

[For Immediate Release]



## **Sa Sa Jointly Organises Beautiful Eco-Friendly Bag Design Competition With Hong Kong Design Institute (HKDI)**

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### ***Supporting Plastic-free Lifestyle and Making the World Beautiful***

(25 March 2024, HONG KONG) – **Sa Sa International Holdings Limited** (the “Company”, stock code: 0178, and together with its subsidiaries, the “Group”) jointly organised **Eco-Friendly Bag Design Competition** with the Hong Kong Design Institute (HKDI). After being evaluated by a professional judging panel, 8 winners were successfully selected and attended the award ceremony last Thursday at Sa Sa branch in Wong Chuk Hang. **Ms. Melody Kwok-Chan MH**, Executive Director of Sa Sa International Holdings Limited, and **Mr. Angus Ho**, Executive Director of Greeners Action, served as award presenters, acknowledging their design talents and thanking them for their contributions to environmental sustainability.

HKSAR is a city that generates a large amount of waste every day. Plastic shopping bags are one of the main sources of waste and can take hundreds of years to decompose. This issue prompted Sa Sa to invite the HKDI to co-host **Eco-friendly Bag design competition**, which is open to all students of HKDI to design an eco-friendly, reusable bag that promotes sustainable practices. This competition not only provides a platform for young designers to showcase their creativity and talent but also encourages a green shopping lifestyle, making the world more beautiful.

The competition was honored to have Vice Chairman **Dr. Eleanor Kwok BBS JP**, and Executive Director **Ms. Melody Kwok-Chan MH** of Sa Sa International Holdings Limited, **Dr. Elita Lam**, Vice Principal of HKDI, and **Mr. Angus Ho**, Executive Director of Greeners Action, as members of the professional judging panel. Entries were evaluated across categories like ‘Best Design Award (1 winner),’ ‘Most Creative Award (1 winner),’ ‘Merit Award (3 winners)’ and ‘Special Award (3 winners)’. Winners receiving certificates of recognition, and Sa Sa cash vouchers worth HK\$8,000, HK\$5,000, and HK\$3,000, respectively.

**Ms. Melody Kwok-Chan MH**, Executive Director of Sa Sa International Holdings Limited stated, “Sa Sa always focuses on sustainable development, embodying the concept of creating a beautiful life by reducing emissions, ‘going green’, and advocating Clean Beauty to achieve the goal of zero emissions by 2050. We appreciate the response and support from HKDI and

Greeners Action, allowing young designers to showcase their talents and jointly strive for environmental sustainability, making our lives and world beautiful.”

**Mr. Angus Ho**, Executive Director of Greeners Action commented, "We are delighted to continue collaborating with Sa Sa to promote various environmental activities, including the recent laisee recycling program, and the Eco-Friendly Bag Design Competition partnering HKDI. We believe that environmental protection requires both education and implementation. We hope to see more companies like Sa Sa willing to shoulder the mission of protecting the Earth, leading communities and more young people to focus on sustainable development issues, allowing the next generation to enjoy a beautiful and livable environment."

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**Best Design Award-winner Ren Ka Wing** (middle) received award from judge **Ms. Melody Kwok-Chan MH**, Executive Director of Sa Sa International Holdings Limited (right), and **Mr. Angus Ho**, Executive Director of Greeners Action (left).



**Most Creative Award-winner Vijay Chhaya** (middle) received award from judge **Ms. Melody Kwok-Chan MH**, Executive Director of Sa Sa International Holdings Limited (right), and **Mr. Angus Ho**, Executive Director of Greeners Action (left).



Eight award winners receiving certificates of commendation.






Eco-friendly bags designed by the winners are rich in creativity and environmental significance.



**Judges and Representatives of the organisers (from the left):** Ms. Simmy Mak, SVP, General Counsel and Company Secretary of Sa Sa International Holdings Limited, Mr Keith KWOK, Lecturer, Department of Fashion and Image Design, HKDI, Ms Apple LAI, Manager (Knowledge Exchange and Collaboration), External Affairs Office, HKDI, Mr. Angus Ho, Executive Director of Greeners Action, Ms. Melody Kwok-Chan MH, Executive Director and Ms. Kelly Fung, Marketing Director of Sa Sa International Holdings Limited.

### Showcase of winning entries

<p><b>Best Design Award</b></p> <p>Ren Ka Wing</p>		<p><b>Most Creative Award</b></p> <p>Vijay Chhaya</p>	
<p><b>Merit Award</b></p> <p><b>From the left:</b> Yung Wai Cheuk Siu Hoi Ying Lam Choi Yan</p>			
<p><b>Special Award</b></p> <p><b>From the left:</b> Cheng Hoi Yan Yip Hiu Nam Chan Yuen Shan</p>	