

Contributing to the community



Left: 6,000 people participated in the Community Chest Pacific Century Insurance Charity Walk, which resulted in PCI staff and agents donating HK\$1 million to Children Services, run by the Community Chest's social welfare agencies.

Below: Funds raised by PCI at the colorful Gold Coast charity "Duck Race" greatly benefited Po Leung Kuk, which provides social services to the community.



Our philosophy of caring and sharing as we conduct our business in the Hong Kong market has developed well since the Company launched in 1994.

PCI adopts a serious attitude towards corporate social responsibility and believes the business community can play a major role in cultivating a compassionate society to help the sick, underprivileged and disadvantaged.

PCI was awarded the "Caring Company" logo by the Hong Kong Council of Social Service for the second consecutive year in 2004, coinciding with the Company's 10th anniversary.



商界展關懷

caringcompany²⁰⁰²⁻⁰⁵
Awarded by The Hong Kong Council of Social Service
香港社會服務聯會頒發



PCI has taken part in the Matilda Sedan Chair Race fund-raising event for the past five years.



Photo source: Hong Kong Economic Times



More than 500 of the "limited edition" Buddy Bear cuddly toys have been handed out as gifts by PCI.

Another memorable project in 2004 saw more than 40 PCI volunteers – made up of managers, staff and agents, plus friends and family – brightening up the St James' Settlement Child Care Center learning environment with a new coat of paint.