

MELÖFEST!
The Most Impactful Youth Summit in Asia



Thoughts from CEOs and leaders supporting Melo

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

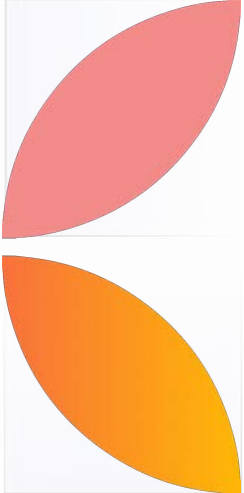
“ Thank you Project Melo for bringing me valuable opportunities to meet and connect with our **future makers through reverse mentoring.** ”

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. ”

Project Melo is about...



A decorative graphic on the left side of the slide, consisting of two overlapping leaf-like shapes. The top one is light red and the bottom one is orange. They are positioned vertically, with the red one above the orange one.

Melofest is where innovation, collaboration, and youth leadership converge, designed to raise youth voices, bridge the gap between C-level executives and youth, and deliver real impact

Two core principles

- Reverse Davos – where youth is as center-stage as leading CEOs
- Leading CEOs x Youth = positive impact to your society

MELOFEST!

Summer 2024

Target Audiences: **Students (age 25 or below) and corporate executives**
Participants: **above 600 in-person**

DAY 1

Joint Discovery X 4



Youth Banquet

120 Youths

DAY 2

Mini Exhibition

Melo Stories
Opening

The Asian Century
Keynote Panel

UBS x **PROJECT MELO**
Social Challenge
Pitching Competition

Her Power
Keynote Panel

Melo Feud
Game Show

Dinner Party
Private

CEOs and Social Leaders that have been part of Melo

Adriel Chan
Vice Chairman



Cindy Chow
Executive Director



Evan Auyang
Group President



John Tsang
Former Financial Secretary of HKSAR; Founder



Peggy Choi
Founder & CEO



Alan Lau
CBO



Clement Kwok
CEO



Fion Leung
Co-Founder & CEO



Kelly Wong
Co-Founder & COO



Randy Lai
CEO



Bernard Chan
Chairman



David Ku
CEO



Francis Ngai
Founder & CEO



Kelvin Lei
Co-Founder & CEO



Raymond Kwok
Chairman & Managing Director



Betty Liu
Executive Vice Chairman



David Yeung
CEO



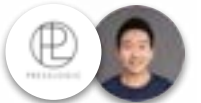
Fred Ngan
Co-Founder & Co-CEO



Kenny Sham
General Manager



Ryan Cheung
Founder & CEO



Bird Tang
Co-Founder



Dominic Barton
Chairman



Gary Liu
Founder & CEO



Kevin Sneader
President of Asia Pacific, ex-Japan



Sarah Tong
Co-Founder & CEO



Brian Li
Co-CEO



Don So
CEO



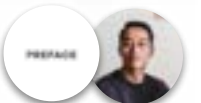
Henson Tsai
Founder & CEO



Mark Leung
CEO



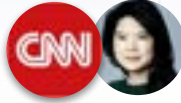
Tommie Lo
Founder & CEO



Caecilia Chu
Co-Founder & CEO



Ellana Lee*
SVP



Jason Yip
CEO



Michael Moriarty
Managing Director



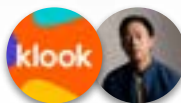
Will McGoldrick
Regional Managing Director, Asia Pacific



Catherine So
CEO



Eric Gnock Fah
Co-Founder & COO



Jennifer Zhu Scott
Executive Chairman



Natalie Chung
Co-Founder



Yenn Wong
Founder





300+

Participants
(Hybrid)

30+

C-suites

850

Registrations



Melo Summit 2022

Amplifying our impact through reverse mentoring. Topics covered: Youth engagement, Future of work, Sustainability, Upskilling our next gen, Teen sensation

Strategic Partners



Gold Sponsors



Thoughts from CEOs & Fellows



Fred Ngan · 1st
Co-Founder & Co-CEO at Bowtie | Virtual Insurer
35m · 🌐

Thanks **Project Melo** for hosting the 2022 Melo Summit. Very impressive presentation by the Melo Students on Youth Advisory Board (YAB) - Michael Blanchette, Anita Chen, Vic Wu and Rex Young.

In our first meeting (at **McDonald's**), the first question we asked was "how do companies stay relevant in the world of Gen Z", YAB is not a focus group. It's an innovative way to engage with the youth to bring in fresh perspectives at the board level, directly to the senior management and decision makers.

Thanks **Kenny Lam**, **Louisa Mak** **Arthur Shek** **South China Morning Post SCMP** **The Hong Kong University of Science and Technology** for having **Bowtie Life Insurance Company** as the Gold Sponsor. It was a wonderful working with all of you and **Randy Lai**

Special thanks to all the CEOs and Melo students taking the **Bowtie's #healthchallenge**. Congrats to the winners of the youngest CEOs and students based on biometric ages.



Minjin Gu is at **The Hong Kong University of Science and Technology - HKUST**.

29 m · Hong Kong · 🌐

Project Melo 🧡👍

Thank you everyone for making my first half of 2022 amazing 🧡 **Project Melo** just taught me so much! I am very lucky to be part of this journey and get to meet all the CEOs and fellows 🧡 I will miss all the events, everyone in Melo community, and your 'authenticity' 🧡



anita_ctc



👍 Liked by **umang_639** and 10 others

anita_ctc Didn't expect too much in the beginning, but it turned out to be the best decision in my uni life.

It's all because of the people I met here - my teammates, founders, fellows, and CEOs. They have a heart for society, a vision in minds, and want to make changes. That makes **Project Melo** so unique in a way that authenticity and openness are valued, different opinions are welcomed, and having your own voice is encouraged.

Most of the time I felt like a small potato in this group of smart and talented people, but in the end I'm still happy and proud to see my growth over the past few months.

And lastly, I LOVE my teammates so much. So proud of what we've achieved together! 🧡





Melo Graduation Dinner 2023

From insightful discussions with industry leaders at Melo Roundtable to inspiring fireside chats and seven co-creation projects sharing, Melo Graduation 2023 was an unforgettable experience



60+
participants

30+
C-suites

10+
speakers



Fred Ngan - 1st
Co-Founder & Co-CEO at Bowtie | Virtual Insurer
3h · 🌐

My humble sharing at Project Melo 2023 Graduation

- 1) Internships help you figure out what you don't like, not just what you like
- 2) Don't worry about your salary before age 30; compare later.
- 3) Finding your passion takes time, so be patient.
- 4) Prioritize what matters most to you: salary, work-life balance, learning opportunities, or passion.
- 5) If you don't know where you want to go, then it doesn't matter which path you take.

Congratulations to all the Melo fellows, and thank you to the Melo founders and team **Kenny Lam**, **Stephanie Lo**, **Arthur Shek**, **Louisa Mak**, **Maggie Luk** and CEOs for organizing such an incredible experience for the new generation!

Project Melo #beHeard #beRelevant



Michael E. Moriarty - 1st
President & Managing Director, Hong Kong Disneyland
26m · 🌐

What a privilege it has been to work with the exceptionally talented and inspiring students of **Project Melo 2023**! I am proud to have coached these young individuals, who are shaping a brighter future for our community, and witnessed their growth firsthand. Our monthly coffee time sessions have been a source of great joy and inspiration, and their creativity, passion and dedication have made a remarkable impact.

I was excited to share the excellent work of Team 5 – Tiffany Yang, Khalil Mahmood, Jamie Parg, and Justin Cai – at the Melo Graduation 2023 dinner. Their creative campaign "Let Hong Kong Dream Again" highlighted captivating stories that will inspire and amaze you. I am so proud that they were also recognized for their outstanding work by winning the prestigious "Best Sharing of the Day" award. Their campaign touched the hearts of many and showcased their talent, dedication, and the true dare-to-dream spirit.

To celebrate their achievements, we will be arranging a magical trip to Hong Kong Disneyland in early August for all Project Melo 2023 students, where they can immerse themselves in the wonders of our resort and create unforgettable memories.

On behalf of our entire team, I'd like to extend my deepest appreciation to the visionary cofounders of Project Melo – **Kenny Lam**, **Stephanie Lo**, **Louisa Mak**, and **Arthur Shek** – for their inspiring leadership and support. Thank you also to **Catherine So**, CEO of SCMP, for your team's invaluable collaboration. Together, we are investing in our young talent, nurturing the leaders of tomorrow.



Randy Lai - 1st
CEO, McDonald's Hong Kong
now · 🌐

Happy Graduation to our Class of 2022 Project Melo Fellows! 🎓👏

How wonderful it was to meet everyone at the **Project Melo Graduation Dinner** last Saturday! 🎉👏 These past four months have been a whirlwind of intensity 🔥, but equally rewarding. 🙌 Our Fellows' final projects were nothing short of inspiring and eye-opening! 🤩👏👏

Personally, the Melo journey has been an incredible experience of reverse-mentoring. 🙌 It was enlightening to connect with and learn from young talents 🌟 as they embarked on their first corporate endeavors through this program! 🙌👏👏

A heartfelt thank-you goes out to **Stephanie Lo**, **Louisa Mak**, **Kenny Lam**, and **Arthur Shek** for organizing this phenomenal program. 🙌👏 It's an honor for me to join you in celebrating youth empowerment for the third year in a row! ❤️

Special thanks 🙌👏 **Don So** for being our co-CEO in the Melo team and your immense support along the way. Salute to the wonderful Melo fellows 🙌👏👏 in our team, **Samson NG**, **Julius Choy**, **Telia Mak**, **Vincent Lam** and **Rex Young**. I'm truly impressed by your creativity and passion 🙌👏 Can't wait to see your amazing ideas in action 🙌👏

#ProjectMelo #Graduation #GraduationDinner
#YoungTalent #YouthEmpowerment #FutureLeaders
#ReverseMentoring #McDonaldsHK



Kenny Sham · 2nd
General Manager, Hong Kong & Macau
at Klook
5m · 🌐



Warm congratulations to all the [Project Melo 2023](#) graduates! 🎓👏

It has been an inspirational and fruitful journey to work on this meaningful youth empowerment project. My pleasure to be co-leading the project with [Eric Gnock Fah](#) & co-CEO partner [Natalie Chung, CESA](#) to work with a team of passionate & highly diversified international students (HK, TW, MY, KR) from [The Hong Kong University of Science and Technology](#) on ecotourism. It was so much fun to guide the team through brainstorming ideas to now have a well tested consumer centric product with right pricing, fun content and optimum operation support. Looking forward to seeing the final products get onboarded on [Klook's](#) platform.

A good initiative cannot be successful without a brilliant project team. Amazing job done by [Kenny Lam Arthur Shek](#) [Louisa Mak](#) [Stephanie Lo](#) [Maggie Luk](#) and all the Melo committee members helped create this wonderful youth platform to give local university students an early & rare engagement chance to work with Hong Kong CEOs from different industries. I truly believe that with this few months of unique experience working with CEOs definitely opened their eyes and exposed them to a different level of business world. That's the MAGIC of Project Melo! 🤝

#ProjectMelo2023 #Klookhk #Vair #ecotourism #mentorship #HKUST #Graduation #傳承



SleekFlow
31,878 followers
4m · 🌐

SleekFlow Hong Kong 🇭📄

👏 [Henson Tsai](#) recently participated in a fireside chat with [Kenny Lam](#), co-founder of [Project Melo](#), on the highs and lows of entrepreneurship! 🔥

Project Melo is a non-profit organization that empowers bright university students and CEOs to work on key social projects for Hong Kong - a unique and impactful way of building trust between the older and younger generations. Henson's experiences in the business world have taught him the importance of embracing failure as a learning opportunity, a value that is emphasized by Project Melo.

At SleekFlow, we're proud to support initiatives like Project Melo that align with our values - empowering young minds to create positive change within their communities and beyond. 🙌

#SleekFlow #ProjectMelo #YouthEmpowerment #Entrepreneurship



Adrian Lee · 1st
Audience Growth Expert | Culture Builder | Board Member | Campaign Asia 40 Under 40 | Community...
1d · Edited · 🌐

In my role with SCMP I've been fortunate to spend the last three consecutive years orbiting around the annual kick-off phase of [Project Melo](#) but this weekend was my first opportunity to attend one of their actual graduation events for 20 "Melo Fellows."

At its heart, Project Melo supports youth empowerment by providing a unique platform for young, emerging talent and thinkers to connect directly and authentically with business leaders. The hope is that by giving structured space over an extended period of time, that both groups will co-create, listen and learn from each other.

A lot has been written about the widening gap between our current generation of Hong Kong business leaders and the next upcoming generation of changemakers but what's clear is that only through constant dialogue, openness to understand other viewpoints and committed collaboration, will today's companies and brands meet the expectations of both tomorrow's workforce and consumers.

Kudos to [Kenny Lam](#), [Stephanie Lo](#), [Louisa Mak](#) and [Arthur Shek](#) for manifesting this initiative and reaching the end of another tremendous Project Melo cycle, to the Fellows who I know have been galvanised to go out and affect positive change in their respective areas of interest, [Maggie Luk](#), [Agnes Lam](#) and the wider Melo organising team for pulling the complex operational aspects together for a program like this and of course

Thoughts from fellows

Melo has inspired me to ask more questions. Through my time listening to stories and working with some of the Hong Kong's greatest, I have really enjoyed hearing stories from various people from various different backgrounds. So through Melo, I've taken a deeper interest in asking more questions when it comes to meeting new people, experiencing new things, or even just studying.

- **Keila Juganda**, Year 4,
Biotechnology & Business,
HKUST



The recent months of co-creation with the D. H. Chen Foundation have heightened my cognizance of the current state of "forgotten teens" in Hong Kong. I am deeply grateful that numerous CEOs are generously offering a splendid opportunity for the forthcoming generation. This compels me to work even harder towards empowering and supporting these teenagers in my community, especially those who frequently feel marginalised.

- **Hugo Leung**, Year 2,
Environmental Mgmt
& Technology, HKUST



 Melo Founders**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

**Stephanie Lo**

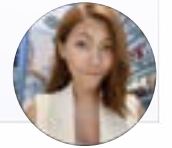
Executive Director of Shui On Land and Vice Chairman of Shanghai Xintiandi. A Wellesley graduate, an Aspen Global Leadership Fellow, and an advisor to the government

**Louisa Mak**

Founder of 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

 Melofest Team**Millie Pak**

Senior Director, Melo Experience
millie@projectmelo.com
*Griffith Event Management graduate with over 60 successful event experiences

**Joy Hsiang**

Organising Committee,
Melo
joy@projectmelo.com

**Beatrice Chan**

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beatrice@projectmelo.com

**Justin Cai**

Organising Team,
Melofest
justin@projectmelo.com



**Maggie, Inky, Leon, Anita,
Samson, Ryan, Bibo, Nathan**
Project Melo Team



Thank You

MELÖFEST!