



NEWS RELEASE

18 November 2004

Singapore Businesses Support Worthy Conservation Works in China

CDL holds first Fundraising Dinner for China Exploration & Research Society

City Developments Limited (CDL) and China Exploration & Research Society (CERS) are co-organising a fundraising dinner and exhibition tomorrow evening (19 November) at the Grand Copthorne Waterfront Hotel in support of CERS. The Guest of Honour for the event will be Mr Mah Bow Tan, Minister for National Development. More than 400 guests from the business community will gather at this sold-out fundraising dinner.

CERS, founded in 1974, is a pre-eminent non-profit organisation involved in exploration, research, conservation and education in remote regions of China. Selected as one of 25 Asian Heroes by Time Magazine in 2002, CERS founder Wong How Man was also named "China's most accomplished living explorer". His works are regularly featured on Discovery Channel, CNN, CNBC and other international media.

CDL believes that there is no boundary to conservation work and has been a corporate patron of CERS for many years. CDL is honoured to host this very first event to introduce CERS' good work to Singaporeans and raise funds for its research work. Wong How Man, a former photo journalist with National Geographic, will be sharing his 30 years of expedition work and showcasing a collection of exceptional photographs taken by him at this event.

Mr Kwek Leng Joo, Managing Director, CDL said, "Both individuals and corporations must play our part to conserve our natural heritage, no matter where we are. Being a global corporation, CDL sees it as part of our corporate responsibility to support meaningful causes that help sustain nature, heritage and culture for the benefit of future generations."

Guests will have a glimpse of How Man's expeditions in China, travelling through remote and often dangerous terrains, capturing inspiring photographs, portraying a rich and diverse natural and cultural landscape, submerged within a country, making its transformation towards modernisation.

Mr Wong How Man said, "We are honoured that so many Singapore corporate organisations have lend their generous support to help raise funds for CERS. Because of such support, we can continue our exploration, research, conservation and education in remote China, and to preserve the richness and purity of nature, which represents our heritage and culture."

The fundraising tables were valued at S\$5,000, S\$8,000 and \$10,000 per table. The event will raise more than S\$200,000 for CERS.

About CERS & Wong How Man

Hong Kong native Wong How Man has been exploring the remote regions of China for almost a quarter century first having led six major expeditions for the National Geographic and later under the auspices of CERS. Wong led an expedition which discovered the true source of the Yangtze River between 1985 & 1986, and currently maintains several conservation projects.

His book "Nature at Heart" and "Culture at Heart", a collection of short essays (written between 2001 and 2002) was launched in November 2003. In 2002, he published "Black-necked Crane Rendezvous" - a documentation of 14 years of work on this beautiful bird. It comes with a VCD film showing the results of this work. He published "An Exploration Series" - Closer to Heaven and Closer to Earth, including a collection of bilingual short articles written while Wong was in the field, with spectacular pictures illustrating these stories in 2001. His book "From Manchuria to Tibet" won the prestigious Lowell Thomas Travel Journalism Gold Award in 1999. His two CD-Roms, "Exploring the Yangtze" and "Tibet" won 11 and 5 international awards respectively. His project on restoring Tibetan monasteries and murals won him the Rolex Awards for Enterprise in 1993.

His personal motto is, "It is not enough to conduct worthy and successful projects. We have to solve problems with innovative approach." The first part is soothing to the heart, the latter is where the challenge comes in.

CERS' Current Conservation Projects include:

- ❖ Protection of the Tibetan Antelope
- ❖ Protection of the Black-necked Crane
- ❖ Protection of the Golden Monkey
- ❖ Protection of the Asiatic Beaver
- ❖ Multiple species of the Arjin Mountain Nature Reserve in Xinjiang
- ❖ Study of herb collection and wildlife use in medicine among hill tribes of southwest China
- ❖ Control of landslide and reforestation at Tibetan monastery
- ❖ Preservation of Tibetan monastery mural and architecture
- ❖ Preservation of Tibetan nunnery
- ❖ Preservation and archaeology of Hanging Coffins in southern China
- ❖ Preservation of Lisu hill tribe architecture and cultural heritage
- ❖ Documentation of matrilineal Moso funeral customs
- ❖ Documentation of religious practice among Tibetan Sacred Mountains
- ❖ Providing medical clinic service to Tibetan pilgrims
- ❖ Documentation of Catholic missions to Tibet
- ❖ Documentation of WWII HUMP pilot and Flying Tigers history

For more information on these projects, please contact us or visit <http://www.cers.org.hk>.

For more information, please contact:

Belinda Lee
Senior Manager, Head (Corporate Comms)
CDL
Tel: 6428 9315

Michelle Choh
Assistant Manager (Corporate Comms)
CDL
Tel: 6428 9313