



## List of Major Public Education and Publicity Activities

*April 2001 to March 2002*

<b>April 2001 onwards</b>	<b>Investment Education Campaign—to educate the public on MPF investment</b>
1 APR 2001	The MPFA published a leaflet “Simple Guide to MPF Fund Investment”.
27–28 APR 2001	Investment seminar for The HK Confederation of Trade Unions.
1 MAY 2001	The MPFA and the Securities and Futures Commission jointly published a booklet “Getting started in Funds and MPF”.
11 MAY 2001	The MPFA and the Commercial Radio jointly organized an episode of radio drama “Flat C, 18/F” on MPF fund investment.
25 MAY 2001	The MPFA produced an educational video on fund investment and flow of MPF contribution for screening at MTR roving exhibitions and other channels.
22 MAY–22 JUL 2001	A series of MTR roving exhibitions held at 12 stations.
14–27 MAY 2001	Radio promotions carrying MPF investment messages by investment experts.
25–27 MAY 2001	The MPFA participated in the MoneyWorld Asia-Hong Kong 2001 to promote MPF investment.
19 MAY–16 JUN 2001	A 5-episode TV programme on MPF investment was produced for broadcast on TVB.
28 MAY–1 JUN 2001	A series of 5-episode, 1-minute segment on MPF investment was produced for broadcast on Commercial Radio.
4–8 JUN 2001	A series of 5-episode Q&As segment on MPF investment was produced for broadcast on Commercial Radio.
10 JUL–7 AUG 2001	A 5-episode TV programme on MPF investment was produced for broadcast on ATV.
19 JUL–29 OCT 2001	Print advertisement on regional investment seminars in newspapers and magazines.
22 OCT 2001–23 MAR 2002	The MPFA participated in the 2nd Hong Kong Investment Competition.
27 & 29 NOV 2001	The MPFA participated in HKIFA’s investment programme for broadcast on ATV.
20 DEC 2001–3 FEB 2002	Website promotion on 36.com.
FEB 2002	Advertorial on “Cup Magazine”.
<b>April 2001 onwards</b>	<b>Outreach Campaign—to disseminate MPF messages at the community level</b>
21 APR 2001	A launch ceremony was organized to kick off a series of “Meet-the-Public” sessions, where MPFA in conjunction with major political parties, established proactive contact with the public and answer public enquiries. MPFA’s Non-executive Director, Mr Lee Kai-ming, and six LegCo members officiated at the launching.
29 APR 2001	The MPFA, together with three LegCo members representing the labour sector and six members from the Labour Advisory Board, jointly organized a “Trade Union Annual Gathering” with MPF as the theme of the event. Financial Secretary Mr Donald Tsang officiated at the ceremony.

28 JUL–30 DEC 2001	A series of “MPF Roadshow” was held at 7 shopping complexes of the Hong Kong Housing Authority to disseminate MPF messages to the local community.
28 JUL 2001	The MPFA organized a kick-off ceremony to launch the series of roadshows. Non-executive Director Mr Lee Kai-ming and Chief Operating Officer (Corporate Affairs) Mrs Diana Chan officiated at the ceremony.
26 NOV–20 DEC 2001	Roving exhibitions held at 13 district councillors’ offices of the Democratic Party to disseminate MPF messages.
21–24 FEB 2002	The MPFA participated in the Education & Careers Expo 2002 to disseminate the message of “Know your MPF rights”.
24 FEB 2002	The MPFA participated in the “Lantern Festival Fun Fair” organized by the Democratic Alliance for Betterment of Hong Kong to promote MPF messages.
11 MAR 2002	Print advertisement with the message of “Guide to employees on MPF benefit transfer” was placed in the bi-monthly publication of the Federation of Hong Kong & Kowloon Labour Unions.
8 MAR 2002	Advertorial on MPF FAQs in the publication of the Democratic Alliance for Betterment of Hong Kong.
APR 2001–MAR 2002	A total of 390 talks was delivered to labour unions, community groups, education institutions, technical institutions and secondary schools throughout Hong Kong.
APR 2001–MAR 2002	The MPFA attended the Area Committee Meetings to brief the committee members on the latest development of the MPF System.
<b>May 2001 – January 2002      Enforcement Campaign – to remind employers to make MPF contributions on time</b>	
30 JUL–19 AUG 2001	Advertisement on making timely MPF Contributions on TV, radio and newspapers.
30 JUL 2001	Media workshop on making timely MPF Contributions and surcharge calculation.
<b>April 2001 onwards      MPF Info Station Campaign – to promote the “MPF Info Station” service</b>	
APR 2001 onwards	Promotional posters at all info stations to publicize the service.
2 DEC 2001	The MPFA organized a launching ceremony to promote the service. Chairman of the MPF Schemes Advisory Committee, Professor Nelson Chow Wing-sun, officiated at the ceremony. Artiste Mr Jerry Lamb was appointed “MPF Star” to help promote the service.
3–20 DEC 2001	Advertisement with the message of “fixed times, fixed venues” on TV, radio and newspapers.
28 FEB–28 MAY 2002	Outdoor banner displays at 6 info stations.