

For Immediate Release

The Women's Foundation Expands Partnership with Bloomberg to Advance Women in Technology

Hong Kong, November 10, 2016 The Women's Foundation (TWF), one of Hong Kong's leading NGOs dedicated to the advancement of women, today announced an expansion of its partnership with Bloomberg to further support women in science, technology, engineering and mathematics (STEM).

Bloomberg will be involved in TWF's Girls Go Tech programme as well as sponsoring TWF's 2016 Gala Dinner, focused on celebrating women in technology.

STEM fields are becoming ever more relevant as technology and innovation play an increasingly important role in our daily lives. According to research from the US National Science Foundation, girls from underprivileged families are less likely to be exposed to, or choose, STEM subjects. The Women's Foundation's Girls Go Tech Programme aims to change this trend by providing girls from underprivileged schools with free coding and digital literacy workshops, the opportunity to participate in inter-school hackathons and other extra-curricular activities, as well as exposure to role models and career counselling to ignite their interest in STEM subjects and broaden their professional horizons. Girls Go Tech hopes to create a new generation of female innovators and thinkers with these activities. Following last year's pilot in three schools, the programme will roll out in ten schools over the current school year with the support of Bloomberg and its employees, who will provide mentoring and tutoring as part of the company's global Bloomberg Startup education engagement programme. Other Girls Go Tech sponsors and supporting organisations include Accenture, Cisco, Capital Group, Education Bureau, Equal Opportunities Commission, Goldman Sachs, Google, HKT education, MTR Corporation, Operation Santa Claus and Telstra.

Su-Mei Thompson, TWF CEO, said, "In Hong Kong, girls continue to be under-represented when it comes to STEM subjects at schools and universities. With the growing importance of the technology sector and the fact that technology is now embedded in every industry and profession, The Women's Foundation is focused on ensuring that girls and young women particularly from disadvantaged backgrounds have equal access to education opportunities and career experiences that will allow them to contribute in a meaningful way to innovations in science, engineering and technology and have a greater impact on the economy and society. We are delighted to be collaborating with Bloomberg given their commitment to advancing women leaders and grooming the next generation of women in tech."

Bloomberg's partnership with TWF forms a part of the company's philanthropic programme and further expands its commitment to nurturing the next generation of leaders through education opportunity and mentoring.

At TWF's Annual Gala Dinner, which will be held on November 15 this year, Erika Irish Brown, Global Head of Diversity and Inclusion at Bloomberg, will speak alongside keynote speaker Sabrina Peng, Vice President of Ant Financial Services Group and Partner of Alibaba Group. Inspirational video remarks will also be shared at the Dinner, including messages from global tech icons such as Sheryl Sandberg - COO of Facebook, Ruth Porat - CFO of Google (now Alphabet) and Jean Liu - President of Didi Chuxing.

"We are delighted to expand our partnership with The Women's Foundation to advance STEM education in under-served communities. As a technology company, we are strong advocates of mentoring young women interested in pursuing STEM educational and career paths and nurturing the pipeline of future women leaders in technology in Asia," said Erika Irish Brown, Bloomberg's Global Head of Diversity & Inclusion.

Bloomberg and TWF are also working to advance women leaders across industry sectors and professions in Hong Kong through other key initiatives including TWF's acclaimed Mentoring Programme for Women Leaders - a best-in-class cross-industry mentoring initiative now in its eighth year. Bloomberg also supports TWF's HeForShe initiatives which include the 30% Club and the TWF Male Allies. Additionally, Bloomberg supports TWF's Leading Women Speaker Series showcasing female role models in different male-dominated industries. As part of the TWF/Bloomberg Leading Women Speaker Series, TWF and Bloomberg will present a panel on Leading Women in FinTech on November 17 moderated by Lulu Chen, Senior Technology Reporter at Bloomberg and featuring:

- Renu Bhatia, Founding Partner, SuperCharger
- Melissa Guzy, Managing Partner, Arbor Ventures
- Bénédicte Nolens, Senior Director, Head of Risk & Strategy, Securities and Futures Commission
- Janet Yuen, Head of Business Model Innovation & Market Development, Asia Pacific Digital, HSBC

[About The Women's Foundation](#)

The Women's Foundation is a Hong Kong registered not-for-profit organisation dedicated to improving the lives of women and girls in Hong Kong. TWF is focused on challenging gender stereotypes, increasing the number of women in decision-making and leadership roles, and providing empowering women in poverty through ground-breaking research, innovative and impactful community programmes, and education and advocacy. For more information on The Women's Foundation, please visit www.twfhk.org.

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As part of Bloomberg Philanthropies, Bloomberg's philanthropy and engagement programme harnesses the unique expertise and talent of its employees to strengthen communities and improve lives. Bloomberg Philanthropies focuses on five key areas for creating lasting change: Arts, Education, Environment, Government Innovation and Public Health.

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