



**Housing Society Honoured with Prestigious Branding Awards for
Contributions to Hong Kong**

Hong Kong Housing Society (HKHS) has clinched two prestigious branding awards recently, namely the “Hong Kong Star Brand Award 2019” and the “9th Junzi Corporation Award”.

The “Hong Kong Star Brand Award 2019” is hosted by the Hong Kong Small and Medium Enterprises Association, and co-organised by the Hong Kong Trade Development Council and the Hong Kong Productivity Council. The “Hong Kong Star Brand Award – Non-Profit Organisation” was presented to HKHS at the Presentation Ceremony held on 10 December in recognition of its contribution and achievements in the provision of quality housing and related services in Hong Kong, as well as its constant efforts in fulfilling corporate social responsibilities over the past 70 years. The honour is also a compliment to the persistent efforts of HKHS in creating a positive and lasting brand identity and corporate image, as well as driving the sustainable development of the community. The event has honoured 62 corporations and organisations with the Award this year.

In addition, HKHS has been honoured with the “9th Junzi Corporation Award” in the NGO category by the Hang Seng University of Hong Kong, for its adoption of best practices in business ethics, embracing of noble and gentlemanly virtues as espoused in the teachings of Confucius, and unwavering commitment to corporate governance and sustainable development.

HKHS Chief Executive Officer Wong Kit-loong said, “As a ‘housing laboratory’ for Hong Kong, we have been pioneering innovative housing projects in tandem with the evolving needs of Hong Kong people. At the same time, in fulfillment of our corporate social responsibility, we have been putting a lot of efforts into nurturing the talents, caring for the elderly and community services. The honours we received are a testimony to our longstanding efforts and achievements. In the coming future, we will continue to build and develop homes adapted to the housing needs of Hong Kong people.”

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.....continued on next page

Photos:



HKHS Chief Executive Officer Wong Kit-loong (3rd from the left) and Deputy Chief Executive Officer James Chan (4th from the left) shared the joy of success with the team at the “Hong Kong Star Brand Award” Presentation Ceremony.



HKHS Assistant Director (Corporate Communications) Pamela Leung (right) received the “Junzi Corporation · NGO Award” organised by the Hang Seng University of Hong Kong.