



## **Public Affairs Section**

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**NEWS RELEASE**

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### **Fulbright Hong Kong General Education Program**

The U.S. Consulate General in Hong Kong is pleased to announce the inauguration of the *Fulbright Hong Kong General Education Program*, a major initiative in support of the development of broad-based general education in the liberal arts in Hong Kong's universities as they prepare to introduce four-year undergraduate degree programs in 2012. Funded by generous contributions from Mr. Po Chung and matched with the matching grants from the HKSAR's University Grants Committee (UGC), the new program represents a strategic investment in developing the SAR's human resource base through creative pedagogy and international exchange. The initiative seeks to enhance quality education in the SAR by honing life-long learning skills of future generations in Hong Kong's increasingly knowledge-based economy.

The Fulbright Hong Kong General Education Program is made possible by a very substantial philanthropic donation from Mr. Po Chung, co-founder and Chairman Emeritus of DHL Asia-Pacific to the universities in Hong Kong. The gift constitutes the largest contribution ever given by a private donor to the Fulbright Program in Hong Kong. The gift and grants thus matched by the University Grants Committee will more than double the funding of the current Fulbright Program in the SAR. A deep believer in the intrinsic value of liberal arts education in fostering good governance, civil society, and the creativity needed for successful economic competition, Mr. Po Chung looked to the Fulbright program to recruit creative scholars from American universities to help bring an outcomes-based educational approach and pedagogy to Hong Kong's universities, to help students here better understand the roots of Hong Kong's unique blend of both Chinese and Western civilizations, and how this fusion of cultures, ideas, and heritage can serve as the foundation for Hong Kong's vitality and competitiveness in the 21<sup>st</sup> century.

The Hong Kong-America Center will coordinate the program, which seeks to bring 20 some American experts from 2008 to 2012 for one-year teaching grants at participating universities. The American professors will team up with local faculty to design, develop and refine interdisciplinary, student-centered curricula and pedagogy focusing on broad themes of Western and Asian civilizations.

The Hong Kong-America Center (HKAC) serves as a bridge for mutual understanding between the U.S. and Hong Kong through educational and cultural exchanges. Based at the Chinese University of Hong Kong, HKAC is a consortium of UGC funded universities and works closely with the business, government and non-profit sectors on their behalf. HKAC works with the U.S. and Hong Kong governments to help administer the Fulbright Program and is honored to launch the Fulbright Hong Kong General Education Program.

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