

17 December 2011

## **HSBC VIETNAM CELEBRATES SUCCESSFUL JA MORE THAN MONEY PROGRAMME**

*\*HSBC successfully closes the JA More than Money pilot in Vietnam\**

*\*\*The winning team of the “Kids Run Business” competition experienced HSBC tour and SMART Weekend where they can apply their learned financial skills \*\**

On December 17, the twelve students of the winning team of the “Kids Run Business” competition applied knowledge they have learned from the JA More than Money programme to give financial decisions during the Smart Weekend. HSBC Bank (Vietnam) Ltd. will honour the winners of the programme at a gala dinner in the evening, marking the successful conclusion of the Bank’s pilot Junior Achievement More than Money™ (JA More than Money) project.

JA More than Money teaches children in grades 3 to 5 financial skills including earning, spending, donating and saving money through interactive community and business games and role play situations.

This year, the project was trialled at three primary schools in Ho Chi Minh City and culminated in the ‘Kids Run Business’ competition which saw children working in small groups to create a concept for a small business.

The winning ‘Twelve Superstars’ group from Tran Binh Trong primary school developed ‘Superbook’, a business dedicated to selling and lending books, newspapers and magazines at a reasonable price. The winner has been selected based on the team’s incorporation of important 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 are also considered.

The 12 lucky winners received a cash prize each for an exciting ‘Smart’ day out. For this event, students needed to put into use everything they learned during the programme including a lesson about being a SMART consumer and recognising

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deceptive advertising and demonstrated that they were Smart consumers while shopping at a bookstore and a supermarket. The day also included a charity activity in which the students made a donation to a fund supporting disadvantaged people. At the end of the day, the children reported their cash balance and analysed their purchases with a group of advisors.

“HSBC is delighted to be involved in the *JA More than Money* programme in Vietnam. All of the 150 youngsters who took part in this pilot project have learned valuable lessons which will help them grow up to be financially responsible citizens with strong financial management skills. With this programme, HSBC has demonstrated its commitment to raising the financial awareness of Vietnamese people and to assisting the country as it continues to integrate into the world economy,” said HSBC Vietnam’s Chief Technology and Services Officer and Chairman of Corporate Sustainability Committee Matthew Martin.

The recent *JA More than Money* project involved the participation of students from Ho Chi Minh City’s Tran Hung Dao (Dist. 1), Luong Dinh Cua (Dist. 3) and Tran Binh Trong (Dist. 5) primary schools.

The pilot project was carried out in partnership with the Department of Education and Training of Ho Chi Minh City, and the Academic Boards of the three schools were involved. HSBC now plans to extend the *JA More than Money* to other schools around the country and hopes to reach students in the north in 2012.

*JA More than Money* 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.

With sponsorship and participation from HSBC, *JA More than Money* has been successfully implemented in 15 countries and territories including those in the Asia Pacific like Hong Kong, Singapore, Indonesia and Malaysia.

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**Notes for editors:**

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

JA Worldwide is a non-profit organization 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 programs 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 programs introduce students to the principal characteristics of economic systems and the role of business within those systems.

**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 program 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 1 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. 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 7,500 offices in 80 countries and territories and assets of US\$2,716 billion at 30 Sep 2011, is one of the world's largest banking and financial services organisations.

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