

# News Release

27 August 2012

## **HSBC CELEBRATES END OF FIRST NATIONWIDE JA MORE THAN MONEY PROGRAMME**

*\*HSBC successfully closes second JA More than Money in Vietnam\**

*\*\*The winning teams of the “Kids Run Business” competition experienced HSBC tour and SMART Day where they applied their recently learned financial skills\*\**

HSBC Bank (Vietnam) Ltd.’s financial literacy programme for elementary students, *JA More Than Money* drew to a close last week with the Kids Run Business competitions and Awards ceremony in both Hanoi and Ho Chi Minh City.

The winners of Kids Run Business also won a ‘SMART’ day out. For this event, students received an allowance for a shopping excursion to apply knowledge they have learned from the *JA More than Money* programme, include a lesson about being a SMART consumer to give financial decisions. The day also included a charity activity in which the students made a donation to a fund supporting disadvantaged people.

This year the winning team from the southern hub came from Luong The Vinh primary school in district 7. The team came up with an idea of providing a birthday celebrating service for children in their school. The winning team from the capital came from Doan Thi Diem primary school with an idea of selling fresh lemon juice.

The winners were selected based on the winning teams’ incorporation of skills learned in *JA More than Money*, including cooperative decision making, conducting market research, calculating set-up and running costs for a small business. Their successful teamwork, presentation skills, profit orientation and their attention to business ethics were also considered.

“HSBC was delighted to run the *JA More than Money* programme for the second time in Vietnam,” said HSBC Vietnam’s Chief Operating Officer and Chairman of Corporate Sustainability Steering Committee Jai Pawani. “In the long run we want to

This information is issued by

**HSBC Bank (Vietnam) Ltd.**

Registered Office and Head Office:  
Address: 235 Dong Khoi street, District 1, Ho Chi Minh City, Vietnam  
Web: [www.hsbc.com.vn](http://www.hsbc.com.vn)



boost financial literacy in Vietnam by inspiring and educating young people today about commercial matters. We believe a young financially-savvy generation is what will ultimately transform the country into an economic powerhouse.”

This year, thanks to the support of Hanoi and Ho Chi Minh City’s departments of Education & Training, an expanded programme involved eight elementary schools in Ho Chi Minh City and three schools in Hanoi with around 300 direct beneficiaries in total. Sixty-three selected volunteers from HSBC were ably assisted by 23 teachers from participating schools who all received advance preparatory training. Subsequently, the teachers will be able to run the programme for other classes helping the lessons to filter through the system.

The programme is part of a suite of HSBC initiatives to promote greater financial knowledge in Vietnam. Other projects include teaching personal financial management to young women and youth in remote areas and boosting financial education amongst high school and university students.

*ends/more*

<b>Media</b>	<b>enquiries</b>	<b>to:</b>
Mai Phan To Uyen	+84 8 3520 3273	uyenmai@hsbc.com.vn

**Notes for editors:**

**1. Junior Achievement Worldwide (JA Worldwide)**

JA Worldwide is a non-profit organisation financed by businesses, foundations, government, and individuals. Since its founding in 1919, JA has contributed to the business and economic education of 87 million young people around the world. JA Worldwide reaches 10.6 million students per year in 406,000 classrooms and afterschool locations with 389,000 volunteers in 117 countries.

A programmes help students assess their personal skills, interests and values, understand the economic benefits of education, explore career options, earn job-hunting skills and practice personal and business financial management. JA programmes introduce students to the principal characteristics of economic systems and the role of business within those systems. JA Worldwide’s purpose is to inspire and prepare young people to succeed in a global economy.

**2. JA More than Money**

JA More than Money encompasses economics and business curriculum for students in grades three through five. The program emphasizes social studies content while providing a strong focus on mathematics, reading and writing skills. The JA More than Money experience enhances students’ classroom curriculum. Students are encouraged to use innovative thinking to learn money-management skills that support positive attitudes as they explore and enhance their career aspirations. The programme underwent nationwide piloting at 58 sites in 12 cities.

Through a variety of hands-on activities and technological supplements designed to support differentiated learning styles, students develop a better understanding of the relationship between what they learn at school and their successful participation in a worldwide economy

**3. HSBC Vietnam**

HSBC has been in Vietnam for 140 years – the Bank first opened an office in Saigon (now Ho Chi Minh City) in 1870. HSBC was the first foreign bank to launch its locally incorporated entity on 5 January 2009 as HSBC Bank (Vietnam) Ltd. The Bank’s current network includes one transaction

centre, one branch and five transaction offices in Ho Chi Minh City, one branch, three transaction offices and one deposit office in Hanoi, and four full-service branches in Binh Duong, Can Tho, Da Nang and Dong Nai provinces, two representative offices in Vung Tau, Hai Phong. HSBC is one of the largest foreign banks in the country in terms of investment capital, network, product range, staff and customer base.

**The Hongkong and Shanghai Banking Corporation Limited**

The Hongkong and Shanghai Banking Corporation Limited is the founding and a principal member of the HSBC Group which, with 6,900 offices in 84 countries and territories and assets of US\$2,652 billion at 30 June 2012, is one of the world's largest banking and financial services organisations.

*ends/all*