



Sa Sa Vice President of Corporate Strategy & Development Mrs Melody Kwok-Chan Conferred Honorary Fellowship by PVCBS

(10 June 2019 – HONG KONG) – **Sa Sa International Holdings Limited** (“Sa Sa” or the “Group”, stock code: 0178) is pleased to announce that **Mrs Melody Kwok-Chan, Vice President of Corporate Strategy & Development** of the Group, was conferred an Honorary Fellowship by the Professional Validation Centre of Hong Kong Business Sector (“PVCBS”) at its Award Presentation Ceremony in Honor of Honorary Fellows, Fellows, Associate Fellows and Professional Members 2019, in recognition of her outstanding achievement in the Hong Kong business sector as well as positive contribution to the cosmetics industry and society.

Throughout the years, Mrs Melody Kwok-Chan has overseen the business development strategy, marketing promotions, brand management as well as product development functions of the Group. Under her leadership, Sa Sa adapts to the market trends and strives to provide customers with quality multi-brand beauty products and professional services, thereby living up its “Making Life Beautiful” vision. Since 2017, Mrs Melody Kwok-Chan has been the President of the Cosmetic & Perfumery Association of Hong Kong (“CPAHK”) and a key connection between the industry and the government, promoting exchanges within cosmetics retailing industry, voicing opinions for counterparts and safeguarding the healthy development of the industry. Actively involved in philanthropic activities, she has been greatly involved in services of the Hong Kong Girl Guides Association. She also supported the establishment of the Group’s first charity foundation “Sa Sa Making Life Beautiful Charity Fund” and has served as Vice-chairman of the fund, working closely with numerous influential non-profit organisations, with the aim of enhancing positive energy in the local community.

Mrs Melody Kwok Chan, Vice President of Corporate Strategy & Development of Sa Sa, said, “It is my greatest honour to be conferred an Honorary Fellowship. I would like to express my heartfelt gratitude to my family and colleagues for their hard work and trust over the years, as well as the support from the seniors and partners of the Cosmetic & Perfumery Association of Hong Kong. Through lifelong learning, we are able to acquire new knowledge, equip ourselves with new mindset and skillsets to enhance the competence of ourselves and the community at large in the fast changing market. Going forward, I will do my best to promote the development of the Group and the committee affairs of CPAHK, contributing to the Hong Kong business sector and cosmetics industry, as well as propagating the essence of beauty by enhancing the image and quality of retail industry and providing customers with more personalised shopping experience.”

In addition, nine frontline staff of the Group were awarded as Professional Membership in the ceremony. Sa Sa has placed great emphasis on Qualification Framework and has invested considerable resources to internal trainings, paving clear career development pathways and goals for its Beauty Consultants and frontline staff, and enhancing quality of human capital in the industry.

Established in 2005, PVCBS aims at assisting business practitioners in service industry to obtain recognised professional qualifications through continuing education, while encouraging industry practitioners to enhance their professional knowledge as well as working capabilities, thereby achieving lifelong learning objectives. PVCBS sets up the “Framework for Qualifications of Members” that comprises four qualifications including “Honorary Fellows”, “Fellows”, “Associate Fellows” and “Professional Members”. Through the biennial qualification recognition programme, outstanding industry professionals are awarded professional qualifications and regarded as role models in the industry.

– End –



Mrs Melody Kwok Chan, Sa Sa Vice President of Corporate Strategy & Development (left) receives Honorary Fellowship at the Award Presentation Ceremony in Honor of Honorary Fellows, Fellows, Associate Fellows and Professional Members 2019 by PVCBS.



Mrs Melody Kwok Chan, Sa Sa Vice President of Corporate Strategy & Development (5th from right) with nine frontline staff awarded Professional Members qualification.