

News Release

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HSBC Korea holds 'Career and Entrepreneurship Camp' for teenagers

HSBC Korea holds the two day 'HSBC Aim High Camp' at Olympic Parktel during 9-19 August (1st: 8/9-11, 2nd: 8/16-19) in partnership with Junior Achievement Korea (JA Korea). The camp is designed to help teenagers to develop their career path and cultivate entrepreneurial spirits as well as innovative thinking.

A total of 40 middle school students will be participating in the 'Career Camp' and 30 high school students in the 'Entrepreneurship Camp'. The participants have been selected through an one day pre-course program.

At the Career Camp (9-11 August), students will manage a virtual trading business. This experience will help them learn about various aspects of running a trading company from export market analysis, marketing to sales. The team that has the most feasible export plan will be the winner. The Entrepreneurship Camp (16-19 August) is a start-up trial program. Students will come up with an idea to set up a start up company and then, present it to virtual investors who are HSBC staff volunteers and other business experts. They will learn about market analysis and basic financial planning. The team who gets the largest amount of virtual investment will be the winner.

Martin Tricaud, President and CEO, HSBC Korea, said, "Instilling entrepreneurial spirits in young people is important for our society to prosper. The Aim High Camp is a very practical programme to nurture young enterprenuers which can support Korean students in building their hopes and dreams."

In Korea, HSBC has long served the community with such programmes as 'HSBC Hope Scholarship,' 'HSBC Microfinance' for social enterprises, 'Aim High Camp,' 'Company Programme,' an entrepreneurship programme for high school students, 'Plant for the Ocean,' an environmental programme to protect Korea's marine eco system, and 'Building Rainwater Community Villages,' a

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project to tackle water challenges. HSBC Korea also runs HAMSA, a staff volunteer group, and supports a two day paid volunteer leave to encourage staff volunteer activities in the community.

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