



Press Release

To: Assignment Editor/Editor of Education, Local, and Business News Sections

17 January 2024

HSUHK and Sun Life come together to strengthen family succession knowledge

The Hang Seng University of Hong Kong (HSUHK) held a Memorandum of Understanding (MoU) signing ceremony between its Institute of Continuing and Professional Education (ICAPE), and Sun Life Hong Kong Limited (“Sun Life Hong Kong”) yesterday, to facilitate knowledge exchange in the field of family wealth succession. The signing marked the beginning of a collaboration to launch training programmes on “Frontier Knowledge of Contemporary HNWI Financial Planning Strategy”, and “Family Office Practice”. The courses have been designed to give industry practitioners a platform to share their professional knowledge, enabling them to discuss family wealth succession, family offices, and other areas that pertain to high-net-worth individuals’ financial needs, such as insurance, wealth management, and financial planning.

The MoU was signed by Professor Simon S M Ho, President of HSUHK, and Mr Clement Lam, Chief Executive Officer of Sun Life Hong Kong, and witnessed by Dr John Leung, HSUHK’s Associate Vice-President (Knowledge Exchange) and Director of ICAPE, and Ms Christine Yeung, General Manager for Life and Health, Sun Life Hong Kong.

Professor Ho shared his thoughts on the partnership by saying “The strategic partnership between HSUHK and Sun Life Hong Kong is of great significance. As the first university in Hong Kong to collaborate with an international financial enterprise to develop a training programme for family office at a corporate level, we are committed to providing professional training programmes for their employees, agents, and brokers. Through these training courses, we aim to familiarise industry practitioners with the concepts of family offices, wealth management, and family succession. We also hope to nurture the relevant skills and professional knowledge required to establish family offices. In doing so, we aim to enhance professionalism in the insurance industry, and further position Hong Kong as the preferred location for establishing family offices among international cities.”

Dr John Leung noted “Sun Life, with its long history and global reputation, covers a wide range of services, including personal and corporate insurance, financial planning, MPF, and more. Sun Life is also a leader in the health sector. HSUHK’s numerous resources can be leveraged to further develop Hong Kong’s industry, including our Chinese Family Succession Research Centre. Together, we can generate and disseminate new knowledge on family succession, and enhance our recent efforts to promote the development of a well-functioning economy. These areas are of high significance to Sun Life’s services. With the University’s academic resources, we can strengthen the corporation’s commercial development, and the academic sector can stay on top of the latest market trends through knowledge exchange to provide effective consultancy and training. Such synergies benefit more stakeholders in society and bring greater overall benefits to Hong Kong.”



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Mr Clement Lam enthused, “HSUHK’s courses will have a significant impact on the industry. In the past, many courses have been offered by various organisations related to family offices, but most of them focused on financial management. In response to the needs of Sun Life, and our high-net-worth clients, HSUHK has especially designed a series of professional courses divided into three levels: foundation, advanced, and professional. These courses provide our employees and associates with a balanced understanding of various areas related to family wealth succession, particularly emphasising the importance of interpersonal relationships, and their influence on succession and family office practices. Our courses can rectify many misconceptions that have persisted in the industry. We are pleased to see our employees broaden their horizons and serve society by improving their professional skills.”

In the initial stages of the collaboration, HSUHK will hold over 10 classes with Sun Life Hong Kong from January to June 2024, benefiting hundreds of industry practitioners. Additional classes are expected to launch in the second half of 2024, and will further expand. The courses will enhance practitioners’ knowledge and further advance the industry’s development.



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Photos:



Photo 1: Professor Simon S M Ho, President of HSUHK (left) presents a souvenir to Mr Clement Lam, Chief Executive Officer of Sun Life Hong Kong (right).



Photo 2: Dr John Leung, Associate Vice-President (Knowledge Exchange) and Director of ICAPE of HSUHK, discusses how the partnership with Sun Life Hong Kong will benefit more stakeholders in society and bring greater overall benefits to Hong Kong.



Photo 3: HSUHK holds MoU signing ceremony between its ICAPE, and Sun Life Hong Kong. Group photo of (from left) Professor Jeanne Fu, Acting Vice-President (Learning and Student Experience) of HSUHK; Dr Tom Fong, Vice-President (Organisational Development) of HSUHK; Professor Y V Hui, Provost and Vice-President (Academic and Research), HSUHK; Mr Danny Tsui, Executive Director and Head of Private Wealth, Hong Kong, Vistra; Dr John Leung, Associate Vice-President (Knowledge Exchange) and Director of ICAPE of HSUHK; Professor Simon S M Ho, President of HSUHK; Mr Clement Lam, Chief Executive Officer of Sun Life Hong Kong; Ms Christine Yeung, General Manager for Life and Health, Sun Life Hong Kong; Ms Cynthia Sit, Chief Human Resources Officer, Sun Life Hong Kong; Mr Sung Man-hei, Managing Director, Metro Broadcast; Dr Kenneth Kwong, Co-Director of the Chinese Family Succession Research Centre, HSUHK; Ms Phoebe Lee, Head of Market Intelligence, Solutions and Product Communications, Sun Life Hong Kong.

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About The Hang Seng University of Hong Kong

The Hang Seng University of Hong Kong (HSUHK) is a non-profit private liberal-arts oriented university with five Schools (Business, Communication, Decision Sciences, Humanities and Social Science, and Translation and Foreign Languages) and over 6,000 full-time students. Adopting the unique “Liberal + Professional” education model, HSUHK aims to nurture young talent with critical thinking, innovative minds, caring attitudes, moral values and social responsibility.

Aspiring to be a leading private university in the region, HSUHK features a primary focus on undergraduate education, top-quality faculty members, award-winning green campus facilities, innovative degree programmes, unique residential college system combining living and learning, interactive small class teaching, very close student-teacher relationship, RGC-funded impactful research, and excellent student development/support services. HSUHK is listed the 7th (overall) in the ASEAN+ region, the 1st in the Greater China region, and the 1st in Employability as per the 2023 AppliedHE ASEAN+ private university assessment by the Singapore-based AppliedHE. It is also listed among the top 200 worldwide on “Quality Education” and “Decent Work and Economic Growth” in the Times Higher Education University Impact Rankings 2021.