

Hong Kong children get early Christmas thanks to the HUB Hong Kong, Segantii Capital and Operation Santa Claus

- The youngsters, between six and 12 years old, were brought together by the HUB Hong Kong, a local charity that helps young people
- Operation Santa Claus is the annual fundraising drive organised by the South China Morning Post and public broadcaster RTHK



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A Christmas party on Wednesday held by Segantii Capital Management. Photo: David Wong

Christmas Day arrived early for 19 children who were treated to a party on Wednesday at a local asset management firm.

The youngsters, between six and 12 years old, were brought together by the HUB Hong Kong, a charity that organises classes and empowerment programmes for young people.

The festive celebration, which included snacks and gifts, was provided by Segantii Capital Management, an institutional asset management firm.

Segantii does more than bring holiday cheer: the company has helped many disadvantaged Hongkongers by supporting Operation Santa Claus, the annual fundraising drive organised by the *South China Morning Post* and public broadcaster RTHK.

This year, the HUB Hong Kong was one of the beneficiaries of Operation Santa Claus.

Kurt Ersoy, chief executive officer of Segantii, commended the efficiency and focus of the year-end charity campaign.



The staff of Segantii Capital join a Christmas party with local children on Wednesday. Photo: David Wong

“It provides publicity for small charities,” Ersoy said. “It gives the Segantii team, which is based in Hong Kong, a chance to see the good work being done here and to give something back to the Hong Kong community.”

He also praised Operation Santa Claus's role in identifying and screening charities and overseeing the distribution of funds.

"It focuses on areas that we naturally gravitate towards and are likely to support directly," Ersoy said.

This is the ninth year that Segantii has supported the campaign.

This year, 13 campaigns to help different local groups, such as people with disabilities and children, were selected to benefit from Operation Santa Claus.

Simon Sadler, founder and chief investment officer of Segantii, said the campaign helped his team to reach out to various sectors of the community.

"Operation Santa Claus is a good catch-all," he said. "We are able to give money and it is distributed between a number of local charities providing different services that we would not be able to reach on our own."