

To: Editor / Reporter:

**Asia Social Innovation Award (ASIA) 2018-19:
Pioneering Partnership with JUMPSTARTER of the Alibaba Entrepreneurs Fund
To Promote Startups and Corporate Participation in Social Innovation
Press Invitation**

(Hong Kong, January 17, 2019) Asia Social Innovation Award (ASIA) enters its 10th year with a groundbreaking partnership with JUMPSTARTER, a startup platform and initiative curated by the Alibaba Entrepreneurs Fund. The social startup competition includes a Grand Finals featuring 12 social startups from across Asia on January 23rd, followed by two panel discussions on January 24th. The competition theme this year is "Impact of Things", as inspired by the term "Internet of Things (IoT)", signifying the connection between the social entrepreneurship and startup ecosystem, corporate and public sector in amplifying positive impact to the society

ASIA received hundreds of applications from 25 countries in the Asia-pacific region that propose innovative solutions to the more pressing social and environmental challenges. After careful consideration by a panel of judges, 12 teams were selected to present their startups at the Grand Finals Pitch to compete for three awards – Grand Prize, Health Impact Award and Learning Innovation Award – as well as a total of \$140,000HKD. Among the 12 teams, 3 startups are based in Hong Kong, while others represent the Philippines, China, South Korea, Thailand, and other Asian countries. Connecting themes include building pioneering platforms and innovative technologies to improve physical and mental wellness, promote medical and educational reform, and improve the quality of life for the underprivileged. For more information on the participating teams and the program rundown, please refer to the appendix attached.

We sincerely invite you to attend the Asia Social Innovation Awards (ASIA) to witness the rise of a new generation of change-makers. Details of the event are as followed:

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| Date | January 23, 2019 (Wednesday) |
| Time | Media reception starts at 4 pm Competition and results announcement - 16:35 – 18:45 pm Media interview - 6:50 pm (other times available on January 22nd or the 24 th by request) |
| Location | Hong Kong Convention and Exhibition Centre (5G Exhibition Hall Main Stage), 1 Expo Drive, Wanchai, Hong Kong |
| Judging Panel | Mr. Francis Ngai — Founder & CEO, Social Ventures Hong Kong |

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| | <p>Ms. Joyce Ho, JP — Deputy Director, Policy Innovation and Coordination Office</p> <p>Ms. Maria Lam Shook-fun — Former Cyberport Corporate Development Director</p> <p>Mr. Vincent Tsui — Founder and CEO, Toast Communications Ltd</p> <p>Mr. Fred Tung — General Manager of Medical Devices Division, Johnson & Johnson (Hong Kong) Co., Ltd.</p> <p>Mr. Alvin Lam —Principal, CVC Capital Partners</p> <p>Mr. Vincent Tang — Managing Director, Credit Suisse AG</p> |
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*The speeches and presentation will be conducted in English

Please kindly reply to this email before January 21, 2019 (Monday) to confirm your attendance.

Reply Slip

I will attend the Asia Social Innovation Awards (ASIA).

Media organization: _____ Number of participants: _____

Contact person: _____ Contact number: _____

I would like to make an appointment with _____ (team/guest) for an exclusive interview.

Please contact me to arrange a time.

Shall you have any inquiries, please contact:

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Organizers



Asia Social Innovation Award (ASIA) is the first regional social start-up competition promoting the culture of social innovation and exchange of ideas among Asian cities, launched by SVhk in 2008. Targeting early to growth stage social startups, the award provides entrepreneurs with the exposure, network and resources to take their ideas onto the next level.

<http://www.socialinnovationaward.asia>

**Press Invitation: The 10th Asia Social Innovation Award (ASIA)
Pioneering Partnership with JUMPSTARTER of the Alibaba Entrepreneurs Fund**



Founded in 2007, **Social Ventures Hong Kong (SVhk)** is an Impact Purpose Organization (IPO) that innovates social change by re-imagining the city. We focus on inventing, incubating and investing in social startups that address urban challenges in Hong Kong through sustainable and innovative business solutions. 20 portfolio ventures include Green Monday, Diamond Cab, Light Be, Run Our City, BottLess and more. (<http://sv-hk.org/>)