Press Release
[For Immediate Release]

LUI Che Woo Prize Founder Dr Lui Che-woo
Together with the Board of Governors Greet Nobel Prize Founder
Alfred Nobel’s Family Descendant in Hong Kong

(Hong Kong, 2 April 2017) – Claes Nobel (“Mr Nobel”), a senior member of the family of Alfred Nobel, the founder of the Nobel Prize, and Chairman of The National Society of High School Scholars (“NSHSS”), together with James Lewis, President of NSHSS, have visited K. Wah Group’s headquarters in Hong Kong. There, they met with Dr Lui Che-woo, Chairman of K. Wah Group and Founder & Chairman of the Board of Governors cum Prize Council of the LUI Che Woo Prize – Prize for World Civilisation (the “Prize”), as well as the Board of Governors of the Prize. Dr Lui and Mr Nobel have exchanged views on issues of concern to humanity such as education, peace, sustainable resources and positive energy which contribute to a better world and the well-being of mankind.

Claes Nobel is delighted to know that the LUI Che Woo Prize was founded in Hong Kong in 2015 with three major objectives including the sustainable development of the world, improvement of the welfare of mankind as well as promotion of a positive life attitude and enhancement of positive energy. He is pleased to see that the Prize has been supported by many highly respected people around the world. He has also praised the highly deserving winners of the inaugural LUI Che Woo Prize, namely Professor Yuan Longping, known as the "Father of Hybrid Rice", who was the laureate of the Sustainability Prize; Médecins Sans Frontières, an international independent medical humanitarian organisation, which was the laureate of the Welfare Betterment Prize; and James Earl “Jimmy” Carter Jr, the 39th president of the United States, who was the laureate of the Positive Energy Prize, for their great contributions to promote world harmony.

“The LUI Che Woo Prize is concerned with global issues, such as food safety and environmental protection, and is not only forward-looking but also fills areas not covered by the Nobel Prize. We are pleased that the visions of both prizes coincide,” said Mr Nobel.
Mr Nobel also shared his “Seven Rights” at another event in Hong Kong with the local young people. He believes that these rights constitute the brick and mortar of the earth ethics, universal peace and a good earth:

1. Right Thought  Everything in the universe and in the world originated in thought.
2. Right Word  Words are incredibly powerful.
3. Right Deed  Let Dignity, Honour, and Truth be the noble hallmarks of your character.
4. Right Attitude  Smile and laugh. Be kind, positive, and helpful to all. Become a good listener.
5. Right Livelihood  Step lightly on the Earth--leave no foot-prints.
6. Right Here  Start world transformation in your own community.
7. Right Now  Become a very busy, active person for World Betterment and World Change.

Dr Lui Che-woo wholeheartedly concurs and thinks that such positive thinking and attitude is what is needed in society nowadays. He sincerely hopes to have more opportunities to communicate and collaborate with the Nobel Prize and The National Society of High School Scholars in the future.

- End -
"LUI Che Woo Prize" Founder Dr Lui Che-woo Together with the Board of Directors Greet Nobel Prize Founder Alfred Nobel’s Family Descendant in Hong Kong 2 April 2017

Photo Captions:
Photo 1: Dr Lui Che-woo and Claes Nobel exchange views on issues of concern to humanity such as education, peace, sustainable resources and positive energy, which contribute to a better world and the well-being of mankind.

Photo 2: Claes Nobel is a senior member of the family of Alfred Nobel who established the Nobel Prize, and he is also the Chairman of the National Society of High School Scholars.
Photo 3: Dr Lui presents a Diamond Jubilee memorial platter of K. Wah Group to Mr Nobel. The gift is unique and meaningful as it was produced based on Dr Lui’s oil painting and calligraphy with a theme of "In Harmony We Share".

Photo 4: Mr Nobel presents Dr Lui a commemorative medal in return and hand-in-hand both make gestures symbolising "peace."
Background Information of LUI Che Woo Prize

Founded by Dr. Lui Che Woo on 24 September 2015, the “LUI Che Woo Prize – Prize for World Civilisation” (or “the Prize”) is an annual, first of its kind international cross-sector innovative award for advancing world civilisation and inspiring people to build a more harmonious world. It aims to recognise and honour individuals or organisations all over the world for outstanding contributions and encourages the continuation of that work in three objectives: sustainable development of the world, betterment of the welfare of mankind and promotion of positive life attitude and enhancement of positive energy. The recipients are not being limited to academics and scientists. The LUI Che Woo Prize recognises accomplishments beneficial to mankind and also encourages them to keep up the momentum and inspire others to build a better world together.

The LUI Che Woo Prize aims to recognise and honour individuals or organisations all over the world with outstanding achievements and contributions in respect of the following three objectives:

Objective 1: Sustainable development of the world (Sustainability Prize)
This objective is to recognise an outstanding achievement of an individual or an organisation in maintaining a sustainable ecological balance and natural capital on the one hand and providing for the needs of future generations on the other.

Objective 2: Betterment of the welfare of mankind (Welfare Betterment Prize)
This objective is to acknowledge an outstanding effort of an individual or an organisation to enhance the well-being of the human race.

Objective 3: Promotion of positive life attitude and enhancement of positive energy (Positive Energy Prize)
This objective is to honour a model which can be an individual or an organisation of unwavering determination demonstrated in the adoption of a positive attitude and making constructive changes in the face of setbacks, hardship and adversity.

Website of LUI Che Woo Prize: http://www.luiprize.org/
Biography of Claes Nobel

- Chairman of the National Society of High School Scholars (NSHSS)
- A senior member of the family of Alfred Nobel who established the Nobel Prizes
- In 1974, he drafted a document advocating the support for environmental protection and humanitarian leadership. Titled “The Nobel Laureates Declaration on the Survival of Man Kind,” it received signatures from 78 Nobel Laureates
- In 1985, he wrote the “Global Declaration of Earth Ethics”, which became the basis for the NGO not-for-profit organization he founded, United Earth. He founded this organization to bring attention to environmental issues through the prestigious Earth Prize Awards
- Founded the National Society of High School Scholars (NSHSS) in 2002
- Received an honorary doctorate in Humane Letters from Virginia State University
- Received an honorary Doctor of Law Letters degree from Mount Mary College in Milwaukee, WI
- Selected for the 2012 Service Legacy Award from Usher’s New Look Foundation
- Received the Humanitarian of the Year Award from the Selective Corporate Internship Program (SCIP)

About the National Society of High School Scholars

- Established in 2002
- Co-founded by Claes Nobel and James W. Lewis
- Organises Nobel Week for society members annually
- Headquartered in Atlanta, the U.S.
- Over 1 million members worldwide
- Members from 160 countries
- Members aged between 15 and 32
- With 3.5 cumulative GPA or higher
- NSHSS aims to draw students from different backgrounds, by encouraging them to grow, learn and cultivate positive impacts through participating in different community services, leadership training and volunteer work

Website of The National Society of High School Scholars: https://www.nshss.org/
About K. Wah Group
K. Wah Group was founded in 1955 by Dr Lui Che-woo, who transformed the company into a multinational corporation. Core businesses include property development and investment, entertainment and leisure resorts, hospitality and construction materials. The Group has a business presence in Mainland China, Hong Kong, Macau, Southeast Asia and major cities in the US. The Group includes two Hong Kong-listed flagships: K. Wah International Holdings Limited ("KWIH"; HK stock code: 0173) and Galaxy Entertainment Group Limited ("GEG"; HK stock code: 0027 and a member of the Hang Seng Index). Other major subsidiaries include Stanford Hotels International and K. Wah Construction Materials Limited and, in the US, Stanford Hotels Corporation and Cresleigh Homes. To date, the Group has over 200 subsidiaries and more than 33,000 staff worldwide.

Website: [http://www.kwah.com](http://www.kwah.com)

Follow us on:

- [Facebook](http://www.facebook.com)
- [WeChat](http://www.weixin.com)
- [LinkedIn](http://www.linkedin.com)
- [YouTube](http://www.youtube.com)
- [Youku](http://www.youku.com)

---

Media Enquiries:
K. Wah International Holdings Limited
Shelly Cheng  
Tel：(852) 2880 1853  
Email：shellycheng@kwah.com
David Tam  
Tel：(852) 2880 1869  
Email：davidtam@kwah.com
Fax：(852) 2811 9710

Strategic Financial Relations Limited
Iris Lee  
Tel：(852) 2864 4829  
Email：iris.lee@sprg.com.hk
Maggie Au  
Tel：(852) 2864 4815  
Email：maggie.au@sprg.com.hk
Fax：(852) 2527 1196