



Canada China Business Council
Conseil commercial Canada-Chine
加中贸易理事会

Doing Business in China

Case Study: **Sun Life Financial in China**

Sun Life was the winner of the 2008 *CCBC Canada-China Business Excellence Award* for exceptional **Corporate Social Responsibility**.

Sun Life is a leading Canadian financial services company. The company provides a diverse range of protection and wealth management products and services to individuals and corporate customers globally. Sun Life Financial and its partners operate in key markets worldwide.

The company re-entered China in 1995 through a Joint Venture with partner China Everbright Group Limited. Sun Life Everbright today operates in 18 cities across China and offers innovative protection and wealth products to an expanding middle class to enable them to achieve financial security for their families. Sun Life also provides a wide range of life, health and wealth products to help companies offer life, health and savings products to their employees.

Awards and Achievements

Sun Life Financial is committed to operating in a socially responsible way and acting as a good corporate citizen. (need a stronger statement on dedication to CSR – possibly from Award application)

To cite just a few of the awards and honours bestowed in China in recognition of Sun Life, the company was named *Best Employer* in Tianjin, *Most Esteemed Enterprise* by China Central Television and named *Best Service* by SOHU.COM in 2007. It was selected by the People's Bank of China as one of two life insurance companies to represent the industry at the *International Financial Actions Task Force Review Meeting*

Sun Life's commitment to Corporate Social Responsibility extends to direct action in the areas of education, health care, insurance and investment knowledge transfer, and disasters and poverty relief.

Education

Sun Life Everbright raised more than 3000 used calendar books for *The School of Vision Impaired of Tianjin* in 2008 and donated 20,000 to *Beijing Fengtai Rehabilitation Therapy School*. Sun Life also sponsored the *Beijing School Film Festival* and donated film equipment valued at US\$4,000 and educational funds of RMB 200,000 to three beneficiary schools.

Health Care and Medical Research

Sun Life Everbright organized a substantive “Health Care for Women” campaign in Nanjing and provided free medical checks to 10,000 people under this program in 2008. It also donated a completed line of medical diagnostic equipment to *The First Welfare House of Hangzhou* and donated RMB 200,000 to *Tianjin Red Cross Association* to support the establishment of a hemopoietic stem cell donor database.

Culture

Sun Life’s commitment to CSR in China extends to cultural support as well. The company makes an annual donation for the promotion of a cultural exchange program run by the Canadian Embassy in China.

Insurance and Investment Knowledge Transfer

Sun Life also has made a corporate commitment to enhancing the professional practice of financial services. For example, the company has played host to official delegations of help Chinese regulators, government officials and Chinese insurance companies to assist them to gain a better understanding of the regulatory framework and insurance business operations in Canada. To support the further development of the insurance industry in China, Sun Life sponsored one year training of training for officials of the Chinese national insurance company at Sun Life’s head office in Toronto.

Sun Life and CCBC

Sun Life Financial is a founding sponsor of the Canada China Business Council.