



INSPIRING THE DREAMS OF OUR FUTURE

FUNDS

Tencent chief to donate 100 million shares

The professionally managed fund will support healthcare, education and environment protection

By MENG JING
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Ma Huateng, chief executive officer and chairman of the board of Tencent Holdings Ltd, announced on Monday a plan to donate 100 million shares in the Hong Kong-listed internet giant to a charity fund.

The fund, which is to be set up and managed by a team of professionals, aims to support healthcare, education, environmental protection and other philanthropic efforts in the Chinese mainland, as well as innova-



Ma Huateng, chief executive officer and chairman of the board of Tencent Holdings Ltd

tion projects related to cutting-edge technologies and basic sciences research globally.

"After 10 years of exploration and participation in philanthropic activities, I increasingly feel a better way to continue giving back to the socie-

ty is to do it over a longer term and in a more organized way," said Ma.

"Getting a professional team to oversee these projects will also increase the efficiency of management. I can put my energy into focusing on driving Tencent's strategies and enhancing product experience, as well as leading the overall direction of my philanthropic work," he said.

The charity fund will provide financial support to charitable and philanthropic projects or organizations pursuing similar causes. It also plans to establish a sister foundation, primarily to oversee project implementation in the mainland, according to a statement by the

Shenzhen-based internet company.

Tencent's share price closed at HK\$161.9 (\$20.87) on Wednesday. Ma owned an 8.82 percent stake of Tencent as of April 14.

As a core founder of Tencent, Ma led the establishment of the Tencent Foundation in 2007. The foundation was the first founded by an internet firm in China and has since grown to become one of the largest of its kind through collaborative projects with other charitable organizations.

Over the years, Ma has been actively involved in charitable and philanthropic projects, particularly in the areas of medical care for children, disaster relief and environmental protection.



A volunteer of the Tencent Foundation teaches a rural resident of the Dong ethnic group from Liping county, Guizhou province, how to surf the mobile internet via a smartphone. TAO QI / FOR CHINA DAILY

PROJECTS



Volunteer runners of the AMOREPACIFIC Woman Health Charity Run take a group photo with Hwang Chi-yeul, a South Korean pop singer and the celebrity volunteer of the charity campaign. PROVIDED TO CHINA DAILY

Runners help raise awareness of cancer

By WANG ZHUOQIONG
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Led by South Korean pop singer Hwang Chi-yeul, more than 3,000 runners gathered on April 10 at the Shanghai Oriental Sports Center to kick off the AmorePacific Woman Health Charity Run.

During the event, AmorePacific China donated 8 million yuan (\$1.24 million) to the AmorePacific Women's Fund, a charitable foundation under the China Women's Development Foundation.

The donation was targeted to support the prevention and treatment of the two major cancers (breast cancer and cervical cancer) for Chinese women, as well as the improvement of public awareness of such fatal diseases in China.

"I run a lot during my leisure time to stay fit. Participating in the Mori

\$1.24 million

the amount that AmorePacific China donated to the AmorePacific Women's Fund during the event

Run is intended to raise more attention to women's health, which makes running much more meaningful," Hwang said. "I hope everybody had fun in the race. Meanwhile, the love embodied by this event will spread to the general public."

The run was initiated and organized by AmorePacific, South Korea's largest cosmetics company, and endorsed by the CWDF.

All registration fees paid by the race participants would be donated to the AmorePacific Women's Fund. In addition to the considerate on-site services and professional safety maintenance, each participant

received a runner's kit that includes products of AmorePacific's brands.

In order to spread the goodwill of the event, the running program also initiated an online campaign on Rejoice Sport, an online Chinese fitness community app, on smartphones. During the past week, more than 3,300 runners nationwide shared the enthusiasm and values by running in their own hometowns and accumulating a total of 41,437 kilometers.

At the post-race party, all the participants witnessed an important moment — the donation of 8 million yuan to the AmorePacific Women's Fund under the CWDF on behalf of the company.

At the donation ceremony, Charles Kao, president of AmorePacific China, said: "Caring for women has always been an essential objective for AmorePacific to dem-

onstrate its social responsibility. This year, we have officially linked up with the CWDF to focus on the prevention and treatment of breast and cervical cancer for women. During this event, we received active support from nonprofit organizations, our own employees and every single participant in today's Mori Run. We feel very touched and encouraged to further dedicate our efforts to providing necessary aid for more women who are in great need of immediate medical help."

Zhen Yan, vice-president of the CWDF, also attended the event and called for more people to join in this charity cause.

"Reducing the harm of the two major cancers for women requires the rise of public awareness, as well as the continuous participation and support from various parties in the society," said Zhen.

SOCIETY

Samsung announces new village project

By FAN FEIFEI
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South Korea's Samsung Electronics Co Ltd plans to invest 10 million yuan (\$1.54 million) to turn a poverty-stricken village in Hebei province into a thriving area by upgrading infrastructure facilities and developing the rural tourism industry.

The consumer electronics giant, in partnership with the China Foundation for Poverty Alleviation, announced on April 10 the launch of its second "sharing village" project in China, which is located at Nanyu, in Laishui county.

The investment involves building public infrastructure facilities such as a road network, providing water and electricity, constructing guesthouses and creating a rural tourism industry.

The village, which has 636 residents and is about one hour's drive from Beijing and next to the Yesanpo Scenic Area, has the potential to develop rural tourism.

Wang Youyan, vice-president of Samsung China, said that since the company entered the Chinese mainland in 1992, "it has carried out welfare activities in the fields of poverty alleviation, education, helping the disabled and environment protection. In recent years, the average annual input in welfare has reached about 100 million yuan."

In 2013, Samsung launched its "sharing village" project around the world, and it has established libraries that utilize solar energy and portable clinics in South Africa and India.

Echoing the Chinese government's advocacy of taking targeted measures in poverty alleviation, the company's first "sharing village" nationwide was launched in Fuping county, Shaanxi province, in 2014, with an investment of 15 million yuan.

After one year's construction, new houses and public infrastructure facilities have been completed and put into use, breeding bases for goats have been established and villagers have a new stable source of income by getting involved in raising goats.

Liu Wenkui, secretary-general of the China Foundation for Poverty Alleviation, said at the launching ceremony that "the 'sharing village' project will realize five concepts of sharings, which are sharing a good living environment, village resources, development opportunities, achievements, modes and experience".

Liu added that the China Central Academy of Fine Arts has carried out an overall plan about Nanyu village, the foundation has set up a workstation here, and a detailed construction plan is being completed.

55.75 million

the number of rural residents China is expected to pull out of poverty by the end of 2020

According to the 13th Five-Year Plan (2016-20), China will work hard to raise the remaining 55.75 million poverty-stricken rural people out of poverty

by the end of 2020. Moreover, the State Council Leading Group Office of Poverty Alleviation and Development and the National Tourism Administration have launched a strategy of rural tourism, that is, bringing 17 percent of impoverished people out of poverty through developing tourism.

"I am very happy but also feel the pressure at the same time ... We will make efforts to build up a beautiful village and lift local villagers out of poverty as soon as possible," said Duan Chunting, Party chief of Nanyu village.

Xu Zhenyi, a 78-year-old villager, said: "Although our living conditions have greatly improved, we are still a long way off the beautiful village, and I hope the project could really change the poverty and backwardness of the village."

EDUCATION

Alipay teams up with CDB on student loans

By MENG JING
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Alipay, China's largest third-party payment service provider, has teamed up with the country's policy bank to offer interest-free loans to poor college students.

Owned by Alibaba Group Holding Ltd's finance arm Ant Financial, Alipay said recently it is expected to help China Development Bank offer as much as 18 billion yuan (\$2.78 billion) worth of loans to students this year.

The wholly State-owned policy bank is responsible for offering the cash and reviewing contracts with borrowers, while Alipay is in charge of the process, from helping students to apply for the loans, setting

\$2.78 billion

the total amount of the loans Alipay is expected to help the China Development Bank offer to students this year

up accounts that can receive the loans, right through to repaying the borrowed money after students' graduation from college.

The service offered by Alipay, which had 450 million active users in 2015, makes it easier for students to borrow and repay their loans as they can do it anytime anywhere using their smartphones.

"Knowledge can change people's lives, while many unfortunate college students have to give up their dreams because their families can-

not afford tuition fees," said Alipay in a statement, adding the zero-interest-loan project will effectively prevent some students from dropping out of schools.

According to Alipay, the two partners have offered more than 75 billion yuan in loans to more than 7 million poor college students in China over the past six years, creating one of the largest public welfare projects in the country.

No mortgage is needed for qualified students to apply for such loans, and they remain interest-free until graduation.

Students at vocational colleges can each borrow up to 8,000 yuan from the project while those in post-graduate schools can borrow up to 12,000 yuan.

Alipay said that on average students borrow 7,000 yuan from the project.

According to Alipay, the company is working to include students' ability to pay off their debt into its credit rating system.

The system, Sesame Credit, values people's credit history, behavioral habits, ability to pay off debt, personal information and social networks, giving users a credit score between 350 and 950.

Alipay said that the credit rating system can work as a catalyst to encourage students to pay off their debts on time.

But it won't take the credit score into consideration when it comes to deciding whether or not a student in poverty can be granted a loan or not.



Helping hand

Guotaikangfu International Commerce and Guizhou Yinxing Group donated 250,000 books, 10 ambulances and more than 20 items of medical equipment, worth a total of 180 million yuan, to Yanhe Tujia autonomous county, Guizhou province, on April 12. Kuang Junying (second from right), president of Guotaikangfu, has won the China charity prize three times.

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