



**PRESS
RELEASE**

CARLSBERG HUA ZONG EDUCATION FUND RETURNS

RM5.25 MILLION WORTH OF INTEREST FREE LOAN REACHES DESERVING AND NEEDY STUDENTS

KUALA LUMPUR, May 10, 2012 – The Carlsberg Hua Zong Education Fund (CEF), an interest-free study loan provider was officially launched today by Yang Berbahagia Dato' Dr. Hou Kok Chung, the Deputy Minister of Higher Education. CEF is fully operated by the Federation of Chinese Associations Malaysia (Hua Zong) and sponsored by Carlsberg Malaysia.

The CEF kick started a promo tour last month to promote the registration for the 2012 academic year which is opened to students pursuing tertiary education at local and foreign institutions. The promo tour which was held at several colleges began at Han Chiang College and subsequently at Southern College, New Era College.

“Since its establishment in 1998, CEF has provided an interest free study loan worth RM5.25 million to over 500 students aimed at providing financial aid to deserving needy students. Through this fund, we hope to cultivate a knowledge-based society, where students are given sufficient resources to continue pursuing their tertiary education,” said Soren Ravn, Managing Director, Carlsberg Malaysia in his welcoming speech.

For the past 14 years, the recipients of the fund were given RM5,000 loan per academic year to alleviate their families' financial burden.

In conjunction with the upcoming Teacher's Day celebration on 16 May, Carlsberg Malaysia is taking part in the 'Respect for Teacher's' campaign organised by the United Chinese School Teachers Association Malaysia (UCSTAM). 310 books of Chinese language, values and discipline in Mandarin by the famous Taiwanese author, Professor Hong Lan will be distributed to teachers through the Kuala Lumpur Secondary School Chinese Language Teacher's Club, New Era College and the Chinese teachers across the Klang Valley as a gift and their teaching materials. The books were received on behalf by Madam Tay Pio, President of Kuala Lumpur Secondary School Chinese Language Teacher Club, Dr Mok Soon Chong, CEO & Principal of New Era College and Mr Hor Jun Hin, representative from National Union of Heads of Schools and presented by Soren and Tan Sri Pheng Yin Huah, President of the Federation of Chinese Associations Malaysia.



“With this humble contribution, we hope to support and inspire teachers who dedicated their life in teaching Chinese language and impacting the values of the Chinese community to the younger generation,” Soren commented.

Mr Ong Chiew Chuen, Chairman of UCSTAM applaud the philanthropic effort by Carlsberg Malaysia and commented, “The Ministry of Education set a guideline for a teacher to read seven books in one year, and I hope to cultivate the reading campaign encouraging schools’ board of directors, parents and teachers associations, to purchase these books to motivate the teachers. Carlsberg Malaysia has set an exemplary effort and I hope other corporate organizations will take part.”

At the launch held at Shaw Parade in Kuala Lumpur, a video contest themed ‘My Future’ was created to encourage students to share their aspirations in achieving their goals in life. The contest will reward the best three submission with a cash prize of RM5,000.

Invited guests and members of the media were entertained by a choir performance from the New Era College students and later on inspired by a motivational talk from Jack Lim, a well known TV and radio personality who shared on his life experience of becoming a successful person today.

Student’s who wish to apply can download the application form via the CEF official website at www.carlsbergeducationfund.com.my or send a request letter to the Federation of the Chinese Association Malaysia. Application deadline is on 30 May.

Carlsberg Hua Zong Education Fund (CEF) interest-free study loan

In 1998, with the arrival of the information age and realising the importance of education to the nation’s economic, social and cultural development, Carlsberg and the Federation of Chinese Associations worked hand in hand to establish the Carlsberg Hua Zong Computer Education Fund.

The establishment of the fund was to boost education in the field of information technology. During the period from 1998 to 2006, Carlsberg and Hua Zong worked together to not only provide interest-free loans to needy IT students but also donate computers to schools to support their IT programmes.

In May 2007, the Carlsberg Hua Zong Computer Education Fund was officially renamed the Carlsberg Hua Zong Education Fund in repositioning the fund to provide an all-rounded, tertiary education fund to students in need. This significant decision was made after gathering opinions from students, parents and people in various industries, and carrying out thorough research.

The Carlsberg Hua Zong Education Fund, with a wider scope of aid, is open to highly qualified students pursuing their studies in any field. Other than students undertaking IT courses, the first batch of beneficiaries also included students in the fields of medicine, law, engineering, pharmaceuticals, accountancy, etc.

Carlsberg and Hua Zong hope to foster more talents for the country in all industries, talents who will contribute to the building of a knowledge-based economy, as well as face the challenges of globalisation.

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