



PRESS RELEASE

FOR IMMEDIATE RELEASE

**STAR CRUISES EMBARKS ON 2ND DREAM VOYAGE TO TAIWAN EDUCATIONAL
CRUISE TO PROMOTE CRUISE INDUSTRY TO STUDENTS
Taiwanese superstar Richie Jen special Goodwill Ambassador at press conference**

Hong Kong, 16 July 2015 – Genting Hong Kong, along with organisers the Taiwan Tourism Bureau Hong Kong Office and Partners Education Foundation, recently held a press conference on 16 July on board SuperStar Virgo to launch their 2nd Dream Voyage to Taiwan – Learning at Sea educational cruise for disadvantaged students, setting sail from Hong Kong on September 13, 2015 for a 4D3N voyage to Kaohsiung and Taichang, Taiwan. This special project is in support of the Hong Kong Education Bureau’s life planning and career guidance for students initiative and is also further co-organised by the Hong Kong and Macau Taiwanese Charity Fund Limited and Maywood Travel Ltd.

“Good corporate citizenship has always been an integral part of Genting Hong Kong’s values and we hold education and youth development close to our heart,” said Mona Lai, General Counsel and SVP, Legal & Corporate Communications of Genting Hong Kong. “While tourism in the city has long been an essential part of the local economy, the cruise industry is still a relatively new and under-represented sector but with enormous growth potential. Our goal is to provide an opportunity for the next generation of professionals to experience the business first hand through a tailor made program of useful information sessions and behind the scenes tours to give students a glimpse into a possible career in the cruise industry.”

During the press conference, renowned Taiwanese singer and actor, Richie Jen, who most recently made his directorial debut with the film “All you Need is Love”, was on hand for a special appearance to share recollections of his childhood dream of breaking into the entertainment industry and to encourage the students to pursue their goals and to further develop their strengths. 20 students from 20 different secondary schools were also chosen to participate in an informative question and answer session on stage with Mr. Jen during the event.

The second annual Dream Voyage to Taiwan educational cruise brings together 60 deserving students from across Hong Kong who showed the best improvement in their academic results or in their comportment this year to experience a special journey that combines the excitement of travel with new opportunities for learning.

While at sea, the students will be able to listen to influential speakers including Mr. Francis Li Kwok Kay, former Assistant Director of Community Relations, ICAC, talk about career planning, skills development and the sharing of knowledge. Additionally, Star Cruises’ Hotel Manager, Michael Seet, will lead a discussion about cruise operations and career opportunities and development on board Star Cruises ships, highlighted with a tour including backstage access to the Lido theatre and the ship’s galley.



Also on board will be Hong Kong based lead singer of the band Sugar Club and TV and film actress, Kandy Wong, who will act as mentor to the students during the voyage.

On shore in Kaohsiung, the students will be able to meet with their Taiwanese school peers from the National Kaohsiung University of Hospitality and Tourism and commune with nature during a fun fruit picking excursion. In Taichung, they will take part in an enlightening tour of the National Museum of Natural Science and test their culinary skills with a DIY bubble tea making session hosted by Chun Shui Tang, a famous teahouse in Taiwan.

Since its inception in 1993, Genting Hong Kong, Star Cruises' parent company, has been committed to giving back to the communities in and people of Asia as the company has grown hand in hand with the region. In 2015, the company's corporate social responsibility (CSR) efforts were recognized by the Asian Excellence Recognition Awards, which named Genting Hong Kong one of the "Best CSR" companies in Asia. Genting Hong Kong was recognized as Asia's Best CSR for a third year after taking home the award in 2012 and 2013 previously.



Goodwill Ambassador, Richie Jen, helped kick off the Dream Voyage to Taiwan press conference along with honorable guests and students



20 students participated in an informative question and answer session on stage with Mr. Jen during the event

###

About Genting Hong Kong Limited (“Genting Hong Kong”)

Genting Hong Kong is a leading corporation principally engaged in the business of cruise and cruise related operations along with leisure, entertainment and hospitality activities.

Taking on a bold initiative to grow the Asia-Pacific as an international cruise destination, Star Cruises has built its reputation on offering first-rate Asian hospitality servicing an international clientele and travelling to various ports of call throughout the region. Newly acquired Crystal Cruises is the world’s leading luxury cruise provider, having earned more “World’s Best” awards than any other cruise line, hotel, or resort in history. Genting Hong Kong also has a certain equity stake in Norwegian Cruise Line, a diversified cruise operator of global cruise lines that operates a combined fleet of 21 ships.



Genting Hong Kong's first foray in a land-based attraction, Resorts World Manila opened its doors in the Philippines to the public in August 2009. Resorts World Manila is one of the premier leisure brands under the Genting Group and the Philippines' first one-stop, nonstop vacation spot for topnotch entertainment and world-class leisure alternatives, featuring three hotels including a six star all-suite Maxims Hotel, an iconic shopping mall, four high-end cinemas and a multi-purpose performing arts theatre.

For media enquiry, please contact:

Desmond Chung
Corporate Communications
Tel: (852) 2378 5924
Email: desmond.chung@gentinghk.com

Christine Li
Corporate Communications
Tel: (852) 2378 2960
Email: christine.li@gentinghk.com

