

For Immediate Release
13 July 1995

HKUST AND BOC PLAN TO LAUNCH AFFINITY CREDIT CARD

The Hong Kong University of Science and Technology and the Bank of China, Hong Kong Branch will announce their plan to issue the HKUST Affinity Credit Card at a signing ceremony to be held at the University on 18 July (Tuesday).

"This card will serve as a symbol of identity for all members of the HKUST community, especially for the graduates of the university," says Francis Lo, President of the HKUST Students' Union.

"There is a growing trend in Hong Kong for large and established organisations to issue affinity cards for their staff. In fact, many tertiary institutions in Hong Kong have their own affinity cards which have proven to be beneficial to both the institution and the cardholders," says Mr Norman Ngai, Director of Finance at HKUST. "We hope this card can help to strengthen the links between the University and its students, graduates and staff."

"After reviewing proposals from different banks, the University decided to issue the card in conjunction with the Bank of China, Hong Kong Branch because we liked the exclusive privileges and conveniences offered to cardholders," says Mr Ngai.

Among the many benefits for cardholders, BOC will waive the annual card fee for the first three years. Details of other benefits and of the agreement between HKUST and the Bank of China, Hong Kong Branch will be announced in due course.

Note to Editors:

You are welcome to send representative(s) to cover the event. Details are as follows:

Date: 18 July 1995 (Tuesday)
Venue: Foyer, 7/F, HKUST (Lifts 13-15)
Time: 11:00 a.m.

(Direct enquiries to the Office of Public Affairs at 2358 6320 or pager 1163388 call 2652)