- ▶ 環境、社會及管治 (ESG) 實務
- ▶ ESG與可持續發展青年領袖培訓

### 專業行政證書課程

- ▶ 碳交易與綠色金融
- ▶ 環境、社會與治理 ESG 規劃
- ▶ 人力資源的環境、社會、企業管治

### 研討會

- ▶ 環境、社會和管治(ESG)和綠色金融領導力研討會
- ▶ 可持續性與環境、社會和管治(ESG)研討會：保險及財富管理行業的機遇

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MCEEG2508221

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香港賽馬會是致力建設更美好社會的世界級賽馬機構，  
透過其結合賽馬及馬場娛樂、會員會所、有節制體育博彩及獎券，  
以及慈善及社區貢獻的綜合營運模式，  
創造經濟及社會價值，並協助香港特區政府打擊非法賭博。  
馬會是全港最大的單一納稅機構，  
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The Hong Kong Jockey Club is a world-class racing club  
that acts continuously for the betterment of our society.

Through its integrated business model, comprising racing and  
racecourse entertainment, a membership club,  
responsible sports wagering and lottery, and charities and community contribution,  
the Club generates economic and social value for the community and  
supports the HKSAR Government in combatting illegal gambling.

The Club is Hong Kong's largest single taxpayer and  
its Charities Trust is one of the world's leading charity donors.



caring for life's journeys

# We Keep Cities Moving

MTR makes encounters happen and rendezvous for a more connected tomorrow. As a recognised world-class operator of sustainable rail transport services, we are committed to Keep Cities Moving. We bring people together through our network, spanning from Hong Kong to Beijing, Hangzhou, Shenzhen, Melbourne and Sydney.

With our sophisticated approach of integrating railways and urban development, we continue to grow and connect vibrant communities for a better future.





## Human capital is the gateway to excellence

We commit to inspire, engage and develop our people and strive for service excellence. Through various learning and development initiatives, we advocate an environment of continuous learning to enable employees to unleash their full potential and grow alongside us, and to Keep Cities Moving.



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## Message from Prof Winfried Engelbrecht-Bresges GBS JP



**Prof Winfried Engelbrecht-Bresges GBS JP**  
**Chairman**  
**The Hong Kong Management Association**

The Hong Kong Management Association has proudly organized the Award for Excellence in Training and Development since 1990. As we celebrate our 35<sup>th</sup> Anniversary, this prestigious Award has recognized hundreds of trainers and organizations for their exceptional contributions to people development. We have witnessed the sustained growth and evolution of these organizations, driven by their dedication and commitment to improving, innovating, and developing new training initiatives that align with organizational needs and market trends.

This Award is more than just a competition; it serves as a platform for knowledge sharing and collective advancement toward a better Society. We extend our gratitude to all participating companies and awardees for sharing their meticulously curated people development programmes. Your selfless contributions not only enlighten countless training professionals but also drive societal progress and improvement.

I would like to extend my gratitude to Ms Margaret Cheng JP, Chairperson of the Award Organizing Committee, and all Award Organizing Committee members. Your hard work and insights have been instrumental in introducing new ideas and ensuring the continued success of the Award. I also express my heartfelt appreciation to all members of the Panel of Adjudicators and the Board of Examiners for their dedication and the countless hours spent reviewing all submissions, which ensure the highest standard of our judging process. Finally, I am grateful for the generous support of our people-centric Award Sponsors, particularly our Lead Sponsors: AIA International Limited, Hongkong Land Limited, and Prudential Hong Kong Limited. This Award would not be possible without their support.

This year, we were honored to have Prof Jacob Kam JP, CEO of MTR Corporation Limited, as our Keynote Speaker at the Final Presentation Seminar, along with Prof Frederick Ma GBS JP, Chairman of the Hong Kong Trade Development Council, for gracing us as the Guest of Honour at the Award Presentation Ceremony.

The Association remains steadfast in its commitment to advancing excellence in people development across Hong Kong and the Region. Here's to celebrate 35 years of impact and many more years of continued success for the Award!

## Message from Ms Margaret Cheng JP



**Ms Margaret Cheng JP**  
**Chairperson, Organizing Committee**  
**HKMA Award for Excellence in Training and Development 2025**

The HKMA Award for Excellence in Training and Development, established in 1990, has been a cornerstone in recognizing exemplary training programmes and individuals. This Award enhances professional standards and serves as a beacon for talent development in Hong Kong and the region.

As we celebrate the 35<sup>th</sup> anniversary of this Award, we reflect on the remarkable evolution of the talent development sector. Over the years, we have witnessed the ongoing progression of training programmes and the professionals behind them. In an era marked by rapid technological advancements, training methodologies have continuously innovated, leading to more engaging and impactful learning experiences. Each year, we are inspired by the high-quality entries from diverse industries, showcasing creativity and a commitment to excellence.

I extend my heartfelt gratitude to all participants for their hard work and commitment to advancing the Learning and Development landscape. Your willingness to share experiences and support one another is invaluable in achieving collective success.

The success of this Award is a reflection of the robust support from our business community. I would like to express my deepest appreciation to the members of the Organizing Committee for their unwavering dedication, to the Panel of Adjudicators and Board of Examiners for their invaluable contributions, and to our Sponsors for their generous support, which makes this Award possible.

A special thank you to Prof Jacob Kam JP, CEO of MTR Corporation Limited, for serving as our Keynote Speaker at the Final Presentation Seminar, and to our Guest of Honour, Prof Frederick Ma GBS JP, Chairman of the Hong Kong Trade Development Council, for joining us at the Award Presentation Ceremony.

## Message from Ms Titania Woo



**Ms Titania Woo**  
**Executive Director**  
**The Hong Kong Management Association**

The rapid changes in the global economic landscape and technological advancements present unprecedented challenges and opportunities for organizations of all sizes. Amid the increasing demand for digital transformation, training and development are crucial for thriving in today's competitive environment. Companies must prioritize reskilling and upskilling to stay ahead.

Celebrating its 35<sup>th</sup> anniversary this year, the Award for Excellence in Training and Development, organized by The Hong Kong Management Association, recognizes organizations and training professionals dedicated to people development. This year, we emphasize cultivating cross-disciplinary skills and embracing diverse talents, encouraging organizations to showcase their commitment to talent reskilling and upskilling.

We are pleased to see many organizations actively integrating artificial intelligence into their training initiatives. By leveraging AI, they provide personalized learning experiences while preserving their culture and fostering team spirit. These forward-thinking organizations inspire employees to step outside their comfort zones, equipping them with skills that drive overall performance. We celebrate their boldness and innovative approaches that set a benchmark for excellence in the industry.

This year's Award success would not have been possible without the strong leadership of Ms Margaret Cheng JP and the dedicated efforts of the entire Organizing Committee, along with our Board of Examiners and Panel of Judges. We extend our heartfelt gratitude to all our sponsors and media partners for their generous support. A special thanks to Prof Jacob Kam JP, CEO of MTR Corporation Limited, for sharing invaluable insights at the Final Presentation Seminar, highlighting the event as he led MTR to win the Gold Award 24 years ago. We also appreciate Prof Frederick Ma GBS JP, from the Hong Kong Trade Development Council, for honouring us at the Award Presentation Ceremony.

Looking ahead, the HKMA remains committed to our important mission of advancing people development. Together, let us embrace the challenges and opportunities ahead and continue to write a new chapter in Hong Kong's talent development journey.

# An Introduction to The Hong Kong Management Association



The Hong Kong Management Association (HKMA) is a leading professional organization which was established in 1960 for the purpose of advancing management excellence in Hong Kong and the Region.

## VISION

- To be the leading professional organization advancing management excellence in Hong Kong and the Region

## MISSION

- To promote best practices in management
- To nurture human capital through management education and training at all levels
- To provide members with a platform for exchange of ideas, networking and personal development

## VALUES

- Continuous improvement
- Innovation
- Integrity
- Professionalism
- Respect for Individuals
- Sustainability

Services provided by HKMA can be categorized into three major areas, namely education and training; management services and membership services.

With a commitment to nurturing human capital through management education and training at all levels, HKMA offers around 2,000 training and education programmes covering a wide range of management disciplines for over 50,000 executives every year. For distance learning courses, seminars and workshops, certificates, diplomas, all the way to bachelor's, master's and doctorate degree programmes jointly organized with prestigious overseas universities, these programmes are suitable for executives at different stages of development. HKMA also provides specially designed corporate training which is geared to the particular needs of different organizations.

The Association believes learning while networking works best for achieving continuous development. Diversified management services are offered to provide platforms for business executives to exchange ideas, to network and to gain professional development. Annually, the Association organizes diverse functions such as Annual Conference, special topic seminars and workshops. Prominent business leaders are invited to share their invaluable insights and wisdom on the most updated trends and development of management.

Business award is another major area of HKMA's management services. To promote best practices in management, each year, the Association organizes nine business awards in Hong Kong and Mainland China, recognized as the highest accolades of the business community. These include the HKMA Best Annual Reports Awards, the HKMA Quality Award, the HKMA Award for Excellence in Training and Development, the HKMA / ViuTV & Now TV Awards for Marketing Excellence, the HKMA Sustainability Award, the HKMA Business Simulation Competition, the HKMA Distinguished Salesperson Award and the HKMA / HKT Global Innovation Award.

With a total of over 13,000 members including individuals and corporates, membership service has always been a priority for the Association. A comprehensive range of membership activities such as seminars, forums, luncheons, company visits, study tours and networking activities are offered every year. Another distinctive feature of membership is the six Specialist Clubs which provide opportunities for members with similar interests to meet and develop further their specialist knowledge. The highlight event of membership is the Annual Fellowship Dinner which provides an excellent platform for members to extend their network.





**HKMA**

Human Capital Management Society  
人才資源管理社

*Promote People Management Excellence and Exchange Insights with HR Practitioners*



Learn Industry Best Practices, and Latest Knowledge and Skills in HR Management



Build Valuable Network and Connect with Like-minded HR Professionals



Enjoy Priority to Attend HCMS Events and Activities



[www.hkma.org.hk/hcms](http://www.hkma.org.hk/hcms)

**Enquiries:**

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\* HKMA Full and Associate Members can join HCMS for free

\* HKMA Corporate and Charter Members can nominate their staff members to join HCMS for free

*Join Us Now!*

# About The Award



## INTRODUCTION

The Award for Excellence in Training and Development has been organized by the People Development Management Committee and the People Management Committee of The Hong Kong Management Association since 1990. It is the only award of its kind in Hong Kong that gives public recognition of achievements in training and development to individuals as well as organizations, whether large or small and whatever the nature of their businesses or services.

## AWARD CATEGORIES

1. Campaign Awards
2. Individual Awards

## JUDGING PROCESS

### Campaign Awards

Participating companies were invited to submit a programme summary on their training and development programmes. The written submissions were then reviewed by the Board of Examiners which comprises members of the People Development Management Committee, People Management Committee and the Award Organizing Committee. Ten finalists as well as recipients of all Special Awards were selected. Ten finalists were then invited to give a presentation at the Final Presentation Seminar assessed by the Panel of Adjudicators. The Seminar was specially designed to select the Award winners and provide an experience-sharing platform for all executives.

### Individual Awards

All Award entrants were nominated by their organizations. They were required to submit a write-up explaining their achievements in training and human resources development and were invited to an interview session.

For Distinguished Trainer Award candidates, the interview session will be divided into two parts. The first part will include a 10-minute presentation, covering all judging criteria, to be followed by a 5-minute Q-&A session by the Board of Examiners. The second part will include a 10-minute training plan presentation. The presentation should cover all the judging criteria. For Outstanding New Trainer Award candidates, the interview session will be divided into two parts. The first part will include a 10-minute presentation, covering all the judging criteria, to be followed by a 5-minute Q-&A session by the Board of Examiners. The second part will include a 10-minute short training. Participants would be informed of the training topics and training plan topics 30 minutes before the interview session. Winners of Distinguished Trainer Awards and Outstanding New Trainer Awards were selected by the Board of Examiners while the Trainer of the Year was selected by the Panel of Adjudicators at the Final Presentation Seminar.

## AWARDS AND RECOGNITION

### Campaign Awards

- 1 Gold Award
- 2 Silver Awards
- 3 Bronze Awards
- 4 Excellence Awards




### Special Awards



- Excellence in Career Development
- Excellence in Change Management
- Excellence in Cultural Change
- Excellence in Digital Transformation
- Excellence in Diversity, Equity and Inclusion Promotion
- Excellence in Environmental Sustainability in the Workplace
- Excellence in Innovation
- Excellence in Leadership Development
- Excellence in Reskilling/Upskilling
- Excellence in Social Impact

- Excellence in Stakeholder Engagement
- Excellence in Talent Development
- Excellence in Team Development
- Excellence in Wellbeing
- Excellence Campaign for Organizations with 500 Employees or Less
- Excellence Campaign for Org with 3,000 Employees or Above
- HR Professionals' Favourite Campaign

### Individual Awards

-  置地公司 Hongkong Land Trainer of the Year
-  Distinguished Trainer Awards
-  PRUDENTIAL 保誠保險 Outstanding New Trainer Awards

## Panel of Adjudicators



**Ms Margaret Cheng JP**  
HR Director  
MTR Corporation



**Mr Patrick Lam**  
Executive Vice Chairman & CEO  
FSE Lifestyle Services Limited



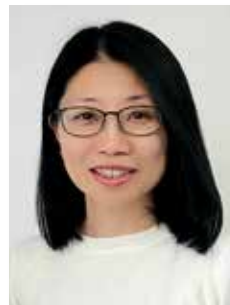
**Mr Gary Lee**  
President & CEO  
Canon Hongkong Company Limited



**Mr Arthur Shek**  
Managing Partner Hong Kong Office  
McKinsey & Company



**Mr Albert Su**  
Chief Executive  
Tung Wah Group of Hospitals



**Ms Elsa Wong**  
Managing Director  
NEC Hong Kong Limited

# Training and Development Awards Organizing Committee 2025



**Ms Margaret Cheng JP (Chairperson)**

Human Resources Director  
MTR Corporation



**Ms Miranda Au**

Chief Human Resources Officer  
FWD Life Insurance Company (Bermuda)  
Limited



**Ms Connie Chan**

Director, Human Resources and  
Administration  
Octopus Holdings Limited



**Mr CY Chan**

Executive Director - Human Resources  
Verdant Capital Group



**Ms Fanny Chan**

Chief Human Resources Officer  
Chow Tai Fook Life Insurance Company  
Limited

# Training and Development Awards Organizing Committee 2025



**Dr Salina Chan**  
Head of HR OSEA and  
L&D International  
Fossil Group



**Dr Aaron Chiang**  
Head of  
Human Resources & Administration  
Hong Yip Service Company Limited



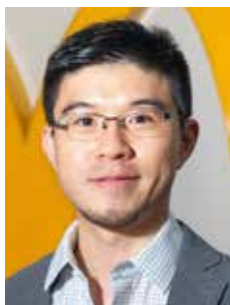
**Mr Fong Kai Shing**  
General Manager – Group Training & Development  
/ Principal – Towngas Training Institute  
The Hong Kong and China Gas Company Limited



**Ms Lesley Gong**  
HR Director  
Microsoft Hong Kong



**Mr Charles Ho**  
Former Assistant Director (Training)  
Hong Kong Institute of Construction



**Mr Kevin Kam**  
Chief People Officer  
McDonald's Hong Kong



**Mr Jason Lee**  
Executive Director – People and Culture  
Hong Kong Air Cargo Terminals

# Training and Development Awards Organizing Committee 2025



**Ms Ivy Leung**  
General Manager  
The Hong Kong Management  
Association



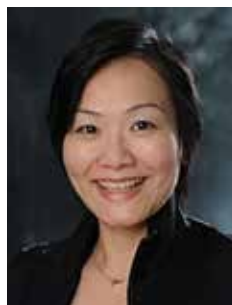
**Mr David Lim**  
Executive Vice President, People  
PVH Asia Pacific Limited



**Ms Theresa Lui**  
Chief People Officer  
Chow Tai Fook Jewellery Group



**Ms Jenny Pong**  
People & Culture Director, APAC  
Ove Arup & Partners Hong Kong Limited



**Ms Hester Shum**  
Group Chief Human Resources  
Officer  
PCCW Group



**Ms Vivian So**  
Director, People  
Hong Kong Express



**Ms Mary Suen**  
Executive Consultant  
Stan Group (Holdings) Limited

# Training and Development Awards Organizing Committee 2025



**Ms Irene Tam**  
Head of Flight Crew People  
Services  
Cathay Pacific Airways



**Ms Rita Tsui**  
Head of HR  
Asia HRM Ltd



**Dr Lake Wang**  
Executive Director, People and  
Organisational Development  
The Hong Kong Jockey Club



**Ms Alice Wong**  
People & Culture Director, Food  
DFI Retail Group



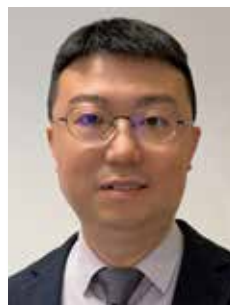
**Ms Stephanie Wong**  
Distribution Training Director  
AXA Hong Kong and Macau



**Mr Derek Wu**  
Group Chief People Officer  
Tam Jai International Co. Ltd.



**Ms Yolice Wu**  
Executive Director & Chief People &  
Culture Officer  
Hongkong Land Limited



**Mr Jason Zhang**  
Chief Human Resources Officer, GM of HR  
China Mobile Hong Kong Co. Ltd.

# 2024/2025 People Development Management Committee



**Mr Stephen Leung (Chairman)**  
Non-executive Director  
PuraPharm Corporation Ltd



**Mrs Claudia Hodges**  
Director Group Agency Distribution  
AIA International Limited



**Dr Barry Ip**  
Vice President – Learning and Advancement  
Wynn Macau and Wynn Palace



**Mr Ellis Ku**  
Chief Learning & Development Manager  
MTR Corporation



**Mr Lam Ming Wing**  
Chief Human Resources Officer  
The Hong Kong and China Gas Company  
Limited



# 2024/2025 People Development Management Committee



**Ms Maylie Lee**  
Chief Human Resources Officer  
AIA International Limited



**Ms Eliza Ng**  
Principal Consultant  
The Hong Kong Management Association



**Ms Felicity Sam**  
Former Director,  
Learning & Leadership - International  
Lululemon



**Ms Carmen Ting**  
Head of Organisation  
and Talent Development  
People, Performance and Culture  
KPMG



**Mr Kenneth Wai**  
Principal Consultant  
The Hong Kong Management Association



**Dr Lake Wang**  
Executive Director, People and  
Organisational Development  
The Hong Kong Jockey Club



**Ms Yolice Wu**  
Executive Director &  
Chief People & Culture Officer  
Hongkong Land Ltd

# 2024/2025 People Management Committee



**Ms Margaret Cheng JP (Chairperson)**

Human Resources Director  
MTR Corporation



**Ms Priscilla Chau**

Director – Human Resources  
CLP Power Hong Kong Limited



**Ms Florence Chow**

Managing Director  
FnB TalentsConnect Limited



**Mr Ian Choy**

Executive Director – People and Culture,  
Corporate Communications and  
Administration  
Gammon Construction Limited



**Ms Sara Ho**

Group Chief Human Resources Officer  
Jebsen & Co. Ltd.



**Mr Kevin Kam**

Chief People Officer  
McDonald's Hong Kong



**Mr C K Lee**

Founder & Managing Director  
C K Lee & Associates



**Ms Carrie Leung MH**

Chief Executive Officer  
The Hong Kong Institute of Bankers

# 2024/2025 People Management Committee



**Ms Christina Leung**

Former Director,  
Group Human Resources and Administration  
Guardforce Limited



**Mr Peter Leung**

Senior Manager Human Resources  
Hospital Authority



**Ms Elaine Liu**

Executive Director  
Sino Land Company Limited



**Ms Jenny Pong**

People & Culture Director, APAC  
Ove Arup & Partners Hong Kong Limited



**Ms Janet Poon**

Director - Human Resources and  
Administration  
Hang Lung Properties Limited



**Mr Albert Wong**

Advisor (Human Resources)  
CLP Power HK Limited



**Ms Florence Wong**

Head, HR, Hong Kong, Taiwan  
and co-head HR, GBA  
Standard Chartered Bank (Hong Kong) Limited



**Mr Derek Wu**

Group Chief People Officer  
Tam Jai International Co. Ltd.



**Ms Janet Yeung**

Head of Human Resources  
Hong Kong Trade Development Council

# Campaign Awards



## CAMPAIGN AWARD WINNERS

### Gold Award

"Digimon"  
The Hong Kong and China Gas Company Limited

### Silver Awards

"CLP Learning Island Programme"  
CLP Power Hong Kong Limited

"Jeh Jeh Back to School: Leading Local, Growing Global"  
Tam Jai International Co. Limited

### Bronze Awards

"From 0 to 1000: Social Media Success Workshop"  
AXA Hong Kong & Macau

"Professional Certificate in Reimaging Retail for the Digital Era (QF Level 6)"  
DFI Retail Group

"EY Badges"  
Ernst & Young Group Limited

### Excellence Awards

"Key Opinion Sales (KOS) Bootcamp"  
Jebsen Group

"Becoming a Citizen of Arendelle"  
Hong Kong Disneyland Resort

"UP"  
Hong Kong Disneyland Resort

"SOAR: When Agile Processes Elevate Workforce Excellence"  
Urban Renewal Authority

### Special Awards

 **Excellence in Career Development**

"Racing Towards Excellence: Retail Succession Programme"  
The Hong Kong Jockey Club

"ICONIC Talent Journey - Inspiring Careers in Hospitality"  
Hotel ICON

"PRUventure Elite - Entrepreneurial Leadership Development Programme"  
Prudential Hong Kong Limited

### Excellence in Change Management

"SOAR: When Agile Processes Elevate Workforce Excellence"  
Urban Renewal Authority



**安盛 Excellence in Cultural Change**

"CLP Learning Island Programme"  
CLP Power Hong Kong Limited

"More Like a Friend, Less Like a Bank' Service Programme"  
DBS Bank (Hong Kong) Limited

"Digimon"  
The Hong Kong and China Gas Company Limited



**MTR Excellence in Digital Transformation**

"Professional Certificate in Reimaging Retail for the Digital Era (QF Level 6)"  
DFI Retail Group

"Digimon"  
The Hong Kong and China Gas Company Limited

"Integrated RGM BOSS: Advancing Shift Leadership and QSC Performance Digitally"  
McDonald's Hong Kong

### Excellence in Diversity, Equity and Inclusion Promotion

"Inclusion and Diversity Week"  
CLP Holdings Ltd.

### Excellence in Innovation

"CLP Learning Island Programme"  
CLP Power Hong Kong Limited

"EY Badges"  
Ernst & Young Group Limited

### Excellence in Leadership Development

"Cathay People Leadership Development Pathway"  
Cathay Pacific Airways

"PRUventure Elite - Entrepreneurial Leadership Development Programme"  
Prudential Hong Kong Limited

"Jeh Jeh Back to School: Leading Local, Growing Global"  
Tam Jai International Co. Limited

# Campaign Awards



## **Excellence in Reskilling and Upskilling**

Professional Certificate in Reimaging Retail for the Digital Era (QF Level 6)

DFI Retail Group

"EY Badges"

Ernst & Young Group Limited

"Key Opinion Sales (KOS) Bootcamp"

Jebsen Group

## **Excellence in Stakeholder Engagement**

"SOAR: When Agile Processes Elevate Workforce Excellence"

Urban Renewal Authority



香港賽馬會  
The Hong Kong  
Jockey Club

## **Excellence in Talent Development**

"EY Badges"

Ernst & Young Group Limited

"People Management Excellence Programme"

The Hong Kong Jockey Club

"UP"

Hong Kong Disneyland Resort



## **Excellence in Team Development**

"SOAR: When Agile Processes Elevate Workforce Excellence"

Urban Renewal Authority

## **Excellence in Social Media Leads**

"From 0 to 1000: Social Media Success Workshop"

AXA Hong Kong & Macau

## **Excellent Campaign for Org with 3,000 Employees or Above**

"Racing Towards Excellence: HKJC Retail Succession"

The Hong Kong Jockey Club

## **HR Professionals' Favourite Campaign**

"Digimon"

The Hong Kong and China Gas Company Limited



# Igniting Dreams

# Fuelling Tomorrow

— At Towngas, diverse and exciting opportunities await. Venture into the world of energy and explore innovative and greener technologies with us to better serve millions of households and businesses. We advance diversity and inclusion, so everyone can excel as part of the resilient team.



# Campaign Awards

## Gold Award



### “Digimon” The Hong Kong and China Gas Company Limited

#### Special Awards



安盛

*Excellence in Cultural Change*



MTR

*Excellence in Digital Transformation*

*HR Professionals' Favourite Campaign*

#### Embracing a Digital Transformation Culture

The Hong Kong and China Gas Company Limited (Towngas), established in 1862, is Hong Kong's first public utility. Over the years, it has transformed from a traditional gas supplier into a modern energy provider with a strong focus on sustainability. In response to evolving customer expectations, rising operational costs, and global demand for decarbonisation, Towngas launched the “Digimon” (the abbreviation of “Digital Monsters”) programme in 2023. This cultural transformation initiative aims to enhance operational efficiency, customer experience, and employee empowerment through digital innovation and the integration of Generative AI (Gen AI).

#### Programme Objectives

Towngas identified several pressing challenges: increasing demand for higher service and safety standards, the need to align with ESG goals, and the urgency to upskill its workforce. Additionally, the company faced inefficiencies in legacy workflows and a growing risk of knowledge loss due to staff turnover. The Digimon programme was developed to tackle these issues by fostering a digital-savvy, data-driven culture that enables employees to adopt and develop digital tools tailored to their specific needs.

#### Design and Implementation: The DRIVE Model

The programme is structured around the “DRIVE” model—Deploy, Resources, Inspire, Vitalise, and Engage:

- **Deploy:** A company-wide rollout of cloud-based information infrastructure and Gen AI-powered tools provided employees with seamless access to productivity and communication platforms, enabling flexible and efficient work practices.
- **Resources:** A dedicated online portal and e-learning library were launched to support self-paced learning. One-on-one tutorials offered personalised guidance, even from non-IT staff with practical experience.
- **Inspire:** Hands-on workshops, user sharing sessions, and leadership interviews showcased successful use cases and encouraged cross-departmental learning.
- **Vitalise:** A Digital Squad of over 50 change agents was formed to champion digital adoption. These agents received intensive training and played a key role in promoting data-driven decision-making across departments.
- **Engage:** A reward scheme incentivised participation in digital initiatives, reinforcing a culture of continuous improvement.

#### Outcomes and Impact

Between 2023 and Q1 2025, the programme trained nearly 3,000 staff members, achieving 100% departmental coverage and an average training score of 4.67 out of 5. This initiative led to the launch of 240 digital processes, resulting in savings of 2,500 man-hours and HK\$3.3 million in costs, with a return on investment of 313%.

#### Innovation and Recognition

The Digimon programme stands out for its inclusive and agile approach, empowering employees across all levels to digitise workflows and drive innovation. It fosters a reverse mentoring culture, where younger staff support senior colleagues in adopting digital tools. The programme also functions as a central hub for innovation, capturing and showcasing employee-developed solutions and best practices. This holistic approach has positioned the programme as a model for digital transformation and cultural change within the organisation.

#### Conclusion

The Digimon programme has successfully embedded a culture of digital transformation at Towngas, enhancing operational efficiency, customer service, and staff engagement. It positions the company to embrace future challenges with agility, innovation, and sustainability at its core.

#### Comments from Adjudicators

The programme successfully fostered a digital transformation culture that enhanced operational efficiency, customer experience, and employee empowerment through innovative use of digital tools and Generative AI. Addressing critical challenges such as rising service demands, ESG alignment, and workforce upskilling, the programme drove a data-driven mindset across the organization.

Structured around the DRIVE model, the initiative deployed cloud infrastructure, provided tailored learning resources, inspired cross-departmental collaboration, energized change agents, and engaged employees with reward incentives. This comprehensive approach ensured full departmental participation, extensive staff training, the launch of numerous digital processes, and realized significant cost savings with a strong return on investment.

Recognized for its inclusivity and agility, the programme promoted reverse mentoring and grassroots innovation, positioning Towngas as a leader in digital transformation within the utility sector. By embedding this culture of continuous improvement and sustainability, the programme has equipped Towngas to meet future challenges with resilience and creativity.

This outstanding programme set a high standard for workforce development and serves as a shining example of digital transformation and cultural change in Hong Kong's training landscape.

# Embracing Decarbonisation





# Silver Award



## “CLP Learning Island Programme” CLP Power Hong Kong Limited

### Special Awards



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Excellence in Cultural Change

Excellence in Innovation

CLP Power Hong Kong Limited (CLP Power) places strong emphasis on talent development and knowledge transfer. Its CLP Power Learning Institute (CLPLI) has launched an innovative learning platform — **CLP Learning Island Programme** (“CLP 長學 FUN” in Chinese). This centralized digital learning platform is developed in-house and serves as the main learning hub for all staff, including new joiners, transferred colleagues and existing colleagues at various levels. Hosted within CLP Power’s cloud system, it is accessible 24/7 via any digital devices of all staff.

#### Objectives

There are plenty of readily available learning resources within CLP Power. However, staff have reflected that these resources are not easily accessible. This is due to the reliance on supervisor nominations for course enrolment rather than self-volunteering, the absence of a centralized resources platform, and the lack of a sharing platform for cross-team collaboration. In response, CLPLI set out to achieve four key objectives with the CLP Learning Island Programme:

1. Transform 50% of the learning initiatives from supervisor-led nominations to self-enrolment and self-paced learning
2. Consolidate training resources from various intranet sources into a one-stop centralized platform
3. Foster a proactive sharing culture by developing a dedicated sharing platform for knowledge exchange
4. Equip 80% of the CLP Power staff with essential role-specific knowledge by engaging the Subject Matters Experts (SMEs) to produce digital learning modules

#### Programme Design

##### Feature #1: Gathering and Creating Learning Resources across Departments and SMEs

Learning resources previously scattered across different intranet sites have been reorganized into 10 themed “learning islands”. Each island represents a specific learning domain. CLPLI collaborated with internal SMEs to produce new learning content in formats such as micro-learning videos, seminars and training workshops.

##### Feature #2: Self-directed Learning

Staff are empowered to take charge of their own learning journeys; they can freely explore and enrol in modules that align with their interests and development goals. This approach reduces reliance on traditional top-down training nominations and encourages autonomy and cross-functional learning.

##### Feature #3: Peer-to-Peer Knowledge Sharing

The “Learn & Share” Island provides a collaborative space for peer-to-peer knowledge exchange, where staff can share and post their learning insights from learning modules or share role-specific expertise. Colleagues can engage with the content through comments, fostering a culture of mutual learning.

##### Feature #4: Gamification and Learning Points Rewards

The CLP Learning Island Programme features gamified elements, including animated visuals of island that simulate a video game environment. This design, comparing with the traditional, text-heavy learning systems, significantly boosts learner engagement.

Staff earn Learning Points by completing modules, which can be redeemed for unique gifts, such as coupons and daily necessities. Thus, the Learning Points serve as an incentive to further motivate staff to learn, especially during the pilot phase.

#### Outcomes:

The CLP Learning Island Programme has delivered impressive results. By using e-learning authoring tools, CLPLI reduced the cost of creating micro-learning videos by 50%. It also successfully replaced 52 planned in-person training workshops with this digital alternative, saving logistics and trainer fees. Furthermore, the entire system was built internally by CLPLI, utilising own manpower and internal resources within 40 man-hours only. The platform also supports flexible learning by overcoming the barriers of work shifts and dispersed work locations.

#### Comments from Adjudicators

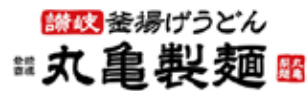
The programme introduced an innovative, digital, and scalable learning platform that centralized scattered resources and empowered staff to take charge of their own development. Developed entirely in-house, the programme replaced numerous in-person workshops with engaging micro-learning videos and interactive content, resulting in significant cost savings.

Its user-centric, gamified design increased learner engagement, while fostering a collaborative culture through peer-to-peer knowledge sharing. The platform’s accessibility across devices and flexible learning approach also supported diverse work schedules and promoted inclusivity.

Aligned with strategic priorities such as digital transformation, net-zero emissions, and workforce agility, the programme contributed to tangible business outcomes. By combining practical learning with rewards and social interaction, it cultivated a culture of continuous improvement and innovation, making it a highly effective and sustainable solution for organizational growth.



# SPICE UP YOUR FUTURE



# Silver Award



## “Jeh Jeh Back to School: Leading Local, Growing Global” Tam Jai International Co. Limited

## Special Award Excellence in Leadership Development

At Tam Jai, we value our talent and remain committed to our HR philosophy, which centres on the vision to “Spice up our People, Business, and Community.” Our District Managers “Tam Jai Jeh Jeh” “Tam Jai Gor Gor”, who serve as the backbone of our business is highly regarded. In 2024, we partnered with HKU SPACE to launch the District Manager Leadership Programme, a first-of-its-kind initiative tailored for these Tam Jai’s frontline leaders. The programme was designed to empower District Managers as capable local leaders while also equipping them for roles in overseas expansion.

With the strong involvement of BU Heads and senior management, who actively engaged in Focus Group and Pilot Run, we gained deep insight into the needs of our District Managers. Operating in Hong Kong’s fast-paced and demanding F&B sector, they shoulder a wide range of responsibilities and manage consistently heavy workloads. Encouraging them to step away from their packed schedules and return to a classroom setting, often after years away from formal learning, was no small feat. In addition, many of these District Managers had limited exposure to formal education. To support our District Managers, we launched a programme that not only built core competencies but also reignited their confidence.

To strengthen capability, the programme targeted three key areas: Personal Effectiveness, Team Management, and Task Management, equipping managers with the practical tools to excel amid Tam Jai’s rapid growth. To boost confidence and demonstrate genuine support, we provided one-on-one coaching, reinforcing a strong “can-do” mindset and self-belief.

All participating District Managers earned QF Level 3 qualifications, enhancing both their professional credibility and long-term career prospects. Evaluation results showed measurable improvements in Tam Jai core competencies, further validating the success of the programme in uplifting District Managers’ leadership capabilities.

In terms of business results, we evaluated Return on Investment (ROI) based on employee engagement, and overall revenue growth. Our District Managers lead highly engaged teams, with engagement scores surpassing industry benchmarks by close to 20%. Remarkably, each District Manager achieved a 100% employee engagement score, highlighting a workforce that is both deeply motivated and fully committed. The dedication and expertise of the District Managers played a pivotal role in the successful launch of the new brand ‘Mala Tang by Samgor’ and the milestone opening of the 100th stores for both TamJai Yunnan Mixian and TamJai SamGor Mixian in December 2024. This achievement highlights the capabilities and flexibility of our highly skilled team, shaped by the insights and skills gained through the programme.

In the ever-evolving and competitive F&B landscape, Tam Jai remains steadfast in its people-first philosophy, committed to nurturing internal talent. Our District Manager Leadership Programme embodies this vision, balancing the development of confidence with the deepening of core competencies. By cultivating a supportive environment for our frontline leaders, the programme empowers our District Managers to thrive. This initiative not only reflects Tam Jai’s DNA of “Will to Win, Passion to Serve,” but also fosters a culture of continuous learning, uplifting the growth of every employee and shaping a more sustainable future for Tam Jai.

### Comments from Adjudicators

The programme achieved a successful transformation by empowering frontline leaders with holistic core management skills tailored to their unique needs. Designed especially for middle-aged district managers with limited formal education, the programme prioritized confidence-building alongside competency development through practical, real-life scenarios and personalized coaching.

Strong involvement from senior management and business unit heads ensured a supportive, people-centered approach that reignited participants’ self-belief. Earning QF Level 3 qualifications enhanced professional credibility and career prospects, while measurable improvements in employee engagement and business growth validated the programme’s impact.

By balancing skill development with confidence upliftment, this initiative cultivated motivated and capable leaders who played a pivotal role in Tam Jai’s rapid expansion and brand milestones, demonstrating its lasting value in nurturing internal talent and sustaining organizational success.



安盛

# UNLOCK THE FUTURE

Excellence and Innovation for Customer Protection

At AXA, we lead with innovation. Through cutting-edge insurtech, we provide inclusive, personalised solutions that cover emerging risks and tailor coverage for our customers and communities, such as extreme weather parametric protection and Hong Kong's first Internet of Vehicles (IoV) for enhanced safety.

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# Bronze Award



## “From 0 to 1000: Social Media Success Workshop” AXA Hong Kong & Macau

### Special Award

*Excellence in Social Media Leads*

#### **From 0 to 1000 – A Digital Revolution in Insurance Sales**

In a world where digital presence is no longer optional but essential, AXA Hong Kong launched the groundbreaking “From 0 to 1000: Social Media Success Workshop” - a transformative initiative designed to empower insurance agents with the skills to thrive on Xiaohongshu (Little Red Book), one of Greater China’s fastest-growing platforms. This programme wasn’t just about teaching social media basics; it was about reshaping the way insurance professionals connect with clients, blending authenticity with strategy to create meaningful engagement.

#### **A New Era of Client Engagement**

Gone are the days of cold calls and impersonal sales pitches. Recognizing that over 80% of agents struggled to convert online followers into clients, AXA crafted a 28-day immersive journey that turned digital hesitation into confidence. The programme combined hands-on training with real-world application, guiding agents through every step - from setting up a compelling profile to crafting viral-worthy content and nurturing leads into loyal clients.

#### **Learning by Doing**

The curriculum was built on the 70-20-10 framework, ensuring agents didn’t just learn theory but put it into practice immediately. Weekly workshops, live coaching sessions, and peer feedback created a dynamic learning environment where participants could refine their skills in real time. Topics ranged from platform algorithms and visual storytelling to conversion tactics, all tailored to Xiaohongshu’s unique ecosystem.

To keep motivation high, gamification elements like digital badges and achievement milestones were introduced, turning learning into an engaging challenge. Meanwhile, AI-powered tools helped even the least tech-savvy agents craft professional-grade content effortlessly.

#### **Beyond Training – A Cultural Shift**

The impact of “From 0 to 1000” went far beyond metrics. It sparked a cultural shift within AXA, with agents embracing social media not just as a tool but as a core part of their professional identity. Stories emerged of agents who had once shied away from digital platforms now confidently sharing personal finance tips, client testimonials, and even family stories - content that resonated deeply with audiences and led to genuine business growth.

An alumni network and mentorship system ensured the programme’s longevity, with graduates returning to guide new participants. This peer-led approach fostered a self-sustaining cycle of learning and innovation.

#### **Inclusivity and Adaptability**

Recognizing the diverse needs of its agents, AXA ensured the programme was accessible to all. Special support was provided for mature agents, while materials were delivered in both Cantonese and Mandarin to cater to different demographics. When Xiaohongshu’s algorithm changed, the curriculum was swiftly updated - keeping the training relevant and future-proof.

#### **A Blueprint for the Future**

“From 0 to 1000” isn’t just a success story - it’s a movement. By merging digital mastery with human connection, AXA has redefined insurance sales, proving that authenticity and innovation can drive remarkable results. The programme has set a new industry standard, inspiring agents to build their brands, attract warm leads, and close deals in ways that feel natural and sustainable.

In a rapidly evolving digital landscape, AXA’s initiative stands as a testament to the power of adaptability, creativity, and the courage to embrace change. It’s not just about selling policies - it’s about building trust, one post at a time.

#### **Comments from Adjudicators**

A transformative programme was developed to empower insurance agents with practical social media skills on Xiaohongshu. The 28-day immersive journey combined hands-on training, live coaching, and peer feedback to build agents’ confidence in digital client engagement.

Based on the 70-20-10 learning framework, it emphasized immediate application of skills, using gamification and AI tools to motivate and support participants. The programme fostered a cultural shift where agents embraced social media as a core professional tool, creating authentic, engaging content that drove genuine business growth.

Its inclusivity, adaptability, and strong mentorship network ensured sustained impact, setting a new standard for digital sales in insurance. This initiative demonstrated how blending digital mastery with human connection can effectively transform traditional sales approaches.

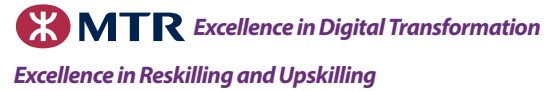


# Bronze Award



## “Professional Certificate in Reimaging Retail for the Digital Era (QF Level 6)” DFI Retail Group

### Special Awards



#### Pioneering Digital Transformation in Retail Leadership

In response to the accelerating pace of digital transformation in the retail sector, DFI Retail Group launched Hong Kong's first Qualification Framework (QF) Level 6 programme specifically designed for retail operations – “Reimaging Retail for the Digital Era”. Developed in partnership with PolyU SPEED, this innovative initiative—equivalent to a Master's level—aims to equip frontline leaders with the strategic vision and digital skills required to thrive in a rapidly evolving marketplace.

The programme targeted 33 experienced team leaders from DFI's four core brands in Hong Kong — Health & Beauty (Mannings), Convenience (7-Eleven), Food (Wellcome), and Home Furnishings (IKEA)—collectively impacting over 9,700 store team members. These participants (with an average tenure of 15 years each) brought substantial operational expertise but limited exposure to digital innovation, making them ideal candidates for this transformative journey.

#### Experiential Learning Through Expert-Led Modules and Capstone Projects

Spanning six months and over 4,000 learning hours, the programme combined in-person lectures, virtual sessions, group projects, and self-directed study. Each module was co-developed with industry experts to address contemporary challenges in digital transformation, IT strategy, leadership, operations, and customer experience.

A key feature of the programme was the Capstone Project, which brought together cross-brand teams to address real-world business challenges such as omnichannel integration, automation, and data monetization. Participants presented their solutions to senior management, fostering strategic dialogue and demonstrating their ability to translate learning into impactful business outcomes.

#### Integrated Support Systems for Applied Learning

The programme's success was anchored in a comprehensive support framework that focused on:

- Developing advanced digital competencies
- Fostering a growth mindset
- Promoting cross-brand collaboration
- Ensuring active management engagement

Participants benefited from mentorship provided by Directors, Course Advisors, and the People & Culture team across all four brands. Continuous engagement through workshops, site visits, and feedback sessions cultivated a culture of care, resilience, and innovation, enabling participants to immediately apply new skills and insights within their operational contexts.

#### Delivering Measurable Business Impact

Graduates leveraged their learning to deliver tangible business results, including:

- A 26% year-on-year sales increase at a flagship store in Q1 2025, driven by a new fulfilment strategy developed during the Capstone Project
- Over \$100,000 in sales generated through a new app-based pre-order initiative, leveraging cross-brand synergies
- A 6% sales increase during a Q1 2025 expo, enabled by the implementation of a digital solution to enhance customer experience.

These achievements underscore the programme's transformative impact on both individual careers and organizational performance. The initiative set a new benchmark for cross-brand collaboration and digital leadership within DFI, illustrating how strategic investment in talent development can unlock innovation, operational excellence, and customer-centric growth in the digital era.

#### Comments from Adjudicators

DFI Retail Group's “Reimagining Retail for the Digital Era” was Hong Kong's first QF Level 6 programme designed for retail operations leadership. It equipped experienced frontline leaders with strategic digital skills to navigate the fast-changing retail landscape.

The programme combined expert-led modules, experiential learning, and a capstone project tackling real business challenges. Strong mentorship and active management support fostered practical application and cross-brand collaboration.

Its well-structured design, business relevance, and impactful outcomes were extraordinary. Graduates drove notable sales growth and digital initiatives, setting a benchmark for leadership in retail digital transformation.

While participation was limited, the programme's focus on holistic personal development and applied learning delivered meaningful organizational benefits and prepared retail leaders for future challenges.



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# Bronze Award



## “EY Badges”

### Ernst & Young Group Limited

#### Developing talent with future-focused skills to shape the future with confidence

At EY, our purpose is Building a better working world. The insights and quality services we provide help build trust and confidence in capital markets and in economies worldwide. Through our four integrated service lines – Assurance, Consulting, Strategy and Transactions, and Tax – and our deep sector knowledge, we help clients capitalize on opportunities and manage risks for sustainable growth.

“The better the question. The better the answer. The better the world works.”

#### How can we ensure our professionals thrive amid future challenges?

In a landscape shaped by rapid technological advancements and evolving market demands, adaptability is essential for competitiveness. To meet evolving client expectations and accelerate innovation, our professionals must develop future-focused skills that set us apart in this technology-driven marketplace.

#### EY Badges Programme – reskilling and upskilling professionals through personalized development

Designed to address these challenges, the EY Badges Programme focuses on reskilling and upskilling our professionals, empowering them to effectively navigate complex client needs. Aligned with our employee value proposition, “Shape your future with confidence,” the programme offers a personalized career development journey to foster innovative skill development in AI, technology, business and leadership, preparing our workforce for the future.

The programme employs a skill-based approach, offering a personalized and flexible learning journey with on-demand, bite-sized content accessible anytime, anywhere. With 270+ badges in emerging technologies, leadership and business, learners progress at their own pace, supported by 70+ digital learning partnerships that bridge theory with practice.

Learners can leverage badges as transfer credits toward three customized EY master’s degrees, developed in collaboration with the triple-accredited Hult International Business School – recognized by the Association to Advance Collegiate Schools of Business, the Association of MBAs, and the European Quality Improvement System.

#### Building a better working world through innovative and sustainable skill development

The EY Badges Programme not only achieves its objectives but also sets a new standard in talent development. Rigorous measurement demonstrates tangible results such as increased promotion rates and high-performance ratings, highlighting its impact on individual careers and organizational success. This cost-effective initiative delivers sustainable outcomes, reinforcing its long-term value and impact as a cornerstone of our talent strategy.

By prioritizing a learner-first approach, the programme equips professionals to transition from role-based to skill-based development, enabling them to adapt, innovate and deliver client-focused solutions. As we continue to invest in our professionals, the programme stands as a testament to our commitment to building a better working world for all.

#### Comments from Adjudicators

The programme offered a personalized and flexible learning journey across a wide range of skill areas. It integrated numerous external platforms and incorporates Diversity, Equity & Inclusion principles, ensuring accessibility and inclusiveness for all professionals.

Learners could use badges as credits toward customized master’s degrees, supporting career progression and motivation. Regular content updates and a vibrant digital community kept the learning experience engaging and relevant.

The programme design was holistic and positively impacted on individual growth and organizational success. Overall, EY’s initiative stood out as a cost-effective, learner-centered model that effectively enhances workforce competencies and drives sustainable development through focused upskilling and reskilling.

## Special Awards

*Excellence in Innovation*

*Excellence in Reskilling and Upskilling*



香港賽馬會  
The Hong Kong  
Jockey Club

*Excellence in Talent Development*

HONG KONG  
DisneyLAND

20<sup>TH</sup> ANNIVERSARY

THE MOST MAGICAL  
PARTY OF ALL



# Excellence Award



## “Becoming a Citizen of Arendelle” Hong Kong Disneyland Resort

### Let It Go Like Never Before

The first and largest “Frozen”-themed land – World of Frozen – opened its gates in late 2023. This landmark expansion was more than just a new themed area; it was an immersive experience, where guests could step into the Kingdom of Arendelle and live the magic of Disney’s beloved franchise. To bring this vision to life, HKDL launched “Becoming a Citizen of Arendelle,” its first-ever in-story training programme designed to transform cast members into authentic citizens of this enchanted land.

### Transforming Cast Members to Living Citizens

The success of World of Frozen hinged not only on its design and attractions but on the people who bring the story to life every day – our cast members. Recognizing this, HKDL created a training experience that went beyond traditional onboarding and product training. The goal was to empower cast members to fully embody the culture, values, and spirit of Arendelle, enabling them to deliver heartfelt, story-driven interactions that resonate with guests of all ages.

The programme was designed and co-facilitated by Disney University and Entertainment team, blending adult learning principles with theatrical immersion. It followed an 80/20 design philosophy – 80% focused on cast members’ self-expression and personal storytelling, and 20% on essential Frozen story information. This approach encouraged cast members to bring their authentic selves into the story, fostering ownership, creativity, and emotional engagement.

### From Storytelling to Guest Experience

“Becoming a Citizen of Arendelle” played a meaningful role in enhancing HKDL’s guest experience approach. Cast members who participated in the programme expressed greater comfort and enthusiasm in engaging with guests. Many guests also noted that their interactions with citizens of Arendelle added a special touch to their overall experience.

The programme also fostered a deeper sense of community and collaboration among cast members across teams. By aligning everyone under a shared narrative and purpose, it helped cultivate a culture of storytelling and service excellence that extended beyond the themed land.

Internally, the initiative was recognized as a model for immersive training and has since been shared with other Disney parks preparing for similar themed experiences. Its success demonstrated the power of combining narrative, creativity, and learning to drive both cast engagement and guest satisfaction.

“Becoming a Citizen of Arendelle” is more than a training programme – it is a cultural transformation initiative that redefined how cast members connect with guests, with each other, and with the Disney story. It set a new benchmark for experiential learning and continues to inspire innovation in guest experience and people development across the organization.

Transforming cast members into citizens has been the cornerstone of World of Frozen’s success. Through their immersive storytelling and in-story interactions, cast members bring the Kingdom of Arendelle to life, allowing guests to fully immerse into the kingdom. This authentic experience has attracted visitors from around the world, further enhancing the park’s overall performance and brand value. This creativity and innovation has strengthened Hong Kong Disneyland Resort’s competitive edge, while also leading tourism industry and strengthening contributions to economy and community.

### Comments from Adjudicators

Hong Kong Disneyland Resort’s “Becoming a Citizen of Arendelle” was an innovative, immersive training programme designed to support the launch of World of Frozen. It uniquely blended storytelling with adult learning principles, transforming cast members into authentic citizens who bring the story to life with creativity and personal expression.

The programme’s 80/20 design engaged cast members deeply, enhancing their confidence and enthusiasm in guest interactions. Its lively storytelling approach and its role in fostering cross-team collaboration and service excellence were praiseworthy.

Beyond training, this initiative strengthened team unity and set a new benchmark for experiential learning within Disney and the wider tourism industry. It had significantly elevated guest experience, boosted Hong Kong Disneyland’s brand, and reinforced its competitive edge. This programme exemplified creativity, innovation, and dedication to people development in the theme park sector.

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# Excellence Award



## “UP”

### Hong Kong Disneyland Resort

## Special Award



香港賽馬會  
The Hong Kong  
Jockey Club

*Excellence in Talent Development*

Following the successful opening of World of Frozen in 2023, Hong Kong Disneyland Resort (HKDL) has officially launched its year-long 20th Anniversary Celebration. Along with the ongoing expansion of the Marvel themed experience and the development of Pixar themed entertainment offerings, HKDL has a solid growth roadmap to continuously deliver Disney magic and joy to guests from around the world.

#### **Nurturing Talent, Unlocking Potential**

In 2024, HKDL launched the UP Programme – Unleash Your Potential, a strategic talent development initiative to develop the next generation of leaders. As HKDL approached its 20th anniversary, the programme targeted mid-level high-potential (HIPO) talent, an often-overlooked group in existing frameworks. While junior and senior HIPO employees had access to development programmes, mid-level leaders were underserved. The UP Programme aims to bridge this gap, supporting HKDL’s “cast first” culture and sustainable leadership development.

Inspired by the spirit of adventure from the Pixar film *Up*, the programme was built around the idea of empowering cast members to dream big and realize their full potential. The programme introduced two distinct tracks: UP1, a six-month journey for junior leaders and individual contributors, and UP2, a nine-month programme tailored for mid-level leaders. Both tracks were grounded in the 70/20/10 learning model, emphasizing experiential learning, social and peer learnings, and formal learning courses.

Participants engaged in a rich blend of activities, including job shadowing, cross-functional tours, mentorship through the AI-powered mentorship platform, and cohort learning sessions on topics ranging from communication skills, leadership skills to agile project management, etc. The programme also featured external corporate visit and lunch and learn session with industry leading organizations, offering participants valuable exposure to best practices in employee engagement and digital transformation.

What sets the UP Programme apart is its HIPO-centric design, which ensures that development is not only aligned with business needs but also personalized to individual strengths and aspirations. Participants co-created Individual Development Plans (IDPs) with their leaders, received mentorship from cross-functional executives, and tackled real-world business challenges through final projects.

A hallmark of the UP Programme was its focus on real-world application. Participants collaborated in teams to address operational challenges, presenting solutions to senior leadership. These projects highlighted their strategic thinking and resulted in tangible improvements, including enhanced guest experiences, more efficient housekeeping, and initiatives to boost cast’s morale.

The programme had a profound impact: Participants’ confidence in leadership soared, and their promotion rates significantly exceeded the company average, proving the programme’s role in accelerating careers. Feedback was overwhelmingly positive, with many praising mentorship, cross-department collaboration, and the chance to shape HKDL’s future.

Beyond individual growth, UP fostered community—uniting cast members across departments and backgrounds. Initiatives like newsletters, volunteering, and alumni engagement strengthened a culture of learning and connection.

Ultimately, UP reflects HKDL’s bold investment in its people, equipping them to thrive while solidifying the company’s leadership in talent development.

#### **Comments from Adjudicators**

The programme exemplified a well-structured, strategic talent development initiative that addresses a critical gap for mid-level high-potential leaders. With strong stakeholder engagement from HR, business leaders, mentors, and executives, the programme offered a comprehensive learning experience combining experiential, social, and formal learning based on the 70/20/10 model.

The two-tier design tailored to different leadership levels included job shadowing, cross-functional tours, mentorship via an AI-powered platform, and cohort learning. The programme tied resolutely to real business challenges foster innovation, with some ideas already implemented, demonstrating strong business alignment.

Its focus on self-understanding, cross-industry inspiration, and cross-functional collaboration were commendable. The personalized development plans co-created with leaders and emphasis on real-world application inspire participant growth and career acceleration. This programme stood out for nurturing talent while reinforcing HKDL’s “cast first” culture and commitment to sustainable leadership development.

# Key Opinion Sales (KOS) Bootcamp 主播訓練營



## Upskilling & Reskilling our Automotive Workforce in the Digital Era



# Excellence Award



## “Key Opinion Sales (KOS) Bootcamp”

### Jebsen Group

## Special Award

### Excellence in Reskilling and Upskilling

#### Upskilling & Reskilling our Automotive Workforce in the Digital Era

As digitalization accelerates in China, live streaming and digital engagement are transforming consumer behaviour. To stay competitive, Jebsen Group continues to invest in upskilling its staff, acknowledging that workforce development fosters long-term business success.

As one of Porsche's first international dealerships, Jebsen Motors is committed to driving the industry's digital transformation by enhancing its talent and skills.

#### Business Challenges

Against a global economic slowdown, increased competition, and shifts in online consumer behaviours, traditional sales methods are less effective. Jebsen Motors experimented with Douyin ( 抖音 ) live streaming, involving both internal Sales Consultants and external Live Streamers.

However, external hosts often lacked product knowledge and depended on discounts, leading to low-quality leads and potential brand misalignment. Internal staff, though knowledgeable, lacked platform expertise. These issues called for a strategic, brand-driven talent development programme.

#### Our Response: KOS Bootcamp

In April 2024, Group HR and the Motors Business Line launched the **Key Opinion Sales (KOS) Bootcamp** ( 主播訓練營 ), a strategic learning intervention to develop internal live streaming talent as brand ambassadors. The programme aimed to enhance product storytelling, real-time interaction, and sales conversion.

The Bootcamp featured:

- **3-stage Selection:** A rigorous process including self-nomination, video assessment, and structured interviews, identified passionate and committed candidates.
- **Hybrid Learning:** A “Learn-Try-Apply” model combined self-paced learning, classroom training, mentoring, and live practice, ensuring engagement and real-world application.
- **Outcome Measurement:** Success was tracked through advanced analytics, real-time feedback during sessions, and a structured four-level evaluation framework aligned with business goals.

#### Business Impact & Result

The behavioural changes observed have had a positive impact on the business. The increased sales conversion rate and higher engagement metrics highlight the effectiveness of the KOS Bootcamp in equipping staff with high-return streaming skills. The programme has successfully transformed viewer engagement into measurable sales growth, aligning with organizational goals and driving measurable impact.

The programme helped us to develop a professional live streaming team to act as brand ambassadors, comprising both internal and external Live Streamers to achieve satisfactory business results:

- Out of 25 participants, 11 successfully joined the internal live streaming team after completing the training programme.
- The internal Live Streamers demonstrated satisfactory performance with positive business results compared to before training. They achieved a threefold increase in live streaming hours, 6.5 times increase in sales leads, a fourfold increase in in-centre visits, and 3.7 times increase in sales transactions.
- The total internal live streaming conversion rate increased from 30% (Jan–Jul 2024) to 49% (Aug 24 – Mar 25), representing a 19% increment.

This is not just a talent development programme. It's a strategic initiative and a step toward organizational transformation. It reshapes how we nurture and develop our people, laying a solid foundation for future success.

#### Comments from Adjudicators

The programme was a strategic talent development programme addressing digital transformation challenges in the automotive sector. It focused on equipping internal live streamers with enhanced product knowledge and digital platform skills to become effective Porsche brand ambassadors.

The hybrid learning approach combined self-paced eLearning, classroom training, mentoring, and live practice, ensuring practical application and strong engagement. The programme's measurable business impact, including improved sales conversion, higher engagement, and cost-effective delivery were remarkable.

While the Key Opinion Sales (KOS) concept was familiar, this initiative stood out by transforming internal talent and strengthening brand representation in a competitive market. The KOS Bootcamp exemplified a forward-looking approach to workforce development, aligning with organizational goals and driving sustainable business growth.

# 創新思維 智建未來

## REGENERATING THE CITY WITH VISION AND INNOVATION





# Excellence Award



## “SOAR: When Agile Processes Elevate Workforce Excellence” *Special Awards*

### Urban Renewal Authority

*Excellence in Change Management*

*Excellence in Stakeholder Engagement*

**R**ecruit *Excellence in Team Development*

The Urban Renewal Authority (URA) was established in May 2001 under the Urban Renewal Authority Ordinance as the statutory body to undertake, encourage, promote and facilitate urban renewal of Hong Kong, with a view to addressing the problem of urban decay and improving the living conditions of residents in old districts.

#### Strategic Objectives

The URA is currently managing a range of subsidy schemes to support building rehabilitation (BR) for owners. This involves handling numerous intricate cases across different schemes, engaging with multiple stakeholders, and adhering to strict compliance standards and complex procedures, all of which contribute to a challenging operational environment. To elevate workforce excellence, the “**New Structure@work · Innovation for a Smarter Workplace**” project was launched in 2024/25 to enhance operational efficiency through various initiatives. These include **Process Streamlining** to reduce workflow steps targeting a 20% increase in efficiency, **People Reorganization** involving the formation of four dedicated teams to enhance specialization, and **Workflow Digitalization** through a Case Management System to automate workflows.

Aligned with the objectives and initiatives, a comprehensive training programme was developed to enhance workforce adaptability to scalable changes through the human-centric **3H Approach**:

- **Head – Mindset Preparation:** Nurture mindsets to embrace change and enhance resilience.
- **Heart – Connect Relationships:** Strengthen team collaboration by fostering psychological safety and effective communication.
- **Hands – Priorities and Skills:** Reskill and upskill staff with essential capabilities to navigate changes effectively.

#### Omnidirectional Learning: Transform into a Collaborative and Efficient Team

Five learning components were designed to help staff develop the right mindset for facing change, enhance collaboration and enrich practical experience, including:

- 1) **Turning Change to Opportunities:** Comprising “Leading Self” and “Leading Team” sessions for leaders and members preparing themselves for change.
- 2) **Team Building:** Encouraging collaborative teamwork with effective communication.
- 3) **Resilience and Team Dynamics:** Including “Embracing Change” and “Real Case Handover” sessions to enhance team resilience.
- 4) **Action Learning:** Facilitating the shift from one-man band to four dedicated teams, ensuring alignment of processes.
- 5) **Pilot Operation and Training:** Conducting “Pilot Operations” and “System Training” sessions to equip staff with practical skills for real-case operation.

#### Active Engagement: Foster Open Dialogue among Stakeholders

To keep staff informed and engaged throughout the transition to a new operational structure, two Townhall meetings were conducted to brief them on organizational changes and the benefits for both operations and staff. Alongside these meetings, communication and engagement initiatives, including briefing sessions and pulse surveys, were conducted at different stages during the project. A “Collab Space” was also established, providing a convenient venue for discussions and meetings, enabling different teams to effectively align processes and responsibilities for a seamless transition.

#### Reinforcing Learning Outcomes and Impact

The training programme was successfully completed within the project’s timeline of 8 months with impressive outcomes. Around 20 training sessions were conducted, covering over 10 topics on reskilling and upskilling, totalling more than 2,000 training hours. Ongoing learning progress assessments revealed a high overall satisfaction rate, with staff showing an increased understanding of relevant topics. Improvements in engagement and agility levels, as shown in 5 pulse surveys, also reflected that staff feedback was acknowledged and addressed timely. Overall, the training enabled staff to embrace change, enhance resilience, and strengthen team collaboration to drive innovation and growth.

The impressive outcomes not only bolster the effective execution of various building rehabilitation subsidy schemes but also enhance the capabilities and excellence of our workforce, enabling them to continue to contribute to promoting building rehabilitation, alleviating urban decay and creating a sustainable and quality living environment for the people of Hong Kong.

#### Comments from Adjudicators

The programme was a remarkable example of visionary leadership and excellence in training and development. With strong top management involvement, the initiative effectively motivated and engaged staff, leading to the successful transformation of diverse teams into specialized units with enhanced team coordination and collaboration.

The human-centric 3H Approach was skilfully applied to nurture resilience, foster psychological safety, and build practical capabilities through well-designed workshops. The innovative use of AI to streamline content creation and assessment significantly enhanced efficiency and delivery.

The robust measurement, human-focused design, and comprehensive curriculum were particularly impressive, highlighting its ability to address operational complexities while inspiring positive behavioural change.

# Past Campaign Award Winners



## 2024

<b>Gold Award</b>	MTR Corporation
<b>Silver Awards</b>	McDonald's Hong Kong Urban Renewal Authority
<b>Bronze Awards</b>	The Hongkong Electric Company, Limited HKT Limited HSBC Life (International) Limited
<b>Excellence Awards</b>	Cathay Pacific Airways Limited CLP Power Hong Kong Limited MTR Corporation PwC China & Hong Kong

## 2023

<b>Gold Award</b>	Marco Polo Hotels - Hong Kong
<b>Silver Awards</b>	AIA Hong Kong & Macau FUJIFILM Business Innovation Hong Kong Limited
<b>Bronze Awards</b>	FedEx Hang Seng Bank Limited Wynn Macau, Limited
<b>Excellence Awards</b>	Arup AXA Hong Kong The Hong Kong Jockey Club Swire Properties Limited

## 2022

<b>Gold Award</b>	Prudential Hong Kong Limited
<b>Silver Awards</b>	Hongkong Land Limited The Hong Kong Jockey Club
<b>Bronze Awards</b>	CLP Power Hong Kong Limited Esquel Group Sino Group
<b>Excellence Awards</b>	Bupa (Asia) Limited Standard Chartered Bank (Hong Kong) Limited The Hong Kong Jockey Club Tricolor Hong Kong

## 2021

<b>Gold Award</b>	The Hong Kong and China Gas Company Limited
<b>Silver Awards</b>	Architectural Services Department, HKSARG Electrical and Mechanical Services Department, HKSARG
<b>Bronze Awards</b>	AXA Hong Kong & Macau Hilti Asia Limited McDonald's Hong Kong
<b>Excellence Awards</b>	DBS Bank (Hong Kong) Limited MTR Railway Operations (Macau) Company Limited Urban Renewal Authority (2 Entries)

## 2020

<b>Gold Award</b>	Fung Group / McDonald's / New World Development / Towngas
<b>Silver Awards</b>	CLP Power Hong Kong Limited Stan Group (Holdings) Limited
<b>Bronze Awards</b>	Cordis, Hong Kong Esquel Group HKT Ltd – PCCW Global
<b>Excellence Awards</b>	Airport Authority Hong Kong AXA Hong Kong & Macau Bupa (Asia) Ltd. / Quality HealthCare Medical Services Ltd. Wynn Resorts (Macau) S.A.

## 2019

<b>Gold Award</b>	Architectural Services Department, HKSAR Government
<b>Silver Awards</b>	Generation: You Employed (HK) Limited Hilti Asia Limited
<b>Bronze Awards</b>	HKT Limited – Commercial Group New World Development Company Limited Ovolo Group
<b>Excellence Awards</b>	MGM China MTR Corporation Limited New World Development Company Limited Zurich Insurance (Hong Kong)

## 2018

### Skills Training Category

<b>Gold Award</b>	Direction Association for the Handicapped
<b>Silver Award</b>	Hotel ICON
<b>Bronze Award</b>	AIA International Limited
<b>Excellence Awards</b>	Jardine Aviation Services Group Jardine Aviation Services Group K11 Concepts Limited

### Development Category

<b>Gold Award</b>	Quality HealthCare Medical Services Limited
<b>Silver Award</b>	Pfizer Corporation Hong Kong Limited
<b>Bronze Award</b>	Ocean Park Corporation
<b>Excellence Awards</b>	AIA International Limited Laws Fashion Group Limited Sun Life Hong Kong Limited

# Past Campaign Award Winners



## 2017

### Skills Training Category

<b>Gold Award</b>	Asia Pacific Heart Rhythm Society and Abbott Laboratories
<b>Silver Award</b>	Sino Group
<b>Bronze Award</b>	MTR Corporation
<b>Excellence Awards</b>	Chow Tai Fook Jewellery Company Limited Manulife (International) Limited Ngong Ping 360 Limited

### Development Category

<b>Gold Award</b>	Hong Kong Airlines Limited
<b>Silver Award</b>	Cathay Pacific Airways
<b>Bronze Award</b>	FTLife Insurance Company Limited
<b>Excellence Awards</b>	Citi Hong Kong The Hong Kong Jockey Club MTR Corporation

## 2016

### Skills Training Category

<b>Gold Award</b>	Cordis, Hong Kong
<b>Silver Award</b>	MTR Corporation and Sports Federation & Olympic Committee of Hong Kong, China
<b>Bronze Award</b>	TAL Apparel Limited
<b>Excellence Awards</b>	Fuji Xerox (Hong Kong) Limited Hong Kong Sheng Kung Hui Welfare Council Limited The Great Eagle Properties Management Company Limited - Langham Place

### Development Category

<b>Gold Award</b>	Prudential Hong Kong Limited
<b>Silver Award</b>	Esquel Group
<b>Bronze Award</b>	Manulife (International) Limited
<b>Excellence Awards</b>	Bank of China (Hong Kong) Limited Wallem Group Zurich Insurance (Hong Kong)

## 2015

### Skills Training Category

<b>Gold Award</b>	Cathay Pacific Airways Limited
<b>Silver Award</b>	Synergis Management Services Limited
<b>Bronze Award</b>	Maxim's Caterers Limited
<b>Excellence Awards</b>	DBS Bank (Hong Kong) Limited Federal Express (Hong Kong) Limited Sun Life Hong Kong Limited

### Development Category

<b>Gold Award</b>	The Hong Kong Society for the Aged
<b>Silver Award</b>	DBS Bank (Hong Kong) Limited
<b>Bronze Award</b>	McDonald's Restaurants (Hong Kong) Limited
<b>Excellence Awards</b>	CLP Power Hong Kong Limited Midland Holdings Limited Shangri-La Hotels and Resorts

### 25th Anniversary Award – Most Dedicated Organization to People Development

CLP Power Hong Kong Limited
HSBC
The Hong Kong Jockey Club
Maxim's Caterers Limited
MTR Corporation Limited

## 2014

### Skills Training Category

<b>Gold Award</b>	Hong Kong Broadband Network Limited
<b>Silver Award</b>	Synergis Management Services Limited
<b>Bronze Award</b>	RS Components Limited
<b>Excellence Awards</b>	Chow Tai Fook Jewellery Company Limited Hotel ICON Ma Belle Jewellery Company Limited

### Development Category

<b>Gold Award</b>	Crystal Group
<b>Silver Award</b>	DFS Group Limited
<b>Bronze Award</b>	Bank of China (Hong Kong) Limited
<b>Excellence Awards</b>	Fuji Xerox (Hong Kong) Limited Hotel ICON Shun Tak – China Travel Ship Management Limited

## 2013

### Skills Training Category

<b>Gold Award</b>	Maxim's Caterers Limited
<b>Silver Award</b>	MTR Corporation Limited
<b>Bronze Award</b>	The Hong Kong Jockey Club
<b>Excellence Awards</b>	HSBC The Kowloon Motor Bus Company (1933) Limited Sun Life Hong Kong Limited

# Past Campaign Award Winners



## Development Category

<b>Gold Award</b>	Chun Wo Development Holdings Limited
<b>Silver Award</b>	DFS Group Limited
<b>Bronze Award</b>	FedEx Express (China)
<b>Excellence Awards</b>	AIA International Limited MTR Corporation Limited Societe Generale, Asia-Pacific

## 2012

### Skills Training Category

<b>Gold Award</b>	The Hong Kong Jockey Club
<b>Silver Award</b>	DHL Express (HK) Limited
<b>Bronze Award</b>	CLP Power Hong Kong Limited
<b>Excellence Awards</b>	Hong Kong Air Cargo Terminals Limited Hong Kong Broadband Network Limited Shanghai Feng Cheng Property Management Co Ltd – Subsidiary of Shui On Land (HK & China)

### Development Category

<b>Gold Award</b>	The Hong Kong Society for the Aged
<b>Silver Award</b>	Hip Hing Construction Company Limited
<b>Bronze Award</b>	MTR Corporation Limited
<b>Excellence Awards</b>	Civil Service Training and Development Institute, Civil Service Bureau, HKSAR The Dow Chemical Company HSBC

## 2011

<b>Gold Prize</b>	BOC Group Life Assurance Company Limited
<b>Silver Prize</b>	Shangri-La Hotels and Resorts
<b>Bronze Prize</b>	Kowloon Central Cluster, Hospital Authority
<b>Excellence Awards</b>	Fleet Management Limited Maxim Caterers Limited Standard Chartered Bank (Hong Kong) Limited

## 2010

<b>Gold Prize</b>	Bank of China (Hong Kong) Limited
<b>Silver Prize</b>	Morgan Stanley
<b>Bronze Prize</b>	The Hong Kong Jockey Club
<b>Excellence Awards</b>	Aon Hong Kong Limited Fuji Xerox (Hong Kong) Limited Mandarin Oriental Hotel Group

## 2009

<b>Gold Prize</b>	MTR Corporation Limited
<b>Silver Prize</b>	Synergis Management Services Ltd
<b>Bronze Prize</b>	Zurich Life Insurance Co Ltd
<b>Certificates of Excellence</b>	Hang Yick Properties Management Ltd Hong Yip Service Co Ltd InterContinental Grand Stanford Hong Kong

## 2008

<b>Gold Prize</b>	CLP Power Hong Kong Limited
<b>Silver Prize</b>	Maxim Caterers Ltd and Hospital Authority
<b>Bronze Prize</b>	The Hong Kong Jockey Club
<b>Certificates of Excellence</b>	Canossa Hospital (Caritas) Hong Kong CSL Limited InterContinental Hong Kong

## 2007

<b>Gold Prize</b>	Tao Heung Group Limited
<b>Silver Prize</b>	Kowloon-Canton Railway Corporation
<b>Bronze Prize</b>	The Hong Kong Jockey Club
<b>Certificates of Excellence</b>	Kowloon Shangri-La Hotel Li & Fung (Trading) Limited PCCW Limited

## 2006

<b>Gold Prize</b>	Langham Place Hotel
<b>Silver Prize</b>	Gammon Construction Limited
<b>Bronze Prize</b>	Hang Seng Bank
<b>Certificates of Excellence</b>	Hang Seng Bank Jones Lang LaSalle – Management Solutions Shun Hing Electric Service Centre Ltd

## 2005

<b>Gold Prize</b>	Langham Place Hotel
<b>Silver Prize</b>	CLP Power Hong Kong Limited
<b>Bronze Prize</b>	The Hong Kong and China Gas Company Ltd
<b>Certificates of Merit</b>	HSBC PCCW Limited Standard Chartered Bank (Hong Kong) Limited

# Past Campaign Award Winners



## 2004

<b>Gold Prize</b>	The Hong Kong Jockey Club
<b>Silver Prize</b>	HSBC
<b>Bronze Prize</b>	AXA China Insurance Co Ltd
<b>Certificates of Merit</b>	ACNielsen (China) Ltd Hong Kong Housing Authority MTR Corporation Limited

## 2003

<b>Gold Prize</b>	Cathay Pacific Airways Ltd
<b>Silver Prize</b>	Circle K Convenience Stores (HK) Ltd
<b>Bronze Prize</b>	HSBC
<b>Certificates of Merit</b>	Canossa Hospital (Caritas) Kai Shing Management Services Ltd Sun Hung Kai Properties Ltd

## 2002

<b>Gold Prize</b>	Hong Kong Housing Authority
<b>Silver Prize</b>	Hsin Chong Real Estate Management Ltd
<b>Bronze Prize</b>	Allen & Overy (HK) Limited
<b>Certificates of Merit</b>	American International Assurance Company (Bermuda) Limited Hong Yip Service Company Ltd Shangri-La Hotels and Resorts

## 2001

<b>Gold Prize</b>	Hang Seng Bank Ltd
<b>Silver Prize</b>	Hongkong Post
<b>Bronze Prize</b>	Watson's The Chemist
<b>Certificates of Merit</b>	Giordano International Limited Hang Yick Properties Management Limited Hong Yip Service Company Ltd

## 2000

<b>Gold Prize</b>	Standard Chartered Bank
<b>Silver Prize</b>	Hong Kong Housing Authority
<b>Bronze Prize</b>	The Hong Kong Jockey Club
<b>Certificates of Merit</b>	Heraeus Ltd Hospital Authority MTR Corporation

## 1999

<b>Gold Prize</b>	Hang Seng Bank Ltd
<b>Silver Prize</b>	CLP Power Hong Kong Ltd
<b>Bronze Prize</b>	Hang Seng Bank Ltd
<b>Certificates of Merit</b>	Goodwell Property Management Ltd The Jockey Club Kau Sai Chau Public Golf Course Ltd Kowloon-Canton Railway Corporation

## 1998

<b>Gold Prize</b>	Sheraton Hong Kong Hotel & Towers
<b>Silver Prize</b>	Tse Sui Luen Jewellery Co Ltd
<b>Bronze Prize</b>	DHL International (HK) Ltd
<b>Certificates of Merit</b>	The Hong Kong Jockey Club Hong Kong Police Shell Hong Kong Ltd

## 1997

<b>Strategic HRD Category</b>	
<b>Silver Prize</b>	Regal Hotels International
<b>Bronze Prize</b>	DHL International (HK) Ltd
<b>Skills Training and Development Category</b>	
<b>Gold Prize</b>	Hang Seng Bank Ltd
<b>Silver Prize</b>	Marks and Spencer (H.K.) Ltd
<b>Bronze Prize</b>	Regal Hotels International

## 1996

<b>Overall Winner</b>	Giordano Ltd
<b>Strategic HRD Category</b>	Giordano Ltd
<b>Skills Training and Development Category</b>	Mass Transit Railway Corporation

## 1995

<b>Overall Winner</b>	Hospital Authority
<b>Strategic HRD Category</b>	Hospital Authority
<b>Skills Training and Development Category</b>	Mass Transit Railway Corporation

\* The above list shows the names of the award-receiving companies during the year of the Award indicated.

# Past Campaign Award Winners



## 1994

<b>Overall Winner</b>	Kowloon-Canton Railway Corporation
<b>Strategic Management/Strategic HRD/TQM Training Category</b>	Kowloon-Canton Railway Corporation
<b>Management/Supervisory Training Category</b>	Cathay Pacific Catering Services (HK) Limited
<b>Professional/Technical Training Category</b>	Securair Limited

## 1993

<b>Overall Winner</b>	The Asian Sources Media Group
<b>Strategic Management/Strategic HRD/Customer Service/TQM Training Category</b>	The Sino Group
<b>Management/Supervisory Training Category</b>	The Asian Sources Media Group
<b>Professional/Technical Training Category</b>	Hong Kong Aircraft Engineering Company Limited

## 1992

<b>Service Category</b>	Mass Transit Railway Corporation
<b>Commercial and Industrial Category</b>	Shell Hong Kong Limited

## 1991

<b>Service Category</b>	Arthur Andersen & Company
<b>Manufacturing Category</b>	Computer Products Asia-Pacific Limited
<b>Construction Category</b>	Franki Kier Limited
<b>Wholesale/Retail/Import/Export Category</b>	Jardine Pacific Limited – Pizza Hut Division
<b>Utilities and Public Sector Category</b>	Mass Transit Railway Corporation

## 1990

<b>Multi-National Corporations Category</b>	China Light & Power Company Limited
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\* The above list shows the names of the award-receiving companies during the year of the Award indicated.

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除了提供IDDSI第4級的「軟心膳」點心拼盤外，更推出五款不同IDDSI等級的照護食菜式，讓患吞嚥困難人士重拾與家人「同枱起筷」的快樂。

⚠️ 有吞嚥或咀嚼困難人士食用此產品前，請諮詢醫生或言語治療師之專業意見。進食時如遇到哽咽或進食困難情況，請即時停止進食。

七折享「軟心膳」點心拼盤軟餐條款及細則：顧客憑「長者咭/樂悠咭/長者八達通」即可以七折享用「軟心膳」點心拼盤軟餐一份。此優惠只適用於全線美心皇宮及荃新天地八月花分店。此優惠有效期由2025年10月1日至2025年11月30日(包括首尾兩天)。此優惠只適用於全日堂食散座。堂食另加茶位費、前菜費及加一服務費(以原價計算)。此優惠數量有限，售完即止，恕不另行通知。單一發票內只可使用此優惠一次。請於落單時聲明使用此優惠，並於結賬時出示「長者咭/樂悠咭/長者八達通」，恕不接受影印本或相片。使用此優惠時，只有扣減優惠後淨額能賺yuu積分及Eatizen美心管電子印花(如適用，並以當時生效的電子印花咭為準)。此優惠不可兌換現金、其他產品或折扣，不可與其他優惠並用，並不設找贖。美心食品有限公司保留隨時更改使用條款及細則之權利而無需另行通知。若本條款及細則的中文版本與英文版本存在歧異，應以中文版本為準。如有任何爭議，美心食品有限公司保留最終決定權。七折享「軟心膳」香草雞鎚飯/瑞士雞翼飯條款及細則：顧客憑「長者咭/樂悠咭/長者八達通」即可於指定美心MX或Food<sup>2</sup>分店以七折享用「軟心膳」香草雞鎚飯或瑞士雞翼飯軟餐一份。此優惠只適用於以下指定美心MX或Food<sup>2</sup>分店：康怡MX、黃大仙MX、荃錦MX、新都城MX、西洋菜街MX、土瓜灣MX、雙實MX、長發MX、厚德MX、香港仔中心MX、啟鑽MX、羅安MX、元朗YOHO PLUS MX、德福Food<sup>2</sup>及V WALK Food<sup>2</sup>。此優惠有效期由2025年10月1日至2025年11月30日(包括首尾兩天)。此優惠只適用於午市及晚市堂食。此優惠數量有限，售完即止，恕不另行通知。單一發票內只可使用此優惠一次。請於付款時出示「長者咭/樂悠咭/長者八達通」，恕不接受影印本或相片。使用此優惠時，只有扣減優惠後淨額能賺yuu積分及Eatizen美心管電子印花(如適用，並以當時生效的電子印花咭為準)。此優惠不可兌換現金、其他產品或折扣，不可與其他優惠並用，並不設找贖。美心食品有限公司保留隨時更改使用條款及細則之權利而無需另行通知。若本條款及細則的中文版本與英文版本存在歧異，應以中文版本為準。如有任何爭議，美心食品有限公司保留最終決定權。

# 開創 保險 新價值



周大福人壽秉持創新精神及不斷超越的堅持，進一步緊扣周大福集團生態圈的雄厚資源，為客戶及其摯愛匠心規劃，實現精彩生活，成就更多可能。



# Individual Awards

## JUDGING CRITERIA



### Distinguished Trainer Awards

1. Signature Campaign  
From a signature training and/or development campaign, the trainer has demonstrated his/her competencies as a good trainer in the following areas:
  - Making sure that training is connected to business/organizational need and external environment
  - Ability to design purposeful learning processes
  - Ability to manage and deliver a designed programme
  - Role in the internal marketing of training plans to stakeholders
  - Ability to evaluate training
2. Personal achievements and continuous development
3. Achievement in enhancing training and development capability



### Outstanding New Trainer Awards

1. Signature Campaign  
From a signature training and/or development campaign, the trainer has demonstrated his/her competencies as a good trainer in the following areas:
  - Making sure that training is connected to business/organizational need and external environment
  - Ability to design purposeful learning processes
  - Ability to manage and deliver a designed programme
  - Ability to evaluate training
2. Personal achievements and continuous development

## INDIVIDUAL AWARD WINNERS



### Hongkong Land Trainer of the Year

**Ms Chan On Ki, Anki**  
Group Talent Development Manager  
Tam Jai International Co. Limited



### Distinguished Trainer Awardees\*

**Ms Chan On Ki, Anki**  
Group Talent Development Manager  
Tam Jai International Co. Limited

**Mr Cheung Ho Yuen, Isaac**  
Executive District Manager  
AXA Hong Kong and Macau

**Mr Hu Cyu Ming**  
Training Manager  
Chow Tai Fook Life Insurance Company Limited

**Ms Lau King Chi, Stephanie**  
Regional Manager  
Prudential Hong Kong Limited

**Mr Lo Tsz Hin, Gavin**  
Specialist, Business Training & Development  
AIA International Limited

**Mr Lok Yui Cheung, Raphael**  
Manager - Functional and Leadership Skill Training  
CLP Power Hong Kong Limited

**Mr Lui Man Hei, Brian**  
Business and Sales Proposition Manager  
Prudential Hong Kong Limited

**Ms Ana Siu**  
Assistant Vice President (Learning & Organisational  
Development)  
HKT Limited

\* The above list shows the Award recipients and their companies during the year of the Award indicated.

\* The order of presentation of individual awardees receiving the same award is based on the alphabetical order of their surname.

# Individual Awards



## Outstanding New Trainer Awardees\*

### **Ms Chan Ka Sin, Jenny**

Learning & Development Executive  
MTR Corporation Limited

### **Mr Chiu Hoi Pang**

RSG Consultant - Training, Learning & Development  
MHK Restaurants Limited

### **Ms Chiu Wai Yee, Annie**

RSG Consultant - Training, Learning & Development  
MHK Restaurants Limited

### **Ms Ho Ying Ying**

Learning Specialist  
Cathay Pacific Airways Limited

### **Ms Ko Ka Man, Gladys**

Senior Distribution Training Specialist  
AXA Hong Kong and Macau

### **Ms Kwok Hui Fan, Emily**

Executive Branch Manager  
AXA Hong Kong and Macau

### **Mr Lam Ka Fai**

Assistant Manager, Training & Sales Proposition  
Prudential Hong Kong Limited

### **Ms Lam Lee Sze, Cherrie**

Assistant Training Manager  
Prudential Hong Kong Limited

### **Mr Leung Wing Ming, Dickey**

Senior Training Engineer  
CLP Power Hong Kong Limited

### **Mr Li Wing Chung, Erik**

Unit Manager  
Prudential Hong Kong Limited

### **Mr Liu Weifeng**

Senior Analyst  
AIA International Limited

### **Ms Lo Chi Ning, Attar**

Assistant Manager, Human Resources and Administration  
Octopus Holdings Limited

### **Ms Lo Ching, Venus**

Distribution Training Specialist  
AXA Hong Kong and Macau

### **Mr Mak Ho Yeung, Marco**

Senior Unit Manager  
Prudential Hong Kong Limited

### **Ms Sze Wing Yan, Cyanne**

Branch Manager  
Prudential Hong Kong Limited

### **Ms Phoebe Tam**

Group Assistant Talent Development Manager  
Tam Jai International Company Limited

### **Ms Tse Suet Ying, Jessie**

Senior Distribution Training Specialist  
AXA Hong Kong and Macau

### **Mr Wu Ka Lun**

Distribution Training Specialist  
AXA Hong Kong and Macau

### **Mr Xu Zekai, Jacky**

Assistant Training Manager  
Prudential Hong Kong Limited

### **Mr Yip Cheuk Sing, Alvin**

Training Officer - Financial Talent Development Center  
Chow Tai Fook Life Insurance Company Limited

\* The above list shows the Award recipients and their companies during the year of the Award indicated.

\* The order of presentation of individual awardees receiving the same award is based on the alphabetical order of their surname.

# Individual Awards



 置地公司  
**Hongkong Land** **TRAINER OF THE YEAR**

 **DISTINGUISHED TRAINER AWARDEE**



**Ms Chan On Ki, Anki**  
**Group Talent Development Manager**  
**Tam Jai International Co. Limited**

"Receiving the Distinguished Trainer Award is an incredible honour. Supporting and witnessing others' growth is my greatest fulfilment. I am deeply to Tam Jai International, CEO Daren Lau, CPO Derek Wu, and my supervisor for their unwavering support, which inspires me to excel as an exceptional trainer and to advance our HR mission "Spice Up Our People!"

 **DISTINGUISHED TRAINER AWARDEES\***



**Mr Cheung Ho Yuen, Isaac**  
**Executive District Manager**  
**AXA Hong Kong and Macau**

"I'm deeply honoured to receive this prestigious award. The growth of learners inspires me, and the support of the company and my team serves as my essential foundation. This recognition will motivate me to keep improving, and to never stop progressing."

**Mr Hu Cyu Ming**  
**Training Manager**  
**Chow Tai Fook Life Insurance Company Limited**



"I am thrilled to receive this award! Thanks to my company's full support for my dedication to training. Here's a motivating poem for trainers:  
Training path endless, hearts ignite,  
Wisdom shared in knowledge's light.  
Like spring rain, our talents grow.  
Together forward, futures we sow."

\* The order of presentation of individual awardees receiving the same award is based on the alphabetical order of their surname.

# Individual Awards



## **DISTINGUISHED TRAINER AWARDEES\***



**Ms Lau King Chi, Stephanie**  
**Regional Manager**  
**Prudential Hong Kong Limited**

"I'm truly honoured to receive the Distinguished Trainer Award, and I sincerely thank Prudential and team for their support. This accolade inspires me to empower learners with even greater passion and professionalism. I'm committed to delivering outstanding training and achieving greater success together in the future!"

**Mr Lo Tsz Hin, Gavin**  
**Specialist, Business Training & Development**  
**AIA International Limited**

"I'm honoured to receive this recognition from HKMA and would sincerely take this opportunity to thank my company and team's support. Training is a shared mission. With gratitude and purpose, I remain committed to driving impactful development for the future."



**Mr Lok Yui Cheung, Raphael**  
**Manager - Functional and Leadership Skill Training**  
**CLP Power Hong Kong Limited**



"Empowering others ignites greatness. Honoured to receive the HKMA Distinguished Trainer Award. I deeply grateful to CLP Power Learning Institute for nurturing a culture where talent thrives. Together, we are redefining the future of talent development, proving impactful learning isn't just training; it's transformation!"

\* The order of presentation of individual awardees receiving the same award is based on the alphabetical order of their surname.

# Individual Awards



## **DISTINGUISHED TRAINER AWARDEES\***

**Mr Lui Man Hei, Brian**  
**Business and Sales Proposition Manager**  
**Prudential Hong Kong Limited**

"It is my honour to receive the Distinguished Trainer Award from HKMA. I would like to thank my team for their unwavering support and dedication. This recognition inspires me to continue striving for excellence."



**Ms Ana Siu**  
**Assistant Vice President (Learning & Organisational Development)**  
**HKT Limited**

"I am truly honoured to receive the Distinguished Trainer Award. This recognition reflects the exceptional support of my team. Contributing to the growth of others is my greatest joy, and their commitment inspires me daily. I look forward to driving continued success and meaningful impact in the future."



\* The order of presentation of individual awardees receiving the same award is based on the alphabetical order of their surname.

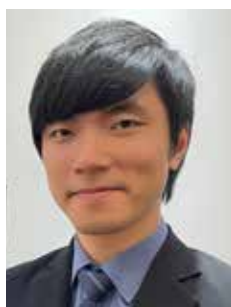
# Individual Awards



## OUTSTANDING NEW TRAINER AWARDEES\*

**Ms Chan Ka Sin, Jenny**  
**Learning & Development Executive**  
**MTR Corporation Limited**

"I'm deeply honoured to receive this award with heartfelt thanks to MTR and my mentors. Their support shaped my journey from Legal Assistant to Outstanding New Trainer. My journey reflects that 'Learning is the bridge between who we are and who we can become'. I'm ready to help others cross that 'bridge' and keep cities moving!"



**Mr Chiu Hoi Pang**  
**RSG Consultant - Training, Learning & Development**  
**MHK Restaurants Limited**

"This competition has been a valuable training ground for both me and my team. I'm deeply grateful to HKMA, our company, and all the coaches for their recognition and support. I'm confident that the experience and insights gained will take my future training work to new heights."

**Ms Chiu Wai Yee, Annie**  
**RSG Consultant - Training, Learning & Development**  
**MHK Restaurants Limited**

"I am thrilled to have received the Outstanding New Trainer Awards! This honour serves as a strong motivation and boosts my confidence to train more service elites for McDonald's in Hong Kong. I would like to extend special thanks to my family for their support."



**Ms Ho Ying Ying**  
**Learning Specialist**  
**Cathay Pacific Airways Limited**

"I am honoured to represent Cathay and receive the award. Thank you to my amazing team for the support and to the judges for believing in me. Continuous learning is vital in this new era, and this award motivates me to pursue excellence and achieve our purpose of 'moving people forward in life!'"

\* The order of presentation of individual awardees receiving the same award is based on the alphabetical order of their surname.



# Individual Awards



## OUTSTANDING NEW TRAINER AWARDEES\*

**Ms Ko Ka Man, Gladys**  
**Senior Distribution Training Specialist**  
**AXA Hong Kong and Macau**

"I am very honoured to represent AXA in this competition and to receive the 'Outstanding New Trainer Award'. I sincerely thank the company and all my colleagues in Distribution Training Development for their guidance and encouragement. This award marks a milestone in my Training & Development journey, motivating me to continue pursuing excellence with the spirit of 'Know You Can!'"



**Ms Kwok Hui Fan, Emily**  
**Executive Branch Manager**  
**AXA Hong Kong and Macau**

"I am deeply grateful to AXA for this opportunity and to AXA Academy for their guidance. This award not only recognizes my efforts but also reflects our training culture. I will continue to innovate to develop talent and create value alongside our team!"

**Mr Lam Ka Fai**  
**Assistant Manager, Training & Sales Proposition**  
**Prudential Hong Kong Limited**

"I am excited to share that I have been honoured with Outstanding New Trainer Awards! I am deeply grateful to Prudential Hong Kong Limited for the recognition and to my managers and my colleagues for their unwavering support and guidance. This journey has inspired me to strive for excellence, and I look forward to being a better trainer."



**Ms Lam Lee Sze, Cherrie**  
**Assistant Training Manager**  
**Prudential Hong Kong Limited**

"I am truly honoured to receive the Outstanding New Trainer Award. My heartfelt thanks to Prudential and the Academy of Financial Services for giving me this opportunity, and to my team for their unwavering support. This experience has helped me grow and inspired me to continue contributing to the industry in my future training journey."

\* The order of presentation of individual awardees receiving the same award is based on the alphabetical order of their surname.

# Individual Awards



## OUTSTANDING NEW TRAINER AWARDEES\*

**Mr Leung Wing Ming, Dickey**  
**Senior Training Engineer**  
**CLP Power Hong Kong Limited**

"CLP Power places great importance on talent development and knowledge transfer to the next generation. My heartfelt thanks go to the company for its support, and to my supervisor for encouragement. Receiving the Outstanding New Trainer Awards has further inspired me to persevere in integrating my power expertise with practical experience to guide and support the development of our trainees."



**Mr Li Wing Chung, Erik**  
**Unit Manager**  
**Prudential Hong Kong Limited**



"My deepest gratitude to Prudential and the Academy of Financial Services for giving me this incredible opportunity among so many talented trainers. The coaching has significantly enhanced my training skills and ability to respond effectively in dynamic situations. Looking ahead, I am committed to nurturing talent and growing together with the team as we strive toward even greater success."

**Mr Liu Weifeng**  
**Senior Analyst**  
**AIA International Limited**

"Thanks to AIA Hong Kong for giving me the stage, and to my colleagues for their guidance and support. I'm honoured to receive the Outstanding New Trainer Awards. This milestone affirms my passion for training and inspires me to keep empowering others with professionalism, empathy, and purpose."



**Ms Lo Chi Ning, Attar**  
**Assistant Manager, Human Resources and Administration**  
**Octopus Holdings Limited**



"I am greatly honoured to receive this prestigious award — Outstanding New Trainer Award from the HKMA. My sincerest thanks to my amazing Octopus team for their continuous support. This recognition fuels my commitment to grow, refine my skills, and drive meaningful impact in L&D—empowering others through upskilling and reskilling as we tap into untapped potential together. The journey ahead excites me!"

\* The order of presentation of individual awardees receiving the same award is based on the alphabetical order of their surname.

# Individual Awards



## OUTSTANDING NEW TRAINER AWARDEES\*

**Ms Lo Ching, Venus**  
**Distribution Training Specialist**  
**AXA Hong Kong and Macau**

"I am honoured to receive this recognition in the Award for Excellence in Training and Development. This achievement reflects my commitment to continuous learning and growth. I am grateful for my company's unwavering support and the opportunity to showcase my efforts, and I will continue to strive to make further contribution to the industry."



**Mr Mak Ho Yeung, Marco**  
**Senior Unit Manager**  
**Prudential Hong Kong Limited**

"I am deeply honoured to receive the Outstanding New Trainer Award. My heartfelt thanks go to Prudential for their support, and to the judges for this recognition. This accolade is not mine alone. It also belongs to the mentors who have guided me and the colleagues who have stood by me throughout my training journey. Looking ahead, I will continue to uphold the highest standards of professionalism and strive for excellence in both management and training. All glory to God!"



**Ms Sze Wing Yan, Cyanne**  
**Branch Manager**  
**Prudential Hong Kong Limited**

"In my tenth year in the industry, receiving the Outstanding New Trainer Award not only affirms the hard work I have put in over the years, but also fuels my drive to keep growing and refining my craft. From frontline sales to management and now training, the opportunity to grow alongside my colleagues and witness their progress has been my most rewarding achievement. I'm truly grateful to the company, the Academy of Financial Services, and my amazing team for their unwavering support."



**Ms Phoebe Tam**  
**Group Assistant Talent Development Manager**  
**Tam Jai International Company Limited**

"I am profoundly honoured to be awarded the Outstanding New Trainer Award. Heartfelt gratitude to Tam Jai International, and unwavering support from our CEO Daren Lau, CPO Derek Wu and my supervisor. This meaningful recognition fuels my passion to keep uplifting our people—and to bring the Tam Jai taste to the world!"



\* The order of presentation of individual awardees receiving the same award is based on the alphabetical order of their surname.

# Individual Awards



## OUTSTANDING NEW TRAINER AWARDEES\*

**Ms Tse Suet Ying, Jessie**  
**Senior Distribution Training Specialist**  
**AXA Hong Kong and Macau**

"I am honoured to receive the Outstanding New Trainer Award. I extend my heartfelt gratitude to AXA for the invaluable opportunity and its unwavering commitment to my growth. This recognition reflects the exceptional support and resources provided, empowering me to excel and contribute meaningfully to our shared vision."



**Mr Wu Ka Lun**  
**Distribution Training Specialist**  
**AXA Hong Kong and Macau**

"I am honoured to receive this distinguished award, recognizing my commitment to advancing professional development. I remain dedicated to enhancing industry service standards through continuous learning in the industry."



**Mr Xu Zekai, Jacky**  
**Assistant Training Manager**  
**Prudential Hong Kong Limited**

"The Outstanding New Trainer Award is not only an individual honour, but also represents the collective efforts of Prudential, the Academy of Financial Services, and every colleague who has supported me along the way. I am truly grateful to HKMA for providing such an invaluable platform and recognition. This honour will become my driving force, inspiring me to continue to improve and move forward on the path of training."



**Mr Yip Cheuk Sing, Alvin**  
**Training Officer - Financial Talent Development Center**  
**Chow Tai Fook Life Insurance Company Limited**

"I'm honoured to receive the Award. My heartfelt thanks go to the incredible colleagues who walked with me and believed in me. I believe training empowers growth—and everyone can inspire others through it. This recognition fuels my passion to keep growing and giving back. So proud to be a trainer!"



\* The order of presentation of individual awardees receiving the same award is based on the alphabetical order of their surname.

# Past Individual Award Winners



## 2024

### Trainer of the Year

**Ms Gobby Leung Tsz Yan** AXA Hong Kong and Macau

### Distinguished Trainer Awardees

**Ms Jacki Fung Tsz Ki** Cathay Pacific Airways Limited

**Ms Huang TianHong Anchor** Prudential Hong Kong Limited

**Ms Gobby Leung Tsz Yan** AXA Hong Kong and Macau

**Mr Siu Kit Sum** AIA International Limited

**Ms Wong Kin Wai** BOC Group Life Assurance Company Limited

**Mr Yeung Chi Man, Cliff** China Mobile Hong Kong Company Limited

### Outstanding New Trainer Awardees

**Ms Chan Ho Ting Veronica** Vocational Training Council

**Mr Isaac Cheung Ho Yuen** AXA Hong Kong and Macau

**Mr Cheung Kin Po** AXA Hong Kong and Macau

**Mr Cheung Lui** HSBC Life (International) Limited

**Mr Chiu Tsz Ho Ivan** MTR Corporation

**Mr Chow Wai Nam Ray** Hilti (Hong Kong) Limited

**Ms Chui Yuen Ting, Yuki** AXA Hong Kong and Macau

**Mr Chun Lap Hang Paul** MTR Corporation

**Ms Pheron Lui Hui** HSBC Life (International) Limited

**Mr Kong Pan Pan Jimmy** McDonald's Hong Kong

**Mr Lam Kwan Ngai** AIA International Limited

**Ms Lau Pui Ting** AIA International Limited

**Mr Lee Ka Ho** AIA International Limited

**Mr Li Chak Tung** China Mobile Hong Kong Company Limited

**Ms Li Pik Yee, Kimmy** Swire Properties Limited

**Ms Li Tsz Yan** Prudential Hong Kong Limited

**Mr Li Yu Kwan** AXA Hong Kong and Macau

**Mr Miao Wang** Prudential Hong Kong Limited

**Mr Or Wai Ngai Jackie** HKT Limited

**Ms Poon Wing Chi** Prudential Hong Kong Limited

**Ms Poon Wing Yan Coco** Prudential Hong Kong Limited

**Mr Tong Sai Man Simon** Hong Kong Air Cargo Terminals Limited

**Mr Wong Pak Lam, Nic** CLP Power Hong Kong Limited

**Mr Yiu Chun Lung** AXA Hong Kong and Macau

## 2023

### Trainer of the Year

**Mr Yuen Siu Pong, Collins** Prudential Hong Kong Limited

### Distinguished Trainer Awardees

**Ms Heidi Au** HKT Limited

**Mr Chen Hong Shaw, Victor** Prudential Hong Kong Limited

**Mr Fu Yat Kei, Jacky** AXA China Region Insurance Company Limited

**Mr Leung Ka Chun, Eddie** Prudential Hong Kong Limited

**Ms Yiu Kam Ki, Yuki** AIA International Limited

**Mr Yuen Siu Pong, Collins** Prudential Hong Kong Limited

### Outstanding New Trainer Awardees

**Ms Chan Suet Hei, Karen** Prudential Hong Kong Limited

**Mr Chow Wai Shun, Alexander** CSL Mobile Limited

**Mr Dave Chung** AIA International Limited

**Mr Chung Kiu Fung, Alan** CLP Power Hong Kong Limited

**Ms Chung Yeung Mui** AIA International Limited

**Ms Hui Sin Ching, Winnie** MTR Corporation Limited

**Mr Kwok Wai, Kurtis** AIA International Limited

**Ms Lai Yuet Hei, Isra** Marco Polo Hotels – Hong Kong

**Ms Lam Pik Kwan, Elaine** MHK Restaurants Limited

**Dr Lawson Law** Hang Seng Bank Limited

**Ms Tsang Lok Yiu, Yoyo** Swire Coca-Cola HK

**Ms Tso Ki Po, Veronica** Bupa (Asia) Limited

## 2022

### Trainer of the Year

**Ms Kwong Yick Ling, Sarah** HSBC Life (International) Limited

### Distinguished Trainer Awardees

**Mr Fung Wai Hong, Daniel** Prudential Hong Kong Limited

**Ms Ho Manchi** AIA Hong Kong & Macau

**Ms Kwong Yick Ling, Sarah** HSBC Life (International) Limited

**Ms Lam Sze Sze, Gladys** Yip's Chemical Holdings Limited

**Ms Wong Pik Chun, Sally** Prudential Hong Kong Limited

**Mr Wong Tung Lui, Dony** Prudential Hong Kong Limited

\* The above list shows the Award recipients and their companies during the year of the Award indicated.

\* The order of presentation of individual awardees receiving the same award is based on the alphabetical order of their surname.

# Past Individual Award Winners



## Outstanding New Trainer Awardees

<b>Ms Cheung Chi Fung, Daizy</b>	Prudential Hong Kong Limited
<b>Mr Fu Yat Kei, Jacky</b>	AXA China Region Insurance Company Limited
<b>Ms Ho Pik Ki, Peggy</b>	AIA Hong Kong & Macau
<b>Ms Tam Sau Ying, Tina</b>	AIA Hong Kong & Macau
<b>Mr Tsang Hing Cheong, Andy</b>	CLP Power Hong Kong Limited
<b>Mr Wu Wing Shing, Vincent</b>	CLP Power Hong Kong Limited

2021

### Trainer of the Year

<b>Mr Lau Kai Kwan, Kenny</b>	Ralph Lauren Asia Pacific Limited
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### Distinguished Trainer Awardees

<b>Ms Cheung Lai Lai, Angela</b>	Prudential Hong Kong Limited
<b>Ms Chow Siu Po, Nicole</b>	AIA International Limited
<b>Mr Hung Shing Hing, Kilias</b>	Prudential Hong Kong Limited
<b>Mr Lau Kai Kwan, Kenny</b>	Ralph Lauren Asia Pacific Limited
<b>Mr Li Ying Cheung, Ricky</b>	Prudential Hong Kong Limited

### Outstanding New Trainer Awardees

<b>Ms Cheung Pui Yung, Stephanie</b>	Hilti (Hong Kong) Limited
<b>Mr Martin Chung</b>	GP Strategies (Hong Kong) Limited
<b>Mr Ho Man Kit, Sampson</b>	AIA International Limited
<b>Ms Lau Zhi Ling, Phoebe</b>	Quality HealthCare Medical Services Limited
<b>Mr Lee Yan Ho, Kelvin</b>	Infocan Computer (Hong Kong) Limited
<b>Ms Wu Yifan, Michelle</b>	AXA China Region Insurance Company Limited
<b>Mr Yiu Chi Man, Harrot</b>	AIA International Limited

2020

### Trainer of the Year

<b>Mr Frank Mok</b>	AIA International Limited
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### Distinguished Trainer Awardees

<b>Dr Chan Suk Kuen, Alison</b>	AIA International Limited
<b>Ms Fan Siu Ping, Carol</b>	AIA International Limited
<b>Mr Lun Siu Hong</b>	Prudential Hong Kong Limited
<b>Mr Frank Mok</b>	AIA International Limited
<b>Mr Roland Lazol Ubando</b>	GP Strategies (Hong Kong) Limited

## Outstanding New Trainer Awardees

<b>Mr Chak Ka Hang, Amen</b>	Prudential Hong Kong Limited
<b>Ms Chan Shuk Wun, Josephine</b>	HKT Teleservices
<b>Mr Chan Pui Kei</b>	AXA China Region Insurance Company Limited
<b>Mr Li Ka Kin</b>	Prudential Hong Kong Limited
<b>Mr Liu Tsun Ki, Marcus</b>	Prudential Hong Kong Limited
<b>Mr Lo Tsz Hin</b>	AXA China Region Insurance Company Limited
<b>Mr Lui Man Hei</b>	AXA China Region Insurance Company Limited
<b>Mr David Wong</b>	CLP Power Hong Kong Limited
<b>Ms Ashley Yang</b>	AIA International Limited
<b>Mr Yuen Tat Chuen</b>	AIA International Limited
<b>Mr Jason Yeung</b>	CLP Power Hong Kong Limited

2019

### Trainer of the Year

<b>Ms Yip Ho Yue, Angela</b>	Hotel ICON
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### Distinguished Trainer Awardees

<b>Mr Chan Ching Fai, Chris</b>	AIA International Limited
<b>Mr Benny Lai</b>	Fuji Xerox (Hong Kong) Limited
<b>Mr Lai Koon Yin, Ken</b>	AIA International Limited
<b>Mr Lee Ka Fai, Joe</b>	Quality HealthCare Medical Services Limited
<b>Ms Ma Denise Wai Yue</b>	Hong Kong Airlines
<b>Mr Wong Ka Shing, Isaac</b>	MetLife Hong Kong
<b>Ms Yip Ho Yue, Angela</b>	Hotel ICON

### Outstanding New Trainer Awardees

<b>Mr Chan Chun Pong, Chris</b>	Link Asset Management Limited
<b>Ms Funny Fan</b>	HKBN Group
<b>Ms Ho Sze Ching, Phoebe</b>	CSL Mobile Limited
<b>Mr Li Kwok Wai</b>	AIA International Limited
<b>Ms Lo Ka Wing, Julian</b>	HKT Limited
<b>Mr Aaron Pang</b>	AIA International Limited
<b>Mr So Wan Yeung, Trevor</b>	Maxim's Group
<b>Mr Wong Chun Ho, Shawn</b>	CSL Mobile Limited
<b>Ms Phoebe Zhan</b>	AIA International Limited

\* The above list shows the Award recipients and their companies during the year of the Award indicated.

\* The order of presentation of individual awardees receiving the same award is based on the alphabetical order of their surname.

# Past Individual Award Winners



## 2018

### Trainer of the Year

**Mr Edward Lo** Hang Lung Properties Limited

### Distinguished Trainer Awardees

**Mr Edward Lo** Hang Lung Properties Limited

**Ms Angela Wong** Hang Seng Bank Limited

### Outstanding New Trainer Awardees

**Ms Eyre Cheung** AIA International Limited

**Ms Claire He** CLP Power Hong Kong Limited

**Mr Raymond Lee** Prudential Hong Kong Limited

**Ms Windsor Lee** Chow Tai Fook Jewellery Company Limited

**Mr Amen Lo** China Life Insurance (Overseas) Company Limited

**Mr Duke Ng** China Life Insurance (Overseas) Company Limited

**Ms Julia Ng** MTR Corporation

**Mr Peter Pun** Hilti (Hong Kong) Limited

**Ms Kim Qiu** AIA International Limited

**Ms Kim Sin** Maxim's Group - Japanese Chain Restaurants

**Mr Benedict Wong** Manulife (International) Limited

**Ms Ronnie Wong** MTR Corporation

**Mr Charles Yeung** Hotel ICON

**Mr Larry Yik** K11 Concepts Limited

**Mr Jeremy Yu** New World Development Company Limited

## 2017

### Trainer of the Year

**Mr Bruce Au** A.S. Watson Group

### Distinguished Trainer Awardees

**Mr Bruce Au** A.S. Watson Group

**Mr David Chan** Maxim's Group - Japanese Chain Restaurants

**Mr Roy Choy** Prudential Hong Kong Limited

**Mr Harry Ng** Infocan Training Limited

### Outstanding New Trainer Awardees

**Mr Derek Au** GP Strategies Corporation

**Mr Alpha Cheng** Prudential Hong Kong Limited

**Ms Aing Fan** Midland Holdings Limited

**Ms Bonnie Lau** Maxim's Group - Japanese Chain Restaurants

**Mr Dickson Lau** CLP Power Hong Kong Limited

**Mr Kenneth Lau** Midland Holdings Limited

**Mr Tim Lau** HKT Limited

**Mr Daniel Lee** Prudential Hong Kong Limited

**Mr Jameson Lee** FedEx Express

**Mr Ricky Li** Prudential Hong Kong Limited

**Ms Carmen Lo** Jebesen & Co Ltd

**Ms Grace Ma** MTR Corporation

**Mr Sunny Wong** BOC Group Life Assurance Company Limited

## 2016

### Trainer of the Year

**Mr Tolar Ng** Ralph Lauren Asia Pacific Limited

### Distinguished Trainer Awardees

**Ms Vivian Ling** Citibank (Hong Kong) Limited

**Mr Tolar Ng** Ralph Lauren Asia Pacific Limited

**Mr Edmond Poon** Pricerite Stores Limited

**Ms Julia Wong** Synergis Management Services Limited

### Outstanding New Trainer Awardees

**Mr Lawson Chan** Midland Realty

**Mr Cyrus Chau** Maxim's Caterers Limited

**Ms Hester Cheng** Maxim's Caterers Limited

**Mr Cheng Kam Hong** CLP Power Hong Kong Limited

**Ms Vanessa Chou** New World Development Company Limited

**Ms Edna Chow** DFS Group Limited

**Ms Selina Li** Hong Kong Express Airways Limited

**Mr Chris Tsang** New World Development Company Limited

**Mr Gary Wong** McDonald's Restaurants (Hong Kong) Limited

**Ms Kamy Wong** Sheraton Hong Kong Hotel & Towers

**Ms Miriam Yang** Standard Chartered Bank (Hong Kong) Limited

\* The above list shows the Award recipients and their companies during the year of the Award indicated.

\* The order of presentation of individual awardees receiving the same award is based on the alphabetical order of their surname.

# Past Individual Award Winners



## 2015

### Trainer of the Year

**Mr Alan Leung** DFS Group Limited

### Distinguished Trainer Awardees

**Mr Alan Leung** DFS Group Limited

**Mr Desmond Mok** Maxim's Caterers Limited

**Ms Dorothy Wong** ICC Limited

**Ms Elsa Wong** Bank of China (Hong Kong) Limited

### Outstanding New Trainer Awardees

**Mr King Chan** McDonald's Restaurants (Hong Kong) Limited

**Ms Eliza Cheng** CLP Power Hong Kong Limited

**Mr Keith Chu** McDonald's Restaurants (Hong Kong) Limited

**Ms Becky Chung** Standard Chartered Bank (Hong Kong) Limited

**Mr Lynn Lai** China Life Insurance (Overseas) Company Limited

**Mr Charles Tang** MTR Corporation Limited

**Ms Amy Tong** G2000 (Apparel) Limited

**Mr Penny Tsang** Pure International (Hong Kong) Limited

**Ms Stephanie Wong** HSBC Life (International) Limited

**Mr Kim Wu** Maxim's Group – Starbucks Hong Kong

**Ms Psyche Yau** MTR Corporation Limited

**Ms Willy Yuen** BOC Group Life Assurance Company Limited

## 2014

### Trainer of the Year

**Ms Yvonne Yam** RS Components Limited

### Distinguished Trainer Awardees

**Ms Maggie Chan** Bank of China (Hong Kong) Limited

**Mr Leo Lee** CSL Limited

**Ms Amy Leung** DFS Group Limited

**Ms Jasmine Lok** Maxim's Caterers Limited

**Ms Maria Tong** Cathay Pacific Airways

**Mr Vincent Woo** Maxim's Caterers Limited

**Ms Yvonne Yam** RS Components Limited

**Ms Snowy Zheng** Australia and New Zealand Banking Group Limited

### Outstanding New Trainer Awardees

**Mr David Chan** Maxim's Caterers Limited

**Mr Max Cheng** DFS Group Limited

**Ms Novem Chung** Midland Holdings Limited

**Ms Kathy Kwong** New World Development Company Limited

**Mr Kenny Lai** Bank of China (Hong Kong) Limited

**Ms Rebecca Leung** Maxim's Caterers Limited

**Ms Jacqueline Ng** Maxim's Caterers Limited

**Mr Jovi Yan** The Hong Kong Jockey Club

**Ms Karin Yeung** MTR Corporation Limited

## 2013

### Trainer of the Year

**Dr Kelvin Wan** HSBC

### Distinguished Trainer Awardees

**Mr Tomas Bay** Ethos International Limited

**Mr Rex Choi** CSL Limited

**Mr Charles Ho** MTR Corporation Limited

**Ms Mandy Hong** CLP Power Hong Kong Limited

**Mr Billy Ip** The Hong Kong Jockey Club

**Ms Jessie Kwong** HSBC

**Ms Angelina Lee** CSL Limited

**Dr Kelvin Wan** HSBC

### Outstanding New Trainer Awardees

**Mr Anthony Chan** Standard Chartered Bank (Hong Kong) Limited

**Mr Ray Chan** Bank of China (Hong Kong) Limited

**Mr Frankie Fang** Standard Chartered Bank (Hong Kong) Limited

**Mr Gene Fung** Australia and New Zealand Banking Group Limited

**Mr Vikas Grewal** Fleet Management Limited

**Ms Jannet Kan** McDonald's Restaurants (Hong Kong) Limited

**Mr Donald Lai** Standard Chartered Bank (Hong Kong) Limited

**Ms Lolita Lei** Richemont Asia Pacific Limited – Alfred Dunhill

**Mr Andrew Li** HSBC

**Ms Jessica Siu** The Hong Kong Jockey Club

**Mr Simon Wong** CLP Power Hong Kong Limited

**Mr Raymond Yip** McDonald's Restaurants (Hong Kong) Limited

\* The above list shows the Award recipients and their companies during the year of the Award indicated.

\* The order of presentation of individual awardees receiving the same award is based on the alphabetical order of their surname.



# Past Individual Award Winners



2012

## Trainer of the Year & Distinguished Trainer Awardee

**Ms Vinky Lau** The Hong Kong and China Gas Company Limited

## Outstanding New Trainer Awardees

**Ms Charissa Chan** Swire Hotels  
**Mr Takki Chan** The Hong Kong Jockey Club  
**Mr Anthony Chau** DBS Bank (Hong Kong) Limited  
**Ms Belli Chui** Standard Chartered Bank (Hong Kong) Limited  
**Ms Gloria Kam** The Hong Kong Jockey Club  
**Ms Goldia Kong** Miramar Group  
**Mr Leo Lee** CSL Limited  
**Ms Angie Li** BOC Group Life Assurance Company Limited  
**Mr Chris Ng** McDonald's Restaurants (Hong Kong) Limited  
**Ms Carmen Tam** Ocean Park Corporation  
**Mr Tony Wo** Zurich Insurance (Hong Kong)  
**Mr Kenneth Wong** MTR Corporation Limited  
**Ms Rose Wong** Hong Kong Air Cargo Terminals Limited  
**Ms Joice Yan** Toys"R"us (Asia) Limited

2011

## Trainer of the Year

**Ms Prudence Sze** CLP Power Hong Kong Limited

## Distinguished Trainer Awardees

**Ms Sonia Lui** Civil Service Training And Development Institute, Civil Service Bureau, HKSAR  
**Ms Prudence Sze** CLP Power Hong Kong Limited  
**Mr Bob Xie** The Hong Kong & China Gas Company Limited

## Outstanding New Trainer Awardees

**Mr Nicky Lam** Island Shangri-La, Hong Kong  
**Ms Amy Law** HSBC  
**Mr Lee Chee King** The Hong Kong Jockey Club  
**Ms Priscilla Lim** HSBC  
**Ms Katherine Lo** American International Assurance Company, Limited  
**Mr Kelvin Lo** The Hong Kong Jockey Club  
**Ms Amy Yu** HSBC

2010

## Trainer of the Year

**Ms Natalie Lee** HSBC

## Distinguished Trainer Awardees

**Ms Astor Lau** Ageas Insurance Company (Asia) Limited  
**Ms Natalie Lee** HSBC  
**Ms Jacqueline Moysé** Mandarin Oriental Hotel Group  
**Mr Bradley Wadsworth** PACNET

## Outstanding New Trainer Awardees

**Mr Jason Furness** HSBC  
**Ms Angelina Lee** CLP Power Hong Kong Limited  
**Mr Lawrence Luk** General Mills Hong Kong Limited

2009

## Trainer of the Year

**Ms Elsa Lam** Ageas Insurance Company (Asia) Limited

## Distinguished Trainer Awardees

**Mr Joseph Chan** HSBC  
**Ms Elsa Lam** Ageas Insurance Company (Asia) Limited  
**Mr Thomas Robillard** FedEx Express  
**Mr Wilkins Wong** Civil Service Training & Development Institute, Civil Service Bureau, HKSAR

## Outstanding New Trainer Awardees

**Ms Fanny Chan** HSBC  
**Ms Effie Cheng** McDonald's Restaurants (Hong Kong) Limited  
**Mr Andy Lau** HSBC  
**Mr Nelson Wong** The Hong Kong Jockey Club  
**Mr Will Wong** HSBC

\* The above list shows the Award recipients and their companies during the year of the Award indicated.

\* The order of presentation of individual awardees receiving the same award is based on the alphabetical order of their surname.

# Past Individual Award Winners



2008

## Trainer of the Year

**Mr Kelvin Ju** AIG Companies

## Distinguished Trainer Awardees

**Mr Kelvin Ju** AIG Companies

**Ms Amy Kwong** CLP Power Hong Kong Limited

**Ms May Li** Civil Service Training & Development Institute,  
Civil Service Bureau, HKSAR

**Mr Frankie Lo** Ageas Insurance Company (Asia) Limited

**Mr Vincent Tang** HSBC

**Ms Catherine Tong** The Hong Kong Jockey Club

**Mr Christopher Yang** HSBC

## Outstanding New Trainer Awardees

**Mr Jonathan Bok** HSBC

**Ms Viola Chan** AIG Companies

**Mr Andy Clark** ClarkMorgan Corporate Training

**Ms Ivy Poon** The Great Eagle Properties Management Company Limited

**Mr Vincent Woo** PCCW Limited

**Ms Susane Yan** HSBC

**Mr Lester Yeung** PCCW Limited

2007

## Trainer of the Year

**Ms Carroll Chu** Island Shangri-La, Hong Kong

## Distinguished Trainer Awardees

**Ms Carroll Chu** Island Shangri-La, Hong Kong

**Ms Selina Kam** HSBC

**Mr Kenny Mak** HSBC

**Ms Shirley Ng** Hong Kong Disneyland Resort

## Outstanding New Trainer Awardees

**Mr Mark Chan** HSBC

**Mr Peter Cheung** Hong Kong Disneyland Resort

**Mr Desmond Ho** HSBC

**Mr Badhri Nath Rama Iyer** HSBC

2006

## Trainer of the Year

**Ms Michelle Yam** Shangri-La Hotels & Resorts

## Distinguished Trainer Awardees

**Ms Sara Ho** The Hong Kong Jockey Club

**Ms Doris Ip** The Aberdeen Marina Club

**Ms Jessie Lau** HSBC

**Ms Carrie Wong** HSBC

**Ms Michelle Yam** Shangri-La Hotels & Resorts

## Outstanding New Trainer Awardees

**Ms Iris Chow** HSBC

**Ms Angela Tsui** CLP Power Hong Kong Limited

**Ms Joyce Wai** HSBC

2005

## Trainer of the Year

**Mr Shekhar Visvanath** HSBC

## Distinguished Trainer Awardees

**Ms Marianne Chung** HSBC

**Mr Allen Kuo** HSBC

**Mr Gary Liu** The Dairy Farm Company Limited

**Ms Theresa Sham** The Excelsior, Hong Kong

**Dr Chester Tsang** Hospital Authority / Institute of Health Care

**Mr Shekhar Visvanath** HSBC

## Outstanding New Trainer Awardees

**Ms Elsie Gung** HSBC

**Mr King Lee** Kowloon-Canton Railway Corporation

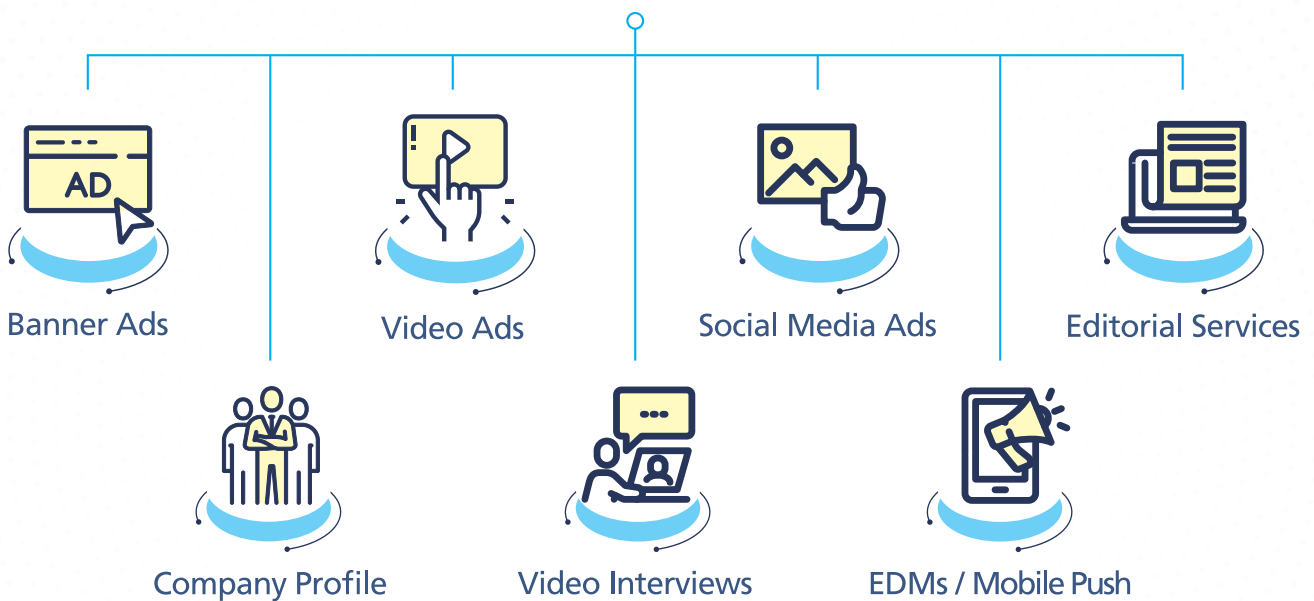
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\* The order of presentation of individual awardees receiving the same award is based on the alphabetical order of their surname.

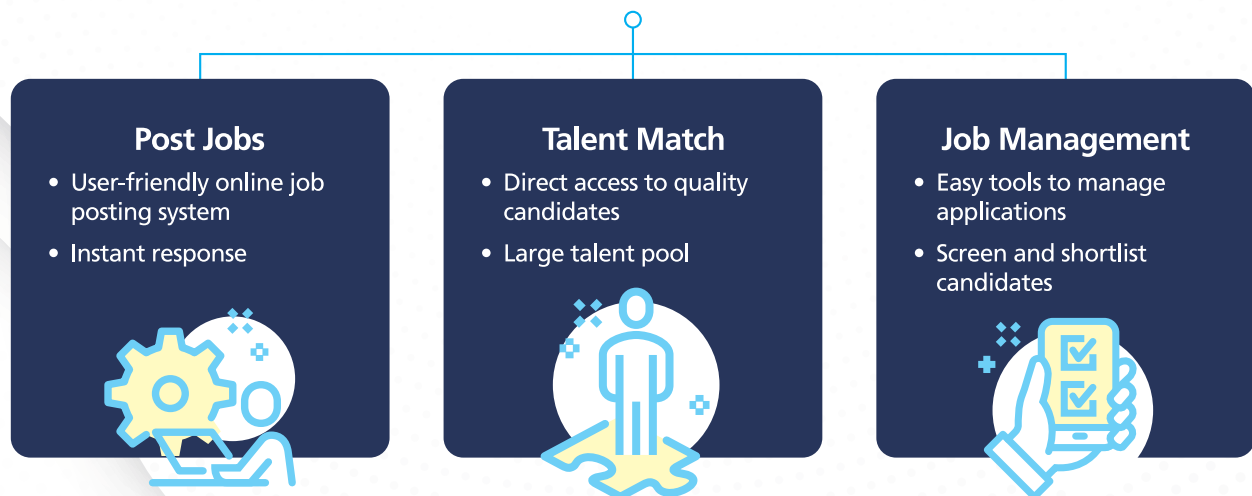
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AXA Hong Kong and Macau



The Hong Kong Jockey Club



MTR Corporation

## SPONSORS



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Hong Kong Air Cargo Terminals Limited



The Hong Kong and China Gas Company Limited



Maxim's Caterers Limited

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\*以上理賠覆蓋範圍只適用於「高端醫療自由行計劃」，其中內地理賠覆蓋二級以上醫院，有關二級以上醫院的資料來源：2022年中國衛生健康統計年鑑。以上有關「冠絕市場」的描述是基於我們對現有市場資訊的理解及解讀，並根據我們截至2025年7月就香港及澳門主要人壽保險公司公開發售予個人客戶的相近醫療保險計劃所作之比較。保障覆蓋範圍因應不同計劃及級別而異。詳情請參閱相關的產品小冊子。

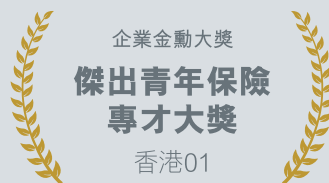
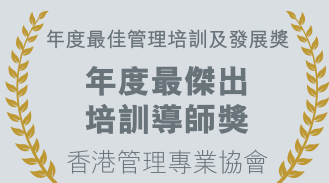
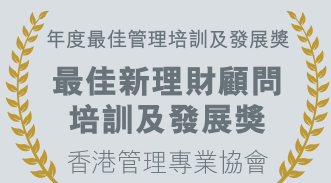
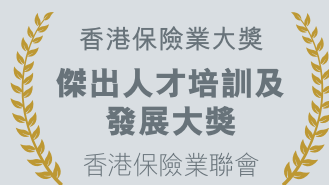
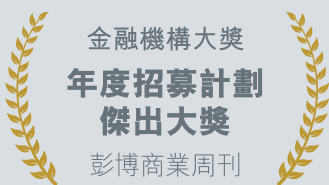
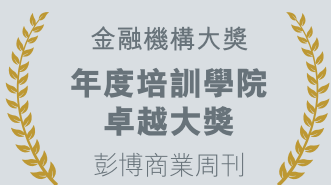
# 保誠理財培訓學院

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憑藉對創新及專業精神的堅持，保誠理財培訓學院一直引領市場，透過數碼化、專業和創新的培訓項目，為業界培育出眾多理財精英，贏得各界讚賞。多年來，理財培訓學院更橫掃多項專業培訓獎項，傲視群雄。



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