



Consortium of Institutes on Family in the Asian Region



6 December, 2019

Dear Sir/Madam,

**Wofoo Asian Award for Advancing Family Well-Being (Wofoo 3A Project) 2020**

It is my pleasure to announce the launching of the Wofoo 3A Project 2020 with Wofoo Social Enterprises (WSE) as the Title Sponsor. I am writing to seek your support and active participation in this regional initiative to achieve the mission of CIFA in ‘*Converging Professional Wisdom For Family Well-being*’ with the theme on ‘*Aspiration for Sustainability, Innovation and Applicability*’ (ASIA).

CIFA is an independent non-profit making regional organisation in Asia inaugurated in Hong Kong in 2008 to provide a platform for trans-disciplinary collaboration with the ultimate goal of promoting family health in the region. Throughout the past decade, CIFA has served as a regional hub for networking to enhance mutual interest in research and training initiatives, and information sharing through the Web-based Exchange Platform (WEP) and CIFA-NET, the newsletter. The work of CIFA, including that of the Wofoo 3A Project, has received formal recognition from the United Nations, with the presence of its representatives at the Award Presentation Ceremonies in Seoul in 2016 and Hong Kong in 2018 as well as the Opening Ceremony of the Exchange Programme in Hong Kong in June 2017, and the activities have been uploaded onto the United Nations Portal and featured in the reports by the Secretary General to the General Assembly. For more details, please visit our website at [www.cifa-net.org](http://www.cifa-net.org).

You may like to note that the Final Round Adjudication and Award Presentation Ceremony of the Wofoo 3A Project 2020 will be one of the highlights of the 6<sup>th</sup> CIFA Regional Symposium, scheduled to be held on 25-27 November, 2020 in Taipei, Taiwan. Subsidy will be given to members of the 8 finalist teams to attend the Symposium when keynote speeches and plenary sessions will be presented by policy makers, academics and professionals, providing an excellent opportunity for sharing and exchange.

Attached please find further information in the promotional leaflet for your easy reference. No matter whether you are a social service organisation, a religious or professional group, a caring company, or an academic institute, you will have a significant role to play in promoting family well-being and I am sure that you have a lot to share with the rest of Asia. To encourage more teams to participate and feel more at ease to present themselves at the second round interview session in August 2020, we would allow someone from the team to do the translation from their national language to English if needed.

You are invited to join by completing the Submission Form and forward it to the CIFA Secretariat by email at [cifasecretariat@gmail.com](mailto:cifasecretariat@gmail.com) on or before **28 February, 2020** and help to spread the message among your associates. We look forward to your full support and active participation in this exciting and meaningful endeavor. For more information on CIFA and the Wofoo 3A Project please access the CIFA website or contact the CIFA Secretariat at (852) 2363 0700 or [cifasecretariat@gmail.com](mailto:cifasecretariat@gmail.com).

Yours sincerely,

Patricia CHU (Mrs.)  
Chairperson

**“Converging Professional Wisdom for Family Well-Being”**

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