



*"Enabling financial literacy education is a shared commitment of HSBC and JA. HSBC is excited to be supporting young people across the region through the JA More than Money programme to build the right skills, attitudes and tools needed to manage money effectively and plan for the future. Now more than ever, we must focus on nurturing the financial capability and resilience among students during their developmental years."*

Zhang Hui Feng, Head of Corporate Sustainability Asia Pacific, HSBC.

Supporting Locations: 8



For more than a decade, HSBC and JA have been helping young people to develop the skills they need to realize long-term prosperity for themselves, their families, and their communities through the JA More than Money program in the Asia Pacific region.

The JA More than Money program—recently updated and digitized is so much more than a financial literacy program for young students. It teaches future skills including entrepreneurship and design thinking as well.

In 2018, HSBC also supported the following entrepreneurship programs in collaborations with JA Hong Kong, JA Korea, and JA Vietnam:

- JA Company Program
- HSBC Aim Higher Camp
- HSBC Business Case Competition



With the skills young people learn through JA More than Money and other HSBC-sponsored activities, they're equipped for innovation and entrepreneurship.

