



Immediate Release

**Melco • World University Service HKU Branch:
Student Cultural Exchange and Volunteer Tour to Turkey
Continues Endeavour to Create Eye-Opening Experiences for Students to
Support All-round Development of the Youth**

(Hong Kong, February 2, 2012) - The World University Service, The University of Hong Kong branch (“WUSHKUB”), an international non-governmental organization founded in 1961, is grateful to enlist Melco International Development Limited (“Melco” or the “Group”, HKEx: 200), a dynamic leisure and entertainment company in Asia, as the sole sponsor of its Student Cultural Exchange and Volunteer Tour (the “Tour”). A long-time keen supporter of local charity events and community services, Melco has sponsored the Tour for three consecutive years – to Sri Lanka in 2010, India in 2011, and Turkey this year. Education and all-round youth development continue to be the Group’s key corporate social responsibility pillars.

The Tour’s objectives are to broaden students’ horizons and to keep them abreast of recent global development and social issues. To date, almost 100 students of The University of Hong Kong (“HKU”) have benefited from this project, not only through first-hand cultural discovery, but also the chance to spread their love and care to more than 240 children from orphanages or underprivileged local families in Sri Lanka, India and Turkey.

During January this year, 30 HKU students participated in the “**Melco • World University Service HKU Branch: 'Turkish Delight' Student Cultural Exchange and Volunteer Tour**” and gained an invaluable nine-day cultural experience within four cities in Turkey: Istanbul, Izmir, Canakkale and Pamukkale. The students visited three local universities in Istanbul and learnt through intercultural engagement in an array of activities with the local students, including cultural performances and presentations, community service projects, sharing sessions, games, and lectures.

Mr. Leung Chin Ching, Chairman of WUSHKUB said, “Students from both areas have enjoyed the delightful experiences, and have shared and gleaned insights into the cultural, educational and social issues facing Hong Kong and Turkey. They have especially engaged in in-depth discussions about Turkey’s cultural background in the context of its history, and the issues encountered in that country’s separation of state and religion. We are very grateful to have Melco’s continuous support for this enlightening initiative and hope more other corporate organizations in Hong Kong can replicate Melco’s philanthropic thought leadership supporting more students – the future



leaders of tomorrow.”

Besides the cultural exchange with the local students, instilling the worthwhile ideal of voluntary service is another main focus of the Tour. During their stay in Turkey, the student participants conducted community service projects in two orphanages and paid a visit to one of the local families.

Matthew Lee Ho-Ching, a Year-One student participant from the Faculty of Business and Economics of HKU, shared, “We have organized educational programs and extracurricular activities for orphans aged 12 to 18. I felt extremely gratified when the children showed me they could write some Chinese words which I taught them. The close interactions with the local people have given me clearer understanding of the social needs of Turkey.”

Upon completion of the Tour, WUSHKUB will invite the student participants to share their learning and first-hand experience of Turkey with other members, as a way to reinforce the life lessons they have learned and also to pass on their newly acquired knowledge to extend the positive impact of this programme to other students.

Photo 1: Melco’s funding enabled 30 HKU students to have an invaluable nine-day experience of cultural exchange and sightseeing in four Turkish cities. The background of the photo is the iconic Blue Mosque located in Istanbul.



Photo 2: The student participants have conducted community service projects in two orphanages, Halkau Boys' Orphanage and Okmeydani Orphanage.



Photo 3: The local orphans enjoy the activities organized by the student participants.



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About World University Service HKUB:

World University Service (WUS) is an international NGO with committees in over 40 countries and more than 50 branches all over the world on country basis. Established in 1961, World University Service, The University of Hong Kong branch (WUSHKUB), is one of the branches run by students and is the exclusive representative member of WUS in Hong Kong.

WUSHKUB upholds the aims of keeping its members abreast of the most recent development of the world and manifesting its utmost concern upon all matters relating to exploitation of or inattentiveness to human rights. In realizing these aims, WUSHKUB organizes various functions according to four objectives: Cultural Exchange, Human Rights, Current Affairs and Equal Opportunity.

About Melco International:

Founded in 1910 and listed on the Hong Kong Stock Exchange (HKEx) in 1927, Melco International Development Limited ("Melco International") is one of the first 100 corporations in Hong Kong. Today, under the leadership of Chairman and CEO Mr. Lawrence Ho, Melco International has found new energy and direction as a dynamic company that leads the field in the leisure and entertainment sector in Asia, and regards corporate social responsibility (CSR) as a core value of the Group. Last year, the Group received the "5 Years Plus Caring" mark from the Hong Kong Council of Social Service, and was chosen by FinanceAsia as one of the "Best CSR" organisations. For the CSR achievements of Melco International and our detailed CSR objectives in 2011, see CSR Report on our website www.melco-group.com.

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