



The Hong Kong Management Association  
Advancing Management Excellence



## HKMA AWARD FOR EXCELLENCE IN TRAINING AND DEVELOPMENT 2026

THE MOST  
**PRESTIGIOUS AND**  
**AUTHORITATIVE**  
**TRAINING AND**  
**DEVELOPMENT AWARD**





## Join HKMA Membership Now! Corporate and Individual Members

**A platform for exchange of ideas,  
networking and personal development  
for 13,000 members**

### Why HKMA:



#### **Network**

build connections



#### **Privilege rates**

on courses, events and room rental



#### **Visibility**

promote your company, products  
and services to the business community



#### **Market intelligence**

e-newsletter



#### **Staff Development**

\$10,000 study credit for charter member

**Join Us Now!**

Corporate  
Members:



Individual  
Members:





HEALTHIER, LONGER,  
BETTER LIVES

# AIA

## The most popular insurance brand in Hong Kong\*

Stock Code: 1299.HK



\*According to YouGov, an international research and data analytics company, Hong Kong BrandIndex 2016-2024. AIA has been the Top Insurance Brand in Brand Consideration and Most Likely to Purchase in Hong Kong for nine consecutive years since 2016.

# LEAD SPONSOR



Prudential has been serving the people of Hong Kong since 1964, offering a broad range of health protection, wealth and retirement planning solutions, as well as general insurance and employee benefits services. In 2023, we expanded into Macau, making healthcare and financial security more accessible to people across the Greater Bay Area.

Our mission is to be the most trusted partner and protector for this generation and generations to come. Today, we boast a strong multi-channel distribution network, including Hong Kong's largest agency force with over 19,000 financial consultants. Customers can also conveniently access our products and services through our longstanding bancassurance partnership with Standard Chartered Hong Kong and nearly 150 intermediary partners in our brokerage channel.



Recognising excellence that drives Prudential's future ready, high performing agency force.

# LEAD SPONSOR



To better support customers across all channels, Prudential continues to lead in digital innovation, with AI and data driven capabilities now embedded across the customer journey — from onboarding to claims. Our omni channel strategy connects customers seamlessly across online and offline touchpoints, delivering timely, accessible and personalised insurance solutions. Supported by more than 360 industry leading partners, our ecosystem empowers people to proactively manage their health and wellbeing.

Our health mission centres on providing peace of mind when customers need it most. We have evolved from being primarily a payer of claims to a dedicated healthcare partner. Our connected medical network across Hong Kong and the Greater Bay Area continues to expand, making access to quality care more straightforward and convenient. With AI enabled straight through claims processing in place, claims turnaround times have been reduced by around 50%, allowing customers to receive reimbursements much faster. These efforts strengthen our health ecosystem and support customers throughout their wellness journeys.

Our sustainability ambition is to work towards creating a sustainable, inclusive, and responsible future for our customers, people, shareholders, and communities. We achieve this by making health and financial security accessible for everyone, adopting an inclusive approach to investment practices, and maintaining a sustainable business.



Prudential works with medical partners to build a patient centred, cross border healthcare ecosystem for our customers.



Supporting our communities through meaningful CSR initiatives that promote health, wellbeing and financial inclusion.

# MAIN SPONSOR



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AXA Hong Kong and Macau is a member of the AXA Group, a leading global insurer with presence in 50 markets and serving 95 million customers worldwide. Our purpose is to act for human progress by protecting what matters.

As one of the most diversified insurers in Hong Kong, we offer integrated solutions across Life, Health and General Insurance. We are the largest General Insurance provider and a major Health and Employee Benefits provider. Our aim is to not only be the insurer to provide comprehensive protection to our customers, but also a holistic partner to the individuals, businesses and community we serve. At the core of our service commitment is continuous product & service innovation and customer experience enrichment, which is achieved through actively listening to our customers' needs and leveraging and investing in technology and digital transformation.

We embrace our responsibility to be a driving force against climate change and a force for good to create shared value for our community. We are proud to be the first to address the importance of mental health through different products and services and thought leading iconic research. Our overall Sustainability Strategy, with emphasis on climate strategy and biodiversity commitment, is developed based on TCFD recommendations. We are committed to integrating environmental, social and governance factors across our business and strive to contribute to a sustainable future through 3 distinct roles - as an investor, an insurer and an exemplary company.



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/ Fear no challenge  
Protect what matters



AXA, originating from France, embodies a rich history and global renown.  
Providing you with comprehensive protection across every stage of life:

Medical | Critical Illness | Group Medical | Savings Plans and Retirement Planning | Life |  
Travel | Personal Accident | Home | Overseas Study | Domestic Helper | Motor Insurance

# MAIN SPONSOR



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Founded in 1884, The Hong Kong Jockey Club is a world-class sports and entertainment organization that acts continuously for the betterment of our society. The Club has a unique integrated business model, comprising racing and racecourse entertainment, a membership club, responsible sports wagering and lottery, and charities and community contribution. Through this model, the Club generates economic and social value for the community and supports the HKSAR Government in combatting illegal gambling. In 2024/25, the Club returned a total of HK\$39.1 billion to the community. This included HK\$30.1 billion to the HKSAR Government in duty, profits tax and Lotteries Fund contributions and HK\$9.0 billion in approved charity donations. The Club is Hong Kong's largest single taxpayer and one of the city's major employers. Its Charities Trust is one of the world's leading charity donors. Please visit [www.hkjc.com](http://www.hkjc.com).

# With you

Then. Now. Always.



# MAIN SPONSOR



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To Keep Cities Moving, MTR Corporation makes encounters happen and rendezvous for a more connected tomorrow. As a recognised world-class operator of sustainable rail transport services, the Corporation is a leader in safety, reliability, customer service and efficiency. With more than 50,000 dedicated staff, MTR carries over 10 million passenger journeys worldwide every weekday in Hong Kong and the cities it serves in Chinese Mainland and beyond. Through the transportation network as well as its property developments, MTR Corporation enables cities and their people to move forward and make progress, creating long term sustainable value for all of its stakeholders.

Advancement & Opportunities is one of the three social objectives that MTR Corporation has set forth. With our commitment in upskilling our staff and striving for excellence, the Corporation is honoured to have received the recognitions from local and overseas professional associations in recent years, including the Association for Talent Development - BEST Award (ranked first in Asia and second worldwide), HKMA Award for Excellence in Training and Development (Gold Award; Most Dedicated Organization to People Development Award), Employees Retraining Board - Super Manpower Developer Award and Employee Experience Awards.

MTR Corporation believes that human capital is the gateway to excellence and commits whole-heartedly to advocating an environment of continuous learning and supporting personal and professional development to enable employees to unleash their full potential, and to provide high quality of service for the communities we serve.



## 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.

# SPONSOR



Hactl is Hong Kong's leading independent cargo handler. Its SuperTerminal 1 base is the world's largest multi-level air cargo terminal, with a capacity of 3.5 million tonnes per annum.

With its 2,200 strong workforce, its award-winning COSAC-Plus community system and state-of-the-art handling facilities, Hactl is the trusted handling partner for over 100 airlines and 1,000 freight forwarders. With no affiliation to any airline, it provides all airline customers with unbiased service.

Hactl leads its industry by example, complying with every relevant industry standard, including ISAGO (world's first), WHO GDP (Hong Kong's first), and all four IATA CEIV certifications (pharmaceuticals, fresh, live animals and lithium batteries).

Hactl nurtures promising talents to become industry leaders. It offers traineeship programmes and an Elite Management Traineeship Programme for young graduates, provides internal training and sponsors external education for staff at all levels, and maintains a policy of promoting from within whenever possible. Hactl's training covers both hard technical skills and essential soft skills, with courses in areas such as authentic communication, conflict resolution, emotional intelligence and strategic thinking, all designed to enhance professionalism and teamwork across the organization.

To support this comprehensive learning strategy, Hactl has introduced Hactl Think Park — a reimagined in house learning and development hub at SuperTerminal 1 that occupies an entire floor of the office building and is equipped with VR facilities. It offers multifunctional spaces for workshops, seminars and immersive sessions, as well as flexible classroom learning designed to inspire creativity, collaboration and practical application of both technical and interpersonal skills in an engaging environment.

Hactl is an IATA-accredited training facility for dangerous goods, complying with the latest ICAO-mandated CBTA format. Hactl trains its own staff, and those of third parties. Hactl is the first Hong Kong ground handler to participate in the Hong Kong Quality Framework, four of its training courses are recognised under the programme. It is also the proud recipient of the Grand Award in the HKMA Quality Awards in 2011 and 2022.

In line with its aim to be the employer of choice, Hactl offers comprehensive employee welfare and recognition programme, and promotes diversity and inclusivity by welcoming talents of all backgrounds and creating more gender-friendly facilities.

Hactl's constant strong focus on people development has resulted in a loyal and experienced workforce, with more than half its workforce having worked with the company for over 10 years.



# SPONSOR



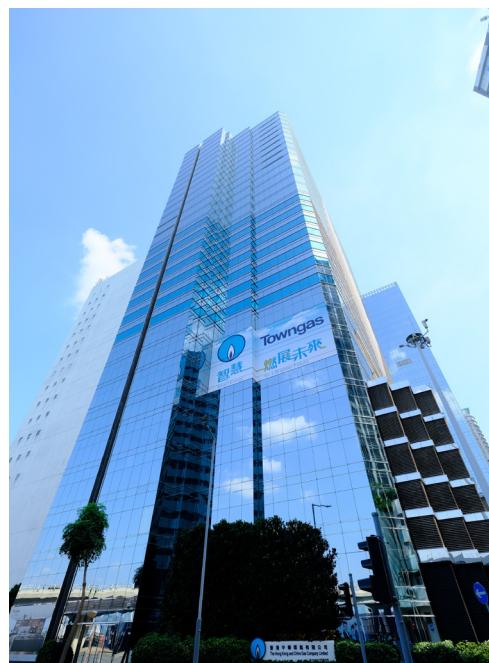
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Founded in 1862, The Hong Kong and China Gas Company Limited (Towngas) is Hong Kong's first public utility company. Today, it is one of the leading energy suppliers in Hong Kong and the Chinese mainland, operating with world-class corporate management and leading-edge business practices.

Leveraging its core expertise in energy supply, Towngas has established a diversified business portfolio encompassing city gas, renewable energy, gas resources, water and environmental sanitation, telecommunications, and integrated home services and solutions. Moreover, the Company is actively advancing green energy solutions for sea, land and air transport, including hydrogen energy, green methanol for vessels, and sustainable aviation fuel, reinforcing its commitment to carbon neutrality and a sustainable future. Based in Hong Kong, Towngas now operates more than 1,000 projects across 29 provinces, autonomous regions and municipalities on the Chinese mainland, serving over 45 million residential, commercial and industrial customers across diverse sectors.

To support continuous business growth, Towngas is dedicated to attracting, developing, and engaging talent. The Company strives to foster a positive work environment that enables employees to unleash their potential and build rewarding careers. Staff development is supported by structured talent development programmes, such as the Group Management Trainee and Apprenticeship Schemes for young people, leadership acceleration programmes for middle management and tailor-made development plans for seasoned business leaders.

As a socially responsible organization committed to building a sustainable future, Towngas will continue to integrate environmental, social and governance (ESG) principles into business expansion, operational strategies and people management.



# SPONSOR



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Food not only nourishes life but also connects hearts. At Maxim's Group, we create memorable moments for our customers by providing quality dining experiences through both our homegrown brands and renowned global brands.

Founded in 1956, Maxim's Group is one of Asia's leading food and beverage companies, operating Chinese, Western, Japanese and Southeast Asian restaurants, quick service outlets, bakery shops, coffee shops and institutional catering services. Maxim's Group offers a range of high-quality seasonal food products, including the award-winning HKMX Mooncakes. Additionally, we proudly operate world-famous brands such as Starbucks, Genki Sushi, Ippudo Ramen, The Cheesecake Factory, and Shake Shack across various regions. We take pride in our heritage and are grateful for our success, which inspires our commitment to a sustainable and innovative future.



At Maxim's, we believe that our people are the driving force behind product innovation and customer excellence. Each team member is highly valued, trusted, and supported in their contribution. We are dedicated to their ongoing development and promote a work environment that sparks creativity and lifelong learning.

# MEDIA SPONSOR



## A Leading Recruitment Media with over 590,000 Members

Based in HK, Recruit, a listed company, is a pioneer in recruitment magazine, as one of the most popular and leading all-rounded recruitment, human resources, education and career media for reaching 30+ years. We have built up more than 120K+ companies' profiles and trusted partners and 610K+ members who strive for work-life balance. The magazine reaches target readers through extensive distribution network at High-traffic areas, Universities, Tertiary institutions, MTR stations, MTR exits, D2 Place, Labour Department job centres and non-government organization etc.

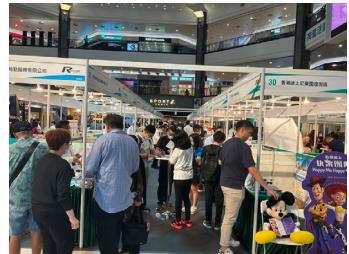
## Extensive Industry and Social Networking



In recent year of digital transformation and aiming for high standard of user experience, Recruit operates recruitment platform – Recruit.com.hk which connects quality readers from company to employee, corporate to leisure, top management to frontline. As a leading recruitment media in Hong Kong, Recruit has strong partnership with professional organizations and youth institutions for years. Our recruitment platform lists bridging job seekers and recruiters, offering 50+ industries, 30K+ job vacancies and 2M+ page views on average per month.

## Recruit Facebook & Instagram

Recruit launched mobile apps in 2011. It is popular and highly and widely used by our members for grabbing career news and articles, also latest job vacancies. Up till now, it has over 750K+ installations for full-time and part-time jobs seekers. More than that, Recruit not only has proven its ability to provide all-rounded recruitment and career advertising channels across print, online, mobile but also social media. Recruit extended its reach to audience through Facebook and Instagram with over 145K+ and 53.9K+ followers respectively.



Recruit Job Fair

## The Career Event Expert

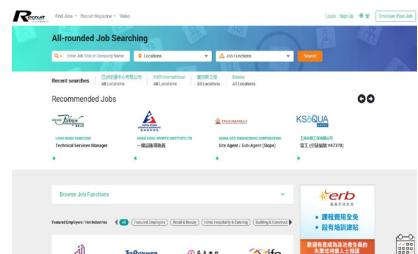
Recruit is dedicated to providing full service to jobseekers and recruitment advertisers by offering career fair service. Organized over 150+ education and career fairs with over 200K+ audiences to participate, Recruit is recognized for its professionalism in recruitment and trustworthy by partners. Last but not least, Recruit is devoted to contributing and benefit the industry by holding annual round table event involving industry experts, government and associations' officials.



Recruit Magazine



Recruit Mobile Apps



Recruit.com.hk

## MEDIA SPONSOR



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Established in 1949, The Standard is Hong Kong's first free English daily newspaper, and enjoys an extensive, high-quality readership. It has also been voted as "the most credible" free newspaper in a recent 2022 survey conducted by the Chinese University of Hong Kong.

Available across different electronic media from its tabloid paper format, The Standard delivers a comprehensive coverage of local and international news, with special features on business, technology, lifestyle, sports and entertainment, as well as in-depth analyses and interviews.

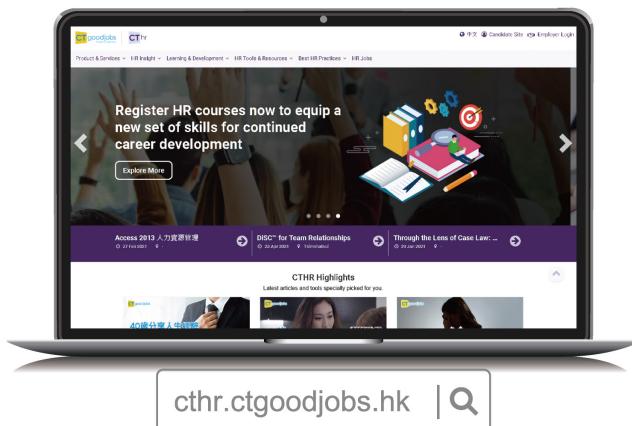
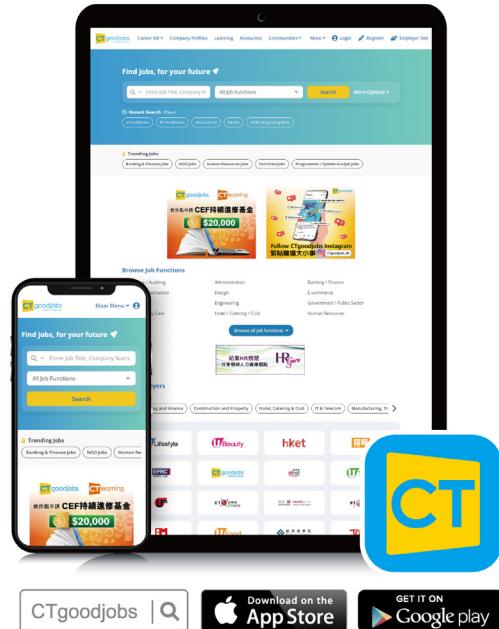
The Standard also publishes regularly a range of topical magazines and books that are available in print as well as in digital format.

# DIGITAL MEDIA SPONSOR



**CTgoodjobs**, a member of the Hong Kong Economic Times Group (Stock Code: 423), is a leading job and career platform in Hong Kong. It offers comprehensive recruitment and employer branding solutions while providing an exceptional user experience (UX) for both recruiters and job seekers.

To reach a diverse audience, CTgoodjobs has established a strong social media presence with over 550,000 followers across Meta Platforms, further reinforcing its position as a trusted and influential recruitment platform in Hong Kong.



**CTHR** is a comprehensive HR platform that provides HR professionals with a wide range of resources, including HR-related news, articles, events, courses and surveys. These offerings keep HR professionals up-to-date with the latest knowledge, trends, and insights in the industry.



# DIGITAL MEDIA SPONSOR



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LinkedIn connects the world's professionals to make them more productive and successful. Our vision is to create economic opportunity for every member of the global workforce. With more than 1 billion members worldwide as of January 2024, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network. The company has a diversified business model with revenue coming from Talent Solutions, Marketing Solutions, and Premium Subscriptions products. Headquartered in Silicon Valley, LinkedIn has offices across the globe.



## The Economic Graph

Creating economic opportunity around the world.  
One member at a time.



# ABOUT THE HONG KONG MANAGEMENT ASSOCIATION

The Hong Kong Management Association (HKMA) is a non-profit making organization established in 1960. Services provided by the 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. From 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. The HKMA also provides specially designed corporate training which 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 Best Annual Reports Awards, the HKMA Quality Award, the Award for Excellence in Training and Development, the HKMA / ViuTV & Now TV Awards for Marketing Excellence, the Hong Kong Sustainability Award, the Hong Kong Management Game, the Distinguished Salesperson Award, the HKMA / HKT Global Innovation Award and the Award for China Marketing Excellence.

With a total of around 12,000 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.



# INTRODUCTION TO 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.

## OBJECTIVES OF THE AWARD

- To give due recognition to HRD professionals and trainers for their achievements.
- To help improve the quality of training and development in Hong Kong generally by giving examples of good training and development and by sharing experiences.
- To continue to improve the extent to which training and development meets business / organizational needs, establishes direction and contributes to the success of the organization through improving the performance of employees.

## BENEFITS TO ORGANIZATIONS

- The Award will strengthen the reputation of the organization within the field of training and development and in the business community at large.
- The winners will be allowed to use the award logo on their stationery, promotional literature and in advertising.
- The Award will provide an excellence opportunity for publicity by the winners.
- The Award could be used as an aid to recruitment.

## BENEFITS TO HRD PROFESSIONALS AND TRAINERS

- The Award offers HRD professionals and trainers the opportunity to have their efforts better recognized by their organizations, peer professionals and the community.
- The Award will provide additional motivation to HRD and training professionals to extend their efforts.
- The award will help senior management better understand the value HRD professionals and trainers can bring to improve corporate results of the organization.

## AWARD CATEGORIES

- Campaign Awards
- Individual Awards

## ENQUIRIES

Ms Ellis Yeung, Senior Membership and Event Consultant

Tel: 9274 7518 Email: [ellisyeung@hkma.org.hk](mailto:ellisyeung@hkma.org.hk)

Ms Candice Liu, Senior Membership and Event Executive

Tel: 2774 8515 Email: [candideliu@hkma.org.hk](mailto:candideliu@hkma.org.hk)

## WEBSITE

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

# INTRODUCTION TO THE AWARD

The Board of Examiners comprises members of the Training and Development Award Organizing Committee 2026, HKMA Programme Advisory Committee - People Management and HKMA Programme Advisory Committee - Talent Development.

## TRAINING AND DEVELOPMENT AWARD ORGANIZING COMMITTEE 2026

### **Ms Margaret Cheng JP (Chairperson)**

Human Resources Director  
MTR Corporation Limited

### **Mr C Y Chan**

Executive Director - Human Resources  
Verdant Capital Group

### **Ms Fanny Chan**

Chief Human Resources Officer  
Chow Tai Fook Life Insurance Company Limited

### **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**

Director, Human Resources  
Microsoft Hong Kong Limited

### **Mr Charles Ho**

Deputy Director - HR (Learning & Development)  
Kerry Properties Limited

### **Mr Kevin Kam**

Chief People Officer  
McDonald's Hong Kong

### **Mr Terry Kwan**

HR Director  
FSE Lifestyle Services Limited

### **Ms Jason Lee**

Executive Director - People and Culture  
Hong Kong Air Cargo Terminals Limited

### **Ms Ivy Leung**

General Manager  
The Hong Kong Management Association

### **Mr David Lim**

Executive Vice President, People, Asia Pacific  
PVH Asia Pacific Limited

### **Ms Jenny Pong**

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

### **Ms Hester Shum**

Group Chief Human Resources Officer  
PCCW Group

### **Ms Claren Suen**

Head of Human Resources (HK & Macau)  
Maxim's Caterers Limited

### **Ms Irene Tam**

Head of Flight Crew People Services  
Cathay Pacific Airways

### **Mr Gautam Dev**

Head of Talent and Change Management  
The Hong Kong Jockey Club

### **Ms Alice Wong**

Project Consultant  
DFI Retail Group

### **Ms Stephanie Wong**

Distribution Training Director  
AXA Hong Kong and Macau

### **Mr Derek Wu**

Group Chief People Officer  
Tam Jai International Company Limited

### **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 Company Limited

# INTRODUCTION TO THE AWARD

## HKMA PROGRAMME ADVISORY COMMITTEE - PEOPLE MANAGEMENT

### **Dr Kim Mak BBS JP (Chairperson)**

Chairman  
ATAL Engineering Group

### **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 & Company Limited

### **Mr Kevin Kam**

Chief People Officer  
McDonald's Hong Kong .

### **Mr C K Lee**

Managing Director  
C.K. Lee & Associates

### **Ms Maylie Lee**

Chief Human Resources Officer  
AIA International Ltd

### **Ms Carrie Leung MH**

Chief Executive Officer  
The Hong Kong Institute of Bankers

### **Mr Peter Leung**

Chief 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 & Administration  
Hang Lung Properties Limited

### **Ms Florence Wong**

Head, HR, Hong Kong, Macau, Japan &  
Co-Head HR GBA  
Standard Chartered Bank (Hong Kong) Limited

### **Mr Derek Wu**

Group Chief People Officer  
Tam Jai International Company Limited

### **Ms Janet Yeung**

Head of Human Resources  
Hong Kong Trade Development Council

# INTRODUCTION TO THE AWARD

## HKMA PROGRAMME ADVISORY COMMITTEE - TALENT DEVELOPMENT

### **Mr Stephen Leung (Chairperson)**

Interim General Manager  
Pfizer Hong Kong

### **Ms Jenny Chan**

Senior Director - Agency Learning & Culture  
Prudential Hong Kong

### **Mrs Claudia Hodges**

Director Group Agency Distribution  
AIA International Limited

### **Dr Barry Ip**

Vice President, Learning & Advancement  
Wynn Macau and Wynn Palace

### **Mr Ellis Ku**

Chief Learning & Development Manager  
MTR

### **Mr Lam Ming Wing**

Chief Human Resources Officer  
The Hong Kong and China Gas Company Limited

### **Mr Jason Lee**

Executive Director – People and Culture  
Hong Kong Air Cargo Terminals Ltd

### **Ms Theresa Lui**

Chief People Officer  
Chow Tai Fook Jewellery Group

### **Ms Carmen Ting**

Head of Organisation and Talent Development  
People, Performance and Culture  
KPMG

### **Dr Lake Wang**

Executive Director, People & Organizational  
Development  
The Hong Kong Jockey Club

### **Ms Stephanie Wong**

Distribution Training Director  
AXA Hong Kong and Macau

### **Ms Yolice Wu**

Executive Director & Chief People & Culture Officer  
Hongkong Land Limited

## IMPORTANT POLICIES

All information and documents supplied by Award participants including their identities and written submissions are kept confidential and will only be used for the judging of the Award.

All Examiners and Adjudicators are required to declare in advance to the Award Secretariat on their conflict of interest. The Examiners and Adjudicators in question would be barred from reviewing the Award participants concerned or handling in any manner the materials submitted by the Award participants involved.

# CAMPAIGN AWARDS

## ELIGIBLE PROGRAMMES

The Campaign Awards are intended to cover any training or development programmes that are initiated and delivered by Hong Kong, Mainland or overseas organizations for their staff members and key stakeholders for the benefits of the organizations.

Programmes that include external consultants as part of the programme are also eligible for the competition. Nevertheless, the role of these consultants should be justified and clearly stated.

## AWARDS

The following awards will be granted to outstanding programmes by the Panel of Adjudicators:

- One Gold Award
- Two Silver Awards
- Three Bronze Awards
- Four Excellence Awards

## SPECIAL AWARDS

A number of Special Award(s) will also be granted to recognize training and development programme(s) with outstanding performance in different individual areas.



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The Hong Kong  
Jockey Club



Special Awards:

- Excellence in Career Development
- Excellence in Change Management
- Excellence in Cultural Change
- Excellence in Digital Transformation / AI Adoption
- 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
- Excellent Campaign for Organizations with 500 Employees or Less
- HR Professionals' Favourite Campaign (selected by participants attending the Final Presentation Seminar)
- Youth's Most Favourite Campaign (will be selected by youth participants attending the Final Presentation Seminar)

(please refer to page 25 - 26 for more details)

There are a maximum of three awardees in each Special Award. The Board of Examiners would also suggest other Special Awards at their discretion. All Special Awards will be decided by the Board of Examiners.

# BEST ORGANIZATION AWARD

## OBJECTIVE

The Best Organization Award aims to recognize companies that foster exceptional trainers and outstanding training programmes. This award will be given to the organization that has demonstrated remarkable performance in both the Campaign and Individual Awards categories.

## ELIGIBILITY

The Best Organization Award is open to organizations which have participated in both Campaign and Individual Awards. They have to submit at least two entries to Campaign Awards and at least one nomination to the Individual Awards. Eligible organizations are not required to submit additional write-up information.

## JUDGING MECHANISM

The judging mechanism of the Best Organization Award covers three key components as follows:

1. Overall scores of participating campaigns in Campaign Awards
2. Overall scores of participating marketers in Individual Awards
3. Participation scores in both Campaign & Individual Awards

Participation				Performance					
Eligibility				Written Submission		Final Judging			
Campaign Awards		Individual Awards		Campaign Awards	Individual Awards	Campaign Awards		Individual Awards	
Entries	Scores	Entries	Scores	60%	30%	Award	Scores	Award	Scores
2	2	1	1			Gold	5	Trainer of the Year / Best Rising Star of the Year	4
3	3	2	2			Silver	3		
4+	4 (Max)	3	3			Bronze	2		
		4+	4 (Max)			Excellence	1		

# CAMPAIGN AWARDS



## CAMPAIGN AWARDS SCHEDULE

### Deadline for Entries

Wednesday, 18 March 2026

### Deadline for Written Submission

Wednesday, 22 April 2026

### Announcement of Finalists

Early June 2026

### Final Presentation Seminar

Wednesday, 26 August 2026

### Award Presentation Ceremony

Thursday, 5 November 2026

## PARTICIPATION FEE

HKMA Member: \$13,900 per programme

Non-Member: \$17,900 per programme

Free for SMEs\*

## ADDITIONAL FEE FOR SPECIAL AWARDS

HKMA Member: \$1,800 per Award

Non-Member: \$2,200 per Award

For each entry, SME can join one Special Award for free. Otherwise, additional fee will be charged.

The participation fee covers<sup>#</sup>:

- THREE free seats at the Final Presentation Seminar and Networking Lunch
- ONE free seat at the Award Presentation Ceremony and Networking Dinner

Participating organizations are required to settle the participation fee before the entry deadline. Otherwise, they would not be invited for the judging process.

\* Small and Medium Enterprises (SMEs) refer to organizations which employ not more than 100 persons in Hong Kong and are not subsidiaries of any group of companies or local offices of multinational companies. The Hong Kong Management Association reserves the right to make the final and binding decisions on the eligibility of applicants.

<sup>#</sup> Not applicable to those SMEs enjoying free participation fee.

# CAMPAIGN AWARDS

## SPECIAL AWARDS

Participating organizations which would like to be considered for the following Special Award(s) are requested to elaborate more on specific area in the five-page Campaign Awards Written Submission to facilitate Examiners' judging.

Participating organizations are requested to indicate which of the following Special Award(s) they would like to compete for in the Entry Form:



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香港賽馬會  
The Hong Kong  
Jockey Club



### EXCELLENCE IN CAREER DEVELOPMENT

This Special Award will be given to those training and development programmes which have effectively enhanced employees' skillsets needed for current and future roles while sharpening their ability for career advancement when opportunities arise.

### EXCELLENCE IN CHANGE MANAGEMENT

This Special Award will be given to those training and development programmes which have successfully driven changes in organizational structure, systems, processes, or other critical aspects to achieve business goals.

### EXCELLENCE IN CULTURAL CHANGE

This Special Award will be given to those training and development programmes which have successfully fostered a cultural shift that is highly aligned with the strategic objectives and is well integrated within the organization.

### EXCELLENCE IN DIGITAL TRANSFORMATION / AI ADOPTION

This Special Award will be given to those training and development programmes that have effectively utilized innovative technologies, including artificial intelligence, to transform and enhance learning experiences. The programme should demonstrate the ability to integrate digital tools and strategies that improve engagement, personalization, and overall effectiveness in training outcomes.

### EXCELLENCE IN DIVERSITY, EQUITY AND INCLUSION PROMOTION

This Special Award will be given to those training and development programmes which facilitated and promoted a diversified, fair and inclusive work environment and culture.

### EXCELLENCE IN ENVIRONMENTAL SUSTAINABILITY IN THE WORKPLACE

This Special Award will be given to those training and development programmes which successfully cultivated and developed employees' skills, knowledge and commitment in a more sustainable way of doing business and making a social impact.

### EXCELLENCE IN INNOVATION

This Special Award will be given to those training and development programmes which have demonstrated innovation in its concept, design, implementation, reinforcement and/or outcome measurement.

# CAMPAIGN AWARDS

## SPECIAL AWARDS

### **EXCELLENCE IN LEADERSHIP DEVELOPMENT**

This Special Award will be given to those training and development programmes which have successfully built a leadership development strategy and empowered leadership behaviour and qualities in its employees to long-term organizational success.

### **EXCELLENCE IN RESKILLING / UPSKILLING**

This Special Award will be given to those training and development programmes that have effectively empowered employees through reskilling and upskilling initiatives. It must demonstrate a commitment to enhancing the workforce by equipping employees with the essential knowledge, skills, capabilities, and mindset required to thrive in a rapidly evolving work environment.

### **EXCELLENCE IN SOCIAL IMPACT**

This Special Award will be given to those training and development programmes which have incorporated "social good" as a core strategy of the programme and effectively driven positive impact to organization and society.

### **EXCELLENCE IN STAKEHOLDER ENGAGEMENT**

This Special Award will be given to those training and development programmes which have strategically involved and engaged relevant stakeholders in the objective setting, design, delivery and post intervention stages, contributing to the programme success.

### **EXCELLENCE IN TALENT DEVELOPMENT**

This Special Award will be given to those training and development programmes that have successfully identified, nurtured, and retained talent within the organization, thereby contributing to sustained organizational success.

### **EXCELLENCE IN TEAM DEVELOPMENT**

This Special Award will be given to those training and development programmes which have successfully created team dynamics and cultivated a high performance team.

### **EXCELLENCE IN WELLBEING**

This Special Award will be given to those training and development programmes which have promoted healthy work-life balance and supported employee mental health and wellness as one of the strategies/ training solutions.

### **EXCELLENT CAMPAIGN FOR ORGANIZATIONS WITH 500 EMPLOYEES OR LESS**

This Special Award will be given to outstanding training and development programmes initiated and delivered by organizations with 500 employees or less.

# CAMPAIGN AWARDS

## JUDGING PROCESS

<b>Submission of Entry Form</b> (Deadline: Wednesday, 18 March 2026)	All participating organizations have to submit an Entry Form.
<b>Submission of Written Submission</b> (Deadline: Wednesday, 22 April 2026)	All participating organizations are required to submit a five-page write-up in English on their training and development programmes. (optional) The submission can be supplemented with a short video without any animation or special effects, showcasing highlights of the programme. The video could be in English, Cantonese or Putonghua. If Cantonese or Putonghua is used, English subtitles should be provided.
<b>Review of Written Submission by Board of Examiners and Selection of Finalists and Special Awards Recipients</b>	Based on the written submissions, ten finalists as well as recipients of all the Special Awards, will be decided by the Board of Examiners.
<b>Final Presentation Seminar</b> (Wednesday, 26 August 2026)	The ten finalists will share their programmes and practices at the Final Presentation Seminar which will be a one-day open-to-public seminar. The finalists of Campaign Awards can have a maximum of two representatives presenting at the Final Presentation Seminar. Each finalist will be invited to give a 20-minute presentation in English* followed by a 10-minute question-and-answer session before a Panel of Adjudicators who will decide on the winners of Gold, Silver, Bronze Awards and Excellence Awards.  The scores given by the Board of Examiners during the first-round judging and the Panel of Adjudicators during the Final Presentation Seminar will carry 30% and 70% respectively of the final weighting.  Recipients of the HR Professionals' Favourite Campaign and Youth's Most Favourite Campaign will be decided by the number of votes received from participants during the Final Presentation Seminar.
<b>Award Presentation Ceremony</b> (Thursday, 5 November 2026)	The Award Presentation Ceremony will be held during the Susan Yuen Memorial Lecture and all the results of the Awards will be announced.

\* Presentation could be conducted in Putonghua for entries from Mainland enterprises.

# JUDGING CRITERIA



		<b>MARKS</b>
<b>1</b>	<b>OBJECTIVE SETTING</b>	<b>15</b>
1.1	The Programme demonstrated evidence of effective consultation and robust diagnostics to establish Programme objectives.	
1.2	The Programme objectives addressed specific business/organizational challenges.	
1.3	The Programme considered the people performance improvement and development needs that enhanced organizational capability, performance and business results.	
<b>2</b>	<b>DESIGN AND IMPLEMENTATION</b>	<b>40</b>
2.1	The Programme was designed with relevant content to meet the desired objectives.	
2.2	The Programme was effectively implemented.	
2.3	Relevant stakeholders (e.g. top management, line managers, etc.) were actively involved and appropriately engaged in the objective setting, design, delivery and post intervention stages.	
2.4	The Programme integrated with relevant business/organizational and human resources practices/processes to achieve the desired outcomes.	
<b>3</b>	<b>MEASUREMENT AND OUTCOMES</b>	<b>30</b>
3.1	The measurement process/metrics of the Programme was rigorous and reliable.	
3.2	The Programme achieved the stated business/organizational and learning objectives.	
3.3	The Programme was cost effective.	
3.4	The Programme has demonstrated sustainable outcomes.	
<b>4</b>	<b>INNOVATION</b>	<b>15</b>
4.1	The Programme was innovative in its concept, design, implementation, reinforcement and/or outcome measurement.	
4.2	The Programme set a new training or people development standard for the organization and/or the industry.	
<b>5</b>	<b>EXCEPTIONAL MERITORIOUS ASPECTS OF THE INTERVENTION</b>	<b>10</b>
5.1	The Programme was agile and quick to address the internal and/or external challenges facing the organization.	
5.2	The Programme was designed and implemented with due consideration to the importance of diversity, equity and inclusion.	
5.3	The Programme has transformed the overall learning and development strategies and brought long-term impact to the organization and/or the industry.	
		<b>Total 110</b>

# CAMPAIGN AWARD ENTRY FORM

ACT-42846-2026-2-NL

To: The Secretariat, Award for Excellence in Training and Development 2026  
The Hong Kong Management Association  
16/F, Tower B, Southmark,  
11 Yip Hing Street,  
Wong Chuk Hang,  
Hong Kong



Register Now!

Attn: Ms Ellis Yeung, Senior Membership and Event Consultant Tel: 9274 7518 Email: ellisyeung@hkma.org.hk  
Ms Candice Liu, Senior Membership and Event Executive Tel: 2774 8515 Email: candiceliu@hkma.org.hk

Name of Programme: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_ Number of Employees in the Organization: \_\_\_\_\_

Contact Person: (Mr/Ms) \_\_\_\_\_

Job Title: \_\_\_\_\_

Nature of Business: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_ Email: \_\_\_\_\_

Participating organizations are requested to indicate which Special Award(s) they would like to compete for:

<input type="checkbox"/> Excellence in Career Development	<input type="checkbox"/> Excellence in Social Impact
<input type="checkbox"/> Excellence in Change Management	<input type="checkbox"/> Excellence in Stakeholder Engagement
<input type="checkbox"/> Excellence in Cultural Change	<input type="checkbox"/> Excellence in Talent Development
<input type="checkbox"/> Excellence in Digital Transformation / AI Adoption	<input type="checkbox"/> Excellence in Team Development
<input type="checkbox"/> Excellence in Diversity, Equity and Inclusion Promotion	<input type="checkbox"/> Excellence in Wellbeing
<input type="checkbox"/> Excellence in Environmental Sustainability in the Workplace	<input type="checkbox"/> Excellent Campaign for Organizations with 500 Employees or Less
<input type="checkbox"/> Excellence in Innovation	<input type="checkbox"/> Others: Excellence in _____ (Please specify the name of the Special Award that suits your programme.)
<input type="checkbox"/> Excellence in Leadership Development	
<input type="checkbox"/> Excellence in Reskilling / Upskilling	

HKMA Member       Non-Member

HK\$13,900 (HKMA Member) / HK\$17,900 (Non-Member) / Free for SMEs\* for each entry of Campaign Award  
HK\$1,800 (HKMA Member) / HK\$2,200 (Non-Member) / Free for SMEs\* for the first entry of Special Award

We would like to submit an entry of Campaign Award and \_\_\_\_\_ Special Award(s).

A crossed cheque no: \_\_\_\_\_ of HK\$ \_\_\_\_\_ made payable to "**The Hong Kong Management Association**" is enclosed.

\* Small and Medium Enterprises (SMEs) refer to organizations which employ not more than 100 persons in Hong Kong and are not subsidiaries of any group of companies or local offices of multinational companies. The Hong Kong Management Association reserves the right to make the final and binding decisions on the eligibility of applicants.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
(not later than Wednesday, 18 March 2026)

**(Organizations may submit more than one entry. Please complete a separate form for each entry.)**

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[www.hkma.org.hk/sme-dsa](http://www.hkma.org.hk/sme-dsa)

**Enquiries:**

Mr Kevin Yam [kevinyam@hkma.org.hk](mailto:kevinyam@hkma.org.hk)  
Ms Ellis Yeung [ellisyeung@hkma.org.hk](mailto:ellisyeung@hkma.org.hk)

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# PAST CAMPAIGN AWARD WINNERS



## 2025

### **Gold Award**

The Hong Kong and China Gas Company Limited

### **Silver Awards**

CLP Power Hong Kong Limited  
Tam Jai International Co. Limited

### **Bronze Awards**

AXA Hong Kong & Macau  
DFI Retail Group  
Ernst & Young Group Limited

### **Excellence Awards**

Jebson Group  
Hong Kong Disneyland Resort (2 Entries)  
Urban Renewal Authority

## 2022

### **Gold Award**

Prudential Hong Kong Limited

### **Silver Awards**

Hongkong Land Limited  
The Hong Kong Jockey Club

### **Bronze Awards**

CLP Power Hong Kong Limited  
Esquel Group  
Sino Group

### **Excellence Awards**

Bupa (Asia) Limited  
The Hong Kong Jockey Club  
Standard Chartered Bank (Hong Kong) Limited  
Tricor Hong Kong

## 2019

### **Gold Award**

Architectural Services Department,  
HKSAR Government

### **Silver Awards**

Generation: You Employed (HK) Limited  
Hilti Asia Limited

### **Bronze Awards**

HKT Limited – Commercial Group  
New World Development Company Limited  
Ovolo Group

### **Excellence Awards**

MGM China  
MTR Corporation Limited  
New World Development Company Limited  
Zurich Insurance (Hong Kong)

## 2024

### **Gold Award**

MTR Corporation

### **Silver Awards**

McDonald's Hong Kong  
Urban Renewal Authority

### **Bronze Awards**

The Hongkong Electric Company, Limited  
HKT Limited  
HSBC Life (International) Limited

### **Excellence Awards**

Cathay Pacific Airways Limited  
CLP Power Hong Kong Limited  
MTR Corporation  
PwC China & Hong Kong

## 2021

### **Gold Award**

The Hong Kong and China Gas Company Limited

### **Silver Awards**

Architectural Services Department, HKSARG  
Electrical and Mechanical Services Department,  
HKSARG

### **Bronze Awards**

AXA Hong Kong & Macau  
Hilti Asia Limited  
McDonald's Hong Kong

### **Excellence Awards**

DBS Bank (Hong Kong) Limited  
MTR Railway Operations (Macau) Company Limited  
Urban Renewal Authority (2 Entries)

## 2018

### **Skills Training Category**

#### **Gold Award**

Direction Association for the Handicapped

#### **Silver Award**

Hotel ICON

#### **Bronze Award**

AIA International Limited  
Jardine Aviation Services Group (2 Entries)  
K11 Concepts Limited

### **Development Category**

#### **Gold Award**

Quality HealthCare Medical Services Limited

#### **Silver Award**

Pfizer Corporation Hong Kong Limited

#### **Bronze Award**

Ocean Park Corporation

#### **Excellence Awards**

AIA International Limited  
Laws Fashion Group Limited  
Sun Life Hong Kong Limited

## 2023

### **Gold Award**

Marco Polo Hotels – Hong Kong

### **Silver Awards**

AIA Hong Kong and Macau  
FUJIFILM Business Innovation Hong Kong Limited

### **Bronze Awards**

FedEx  
Hang Seng Bank Limited  
Wynn Macau, Limited

### **Excellence Awards**

Arup  
AXA Hong Kong  
The Hong Kong Jockey Club  
Swire Properties Limited

## 2020

### **Gold Award**

Fung Group / McDonald's /  
New World Development / Towngas

### **Silver Awards**

CLP Power Hong Kong Limited  
Stan Group (Holdings) Limited

### **Bronze Awards**

Cordis, Hong Kong  
Esquel Group  
HKT Ltd – PCCW Global

### **Excellence Awards**

Airport Authority Hong Kong  
AXA Hong Kong & Macau  
Bupa (Asia) Ltd. / Quality HealthCare  
Medical Services Ltd.  
Wynn Resorts (Macau) S.A.

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

# PAST CAMPAIGN AWARD WINNERS



## 2017

### Skills Training Category

#### **Gold Award**

Asia Pacific Heart Rhythm Society and Abbott Laboratories

#### **Silver Award**

Sino Group

#### **Bronze Award**

MTR Corporation

#### **Excellence Awards**

Chow Tai Fook Jewellery Company Limited  
Manulife (International) Limited  
Ngong Ping 360 Limited

### Development Category

#### **Gold Award**

Hong Kong Airlines Limited

#### **Silver Award**

Cathay Pacific Airways

#### **Bronze Award**

FTLife Insurance Company Limited

#### **Excellence Awards**

Citi Hong Kong  
The Hong Kong Jockey Club  
MTR Corporation

## 2015

### Skills Training Category

#### **Gold Award**

Cathay Pacific Airways Limited

#### **Silver Award**

Synergis Management Services Limited

#### **Bronze Award**

Maxim's Caterers Limited

#### **Excellence Awards**

DBS Bank (Hong Kong) Limited  
Federal Express (Hong Kong) Limited  
Sun Life Hong Kong Limited

### Development Category

#### **Gold Award**

The Hong Kong Society for the Aged

#### **Silver Award**

DBS Bank (Hong Kong) Limited

#### **Bronze Award**

McDonald's Restaurants (Hong Kong) Limited

#### **Excellence Awards**

CLP Power Hong Kong Limited  
Midland Holdings Limited  
Shangri-La Hotels and Resorts

## 2014

### Skills Training Category

#### **Gold Award**

Hong Kong Broadband Network Limited

#### **Silver Award**

Synergis Management Services Limited

#### **Bronze Award**

RS Components Limited

#### **Excellence Awards**

Chow Tai Fook Jewellery Company Limited  
Hotel ICON  
Ma Belle Jewellery Company Limited

### Development Category

#### **Gold Award**

Crystal Group

#### **Silver Award**

DFS Group Limited

#### **Bronze Award**

Bank of China (Hong Kong) Limited

#### **Excellence Awards**

Fuji Xerox (Hong Kong) Limited  
Hotel ICON  
Shun Tak – China Travel Ship Management Limited

## 2016

### Skills Training Category

#### **Gold Award**

Cordis, Hong Kong

#### **Silver Award**

MTR Corporation and  
Sports Federation & Olympic Committee of  
Hong Kong, China

#### **Bronze Award**

TAL Apparel Limited

#### **Excellence Awards**

Fuji Xerox (Hong Kong) Limited  
Hong Kong Sheng Kung Hui Welfare Council  
Limited  
The Great Eagle Properties Management  
Company Limited – Langham Place

### Development Category

#### **Gold Award**

Prudential Hong Kong Limited

#### **Silver Award**

Esquel Group

#### **Bronze Award**

Manulife (International) Limited

#### **Excellence Awards**

Bank of China (Hong Kong) Limited  
Wallem Group  
Zurich Insurance (Hong Kong)

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

# PAST CAMPAIGN AWARD WINNERS



## 2013

### Skills Training Category

#### Gold Award

Maxim's Caterers Limited

#### Silver Award

MTR Corporation

#### Bronze Award

The Hong Kong Jockey Club

#### Excellence Awards

HSBC

The Kowloon Motor Bus Company (1933) Limited  
Sun Life Hong Kong Limited

### Development Category

#### Gold Award

Chun Wo Development Holdings Limited

#### Silver Award

DFS Group Limited

#### Bronze Award

FedEx Express (China)

#### Excellence Awards

AIA International Limited  
MTR Corporation

Societe Generale, Asia-Pacific

## 2011

### Gold Prize

BOC Group Life Assurance Company Limited

### Silver Prize

Shangri-La Hotels and Resorts

### Bronze Prize

Kowloon Central Cluster, Hospital Authority

### Excellence Awards

Fleet Management Limited  
Maxim's Caterers Limited  
Standard Chartered Bank (Hong Kong) Limited

## 2010

### Gold Prize

Bank of China (Hong Kong) Limited

### Silver Prize

Morgan Stanley

### Bronze Prize

The Hong Kong Jockey Club

### Excellence Awards

Aon Hong Kong Limited  
Fuji Xerox (Hong Kong) Limited  
Mandarin Oriental Hotel Group

## 2009

### Gold Prize

MTR Corporation

### Silver Prize

Synergis Management Services Limited

### Bronze Prize

Zurich Life Insurance Company Limited

### Certificates of Excellence

Hang Yick Properties Management Limited  
Hong Yip Service Company Limited  
InterContinental Grand Stanford Hong Kong

## 2008

### Gold Prize

CLP Power Hong Kong Limited

### Silver Prize

Maxim's Caterers Limited and Hospital Authority

### Bronze Prize

The Hong Kong Jockey Club

### Certificates of Excellence

Canossa Hospital (Caritas)  
Hong Kong CSL Limited  
Inter Continental Hong Kong

## 2007

### Gold Prize

Tao Heung Group Limited

### Silver Prize

Kowloon-Canton Railway Corporation

### Bronze Prize

The Hong Kong Jockey Club

### Certificates of Excellence

Kowloon Shangri-La Hotel  
Li & Fung (Trading) Limited  
PCCW Limited

## 2006

### Gold Prize

Langham Place Hotel

### Silver Prize

Gammon Construction Limited

### Bronze Prize

Hang Seng Bank

### Certificates of Excellence

Hang Seng Bank  
Jones Lang LaSalle – Management Solutions  
Shun Hing Electric Service Centre Limited

## 2012

### Skills Training Category

#### Gold Award

The Hong Kong Jockey Club

#### Silver Award

DHL Express (HK) Limited

#### Bronze Award

CLP Power Hong Kong Limited

#### Excellence Awards

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

#### Gold Award

The Hong Kong Society for the Aged

#### Silver Award

Hip Hing Construction Company Limited

#### Bronze Award

MTR Corporation

#### Excellence Awards

Civil Service Training and Development  
Institute, Civil Service Bureau  
The Dow Chemical Company  
HSBC

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

# PAST CAMPAIGN AWARD WINNERS

## 2005

**Gold Prize**

Langham Place Hotel

**Silver Prize**

CLP Power Hong Kong Ltd

**Bronze Prize**

The Hong Kong and China Gas Company Ltd

**Certificates of Merit**

HSBC

PCCW Limited

Standard Chartered Bank (Hong Kong) Limited

**Special Award for SMEs**

KC Maritime Ltd

## 2004

**Gold Prize**

The Hong Kong Jockey Club

**Silver Prize**

HSBC

**Bronze Prize**

AXA China Insurance Co Ltd

**Certificates of Merit**

ACNielsen (China) Ltd

Hong Kong Housing Authority

MTR Corporation

## 2003

**Gold Prize**

Cathay Pacific Airways Ltd

**Silver Prize**

Circle K Convenience Stores (HK) Ltd

**Bronze Prize**

HSBC

**Certificates of Merit**

Canossa Hospital (Caritas)

Kai Shing Management Services Ltd

Sun Hung Kai Properties Ltd

## 2002

**Gold Prize**

Hong Kong Housing Authority

**Silver Prize**

Hsin Chong Real Estate Management Ltd

**Bronze Prize**

Allen & Overy (HK) Limited

**Certificates of Merit**

American International Assurance Company (Bermuda) Limited

Hong Yip Service Company Ltd

Shangri-La Hotels and Resorts

## 2001

**Gold Prize**

Hang Seng Bank Ltd

**Silver Prize**

Hongkong Post

**Bronze Prize**

Watson's The Chemist

**Certificates of Merit**

Giordano International Limited

Hang Yick Properties Management Limited

Hong Yip Service Company Ltd

## 2000

**Gold Prize**

Standard Chartered Bank

**Silver Prize**

Hong Kong Housing Authority

**Bronze Prize**

The Hong Kong Jockey Club

**Certificates of Merit**

Heraeus Ltd

Hospital Authority

MTR Corporation

## 1999

**Gold Prize**

Hang Seng Bank Ltd

**Silver Prize**

CLP Power Hong Kong Ltd

**Bronze Prize**

Hang Seng Bank Ltd

**Certificates of Merit**

Goodwell Property Management Ltd

The Jockey Club Kau Sai Chau Public Golf

Course Ltd

Kowloon-Canton Railway Corporation

## 1998

**Gold Prize**

Sheraton Hong Kong Hotel & Towers

**Silver Prize**

Tse Sui Luen Jewellery Co Ltd

**Bronze Prize**

DHL International (H.K.) Ltd

**Certificates of Merit**

The Hong Kong Jockey Club

Hong Kong Police

Shell Hong Kong Ltd

## 1997

**Strategic HRD Category****Silver Prize**

Regal Hotels International

**Bronze Prize**

DHL International (H.K.) Ltd

**Skills Training and Development Category****Gold Prize**

Hang Seng Bank Ltd

**Silver Prize**

Marks and Spencer (HK) Ltd

**Bronze Prize**

Regal Hotels International

## 1996

**Overall Winner**

Giordano Ltd

**Strategic HRD Category**

Giordano Ltd

**Skills Training and Development Category**

Mass Transit Railway Corporation

## 1995

**Overall Winner**

Hospital Authority

**Strategic HRD Category**

Hospital Authority

**Skills Training and Development Category**

Mass Transit Railway Corporation

## 1994

**Overall Winner**

Kowloon-Canton Railway Corporation

**Strategic Management/Strategic HRD/TQM Training Category**

Kowloon-Canton Railway Corporation

**Management/Supervisory Training Category**

Cathay Pacific Catering Services (HK) Limited

**Professional/Technical Training Category**

Securair Limited

## 1993

**Overall Winner**

The Asian Sources Media Group

**Strategic Management/Strategic HRD/Customer Service/TQM Training Category**

The Sino Group

**Management/Supervisory Training Category**

The Asian Sources Media Group

**Professional/Technical Training/Others Category**

Hong Kong Aircraft Engineering Company Limited

## 1992

**Service Category**

Mass Transit Railway Corporation

**Commercial and Industrial Category**

Shell Hong Kong Limited

## 1991

**Service Category**

Arthur Andersen & Company

**Manufacturing Category**

Computer Products Asia-Pacific Limited

**Construction Category**

Franki Kier Limited

**Wholesale/Retail/Import/Export Category**

Jardine Pacific Ltd – Pizza Hut Division

**Utilities and Public Sector Category**

Mass Transit Railway Corporation

## 1990

**Multi-National Corporations Category**

China Light & Power Company Limited

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



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**Enquiries:**

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Ms Candice Liu +852 2774 8515 / [candiceliu@hkma.org.hk](mailto:candiceliu@hkma.org.hk)

\* 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

# INDIVIDUAL AWARDS

## ELIGIBILITY

The Individual Awards aim to recognize the outstanding achievement of trainers who have made significant contribution to the human resources development of their organizations as well as the community.

## CATEGORIES

There are two categories for individual awards:

### 1. Distinguished Trainer Awards

Executives who have engaged in the human resources and / or training and development profession for a minimum of 5 years and are providing training for staff members of their own organization, service providers of their clients (for trainers from consulting business).

A **Trainer of the Year** will be selected by the Panel of Adjudicators from among the Distinguished Trainer Awardees.

### 2. Outstanding New Trainer Awards

Executives who have engaged in the human resources and / or training and development profession for less than 5 years and are providing training for staff members of their own organization, service providers or their clients (for trainers from consulting business).

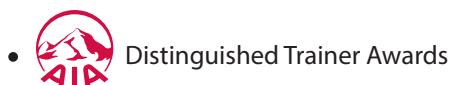
A **Best Rising Star of the Year** will be selected by the Panel of Adjudicators from among the Outstanding New Trainer Awardees.

Trainers from the consulting business may enter the Awards. However, if the training and/or development programmes described in the written submission and in the interview session are from those of their clients, endorsement from their clients must be provided.

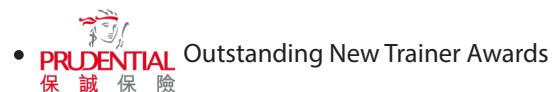
## AWARDS

The following awards will be granted to outstanding trainers by the Board of Examiners:

- Trainer of the Year



- Best Rising Star of the Year



## BENEFITS AND RECOGNITION

### 1. For Distinguished Trainer Awardees, they will be granted:

- HKMA Professional Manager status. The membership fee and the CPD requirements for the first two years will be waived; and
- Membership at the HKMA Human Capital Management Society.

### 2. For Outstanding New Trainer Awardees, they will be granted:

- HKMA Full Membership or Associate Membership status, depending on their work experience and academic qualifications. The membership fee for the first two years will be waived; and
- Membership at the HKMA Human Capital Management Society.

## INDIVIDUAL AWARDS SCHEDULE

### Deadline for Nomination

Wednesday, 18 March 2026

### Interview Session

Tuesday, 16 June 2026

### Deadline for Written Submission

Friday, 8 May 2026

### Final Presentation Seminar

Wednesday, 26 August 2026

### PARTICIPATION FEE

HKMA Member: \$10,900 per nominee  
Non-Member: \$15,900 per nominee

### Award Presentation Ceremony

Thursday, 5 November 2026

The participation fee covers:

- ONE free seat at the Final Presentation Seminar and Networking Lunch
- ONE free seat at the Award Presentation Ceremony and Networking Dinner
- TWO free seats at the Seminar on "Future-Ready: Empowering Learning for Tomorrow"

Participating organizations are required to settle the participation fee before the entry deadline. Otherwise, they would not be invited for the judging process.

# INDIVIDUAL AWARDS

## JUDGING PROCESS

<b>Nomination</b> (Deadline: Wednesday, 18 March 2026)	All entrants have to be nominated by their organizations which are required to send in the Nomination Form. An organization can nominate a maximum of five trainers in each category.
<b>Written Submission</b> (Deadline: Friday, 8 May 2026)	All entrants are required to submit a four-page written submission covering all the Judging Criteria together with a one-page summary of personal information in English, which will be reviewed by the Board of Examiners. The signature campaign cited in the submission should be conducted and completed within the last five years.
<b>Interview Session</b> (Tuesday, 16 June 2026)	All entrants will be invited to an interview session. Winners of the Distinguished Trainer Awards and Outstanding New Trainer Awards as well as the finalists of the Trainer of the Year will be selected by the Board of Examiners. <u>Distinguished Trainer Awards</u> The interview will be divided into two parts: <ol style="list-style-type: none"><li>1. A 10-minute presentation, covering all the judging criteria, to be followed by a 5-minute question-and-answer session in English, Cantonese or Putonghua.</li><li>2. A 10-minute presentation on a training plan in English, Cantonese or Putonghua. Participants would be informed of the training plan topic 30 minutes before the interview session.</li></ol> <u>Outstanding New Trainer Awards</u> The interview will be divided into two parts: <ol style="list-style-type: none"><li>1. A 10-minute presentation, covering all the judging criteria, to be followed by a 5-minute question-and-answer session in English, Cantonese or Putonghua. .</li><li>2. A 10-minute short training in English, Cantonese or Putonghua. Participants would be informed of the training</li></ol>
<b>"Trainer of the Year" and "Best Rising Star of the Year" Final Judging</b> (Wednesday, 26 August 2026)	Finalists of the "Trainer of the Year" and "Best Rising Star of the Year" selected from among the "Distinguished Trainer Awardees" and "Outstanding New Trainer Awardees" will be invited to attend a Final Judging which includes a 5-minute presentation on his/her written submission, followed by a 5-minute question-and-answer session either English, Cantonese, or Putonghua by the Panel of Adjudicators on the day of the Final Presentation Seminar to compete for the "Trainer of the Year" and "Best Rising Star of the Year"
<b>Award Presentation Ceremony</b> (Thursday, 5 November 2026)	The Award Presentation Ceremony will be held during the Susan Yuen Memorial Lecture and all the results of the Awards will be announced.

# OUTSTANDING NEW TRAINER AWARD

## JUDGING CRITERIA



	MARKS
<b>1 SIGNATURE CAMPAIGN</b>	<b>80</b>
<p>The Trainer can demonstrate he/she has played a key role in contributing to the success of a training and/or development programme. From the programme, the Trainer has demonstrated his/her competencies as a good trainer which include the following areas:</p> <p><b>1.1 Making sure that training is connected to business/organizational needs and external environment</b> 20</p> <p>1.1.1 Meets regularly with sponsors to keep in touch with business/organizational needs      1.1.2 Good at helping managers identify what they want their people to be able to do      1.1.3 Establishes direction from sponsors as the first step in any new project      1.1.4 Passionate about making sure that training needs are clearly identified      1.1.5 Maintains relevance by refining training objectives/programme design in response to the business/organizational needs and changing commercial context      1.1.6 Effective in gaining management buy-in</p> <p><b>1.2 Ability to design purposeful learning processes</b> 20</p> <p>1.2.1 Conducts rigorous and holistic analysis and effectively addresses those factors contributing to the performance gap      1.2.2 Actively involves sponsors in the training and/or development process      1.2.3 Focuses on outcomes rather than activities when setting training objectives      1.2.4 Rigorous in making sure that courses are designed to be good learning experiences      1.2.5 Makes explicit their assumptions about people and how they learn      1.2.6 Makes sure that trainees can successfully apply new ideas into their workplace      1.2.7 Creatively adapts training sessions to meet the needs of trainees</p> <p><b>1.3 Ability to manage and deliver a designed programme</b> 20</p> <p>1.3.1 Listens to and values participant contributions      1.3.2 Illustrates new concepts and ideas with appropriate examples from the learners' workplace      1.3.3 Regards training sessions as an opportunity to role model the behaviours being taught      1.3.4 Encourages trainees to learn at their own pace and cater for different learning styles      1.3.5 Encourages trainees to be independent and think for themselves      1.3.6 Creates interest and challenge in their approach to training      1.3.7 Integrates training sessions so that trainees can see how it all fits together</p> <p><b>1.4 Ability to evaluate training</b> 20</p> <p>1.4.1 Based on trainees' satisfaction levels      1.4.2 Based on improvement in trainees' competence      1.4.3 Based on impact on job performance      1.4.4 Based on improvement in targeted organizational performance/business results      1.4.5 In partnership with managers and sponsors</p>	
<b>2 PERSONAL ACHIEVEMENTS AND CONTINUOUS DEVELOPMENT</b>	<b>20</b>
<p>2.1 The Trainer has achieved academic or professional awards and other public recognition related to training and development.</p> <p>2.2 The Trainer has demonstrated continuous self-improvement to further his/her career in training and development.</p>	<b>Total 100</b>

# DISTINGUISHED TRAINER AWARD

## JUDGING CRITERIA

MARKS

<b>1</b>	<b>SIGNATURE CAMPAIGN</b>	<b>100</b>
<p>The Trainer can demonstrate he/she has played a leading role in contributing to the success of a training and/or development programme. From the programme, the Trainer has demonstrated his/her competencies as a good trainer which include the following areas:</p>		
<b>1.1</b>	<b>Making sure that training is connected to business/organizational needs and external environment</b>	<b>20</b>
1.1.1	Meets regularly with sponsors to keep in touch with business/organizational needs	
1.1.2	Good at helping managers identify what they want their people to be able to do	
1.1.3	Establishes direction from sponsors as the first step in any new project	
1.1.4	Passionate about making sure that training needs are clearly identified	
1.1.5	Maintains relevance by refining training objectives/programme design in response to the business/organizational needs and changing commercial context	
<b>1.2</b>	<b>Ability to design purposeful learning processes</b>	<b>20</b>
1.2.1	Conducts rigorous and holistic analysis and effectively addresses those factors contributing to the performance gap	
1.2.2	Actively involves sponsors in the training and/or development process	
1.2.3	Focuses on outcomes rather than activities when setting training objectives	
1.2.4	Rigorous in making sure that courses are designed to be good learning experiences	
1.2.5	Makes explicit their assumptions about people and how they learn	
1.2.6	Makes sure that trainees can successfully apply new ideas into their workplace	
1.2.7	Creatively adapts training sessions to meet the needs of trainees	
<b>1.3</b>	<b>Ability to manage and deliver a designed programme</b>	<b>20</b>
1.3.1	Listens to and values participant contributions	
1.3.2	Illustrates new concepts and ideas with appropriate examples from the learners' workplace	
1.3.3	Regards training sessions as an opportunity to role model the behaviours being taught	
1.3.4	Encourages trainees to learn at their own pace and cater for different learning styles	
1.3.5	Encourages trainees to be independent and think for themselves	
1.3.6	Creates interest and challenge in their approach to training	
1.3.7	Integrates training sessions so that trainees can see how it all fits together	
<b>1.4</b>	<b>Role in the internal marketing of training plans to stakeholders</b>	<b>20</b>
1.4.1	Effective in gaining senior management buy-in	
1.4.2	Authentically engages and inspires diverse group of stakeholders	
<b>1.5</b>	<b>Ability to evaluate training</b>	<b>20</b>
1.5.1	Based on trainees' satisfaction levels	
1.5.2	Based on improvement in trainees' competence	
1.5.3	Based on impact on job performance	
1.5.4	Based on improvement in targeted organizational performance/business results	
1.5.5	In partnership with managers and sponsors	
<b>2</b>	<b>PERSONAL ACHIEVEMENTS AND CONTINUOUS DEVELOPMENT</b>	<b>20</b>
2.1	The Trainer has achieved substantial academic or professional awards and other public recognition related to training and development.	
2.2	The Trainer has contributed to training and development as a profession in the business community.	
<b>3</b>	<b>ACHIEVEMENT IN ENHANCING TRAINING AND DEVELOPMENT CAPABILITY</b>	<b>20</b>
<p>The Trainer has helped improve and enhance the training and development capability of the current and/or previous organizations and contributed to the strategic direction of the organization.</p>		

**Total 140**

# TRAINER OF THE YEAR / BEST RISING STAR OF THE YEAR JUDGING CRITERIA

## MARKS

1. Does this trainer ensure that activities are based on real business/organization and individual needs?	<b>20</b>
2. Can this trainer design courses that work well with learners to deliver real results back in the workplace?	<b>20</b>
3. Is this trainer actively engaged in the business in personally designing and delivering courses?	<b>20</b>
4. Is this trainer flexible enough to balance the needs of different trainees and the overall objectives set?	<b>30</b>
5. Can this trainer determine the success of training at the individual, job and business/organization impact levels?	<b>20</b>
6. Overall can this trainer impact individual performance to meet business/organizational challenges, and go beyond the classroom to develop organizational capabilities, and even beyond the organization to contribute to the development of training as a profession?	<b>20</b>

**Total 130**

# INDIVIDUAL AWARD NOMINATION FORM

ACT-42846-2026-3-NL

To: The Secretariat, Award for Excellence in Training and Development 2026  
The Hong Kong Management Association  
16/F, Tower B, Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong



**Register Now!**

Attn: Ms Ellis Yeung, Senior Membership and Event Consultant Tel: 9274 7518 Email: ellisyeung@hkma.org.hk  
Ms Candice Liu, Senior Membership and Event Executive Tel: 2774 8515 Email: candiceliu@hkma.org.hk

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Name of Nominator: (Mr/Ms) \_\_\_\_\_ Job Title: \_\_\_\_\_

Contact Person: (Mr/Ms) \_\_\_\_\_ Job Title: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_ Email: \_\_\_\_\_

## A. Nomination(s) for Distinguished Trainer Awards

Name: (Mr/Ms) \_\_\_\_\_ Job Title: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_ Email: \_\_\_\_\_

Name: (Mr/Ms) \_\_\_\_\_ Job Title: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_ Email: \_\_\_\_\_

Name: (Mr/Ms) \_\_\_\_\_ Job Title: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_ Email: \_\_\_\_\_

Name: (Mr/Ms) \_\_\_\_\_ Job Title: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_ Email: \_\_\_\_\_

Name: (Mr/Ms) \_\_\_\_\_ Job Title: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_ Email: \_\_\_\_\_

## B. Nomination(s) for Outstanding New Trainer Awards

Name: (Mr/Ms) \_\_\_\_\_ Job Title: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_ Email: \_\_\_\_\_

Name: (Mr/Ms) \_\_\_\_\_ Job Title: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_ Email: \_\_\_\_\_

Name: (Mr/Ms) \_\_\_\_\_ Job Title: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_ Email: \_\_\_\_\_

Name: (Mr/Ms) \_\_\_\_\_ Job Title: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_ Email: \_\_\_\_\_

Name: (Mr/Ms) \_\_\_\_\_ Job Title: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_ Email: \_\_\_\_\_

A crossed cheque no: \_\_\_\_\_ of HK\$ \_\_\_\_\_ made payable to

**"The Hong Kong Management Association"** is enclosed.

HK\$10,900 (HKMA Member)  HK\$15,900 (Non-Member) for each nomination

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(not later than Wednesday, 18 March 2026)

# PAST INDIVIDUAL AWARD WINNERS



## 2025

### Hongkong Land Trainer of the Year

**Ms Chan On Ki, Anki**  
Tam Jai International Co. Limited

### AIA International Distinguished Trainer Awardees

**Ms Chan On Ki, Anki**  
Tam Jai International Co. Limited  
**Mr Cheung Ho Yuen, Isaac**  
AXA Hong Kong and Macau  
**Mr Hu Cyu Ming**  
Chow Tai Fook Life Insurance Company Limited  
**Ms Lau King Chi, Stephanie**  
Prudential Hong Kong Limited  
**Mr Lo Tsz Hin, Gavin**  
AIA International Limited  
**Mr Lok Yui Cheung, Raphael**  
CLP Power Hong Kong Limited  
**Mr Lui Man Hei, Brian**  
Prudential Hong Kong Limited  
**Ms Ana Siu**  
HKT Limited

### Prudential Hong Kong Outstanding New Trainer Awardees

**Ms Chan Ka Sin, Jenny**  
MTR Corporation Limited  
**Mr Chiu Hoi Pang**  
MHK Restaurants Limited  
**Ms Chiu Wai Yee, Annie**  
MHK Restaurants Limited  
**Ms Ho Ying Ying**  
Cathay Pacific Airways Limited  
**Ms Ko Ka Man, Gladys**  
AXA Hong Kong and Macau  
**Ms Kwok Hui Fan, Emily**  
AXA Hong Kong and Macau  
**Mr Lam Ka Fai**  
Prudential Hong Kong Limited  
**Ms Lam Lee Sze, Cherrie**  
Prudential Hong Kong Limited  
**Mr Leung Wing Ming, Dickey**  
CLP Power Hong Kong Limited  
**Mr Li Wing Chung, Erik**  
Prudential Hong Kong Limited  
**Mr Liu Weifeng**  
AIA International Limited  
**Ms Lo Chi Ning, Attar**  
Octopus Holdings Limited  
**Ms Lo Ching, Venus**  
AXA Hong Kong and Macau  
**Mr Mak Ho Yeung, Marco**  
Prudential Hong Kong Limited  
**Ms Sze Wing Yan, Cynne**  
Prudential Hong Kong Limited  
**Ms Phoebe Tam**  
Tam Jai International Company Limited  
**Ms Tse Suet Ying, Jessie**  
AXA Hong Kong and Macau  
**Mr Wu Ka Lun**  
AXA Hong Kong and Macau  
**Mr Xu Zekai, Jacky**  
Prudential Hong Kong Limited  
**Mr Yip Cheuk Sing, Alvin**  
Chow Tai Fook Life Insurance Company Limited

## 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 (HK) 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

\* 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 surnames.

# PAST INDIVIDUAL AWARD WINNERS



## 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

### Outstanding New Trainer Awardees

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

## 2021

### Trainer of the Year

**Mr Lau Kai Kwan, Kenny**  
Ralph Lauren Asia Pacific Limited

### Distinguished Trainer Awardees

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

### Outstanding New Trainer Awardees

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

## 2020

### Trainer of the Year

**Mr Frank Mok**  
AIA International Limited

### Distinguished Trainer Awardees

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

### Outstanding New Trainer Awardees

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

## 2019

### Trainer of the Year

**Ms Yip Ho Yue, Angela**  
Hotel ICON

### Distinguished Trainer Awardees

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

### Outstanding New Trainer Awardees

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

# 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 Cheung Pui Ying**

AIA International Limited

**Ms Claire He**

CLP Power Hong Kong Limited

**Mr Lee Hon Ming**

Prudential Hong Kong Limited

**Ms Windsor Lee**

Chow Tai Fook Jewellery Group Limited

**Mr Amen Lo**

China Life Insurance (Overseas) Co Ltd

**Mr Duke Ng**

China Life Insurance (Overseas) Co Ltd

**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 Wong Pak Yin**

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**

Jebson & 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 surnames.

# 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

**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

**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

### 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

## 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

**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

\* 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 surnames.

# PAST INDIVIDUAL AWARD WINNERS



## 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 Lee Chung Lim, Natalie

HSBC

## Distinguished Trainer Awardees

### Ms Lau Shuk Han

Ageas Insurance Company (Asia) Ltd

### Ms Lee Chung Lim, Natalie

HSBC

### Ms Jacqueline Moyse

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 Ltd

## 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

## Outstanding New Trainer Awardees

### Ms Fanny Chan

HSBC

### Ms Effie Cheng

McDonald's Restaurants (HK) Limited

### Mr Andy Lau

HSBC

### Mr Nelson Wong

The Hong Kong Jockey Club

### Mr Will Wong

HSBC

## 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

### 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 Ltd

### 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 Ltd

### 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 Ltd

### 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

\* 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 surnames.

# QUOTES FROM 2025 WINNERS

## CAMPAIGN AWARD

### Gold Award Winner

On behalf of Towngas, we are deeply honored to receive the Gold Award. This recognition is a testament to our commitment to innovation, sustainability, and people development.

Through our Digimon programme, we've empowered colleagues across all levels to embrace digital transformation, drive operational excellence, and co-create a future-ready culture.

We thank HKMA for this incredible platform, and we share this award with every Towngas team member who dared to innovate, collaborate, and lead change. We never stop, and we are ready for any challenges.

Let's continue to grow, learn, and transform together.

**"Digimon"**  
**The Hong Kong and China Gas Company Limited**



## INDIVIDUAL AWARD

### Trainer of the Year

I would like to extend my sincere gratitude to HKMA for launching such an incredible platform for Training and Development professionals to learn, grow, and inspire one another. It is truly an honor to receive the Trainer of the Year Award.

As I look ahead, I am committed to continuing this journey of impactful training, driving Tamjai's "Spice Up Your Future" mission forward. Together, we will strive to advance talent development, with a common goal of growing people, business, and community. Thank you once again for this incredible honor. Let's continue to inspire and grow together.

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



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Enquiry

Ms Bowie Chan

2774 8558 / 9149 0408 (WhatsApp)  
bowiechan@hkma.org.hk

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## LEAD SPONSORS

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Prudential Hong Kong Limited



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AXA Hong Kong and Macau



The Hong Kong Jockey Club



MTR Corporation



## SPONSORS

Hong Kong Air Cargo Terminals Limited



The Hong Kong and China Gas Company Limited



Maxim's Caterers Limited



## MEDIA SPONSORS

Recruit & Company Limited



The Standard



## DIGITAL MEDIA SPONSORS

CTgoodjobs



LinkedIn Hong Kong Limited

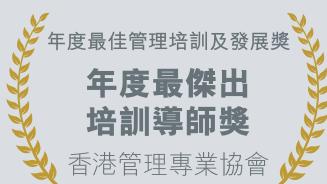
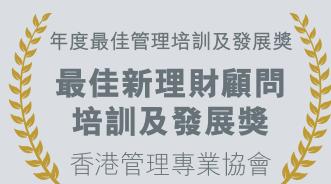
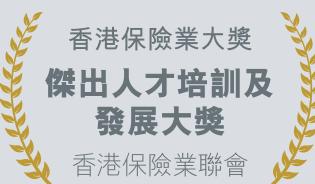
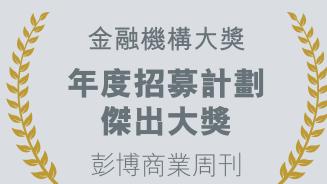
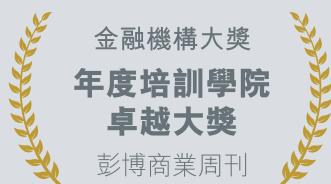


# 保誠理財培訓學院

專業創新 引領未來



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。



如欲了解更多獎項詳情及理財培訓學院資訊，請與我們聯絡。

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