



“Honour our Tradition, Embrace our Future”
CEF, Interest Free Study Loans are Now Open for Applications

Kuala Lumpur, June 16th – Carlsberg Hua Zong Education Fund (CEF), an interest free study loan scheme with RM5.0 million revolving fund , is now open for applications from today until 31st July. Held in conjunction with the Chinese’s Dragon Boat Festival, the official launch of 2010 CEF was graced by YB. Datuk Dr. Hou Kok Chung, Deputy Minister of Higher Education Malaysia, accompanied by the Fund Management Committee, CEF beneficiaries who are either studying in the colleges or universities as well as parents of students who are keen to apply for the study loans.

Amongst attendees are Tan Sri Pheng Yin Huah, President of the Federation of Chinese Associations Malaysia (Hua Zong) and Chairman of the CEF, Soren Ravn, Managing Director of Carlsberg Malaysia, Dato’ Chin Voon Loong, Deputy Managing Director of Carlsberg Malaysia and Vice Chairman of CEF, the fund management committee, beneficiaries, parents and members of the press.

“The CEF Interest Free Study Loan scheme is open for applications to all students who wish to pursue their tertiary education at colleges or universities locally and overseas. We encourage financially needy students, who possess positive attitudes, passion towards Chinese education and have a strong desire to be successful, to apply for the interest free study loan. CEF is not only an interest free study loan provider, but we also organize activities that motivate students to be more prepared for university life and undergraduates to embrace the challenges ahead in the working environment,” Soren Ravn commented.

“Carlsberg Malaysia is a brewery that does more than just brewing and selling beer. At Carlsberg Malaysia, we believe in ‘Sharing with the Community on an Unconditional Basis’, we place excellence on the quality of our products, and are fully committed to operating our business in an environmentally sound and socially responsible manner,” Ravn added.

“Other than Carlsberg Hua Zong Education Fund, Carlsberg has since 1987 been sponsoring the Top Ten Charity Campaign. Over the past 22 years, the charity drive has accumulated a school building fund of more tha RM 335.9 million for approximately 560 Chinese schools and



institutions in Malaysia. The Top Ten Charity Campaign is crowned as the 'Longest Running and Highest Funds Raised Chinese Charity Show' by Malaysia Book of Records,' Ravn shared.

In conjunction with the Dragon Boat Festival, one of the major Chinese Festivals, the official launch of CEF themed 'Honor our Tradition, Embrace our Future' was held at one of the most significant historical culture clan temples in Malaysia – Chan She Shu Yuen Clan Association Kuala Lumpur & Selangor. YB Dato' Dr Hou accompanied by Tan Sri Pheng, Soren Ravn and Dato' Chin Voon Loong, practiced calligraphy on the CEF tagline 'No Dream is Beyond Reach', released a mini hot-air balloon with wish cards written by beneficiaries of CEF as to honor the Chinese tradition and realize the dreams of the younger generation.

For more info, please visit www.carlsbergeducationfund.com.my.

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