

Appendix 10
 LIST OF
 MAJOR PUBLIC
 EDUCATION AND
 PUBLICITY
 ACTIVITIES
April 2002 - March 2003

OUTREACH CAMPAIGN - TO DISSEMINATE MPF MESSAGES AT THE
 COMMUNITY LEVEL

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| JUL 2002 - JAN 2003 | The MPFA took part in a number of district carnivals to bring home MPF messages to the local community. |
| OCT - DEC 2002 | The MPFA, together with the Democratic Party and the Democratic Alliance for the Betterment of Hong Kong, organized 14 "MPF Carnivals" throughout Hong Kong. |
| 16 FEB 2003 | The MPFA, together with Lok Kwan Social Service, Wong Tai Sin District Council and Wong Tai Sin District Office, organized an MPF show at Tan Loong Hui in Wong Tai Sin to promote MPF messages. |
| APR 2002 - MAR 2003 | A total of 69 talks and seminars were given to labour unions and community groups. Among them, 42 talks were in relation to the legislative amendments 2002. |
| APR 2002 - MAR 2003 | The MPFA held a total of 270 MPF Info Station sessions at HAD Public Enquiry Service Centres and Community Centres throughout the territory. |
| APR 2002 - MAR 2003 | The MPFA attended 18 meetings of the Area Committees to brief committee members on the latest development of the MPF System. |

PUBLICITY CAMPAIGN ON LEGISLATIVE AMENDMENTS 2002 - TO INFORM THE
 PUBLIC ON DETAILS OF THE MPF LEGISLATIVE AMENDMENTS

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| 19 APR 2002 | The MPFA organized a media workshop on details of the MPF legislative amendments. |
| JUL 2002 | Advertisement announcing the passage of the MPF legislative amendments on TV and radio. |
| JUL 2002 | The MPFA published a leaflet on MPF legislative amendments for distribution through service providers, exhibitions as well as the district offices of Home Affairs Department and Labour Department. |
| 1 FEB - 31 MAR 2003 | Advertisement on TV and radio reminding the public of the effective date of the legislative amendments. |
| 1 FEB - 31 MAR 2003 | Print advertisement on the MPF legislative amendments in 14 newspapers. |
| 1 FEB 2003 | The MPFA produced a compact disk on the MPF legislative amendments for distribution to MPF service providers, intermediaries, trade unions and relevant associations. |
| 7 FEB 2003 | The MPFA briefed the media on full implementation of the legislative amendments. |
| APR 2002 - MAR 2003 | A total of 42 talks and seminars on the MPF legislative amendments were organized for MPF intermediaries, HR associations, trade unions and professional bodies. |

Appendix 10
Continued

INVESTMENT EDUCATION CAMPAIGN - TO EDUCATE THE PUBLIC ON MPF INVESTMENT

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| 1 APR 2002 - 31 MAR 2003 | A total of 36 articles were contributed to regular columns in newspapers on various topics of MPF investment. |
| 28 JUN - 2 JUL 2002 | The MPFA joined hands with the Financial Services and the Treasury Bureau and five other financial regulators/institutions in staging a 5-day exhibition at Pacific Place. The exhibition, among other things, displayed useful information on MPF products and different aspects of the HK financial market. |
| 17 AUG 2002 | The MPFA, in conjunction with Hong Kong Economic Journal and the Hong Kong Investment Association, organized an MPF investment seminar for readers of the paper. |
| 21 OCT 2002 | The MPFA, together with the Hong Kong Institute of Investors, organized an MPF investment seminar at The City University of Hong Kong, attracting more than 100 university students and members of the public. |
| 5-26 FEB 2003 | A 4-episode TV programme "Win Win MPF" featuring various aspects of MPF investment was broadcast on Cable TV News Channel One. The programme was jointly produced by the MPFA and Cable TV. |

YOUTH EDUCATION CAMPAIGN - TO EDUCATE THE YOUNGER GENERATION ON THE NEED FOR RETIREMENT PLANNING

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| 28 AUG 2002 | The MPFA produced a multi-media teaching kit on retirement protection and MPF for use by lower forms in secondary schools. |
| 28 AUG 2002 | The MPFA launched a new "Education Corner" on its corporate website to target at youngsters. |
| OCT 2002 | The MPFA launched an MPF on-line game to enable the younger generation to experience a simulated MPF investment journey. |
| 2 NOV 2002 | The MPFA appointed nine undergraduates from local universities as MPFA ambassadors. |
| 18 NOV 2002 | The MPFA, together with the Elderly Commission and Sing Tao Daily, organized an inter-school webpage design competition on population ageing to encourage students to take an interest in MPF and the old-age issue. |
| APR 2002 - MAR 2003 | A total of 46 talks were delivered to education institutions, HK Institute of Vocational Education and secondary schools. |
| APR 2002 - MAR 2003 | The MPFA gave 47 talks to trainees of the Youth Pre-employment Training Programme on features of the MPF System and MPF investment. |
| APR 2002 - MAR 2003 | A total of 18 talks were delivered to trainees of the Youth Work Experience and Training Scheme on the rights of scheme members under the MPF System. |

OTHER PUBLICITY ACTIVITIES - TO DISSEMINATE MPF-RELATED
INFORMATION TO THE PUBLIC

Appendix 10
Continued

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| SEP 2002 | A revamped website of the MPFA was launched with a facelift and the latest information on the MPF System and the MPFA. |
| 1 DEC 2002 - 10 JAN 2003 | A TV advertisement, which featured the colourful paintings by children, on merits of MPF was broadcast. |
| 1 - 16 DEC 2002 | A print advertisement, which featured the colourful paintings by children, on merits of MPF was published in 14 local newspapers. |
| FEB 2003 | The MPFA published an all-in-one booklet "Easy Guide to MPF" for distribution through Daily Stops outlets at MTR stations and trade unions. |
| 20-23 FEB 2003 | The MPFA participated in the Education and Careers Expo 2003 to target at school-leavers and job seekers. |
| APR 2002 - MAR 2003 | The MPFA issued a total of 154 press releases on MPF enforcement cases. |