

ICBC (Asia) Charitable Foundation Launches “Thematic Curriculum of National Flag, National Emblem and National Anthem”

Publishing and Presenting *Knowing our National Flag, National Emblem and National Anthem* to Over 470 Primary Schools

30 September 2022, Hong Kong — In celebration of the 73rd anniversary of the founding of the People’s Republic of China, ICBC (Asia) Charitable Foundation (“ICBCACF”) and Chung Hwa Book Company, one of the largest local cultural publishers in Hong Kong, joined hands for the first time to launch the “Thematic Curriculum of National Flag, National Emblem and National Anthem”, and publish the national education textbook, *Knowing our National Flag, National Emblem and National Anthem (for primary students)*, to present to more than 470 primary schools, helping students to gain a better understanding of national affairs. In addition, ICBCACF is supporting Chung Hwa Book Company to organise “School Principal Forums” in various districts around the National Day. The forums aim to provide a platform to school principals and managements to share their insights on education, school missions and management experience, facilitating interaction among schools and the academic and arts and cultural sectors. Recognised as one of the events to mark the celebration of the 25th anniversary of the establishment of the Hong Kong Special Administrative Region (“HKSAR”), the curriculum is expected to benefit over 300,000 students.

Recently, **Ms. Gao Ming, Chairman and Executive Director of ICBC (Asia) and Chairman of ICBC (Asia) Charitable Foundation**, led the volunteer representatives of the “ONE ICBC Social Service Team” to attend a talk in Hon Wah College (Primary Section) together with **Mr. Hui Chun-lung, Principal of HKFEW Wong Cho Bau Secondary School, Director of the Association of Hong Kong Flag-guards, and the author of *Knowing our National Flag, National Emblem and National Anthem (for primary students)***; **Ms. Hou Ming, Chief Manager and Chief Editor of Chung Hwa Book Company and Executive Vice Chairman of China Education Culture Exchange Foundation**; and **Ms. Cherry Chan, Marketing Director of Chung Hwa Book Company and Vice Chairman of China Education Culture Exchange Foundation**. They also participated in the flag-raising ceremony held on the campus with Dr. Linda Tsui, Chairperson and Supervisor of Hon Wah College Management Committee and Vice-Chairman of Hong Kong Institute for Promotion of Chinese Culture; Mr. Kwan Wing-bun, Principal of Hon Wah College; Ms. Au

Wai-shan, Vice Principal of Hon Wah College – head of the Primary Section; Ms. Cheung Ka-yan, Assistant Principal of Hon Wah College – Primary Section; and other teachers and students.

Ms. Gao Ming said, “The national flag, national emblem and the national anthem are symbols that represent the history and culture of the country and showcase our national spirit. Students are the future assets of Hong Kong and our motherland. At a time when Hong Kong is proactively integrating into national development, there will be a wide range of opportunities for our teenagers. Through this pioneering project with Chong Hwa Book Company, we hope our collaboration with the education and publishing sectors will help students gain a deep understanding of national affairs, and value Chinese history and culture. ICBCACF will continue to organise similar activities and encourage student participation, providing them an opportunity to learn more about our national affairs and history. Let’s carry forward the great Chinese history and culture together!”

Mr. Hui Chun-lung said, “Hong Kong teenagers have been familiar with national symbols such as the national flag, national emblem and the national anthem since childhood, heightening their sense of national identity. This, undoubtedly, is very important for Hong Kong to integrate into national development. The purpose of publishing this book is to encourage young people, educators, and the general public to have a deep understanding of the national flag, national emblem, and the national anthem, and take pride in their Chinese identity.”

Ms. Hou Ming said, “*Knowing our National Flag, National Emblem and National Anthem* is a book with far-reaching educational significance. On behalf of Chung Hwa Book Company, I would like to express my gratitude to ICBCACF for its support in this project. As a member of the cultural and publishing industry, we understand the importance of national unity to national development. Therefore, we have been focused on our mission of ‘Promoting the Chinese culture and popularizing people’s wisdom education’. Through steadfast support for the education sector, we are striving to strengthen students’ understanding of national affairs and establish positive values.”

ICBC (Asia) and ICBCACF have always put great emphasis on the development of Hong Kong’s youth, and working closely with the education sector for nurturing an able and virtuous next generation with a strong commitment to serve society and contribute to the country, so as to realise the ‘Spirit of President Xi Jinping’s Important Speech’ at the meeting celebrating the 25th anniversary of Hong Kong’s return to the motherland and the inaugural ceremony of the sixth-term Government of the HKSAR.



The ICBC (Asia) management and other guests participated in the flag-raising ceremony held on campus



Group photo of Ms. Gao Ming, Chairman and Executive Director of ICBC (Asia) and Chairman of ICBC (Asia) Charitable Foundation (third right, back row); Dr. Linda Tsui, Chairperson and Supervisor of Hon Wah College Management Committee and Vice Chairman of Hong Kong Institute for Promotion of Chinese Culture (fourth left, back row); and other honorable guests and the flag-raising team of Hon Wah College (Primary Section)



Ms. Gao Ming, Chairman and Executive Director of ICBC (Asia) and Chairman of ICBC (Asia) Charitable Foundation (right) presents the *Knowing our National Flag, National Emblem and National Anthem (for primary students)* to Ms. Au Wai-shan, Vice Principal of Hong Wah College – Head of Primary Section (left)



Ms. Gao Ming, Chairman and Executive Director of ICBC (Asia) and Chairman of ICBC (Asia) Charitable Foundation (left) presents books on Chinese history and culture provided by ICBC Group Chinese Culture Book Collection to Ms. Au Wai-shan, Vice Principal of Hon Wah College – Head of Primary Section (right)

- End -

About ICBC (Asia) Charitable Foundation Limited

ICBC (Asia) Charitable Foundation Limited (“ICBCACF”) is a charitable foundation established by Industrial and Commercial Bank of China (Asia) Limited (“ICBC (Asia)”) in 2020. It is committed to fund non-profit charitable organisations to support public welfare projects, provide appropriate support to needy individuals and groups, and promote long-term sustainable development of the society. For the latest news of ICBC (Asia) Charitable Foundation, please visit ICBC (Asia) website at www.icbcasia.com