

# 【Press Release】 LUI Che Woo Prize Welcomes Her Royal Highness Princess Maha Chakri Sirindhorn of Thailand to Prize Council

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***Her Royal Highness will support the Prize to continue its international efforts to champion people and organisations working to build a better world***

(Hong Kong, 11 April 2019) – Continuing to expand as a global humanitarian award with representation across the world, the LUI Che Woo Prize – Prize for World Civilisation is delighted to announce that [Her Royal Highness Princess Maha Chakri Sirindhorn of Thailand will be joining the Prize Council](#). In this role, she will assist the Prize in upholding its mission to motivate positive change by championing the selfless efforts of people and organisations working to build a better world.

Her Royal Highness Princess Maha Chakri Sirindhorn is a devoted philanthropist who has worked tirelessly for more than four decades to assist her people and help develop the Kingdom of Thailand. The numerous social and community initiatives fostered by Her Royal Highness include providing basic education for underprivileged children; driving disaster relief support programmes for victims of natural catastrophes; leading nutritional campaigns for children and pregnant women in remote areas; and furthering IT efforts to facilitate independent living among people with disabilities.

Her deep and long-standing commitment to selfless, charitable service is closely aligned to the LUI Che Woo Prize's vision of advancing world civilisation and inspiring people to build a more harmonious world. Welcoming Her Royal Highness to the Council underpins the growth of the Prize as an international award that recognises the extraordinary efforts of people in all corners of the globe who are working to enhance sustainability, improve human welfare and bring positive energy to different kinds of people.

[Dr. Lui Che Woo](#), Founder & Chairman of the Board of Governors cum Prize Council of the LUI Che Woo Prize said, “It is a profound honour to welcome H.R.H. Princess Maha Chakri Sirindhorn to the LUI Che Woo Prize Council. She has demonstrated a lifelong dedication to the wellbeing of humanity and is a driving force for countless social and community initiatives. Embracing incredible passion and desire to serve the underprivileged, her continuous efforts to improve quality of life for all have brought her a bounty of well-deserved admiration and respect. Welcoming Her Royal Highness onto the Prize Council is an important step in expanding the global reach of the LUI Che Woo Prize, so that we can continue to shape lives for a better tomorrow.”

Along with the other four members of the Prize Council, H.R.H. Princess Maha Chakri Sirindhorn will now be responsible for the deliberation and approval of the awardees recommended by the Prize Recommendation Committee. Representing five international personages and leaders, the members of the Prize Council now comprise Her Royal Highness Princess Maha Chakri Sirindhorn, [The Hon. Tung Chee-hwa](#), [Sir James D. Wolfensohn](#), [Dr. Rowan Douglas Williams](#), and Dr. Lui Che Woo. H.R.H. Princess Maha Chakri Sirindhorn takes up the Prize Council seat vacated by Dr. Condoleezza Rice, who recently reached the end of her term.

Dr. Lui added, “As we welcome H.R.H. Princess Maha Chakri Sirindhorn to the Prize Council, I would also like to take this opportunity to thank Dr. Condoleezza Rice for her benevolent service to the LUI Che Woo Prize. A renowned and influential figure in academia and global relations, her efforts on the Prize Council were invaluable to our work to further the scope and reach of the Prize in order to help develop a better world for all.”

The LUI Che Woo Prize is now in its fourth year and will be awarding the 2019 Prize laureates later this year. Last October, the LUI Che Woo Prize 2018 was awarded to three laureates at the [Prize Presentation Ceremony](#) in Hong Kong. [Mr. Hans-Josef Fell](#) was awarded the Sustainability Prize for his efforts in promoting the global renewable energy movement; the [World Meteorological Organization](#) was awarded the Welfare Betterment Prize for its success in reducing the impact of natural disasters; and [Pratham Education Foundation](#) was awarded the Positive Energy Prize for improving quality of education and literacy attainment.

The LUI Che Woo Prize team hosts a cocktail reception to welcome HRH Princess Maha Chakri Sirindhorn to the Prize Council.

(From left: Ms. Yvonne Lai, General Manager; Dr. Moses Cheng and Prof. Lap-Chee Tsui, Members of the Board of Governors; The Hon. Tung Chee-hwa, Member of the Prize Council; HRH Princess Maha Chakri Sirindhorn; Dr. Lui Che Woo, Founder; Mrs. Lui Chiu Kam Ping; Prof. Frederick Ma, Member of the Board of Governors and Prof. Lawrence J. Lau, Chairman of the Prize Recommendation Committee)



Dr. Lui Che Woo presents a double-sided embroidery of a Buddhist Pine to Her Royal Highness Princess Maha Chakri Sirindhorn. The Buddhist Pine is part of the LUI Che Woo Prize logo, and symbolises sustainability, virtue and vitality, which corresponds with the three objectives of the LUI Che Woo Prize.