

Press Release

Well Link Life Connects the Community, Nurtures the Younger Generations Launches “Well Link Parent-child Workshop” to promote Chinese Culture

5 October 2021, Hong Kong. Well Link Life Insurance Co., Ltd. (" Well Link Life") officially kick-started the ‘Well Link Parent-child Workshop’ on the 72nd anniversary of the founding of the People’s Republic of China. Leveraging on the National Day theme, the inaugural event taught participants traditional Chinese painting techniques was held at ‘Well Link Life Wealth Management Centre’ Flagship Store in Central. The award presentation ceremony of the ‘Inspiring Hong Kong with Love 2021’ contest was also successfully held at the same venue on the same day. Well Link Life actively connects the community through organising various events to pass on the rich and profound Chinese culture to young people. At the same time, the company demonstrates its spirit of good corporate citizenship by bringing its vision, ‘Think Well in Social Welfare. Link and Expand the Future’, to life.

Ms Zhan Meiqing, CEO of Well Link Financial Group and Executive Director of Well Link Life Insurance Company Limited said, “Corporate Social Responsibility has always been an important element in our daily business decision making process at Well Link Insurance Group. It is deeply rooted in our corporate culture. We actively contribute to our society through engaging with the community, by organising different activities to convey positive energy to the society while at the same time cultivating our new generation’s understanding of traditional Chinese culture. In addition to the jointly organising the ‘Inspiring Hong Kong with Love’ contest this year with Well Link Financial Group and Well Link Life, we have introduced the ‘Well Link Parent-child Workshop’. The Workshop aims to promote Chinese culture and it is in line with our country’s 14th Five-Year Plan. At the same time, this series of events provides our customers with exclusive privileges and offers the opportunity to nurture younger generations on the long-standing Chinese culture.”

“Well Link Parent-child Workshop” instils the traditional Chinese cultural values

Mr. K.P. Chan, Chief Executive Officer of Well Link Insurance Group Holdings Limited (Well Link Insurance Group) said, “Well Link Life is proud to present the ‘Well Link Parent-child Workshop’ Series and the first activity was successfully held on 1st October. We were privileged to have National first-class artist, Qiu Zhenlin, teach Chinese painting skills and raise the awareness of art appreciation. ‘Well Link Parent-child Workshop’ will continue to host various activities including Chinese calligraphy, Putonghua class, etc. to instil the traditional Chinese culture and caring for young people.”

Well Link

Units 16-18, 11/F., China Merchants Tower, Shun Tak Centre, 168-200 Connaught Road Central
Sheung Wan, Hong Kong

香港上環干諾道中 168-200 號信德中心招商局大廈 11 樓 1116-1118 室

🌐 : www.wli.com.hk ☎ : +852 2830 7533

Customer Service Hotline 客戶服務熱線 : +852 2830 7500

Claims Hotline 理賠熱線 : +852 2830 7600

A member of Well Link Insurance Group Holdings Limited 立橋保險集團控股有限公司成員

**“Inspiring Hong Kong with Love 2021” contest winners announced
New edition will be opened for entry soon**

The winners of “Inspiring Hong Kong with Love 2021”, jointly organised by Well Link Financial Group and Well Link Life, have been announced. The contest, themed “Love Everywhere under the Pandemic”, received a very encouraging response. Ms Zhan Meiqing, CEO of Well Link Financial Group and Executive Director of Well Link Life Insurance Company Limited, Mr. K.P. Chan, Chief Executive Officer of Well Link Insurance Group Holdings Limited and Mr. Thomas Lee, CEO of Well Link Life Insurance Company Limited presented prizes to the winners for their outstanding works. A total of 9 winners were awarded with certificates and cash prizes of total HK\$21,200 in recognition of their contribution of love and strengths in the fight against COVID-19. Student Lee Kin Fung expressed his joy for winning the contest. He also thanked Well Link Financial Group and Well Link Life for providing a platform to promote love and filial piety. The new edition of “Inspiring Hong Kong with Love” is being prepared and details for enrolment will be announced soon.

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About Well Link Life

Well Link Insurance Group Holdings Limited (“Well Link Insurance Group”) was established in Hong Kong. Its wholly-owned subsidiaries - Well Link Life Insurance Company Limited (“Well Link Life”) and Well Link General Insurance Company Limited (“Well Link General Insurance”), provide life insurance and general insurance products and services to customers in Hong Kong.

Drawing on its culture of innovation, Well Link Life develops the most appropriate and responsive life protection and endowment products to meet customers' ever-changing needs and expectations, now and in the future. These solutions are supported by professional services, advanced technology and comprehensive after-sales support to help our customers achieve prosperous lives.

Media Enquiries

David Chau

9388 4997

sc.chau@wli.com.hk

Acky Yau

2830 7571

acky.yau@wli.com.hk

Photo Caption



Ms Zhan Meiqing, CEO of Well Link Financial Group and Executive Director of Well Link Life Insurance Company Limited (fifth from the left), Mr. K.P. Chan, Chief Executive Officer of Well Link Insurance Group Holdings Limited (fifth from the right) and Mr. Thomas Lee, CEO of Well Link Life Insurance Company Limited (fourth from the left) take a picture with winners of “Inspiring Hong Kong with Love 2021 Contest” at the award presentation ceremony.



Well Link Life has launched its “Well Link Parent-child Workshop” Series. The first Workshop was held at Well Link Life Wealth Management Centre Flagship Store in Central and received a positive response.