

## [Invest Hong Kong fully supports blood donation drive \(with photos\)](#)

The Director-General of Investment Promotion of Invest Hong Kong (InvestHK), Ms Alpha Lau, and Associate Directors-General of Investment Promotion of InvestHK Mr Arnold Lau and Ms Jessica Cheng, together with more than 30 staff from the department, visited the Hong Kong Red Cross Blood Transfusion Service Central District Donor Centre today (December 18) to participate in a blood donation drive, showing their support for patients in need of blood transfusions.

Ms Lau said, "With the festive season approaching, people are busy preparing for holidays or other festive activities, leading to a decline in blood donations during this period. At the same time, the demand for blood remains high, making blood donation particularly critical during the holidays. Companies are placing greater emphasis on corporate social responsibility (CSR). In addition to business considerations and financial performance, many local and international companies have integrated ethical practices into their decision-making processes. Therefore, while attracting businesses and investment as well as talent to Hong Kong, organising this blood donation drive not only helps save lives and fulfils our colleagues' desire to contribute to society but also aligns with the department's CSR goals."

She continued, "Each donation can help three patients. There is no substitute for blood, and the shelf life of blood is limited. The Hong Kong Red Cross Blood Transfusion Service needs to collect 650 units of blood daily to provide sufficient blood to all hospitals across the territory, enabling patients in need to receive timely treatment. Therefore, it is of particular importance for citizens to donate blood voluntarily on a regular basis."

Staff from InvestHK shared that the entire blood donation process was quick and painless. InvestHK encourages more companies and organisations to organise group blood donations to save lives and spread the community spirit of care and giving.

Blood donor centres are available across the city. Mobile blood donation teams and blood donation vehicles also visit various districts regularly, making it convenient for the public to donate blood. Citizens can call the donor centres directly or make an appointment through the "HK Blood" mobile application.

