



Press Release

The Hong Kong Professional Golfers' Association Appoints Its First Chief Executive Officer

Hong Kong, 20 March 2014 - The Hong Kong Professional Golfers' Association (HKPGA) has appointed Ms. Elina Lee as its first Chief Executive Officer (CEO), with effect immediately.

HKPGA was founded in 1970 to develop professional golf in Hong Kong by running professional golf tournaments and providing instruction for its members on how to coach all aspects of the game. The formation of the position of a CEO in the Association marks a new chapter in HKPGA's history to promote golf playing in Hong Kong and later brings HKPGA to an international level.

Ms. Lee's responsibilities include overall management and operations, planning and developing community and sustainability programmes for the association, seeking potential commercial sponsors and NGO partners, and lobbying pertinent government departments in Hong Kong to promote special interest campaigns.

In announcing the appointment, HKPGA Chairman, Mr. Daniel Liu Ping Kwong said, "On behalf of the HKPGA, we welcome Elina on board and trust she will contribute her very best to create value for our association and working partners."

With twenty years experience as a corporate communication and marketing professional at home and abroad, Ms. Lee, founder and managing director of AiMaze, a boutique consultancy specializing in Corporate Communications, Public Affairs and Branding, has a proven success track record for delivering results among blue chip companies. Furthermore, as a committed and dedicated community worker who has volunteered and served as an executive member of numerous NGOs and non-profits in addition to her professional work, Ms Lee's appointment as CEO will serve as a continuation of her pro bono contribution to the golf community of Hong Kong.

Outlining her role as CEO, Ms. Lee said that besides strengthening the overall management and operational capacity of the association, she hopes to substantially raise the public and private sector's awareness of HK's professional golfers, the importance of their role as part of HK's sports community and its continued development of sports programmes, and as representatives of Hong Kong in the international arena. In addition, she hopes that she can leverage off existing community programmes to further expand the development of sustainability programmes within the community, and strengthen partnerships and collaboration with NGOs.

"To achieve these goals, every effort will be made to identify potential strategic business sponsorships and offer more mutually beneficial opportunities to these partners," said Ms. Lee.

"I will further seek to collaborate with existing golf bodies and associations so that we can together present a strong and united front to work in the interest of promoting golf, raising the standards of amateurs and professional players and enhancing face of Hong Kong golf to the local and international community. I trust my role in HKPGA would bring more synergies and create values in working with different commercials, NGOs and other stakeholders," added Ms. Lee.

About the Hong Kong Professional Golfers' Association

Founded in 1970, The Hong Kong Professional Golfers' Association has achieved worldwide recognition as a 'not for profit' making association with the purpose to develop professional golf in Hong Kong by running professional golf tournaments and providing instruction for its members on how to coach all aspects of the game.

Every year, the Association invites professional golfers from Asia to participate in the HKPGA Championship and leading players from HKPGA are selected as representatives to compete in



overseas tournaments, demonstrating their skills with each other and sharing their experience on golf playing.

The Association currently has around 140 members, including two associate members who are qualified members in good standing of their National PGA and currently working as golf professional in Hong Kong, and three tournament players.

About Ms. Elina Lee

Hong Kong-born Elina Lee was educated in North America and holds a Bachelor of Arts degree from the University of Toronto, Canada and a business certificate from Seattle University, United States. She is now the Founder and Managing Director of AiMaze, a boutique consultancy specializing in Corporate Communications, Public Affairs and Branding.

Prior to that, she was the Head of State of California Southeast Asian Office of Trade and Investment and the Head of Corporate Communications of two blue chip companies in Hong Kong. With twenty years experience as a corporate communication and marketing professional at home and abroad, she has established a wide social network with commercials, governmental departments as well as the welfare sector. Her reputation for delivering results has won peer recognition in the industry.

Besides, Elina has dedicated her time and resources to serve various charitable organizations where she has volunteered her services and expertise on executive committee levels for over a decade, working and seeking benefits for the underprivileged, especially the youths and children.

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