

激發學生潛能 成就無限可能

Bridging the Education Gaps



香港的教育課程可分為本地學制和國際學制，其中國際學制的課程種類繁多；面對眾多課程，家長和學生往往不知該如何選擇。有見及此，一直熱衷於教育的Jennifer Ma與Jennifer Yu，放棄在投資銀行的高薪厚職，於2009年創辦ARCH Education，提供專業指導和課程，幫助學生打好學習基礎，考入心儀的學校。

Parents often find it difficult to identify the right educational programme that can help their children achieving their goals. Jennifer Ma and Jennifer Yu, who have long held a deep passion for better education, quit their investment banking careers to establish ARCH Education in 2009. Their goal is to provide expert guidance and transformational programmes that can bridge the education gaps.



- A : 安利月刊 Amagram
- J & J : ARCH Education創辦人Jennifer Ma 及 Jennifer Yu, Jennifer Ma & Jennifer Yu, Founders of Arch Education
- A : 兩位創辦人的背景與教育無關，為何創辦ARCH Education?
- J & J : 以前在投行聘請新人時，發覺很多剛從大學畢業的應徵者雖然成績優異，但欠缺批判思維及說話技巧，令我們明白到這些技巧必須從小開始培養；加上香港的教育制度種類繁多，令家長難以選擇，因此便成立了ARCH，透過專業指導幫助學生打好學習基礎及升學。
- A : 貴校的課程有何獨特之處？
- J & J : ARCH所提供的課程猶如一場教育旅程，不少學生會報讀我們的課程多年，以準備考入美國及英國的寄宿學校及大學。除了有助提升學生的思維、說話、閱讀及寫作技巧的增益課程(Enrichment Program)、學術輔導及升學指導外，我們亦提供特別課程，例如為有意參加國際比賽的學生編寫課程、透過探討刺激思考的課題激發學生潛能等。所有課程均由畢業於英美頂級學府的導師任教，ARCH更是全港唯一一間獲倫敦大學認可開辦國際基礎課程的教育機構。



- A : ARCH如何履行社會責任？
- J & J : 我們於2011年成立了社企ARCH Community Outreach，以分享ARCH的理念和資源，例如每年在香港大學舉辦模擬法庭比賽並贊助勝出的隊伍前往美國參與國際比賽。此外，我們會為在合作學校就讀但缺乏資源的尖子學生，提供免費的升學指導及準備、職場體驗等等，每年都有參與計劃的學生獲發獎學金，入讀英美的頂級學府。
- A : 為何選用安利的Atmosphere™空氣清新機及eSpring™智能淨水器？
- J & J : 除了關注學生的教育前景外，我們亦十分關心他們的健康，特別在流感高峰期，病菌容易傳播，所以我們便在中心內添置了Atmosphere™空氣清新機，以濾除課室內的污染物，減低學生患病的機會。此外，我們亦十分關顧老師和員工的健康，所以便在茶水間安裝了eSpring™智能淨水器，讓他們享用潔淨淨水。
- A : Neither of you had a background in education, so why did you start ARCH?
- J & J : We had to interview fresh graduates when we worked in investment banking, and we found that many of them lacked critical thinking and speaking skills. We realized that it's important to internalize such skills from an early age and saw a need for expert guidance to enable students to choose the right educational path. That's why we started ARCH.
- A : What is special about the programmes that ARCH provides?
- J & J : Students who join ARCH are essentially embarking on an educational journey that will prepare them to enter top boarding schools and universities in the US or UK. Apart from our enrichment programmes, academic tutoring and admissions guidance, we offer bespoke programmes such as Competition Training and Passion Projects that can help to maximize a student's potential. All our courses are taught by instructors who have graduated from top US and UK universities. ARCH is also the only Hong Kong educational institute recognized by the University of London to offer the International Foundational Programme.
- A : How does ARCH carry out its social responsibility?
- J & J : In 2011, we started our charity arm called ARCH Community Outreach. One of the programmes we offer is the annual Mock Trial Competition, in which the winning team will be sponsored to take part in a competition in the US. We also offer pro bono admissions guidance to high-achieving students from partner schools. Every year, students from this programme win scholarships to enter top US and UK universities.
- A : Why have you installed Amway's Atmosphere™ Air Purifier and eSpring™ Water Purifier?
- J & J : We decided to install the Atmosphere™ Air Purifier because it can eliminate indoor airborne contaminants. This is especially important in the flu season because it reduces the risk of students getting ill. We are also concerned about the health of our instructors and staff, so we installed the eSpring™ Water Purifier in our pantry so they can drink clean, fresh water.

關愛企業 支持健康綠色工作間

健康，為關懷員工的現在；綠色，為守護地球的未來。現時已有逾1,000間企業成為〈安利企業優惠客戶〉，選用安利eSpring™智能淨水器及Atmosphere™空氣清新機，為員工提升飲用水質及室內空氣質素，創造健康工作環境之餘，更為全球環境送上一份關懷。

