

**For Immediate Release**

## **HKMA and BEA Jointly Launch “HKMA MasterCard”**

**Hong Kong, 2 October 2003** – The Hong Kong Management Association (“HKMA”) and The Bank of East Asia (“BEA”) today signed a cooperation agreement for the launch of HKMA MasterCard.

In addition to the broad spectrum of core credit card benefits provided by BEA, the HKMA MasterCard offers unique privileges specifically designed for HKMA members and students. Supported by BEA’s comprehensive range of financial services and its status as the preferred payment method at HKMA development centres, the new card will facilitate the pursuits of people who seek professional management education and training at HKMA.

At the launch ceremony, Dr. Dennis Sun, Deputy Chairman of HKMA, said: “We believe that the development of this co-branded card with BEA will prove to be an important milestone in our efforts to build greater cohesiveness with our members and students.”

BEA’s Chairman and Chief Executive, Dr. David K.P. Li, stated: “In light of our community’s thirst for education, I am very pleased that BEA has reached this agreement with HKMA so that education can be made more accessible to all. Furthermore, with the new HKMA MasterCard, cardholders who pursue their education at HKMA can also enjoy a variety of special privileges.”

HKMA MasterCard provides exclusive benefits to cardholders including flexible tuition instalment plans ranging from six to 24 months, double bonus points for membership and tuition fees during special promotions, auto-payment service, travel rewards with Asia Miles, Octopus add-value service, free BEA CyberCard service, and much more.

In celebration of the launch of HKMA MasterCard, from now until 31<sup>st</sup> December 2004, successful principal cardholder applicants will receive a trendy lamp with radio clock or a multi-function “6-in-1” travel bag as a welcome gift. Furthermore, a management tool book entitled “12-P Management” will be awarded to 1,500 new cardholders who are also HKMA members, on a first-come-first-served basis, as an additional gift.

Application forms are now available at the HKMA offices and at any BEA branch. For more information, please call BEA Customer Services Hotline for card services on 2838 2283; or HKMA on 2774 8500.

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## About Hong Kong Management Association

The Hong Kong Management Association (HKMA) was established in 1960. As a non-profit-making professional organization, its mission is to improve the effectiveness and efficiency of management in Hong Kong.

The HKMA is one of the largest providers of management training and education in the territory offering over 2,400 training programmes to more than 61,000 participants annually. A diverse range of programmes are provided including Certificate courses, Distance Learning courses, Diploma and Professional Diploma programmes, seminars and workshops, Work-oriented short courses as well as Bachelor, Master and Doctoral degrees offered in association with various prestigious overseas universities.

The HKMA also offers free services to both members and the business community at large. "The Hong Kong Manager", a bilingual professional journal on management, was first published in 1965. Members can now get access to it free of charge through the website of the HKMA ([www.hkma.org.hk](http://www.hkma.org.hk)).

To cultivate a general culture of modern management, a series of Awards has been organized. These include the Best Annual Reports Awards, the HKMA Quality Award, the Award for Excellence in Training, the HKMA/TVB Award for Marketing Excellence, the Hongkong Management Game and the Distinguished Salesperson Award.

## About The Bank of East Asia

Established in 1918, BEA is the largest independent local bank in Hong Kong with total assets of HK\$189 billion (US\$24.3 billion) as of 30<sup>th</sup> June 2003. Over the years, BEA has gained an international reputation as a professionally managed and prudent financial institution that understands customers' needs. The BEA Group now operates a total of 102 branches in Hong Kong, 19 outlets in the China, and maintains a strong presence in the U.S.A., Canada, the U.K., the British Virgin Islands and Southeast Asia.

In addition to the new HKMA MasterCard, BEA currently manages 23 affinity / co-branded card programmes with other institutions and professional bodies. These include The University of Hong Kong, The Hong Kong Polytechnic University, The School of Professional and Continuing Education of the University of Hong Kong, The Law Society of Hong Kong, Certified Practising Accountants Australia, Hong Kong Sheng Kung Hui Welfare Council, The Hong Kong and China Gas Company Limited, St. Paul's Co-educational College Alumni Association Limited, Pacific Century Insurance Company Limited, Pacific Century CyberWorks Limited – No.1 Club, Celestial Asia Securities Holding Limited (CASH), Seiyu Department Store, Dragon Centre, The Hong Kong Professional Teachers' Union and The Hong Kong Racehorse Owners Association, etc.

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