

Citibank



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Citibank Introduces First Youth Leadership Program
Taking Lead to Nurture Scions of SMEs as Future Leaders

(Hong Kong) Citibank today piloted the Youth Leadership Program in Hong Kong. This program is jointly organized by The Hong Kong Polytechnic University and Citi Commercial Bank, and is exclusively open to the next generation of Citi Commercial Bank's clients aged 16-19. This program aims to provide quality leadership and training to scions of family-run SMEs and underscores Citibank's commitment to nurturing and equipping young people to become future business leaders.

SMEs are an important driving force in Hong Kong's economic development, making up over 98% of the territory's business units and accounting for about 48% of total employment¹. As a result, the continuous development of SMEs is vital to the sustainable growth of the overall Hong Kong economy. As a valued financial partner of its SME clients, Citi Commercial Bank sees a need to help nurture future SME leaders and entrepreneurs, and has thus organized the Youth Leadership Program for the next generation of SME clients.

Anson Kwok, Managing Director and Head of Commercial Bank, Citi Hong Kong said, "We are delighted that Citibank can play a part in creating an innovative learning opportunity such as this to the young generation of our clients. Through the Youth Leadership Program, we hope the participants can broaden their knowledge, understand their own personalities, strengthen their awareness of social issues and equip themselves to face the increasingly challenging social climate and competitive economic environment in Hong Kong. The program is also intended to help them understand what their parents face in their business and the responsibilities that may lie ahead in the continuation of their family businesses."

Sidney Wong, Associate Director, Institute for Enterprise and Director of Management and Executive Development, The Hong Kong Polytechnic University said, "It's the first time we partnered with Citi Commercial Bank to organize this program to senior secondary school students. We have plenty of experience to run this program. Through a variety of leadership lectures, teambuilding workshops, interface sessions with outstanding leaders as well as field visits to enterprises in Hong Kong and the mainland, students are able to experience the operation of various enterprises. We hope the students can apply the learning to their future development in the society."

¹ Source from Support and Consultation Centre for small and medium enterprises (SMEs), which is the Government information and advisory centre for SMEs run by the Trade and Industry Department

The Youth Leadership Program is a two-week course organized and run by lecturers of Management and Executive Development Centre, The Hong Kong Polytechnic University and Citibankers. Through this program, participants will understand the qualities and characteristics of a successful leader. The program includes:

Lectures / Workshops

- Quality of a Leader
- Marketing Management
- Interviewing Techniques
- Understanding Corporate Social Responsibility
- Financial Planning Workshop
- Creative Thinking Workshop

Activities

- Field Visit – Citibank
- Field Visit – China
- Volunteer Work Day
- Interfacing with Outstanding Enterprise Leaders
- The Hong Kong Polytechnic University Tour

A total of 40 students have been admitted to the course; all participants who completed the course will be awarded a Certificate of Completion.

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