



Be Heard. Be Relevant. Empowering Youth for Impact

**Melo
Youth**

x

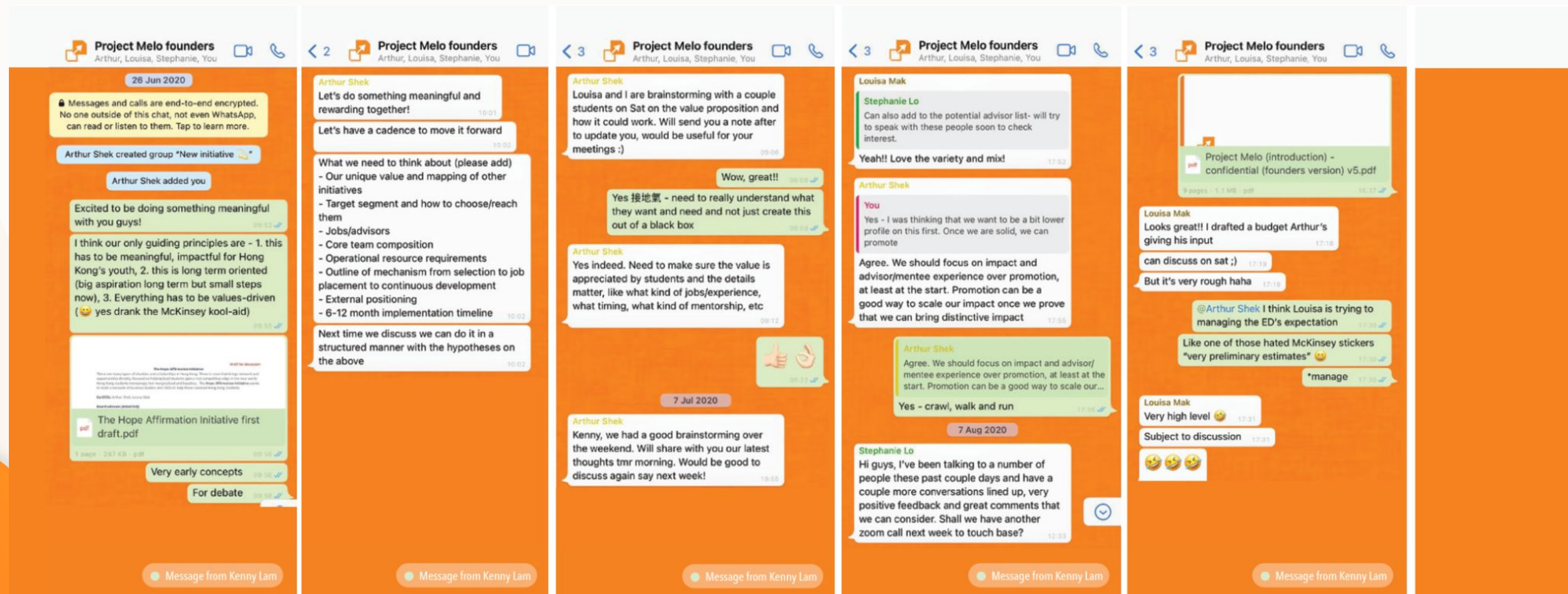
CEO

=

**Positive
impact**

Founding of Melo

Melo was started as an early concept around June 2020. Our four Co-Founders, each coming from a different background, started with the belief that the next generation should not feel marginalized. They are the most exciting generation. There should be and can be a much more impactful and creative program for youth empowerment.



The Melo Way - our values

The values that we try to instill

Adaptive

Being **open minded to multi faceted views** and **ready to adapt** to an ever changing world

Resilient

Standing **strong in face of adversity** - with grit and positivity

Creative

Challenging status quo and **breaking new grounds**

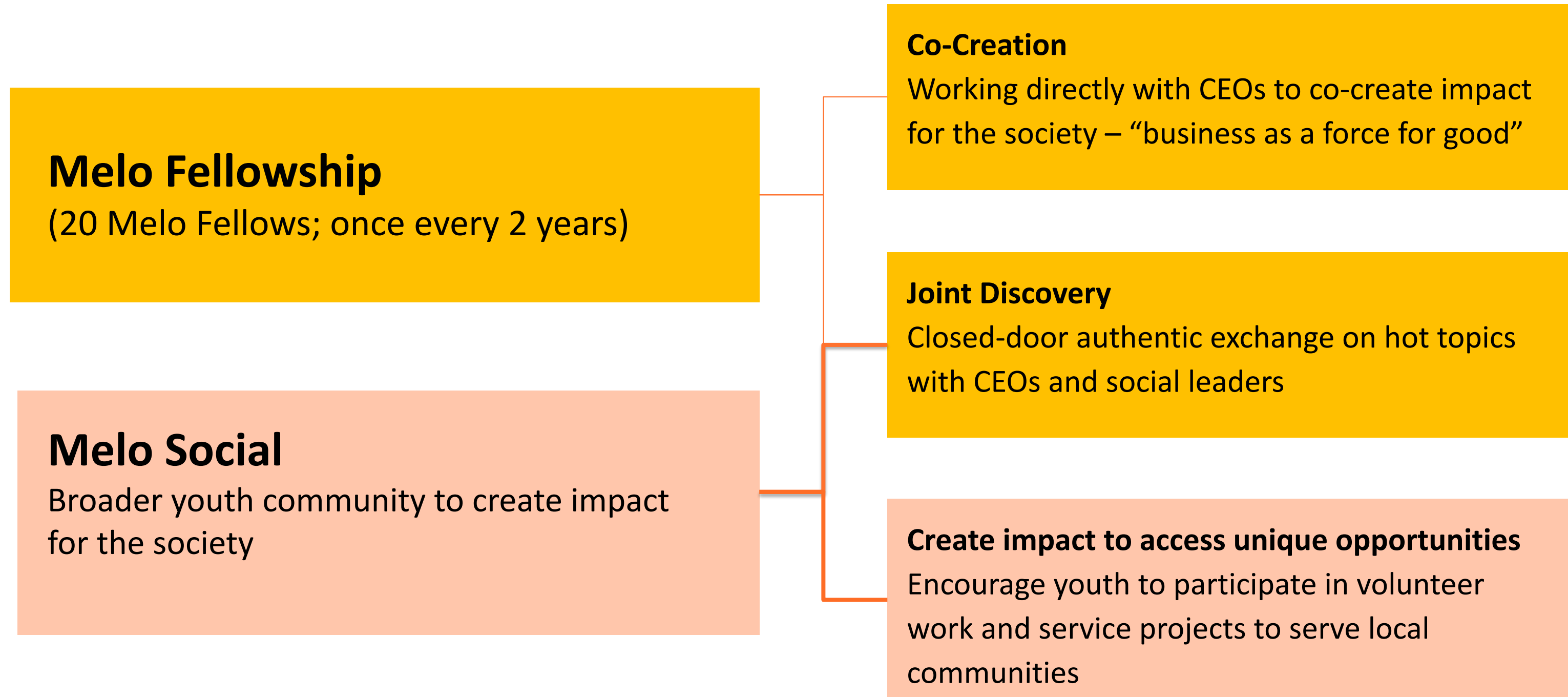
Humble

Being humble enough to **keep learning** and treating everyone with **respect**

The background features a collage of various scenes from a meeting or conference. It includes people sitting in rows of chairs, some looking at documents or laptops, and others in more interactive settings. The collage is overlaid with several semi-transparent circular shapes in shades of yellow, orange, and blue. The text is centered over this collage.

The Melo Program Fellowship & Social

Overview of current Melo programs



Melo Co-Creation with CEOs



Teams of 3-4 Melo Fellows teamed up with 1-2 CEOs to co-create projects on “business as a force for good”



「作為一名修讀環境管理的學生，我一直致力向各界推廣氣候變化對香港的逼切性，及低碳生活的重要性。這次有幸因 Project Melo 與香港麥當勞合作，相信藉著麥當勞龐大的顧客群，我能夠以寥寥之力向下一代訴述我們正面對著的，迫在眉睫的危機。」

楊悅，香港科技大學三年級生 / 2021 Melo Fellow



In 2021, our Fellows have designed a children's book for **Happy Meal**, promoting small actions against climate change, reaching **100,000 kids** in Hong Kong & Macau



In 2022, our Fellows have set up a “**Youth Advisory Board**” to provide Gen Z insights, particularly related to tech and arts, to McDonald’s board members.

Melo Joint Discovery

Feb / Mar

World and Leadership

Learning about our world, the macro environment, and leadership



Kevin Sneder
President of Asia Pacific,
ex-Japan



Dominic Barton
Chairman

Apr

Hong Kong Our Home

Private on-site visits hosted by the executive leadership teams of unique Hong Kong companies, learning behind-the-scene with these companies' CEOs and their management team



Alan Lau, CBO
Serrini Leung, Song-writer



John Tsang, Former Financial Secretary of HKSAR; Founder



Raymond Kwok,
Chairman & Managing Director



Ellana Lee,
SVP, Managing Editor Asia Pacific



Randy Lai,
CEO

Jun / Aug

Journeys and Self

Special sessions learning about the personal journeys of leading entrepreneurs of Hong Kong



Clement Kwok,
CEO



Michael Moriarty,
Managing Director



Henson Tsai,
Co-founder & CEO

Melo Joint Discovery

A common ground for youth and corporate leaders to have open dialogues




How does **Melo** enable you to be more ambitious than ever you could possibly dream of?

KEVIN SNEADER

- President, Goldman Sachs Asia Pacific Ex-Japan
- Former Global Managing Partner (2018-2021), McKinsey

WORLD & LEADERSHIP
Joint Discovery
Private Authentic Sharing Session

PROJECT MELO

Hold onto **passion**, no matter how **difficult** the **journey** may be

LEADERSHIP, GEOPOLITICAL TENSIONS & MACRO VOLATILITY
Joint Discovery
Private Authentic Sharing Session

DOMINIC BARTON

- Chairman, Rio Tinto
- Former Canada's Ambassador to China
- Former Global Managing Partner, McKinsey

PROJECT MELO




BREAKING NEWS

PROJECT MELO
South China Morning Post

SCMP HEADQUARTER TOUR

Commitment • Innovation • Professionalism




Storytelling Through Art Stay Authentic
In Arts and Culture - Serrini & Alan Lau

Selfie!

Alan Lau
M+ Vice Chairman

Serrini
Independent singer-songwriter

animoca BRANDS




Innovation & Community
McDonald's Secret Kitchen

PROJECT MELO








Magic does not make itself.
It takes hard work.

Disney Behind The Scene
Michael Moriarty
Managing Director, Hong Kong Disneyland Resort
Melo 2022 Joint Discovery Event

HONG KONG
DisneyLAND

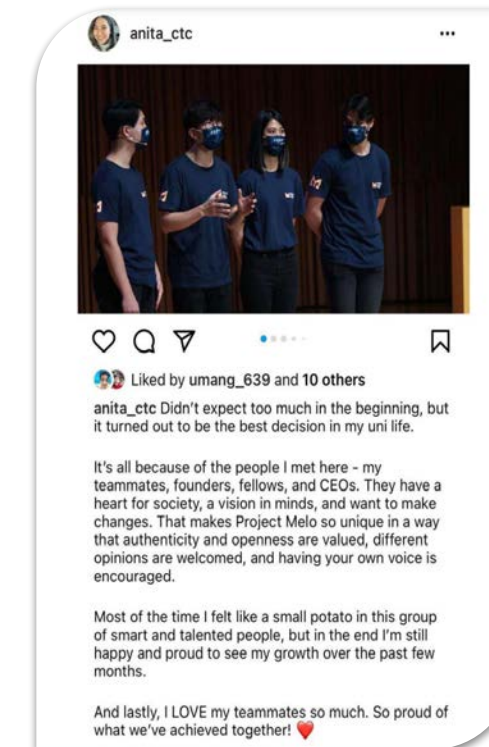
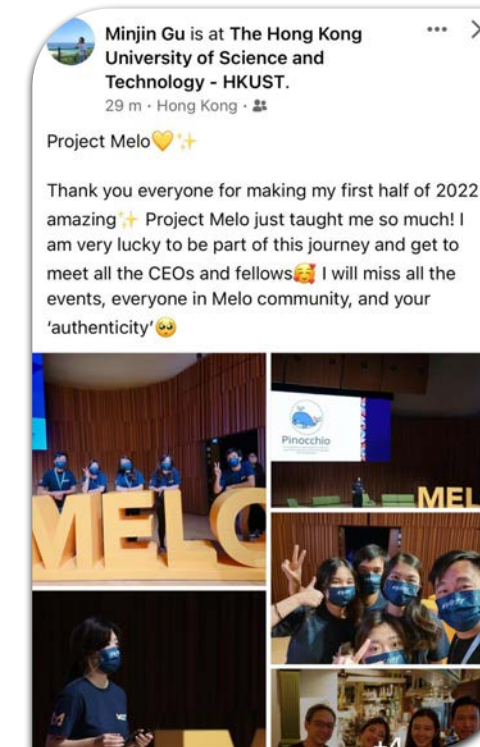
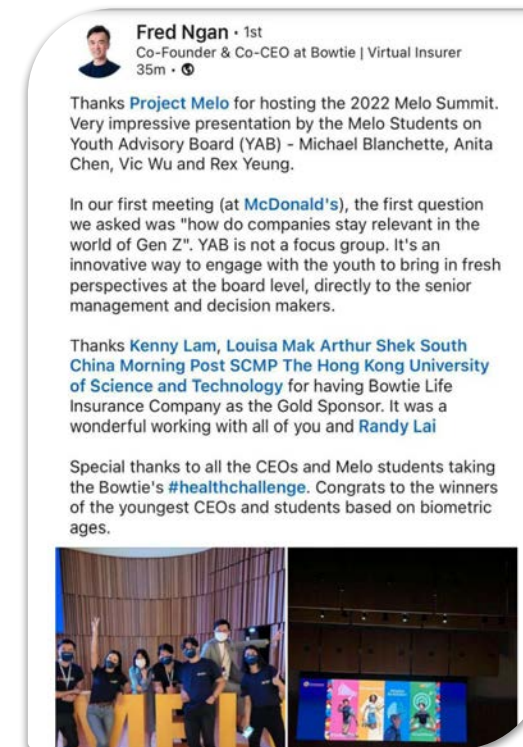




Melo Summit 2022

Amplifying our impact through reverse mentoring

Topics covered: Youth engagement, Future of work, Sustainability, Upskilling our next gen, Teen sensation



100+
in person
(30+ C-suites)

200+
virtual attendance

850
registrations

Leaders from the below companies supported Melo 2022 program:



The background features a collage of various people in professional settings, such as meetings and conferences. Overlaid on this are several semi-transparent circles in shades of yellow, orange, and blue, creating a layered, abstract effect.

Melo's Impact To The Society In Numbers & Coverage

Project Melo in 2023 - How far we have been

40+

CEOs Joined

445+

Students applied to join

60

Melo Fellows

17+

Co-creation projects created

50+

Unique experiences created



We received support from these Melo CEOs and leaders

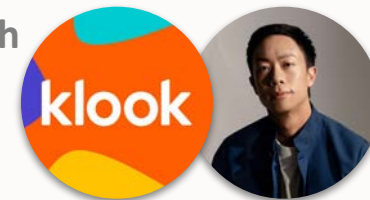
Adriel Chan
Vice Chairman



Cindy Chow
Executive Director



Eric Gnock Fah
Co-Founder & COO



Jason Yip
CEO



Peggy Choi
Founder & CEO



Alan Lau
CBO



Clement Kwok
CEO



Evan Auyang
Group President



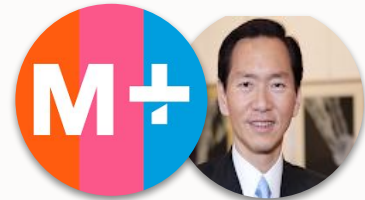
Jennifer Zhu Scott
Executive Chairman



Randy Lai
CEO



Bernard Chan
Chairman



David Ku
CEO



Fion Leung
Co-Founder & CEO



John Tsang
Former Financial Secretary of HKSAR; Founder



Raymond Kwok
Chairman & Managing Director



Betty Liu
Executive Vice Chairman



David Yeung
CEO



Francis Ngai
Founder & CEO



Kenny Sham
General Manager



Ryan Cheung
Founder & CEO



Brian Li
Co-CEO



Dominic Barton
Chairman



Fred Ngan
Co-Founder & Co-CEO



Kevin Sneader
President of Asia Pacific, ex-Japan



Sarah Tong
Co-Founder & CEO



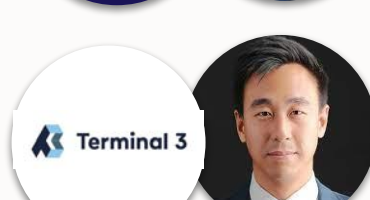
Caecilia Chu
Co-Founder & CEO



Don So
CEO



Gary Liu
Founder & CEO



Mark Leung
CEO



Tommie Lo
Founder & CEO



Catherine So
CEO



Ellana Lee*
SVP



Henson Tsai
Founder & CEO



Michael Moriarty
Managing Director



Will McGoldrick
Regional Managing Director, Asia Pacific



Natalie Chung
Co-Founder



Yenn Wong
Founder



Our community is seeing impact from Project Melo

3 Sep 2022

Headline Daily - 香港麥當勞與時並進 積極推動可持續發展

5 Aug 2022

SCMP - Project Melo: Where real empowerment for Hong Kong youths comes to live

23 Jul 2022

Hong Kong Economic Journal 信報 - 年輕人與CEO的共創共贏

20 Aug 2021

Recruit - 對立以外，尋求對等與對話

30 May 2022

HKUST - Journey of Futurepreneur: Futuremakers at Project Melo

Thoughts from our stakeholders

Melo Fellow and CEOs



DAVID CHAU

Class of 2021 Fellow

My Quote

The people who are crazy enough to think they can change the world are the ones who do.

The most exciting part of your Melo journey

Having the chance to meet and exchange ideas with "very important" and powerful people, when I am just a small potato. Get to feel empowered and know that my voice is heard. I am also surprised by the authenticity, sincerity, and openness that these leaders displayed.

Do you recognise your growth along the journey?

Before I was very reserved (maybe still am), but I become more willing to share my views and thoughts with others. Through Melo, I also realized the importance of having or creating an atmosphere and platform that can foster genuine exchange, where people can truly express themselves while listening to others. In terms of technical skills, I think I have gained more experience in driving a project of my own, and in aligning the interests and concerns of different parties.

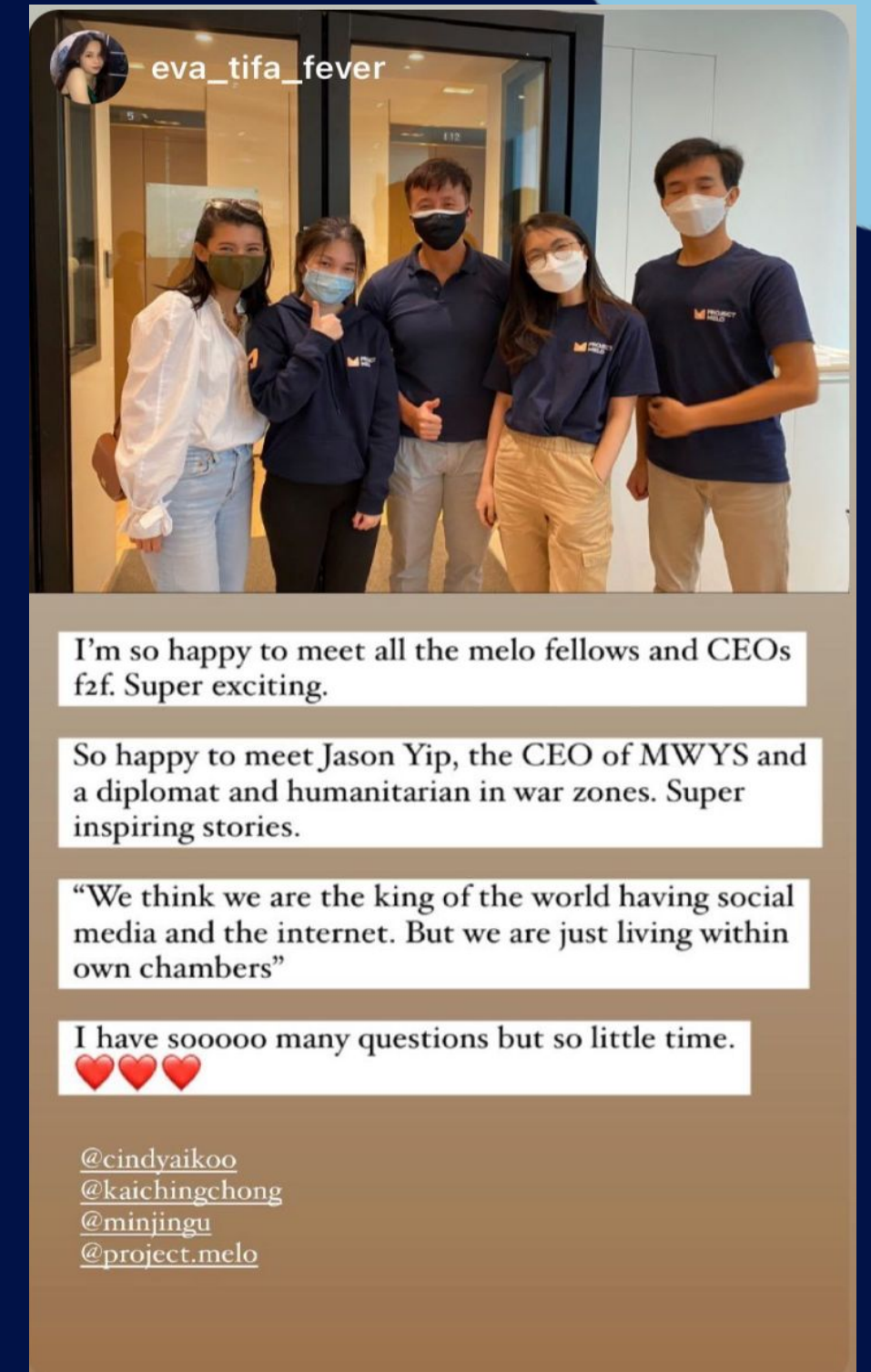


Thoughts from Melo Fellows

*“I am absolutely buzzing. Two generation talking about life, love, career and our Home openly and peacefully on a common communication ground. This is one of the most valuable two hours in my entire year as I see it as very **respectful and effective**. And I could not be more thankful for our CEOs. They not only always open their voice but more importantly, **open their ears and hearts for us. This is what Hong Kong could be....**”*

Inky Ip

Melo Peer 2021



Thoughts from our CEOs



Bernard Chan
Chairman

“ This is **truly a community effort**.... I remain confident that our Melo Fellows and Peers together with the CEOs can learn from each other how best to **weather the uncharted journey ahead.** ”



John Tsang
Founder

“ Really well organised conference. **Superb contents, articulate speakers, fantastic venue, noble aim.** Well done. Congratulations. ”



Raymond Kwok
Chairman &
Managing Director

“ We have learned a lot from the Melo Fellows...We can then be able to anticipate the thinking of our future customers and **prospective HK leaders.** Thank you for your leadership in this **worthwhile project.** ”



Randy Lai
CEO

“ Thank you Project Melo for bringing me valuable opportunities to meet and connect with our **future makers through reverse mentoring.** ”



Michael Moriarty
Managing Director

“ It is a **meaningful program** that offers young people here in Hong Kong the chance to take part in an **experiential growth journey** through a number of leading businesses and people across the city. ”

Our Keen Supporters for Project Melo in 2023

Our Trustees:



Growth Partner & Funder:



Our Strategic Partners:



Our Patron:



CEOs Who Have Supported Us This Year

Alan Lau
CBO



Dominic Barton
Chairman



Fion Leung
Co-Founder & CEO



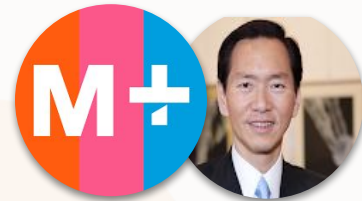
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General Manager



Raymond Kwok
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Bernard Chan
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Don So
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Jason Yip
CEO



Natalie Chung
Co-Founder



Serrini
Singer Song-writer



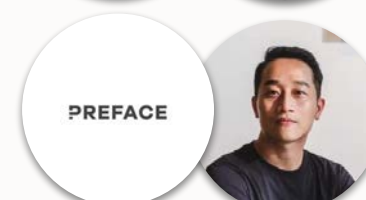
John Tsang
Former Financial Secretary of HKSAR; Founder



Randy Lai
CEO



Tommie Lo
Founder & CEO



Our Team

Founders



Stephanie Lo

Executive Director of Shui On Land and Vice Chairman of Shanghai Xintiandi. A Wellesley graduate, an Aspen Global Leadership Fellow, and an advisor to the government



Louisa Mak

Founder, ComboKid, former McKinsey consultant, US qualified attorney, and Miss Hong Kong 2015. A Cambridge graduate with a passion and track record for positive social impact



Arthur Shek

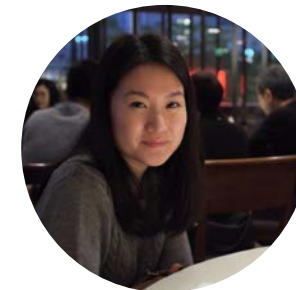
McKinsey Managing Partner for Hong Kong, a Cambridge graduate, and leader of Oxbridge Mentorship Program in Hong Kong



Kenny Lam

CEO of Two Sigma Asia. Oxford law graduate, former McKinsey Global Partner, and board members of the Wharton School and various leading listed companies and NGOs

Leadership Team



Maggie Luk

Project Melo CEO

- 12+ years of experience in banking at Citi, startup incubation at Tencent WeStart & Nan Fung Group (The Mills Fabrica)

maggie@projectmelo.com



Inky Ip

Melo Social Program Director

- Class of 2021 Peer
- inky@projectmelo.com



Millie Pak

Senior Director, Melo Experience

millie@projectmelo.com

Thank you