

# Citi Youth Investment Education Program 2010

For Immediate Release

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## **Inclusion of financial education in the secondary school curriculum results in a fifty percent jump in students enrolling in Citi Youth Investment Education Program 2010**

(Hong Kong) –Over 7,000 students from 180 secondary schools have registered for this year’s Citi Youth Investment Education Program, the highest yet with registration increased by 50% in number for the financial education course as compared to 2009. The recent curriculum change in secondary schools which now mandates financial education has encouraged greater participation in the program resulting in a 20% increase in new schools.

The ***Citi Youth Investment Education Program*** is jointly organized by Citi, the *School Economic Times* and the Learning Society, co-organized by the HKSAR Education Bureau, and sponsored by the Citi Foundation. This is the fourth year that the financial education program will help Hong Kong students in F.3-F.7 (aged 15-19) to improve their understanding of investment concepts and try out their investment skills in a safe environment, underscoring Citi’s continued commitment to financial education.

“It’s very encouraging to see the record high level of interest in the program this year, and the growing number of students who recognize the value of financial education to enable them to make sound decisions especially under uncertain times. We will continue in our efforts to reach more youngsters to teach them correct money management concepts in helping them to become responsible adults,” said Shengman Zhang, Citi Country Officer for Hong Kong.

The ***Citi Youth Investment Education Program 2010*** is divided into three stages. First, students were introduced to investment concepts, such as fundamentals of financial management, financial markets and stock analysis at the Citi Youth Investment Education Seminar in February.

During the second stage of the program, students will participate in a series of online Citi Youth Investment Education workshops. These will engage students with real-world case studies highlighting investment research methods and analytical skills. Concurrently with their training, students will be given the opportunity to put their learning into practice through a twelve-week online trading game, which simulates trading the Hang Seng Index (HSI) and China Enterprises Index (CEI) stocks, Hang Sang H shares Exchange-traded Fund (ETF) (2828) and Tracker Fund (2800).

The third and final stage of the program, to be held in July 2010, is a Financial Quotient (FQ) event that will measure students’ financial knowledge and their ability to apply what they have learnt to real

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situations. It will be hosted by financial management experts who will share their investment experiences. The FQ workshop will close with an awards ceremony acknowledging winners of the online trading game. Prizes will be presented to teams with the best overall performance as well as teams with the highest closing account balance. Awards will also be given to schools with the highest participation rate and to students who create the best investment slogans.

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## Citi

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## Citi Foundation

The Citi Foundation is committed to the economic empowerment of individuals and families, particularly those in need, in the communities where we work so that they can improve their standard of living. Globally, the Citi Foundation targets its strategic giving on its priority focus areas: Microfinance and Microenterprise, Small and Growing Businesses, Education, and Financial Education and Asset Building. The Citi Foundation works with its partners in Microfinance and Microenterprise and Small and Growing Businesses to support environmental programs and innovations. Additional information can be found at [www.citifoundation.com](http://www.citifoundation.com).

## Learning Society

The Learning Society [Singapore] Ltd and Learning Society Ltd [Hong Kong] are public-service organizations with the goals of promoting and supporting progressive educational programmes for adults and children and engaging in charitable acts within education. The Learning Society also owns and manages School House By the Bay, an early childhood learning and teaching center in Singapore. For more information, please visit: [www.learningsociety.org](http://www.learningsociety.org).

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