



藝術總監兼總指揮：艾度·迪華特
Artistic Director & Chief Conductor : Edo de Waart



For Immediate Release

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Societe Generale Private Banking supports the Hong Kong Philharmonic Orchestra Musician's Chair Endowment Fund for Violinist, Xu Heng

[22 Feb, 2010—Hong Kong] The Hong Kong Philharmonic Orchestra is proud to announce that Societe Generale Private Banking has committed to a one-year Musician's Chair Endowment Fund for violinist, Xu Heng, for the year 2010.

An enthusiastic and earnest musician, Xu Heng began studying violin at the age of four. She studied at the Shenzhen Art School in the early years, and soon obtained her Bachelor of Violin Performance Degree from the Shanghai Conservatory of Music, followed by further studies at Mozarteum, Salzburg, with Professor Paul Roczek.

Xu commenced her music career as a violinist with the Shanghai Philharmonic Orchestra in 2005 and participated in the Schleswig-Holstein Musik Festival in Germany for four consecutive years (2005-2008). Xu joined The Robert H.N. Ho Family Foundation Orchestral Fellowship Scheme for the 2008/09 season and has officially become a violinist with the Hong Kong Philharmonic Orchestra, starting with the 2009/10 season.

On 26 November, 2009, Societe Generale Private Banking, a key partner of the Hong Kong Philharmonic Orchestra over the past six years, hosted a charity dinner for 70 guests at the Four Seasons to raise funds for the HKPO. Its Chief Executive Officer (Hong Kong & North Asia), Mr. Alex Fung, stated that Societe Generale Private Banking aims to lend its support and help young people through the fundamental steps of learning music and professional integration. A violin performance by Ms. Xu Heng was the finale to the night.



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Endowing an artist's chair is a unique way to forge a deeper connection with the Orchestra and its players. The Hong Kong Philharmonic Orchestra's Chair Endowment Fund was created in order to give recognition to our musicians and to provide a gateway for the wider public, through corporate or individual sponsorship, to build a meaningful and insightful relationship with our musicians. The support is also paramount to the future development of the HKPO, realizing the vision of Maestro Edo de Waart for it to become a leading orchestra in Asia.

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Hong Kong Philharmonic Orchestra

Edo de Waart
Artistic Director and Chief Conductor

The Hong Kong Philharmonic Orchestra (HKPO) is one of Asia's leading orchestras. Enriching Hong Kong's cultural life for over a century, the Orchestra has grown into a formidable ensemble of Chinese and international talents in the last three decades, attracting world-class artists to perform on the same stage. HKPO annually touches the lives of 200,000 music lovers through more than 150 performances. HKPO stays in tune with our city by presenting the largest symphonic event of the year, Swire Symphony under the Stars at Happy Valley. In 2008/09 season the Orchestra undertook a major six-concert tour of China, including the Xinghai Concert Hall in Guangzhou, Beijing's National Centre for the Performing Arts and Shanghai Grand Theatre under the leadership of Maestro Edo de Waart. [[Full Biography](#)]

The Hong Kong Philharmonic Orchestra is financially supported by the Government of the Hong Kong Special Administrative Region SWIRE is the Principal Patron of the Hong Kong Philharmonic Orchestra

The Hong Kong Philharmonic Orchestra is the Venue Partner of the Hong Kong Cultural Centre

Société Generale Private Banking

Societe Generale Private Banking, the wealth management arm of Societe Generale, is one of the leading private banks worldwide, with EUR 74.5 billion of assets under management at the end of September 2009.

With more than 2,800 staff in 22 countries across the globe, Societe Generale Private Banking offers wealth management solutions to entrepreneurs and High Net Worth Individuals with financial assets in excess of one million euros. In addition, Societe Generale Private Banking provides dedicated solutions to Ultra High Net Worth Individuals and Family Offices around the world, notably through its global alliance with Rockefeller & Company.

Societe Generale Private Banking's offering includes international wealth planning and



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fiduciary services (trust and tax planning), a global expertise in structured products, hedge funds, mutual and private equity funds, real estate investment solutions and access to capital markets.

In 2009, Societe Generale Private Banking was rewarded by Euromoney with the titles of 'Best private bank worldwide and in Western Europe for its offer in structured products' and 'Best Private Bank in Japan and Luxembourg'. Among the top 3 private banks in Europe, It was also named 'Outstanding Wealth Manager for Family office services' with Rockefeller and Company by Private Banker International.

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