

The best investment is in people

Investment is a very popular financial activity in Hong Kong, but not every company is willing to take concrete steps to invest in its human resources. Aon Hong Kong Limited, winner of the "Investment in People Award", thinks that people are their biggest asset.

Among the Asia Responsible Entrepreneurship Awards 2009, organized by Enterprise Asia, Aon Hong Kong Limited won the "Investment in People Award." Ronald Lai, Chief Executive Officer of Aon Hong Kong, thinks that "heart-to-heart" is the key to their achievements.

"As a leading provider of risk management services, insurance and reinsurance brokerage and human capital consulting services, we don't have any tangible assets such as machinery and products to compete with others; all we have are people. And people are what we show concern for," said Lai.

To Aon, being awarded for "Investment in People" is significant. First, it recognizes their professionalism and serves as great encouragement for their staff. Second, it strengthens the company culture and ensures that the services they provide are up to professional standards.

Lastly, it shows their clients that Aon is a

company that focuses on the development and training of human resources, leading to better services.

"Our vision is to develop highly talented and delighted staff," said Lai. "We want to build up a happy and confident environment in which they can fulfill their career aspirations."

This environment includes a large classroom in their office headquarters in the heart of Central, where over 250 hours of training workshops are held every year. They have Family Fun Days, a part of their "Family Friendly Policy," and their Long Service Awards to recognize employee's loyalty from their "Employee Engagement Policy."

To ensure the long-term development of their employees, Aon has developed the Smart Talent Development Program. The program, which has been launched since two years ago, aimed at developing talent to build a solid talent pool for future succession planning, achievement of strategic objectives and to construct a learning atmosphere within the company. Participants enjoy learning exposures through business projects, structured sharing sessions, as well as seminars and workshops under the mentorship of

senior management in more than twelve-month's time.

"While doing our business, a thing which we believe is the relationship of people. No matter in good times or bad times, we should walk through it together. Like, during the past few months, when the economy was in downturn, we still had pay rises and bonuses for employees with good performances, especially taking care of employees in the junior to middle positions of the company's hierarchy," explained Lai.

This is because Aon thinks that people are their biggest asset. While facing difficulties, human resources are always their main priority. Rather than deducting resources in human capital, they are investing more to ensure that when the right opportunities arrive, Aon is fully prepared for them with well-trained and experienced professionals.

In speculation for an optimistic 2010, Aon plans to maintain and further develop their business boundaries, including Government bodies, big corporations, international enterprises and local SMEs. From telecommunications to hotel, construction, jewelry, property management etc, Aon will continue to develop their staff to meet the needs of their clients and expertise in their clients' profession.



Ronald Lai (right) and Thomas Yuen (left), CEO and Executive Director of Human Resources at Aon, will continue to their mission to "invest in people."

Aon Hong Kong Limited

- Leading provider of risk management, insurance and reinsurance brokerage and human capital consulting services
- Headquartered in Chicago, listed in New York Stock Exchange
- With 37,000 employees worldwide, operates in 120 countries with 500 offices
- Asia Pacific headquartered in Central, Hong Kong
- Rank No.1 in global insurance brokerage revenue by *A.M. Best*
- The world's best broker by *Euromoney*
- Best insurance intermediary, best reinsurance intermediary and best employee benefits consulting firm by *Business Insurance*



Aon's Family Fun Day, when all staff can join with their members to grow closer ties.



Ronald Lai accepting the "Investment in People Award" at APEA 2009 gala ceremony