

Organiser:



Sponsors:



"la Caixa" Foundation



BEA

Foundation
東亞銀行慈善基金

Press Release (Immediate Distribution)

Celebration of the 15th Anniversary of the Palliative Care for the Elderly Programme cum Symposium on Palliative Support

*Building a Compassionate Community by Attending to the Needs of the Elderly in
their Golden Years*

Hong Kong, 13 May 2025 – Sponsored by "la Caixa" Foundation and The Bank of East Asia Charitable Foundation Limited ("BEA Foundation"), the Palliative Care for the Elderly Programme (or "Programme") organised by The Salvation Army celebrated its 15th anniversary today, and hosted the "Cultivating Compassion: Symposium on Palliative Support in Hong Kong." This event brought together government officials, representatives from healthcare and welfare sectors, as well as industry leaders to explore innovative strategies for end-of-life care, and to foster a compassionate community culture.

Mr Chris Sun Yuk-han, JP, Secretary for Labour and Welfare of The Government of the Hong Kong Special Administrative Region stated, "The Government attaches great importance to the elderly care services, including providing end-of-life care for elderly people in need. My heartfelt gratitude goes to The Salvation Army, BEA Foundation, and "la Caixa" Foundation for their unfailing support on this front. With their contributions, the Programme, launched in 2010, has continued to offer comprehensive care for elderly people in their final stages of life".

Mr Marc Simón Martínez, Deputy Director of Social Programs of "la Caixa" Foundation, said "As we celebrate the 15th anniversary of the Programme today, we honor the shared vision that has evolved into a compassionate, community-based service model. This dedication not only humanises end-of-life processes but also reflects our foundation's support for the development of palliative care in Hong Kong".

Mr Adrian Li Man-kiu, BBS, JP, Co-Chief Executive of The Bank of East Asia and Director of BEA Foundation said, "We are pleased to see that the Programme has made notable achievements over the past 15 years. It has supported over 3,000

elders and their families, trained more than 10,000 elderly care practitioners, and provided life education and consultation service to around 45,000 members of the public. We have also worked with residential care homes to increase awareness of the needs of terminally ill patients, published guidelines and practice manuals for appropriate end-of-life care, and provided legislative recommendations and references to the Government regarding the choice of dying-in-place. A policy change was implemented in June 2024 to facilitate the choice of dying-in-place for terminally ill patients in residential care homes. This represents a major milestone in our collaboration".

Colonel Philip Maxwell, Territorial Commander, The Salvation Army Hong Kong and Macau Territory emphasised, "Looking ahead, we will prioritise compassion in promoting more comprehensive end-of-life care services for the elderly. This is not just a social responsibility but also a cultural legacy that ensures every elder receives respect and care".

Today's symposium covered a variety of topics including practice experiences on dying-in-place cases, legislative progress on "Advance Medical Directives," as well as strategies for promoting volunteer participation. Speakers at the symposium also called for the broadening of palliative care services to a wider community level, and encouraged all parties to participate and promote initiatives that provide the elderly with more opportunities for self-directed life planning, ensuring their lives in the later stages are full of dignity and choice.

To enhance public understanding of palliative care and end-of-life services, the "Better Living, Better Leaving" exhibition with guided tours will be held at the 7/F, BEA Tower, Millennium City 5 in Kwun Tong from 16 to 24 May 2025, opening to the public with free admission.

For more information about the exhibition and guided tours, please visit:

<https://tsa.hk/uknzvx>.

Photo Captions:



1. Mr Chris Sun Yuk-han (centre), Mr Adrian Li Man-kiu (left), and Colonel Philip Maxwell (right) come together to celebrate the 15th Anniversary of the Palliative Care for the Elderly Programme cum Symposium on Palliative Support.



2. Mr Chris Sun Yuk-han (fifth from left) joins the "Better Living, Better Leaving" exhibition at the BEA Tower in Millennium City 5 and visits a prototype palliative care room.



3. Dr Lam Ching-choi, SBS, JP, Member of the Executive Council of The Government of the HKSAR and Chief Executive Officer of the Haven of Hope Christian Service, shares his insights at the Symposium.



4. (From left to right) Dr Edward Leung Man-fuk, President of the Hong Kong Association of Gerontology, Professor Roger Chung Yat-nork, Co-Director of CUHK Centre for Bioethics and Associate Director of the CUHK Institute of Health Equity, Mr Francis Wong Kar-yin, Chief Operation Officer of the Society for the Promotion of Hospice Care, and Ms Chan Siu Lai, Social Services Director of The Salvation Army, participate in a Stakeholder Engagement Forum.

About The Salvation Army Hong Kong and Macau Territory

The Salvation Army is an international Christian church and charity working in 134 countries and areas, and has been serving Hong Kong for over 90 years since 1930. With the commitment of transforming lives, caring for people and making disciples, we are currently operating over 80 social services units, 35 schools and 2 education centres, 17 corps (churches) and 1 outpost, and 16 Family Stores in Hong Kong and Macau. There are offices in Yunnan Province and Sichuan Province for community development in these provinces.

About The Bank of East Asia, Limited

Incorporated in 1918, The Bank of East Asia, Limited ("BEA") is a leading Hong Kong-based financial services group with total consolidated assets of HK\$877.8 billion (US\$113.0 billion) as of 31 December 2024.

BEA provides a comprehensive range of wholesale banking, personal banking, wealth management and investment services to customers through an extensive network of about 120 outlets covering Hong Kong, the Chinese Mainland, Macau, Taiwan, Southeast Asia, the United Kingdom, and the United States. For more information, please visit: www.hkbea.com.

About The Bank of East Asia Charitable Foundation

Throughout its history spanning over 100 years, BEA has supported a wide range of charitable programmes and events in the communities it serves. In 2009, the Bank established The Bank of East Asia Charitable Foundation ("BEA Foundation") in support of education and to help alleviate the burdens of underprivileged members of society.

About "la Caixa" Foundation

"la Caixa" Foundation is dedicated to devoting its resources to social action, undertaking various types of activities and projects including poverty and social exclusion, environment and science, cultural, and education and research programmes. As the largest foundation in Spain, and one of the largest in Europe, "la Caixa" Foundation aims to achieve a society that presents more opportunities for its people, by promoting social initiatives, investing in research and education, and spreading culture and science.

Media Enquiries

Ms Marcella Yeung
Acting Head of Corporate Communications
The Bank of East Asia, Limited
T +852 3608 0271
E yeungmps@hkbea.com

Ms Kaman Ho
Senior Corporate Communications Manager
The Bank of East Asia, Limited
T +852 3608 0213
E hokkm1@hkbea.com