



**For Immediate Release**  
**Citi (NYSE symbol: C)**  
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**Citi sponsored business students as local NGO interns**  
**– Cross-sector internship paves way for new talent pool in non-profits –**

Hong Kong – Today 72 business students spanning across nine local universities participated in the Citi Community Intern Program (CIP), all equipped with a better understanding of the non-profit sector and said will consider working in this sector after they graduate. This opens the door to a new talent pool for non-profits who are facing enormous challenges today to build capacity to meet the increasing demands of society.

Organized and sponsored by Citi, and co-organized by the Hong Kong Council of Social Service (HKCSS), CIP is the first-ever cross-sector collaboration between business, non-profit and academic sectors to help non-profits achieve their goals while broadening Hong Kong's future business leaders' understanding of the community. The knowledge and expertise that business professionals can bring to these organizations will help them towards their long-term sustainability.

Shengman Zhang, Citi Country Officer for Hong Kong, said "The highly positive experience from both non-profits and students alike in the Citi Community Intern Program has demonstrated the huge potential of such cross-sector collaboration to not only raise awareness of socio-economic problems but also sustain the future development of these organizations. We are so encouraged to see that the program has already helped foster alliances in place for a potential pool of enthusiastic managers to enter into the non-profit field."

Bernard Chan, Chairperson of HKCSS, said "The Citi Community Intern Program has broken new ground with different sectors coming together for the first time through internships to support a wide range of community causes. In particular, it has helped participating students develop a greater sense of social conscience. We all hope that in time as they become leading members of the community, they will carry with them their experience and awareness of the work of the non-profit sector."

From December 2009 to February 2010, the students worked in pairs and were placed in 36 non-profit organizations for internships. Amongst all, four teams of students were recognized for their outstanding performance in their internships based on the presentation of their projects in front of a panel of well-respected judges representing the academic, non-profit and business sectors. The winners were presented with Excellence Awards at the CIP closing ceremony which was officiated by the Honourable WONG Yan Lung, SC, JP, Secretary for Justice, Hong Kong SAR Government.

Participating NGOs in CIP represent a broad spectrum of social services, providing support for the elderly, children and youth, and families; offering rehabilitation services; and fulfilling other community needs. The 72 students were selected from a pool of 340 students in year two or three majoring in business studies from nine local universities. Aside from the internships, students also participated in pre-internship induction program and received on-the-job training as well as special training sessions on corporate social responsibility and cross-sector partnerships. It is a first-of-its-kind program in the community that aims to foster a better understanding of social service development in Hong Kong and the importance of a “giving culture” amongst business school students.

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### **About Citi**

Citi, the leading global financial services company, has approximately 200 million customer accounts and does business in more than 140 countries. Through Citicorp and Citi Holdings, Citi provides consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, transaction services and wealth management. Additional information may be found at [www.citigroup.com](http://www.citigroup.com) or [www.citi.com](http://www.citi.com).

### **About HKCSS**

The HKCSS is an umbrella organization of over 370 agency members that provide over 90% of the social welfare services in Hong Kong. HKCSS launched the Caring Company Scheme in 2002 to build a cohesive society by promoting strategic partnership among business and social service partners and inspiring corporate social responsibility through caring for the community, employees and the environment. HKCSS puts much effort in building capacity for NGOs through the HKCSS Institute, with the support from Citi, its founding corporate partner.