

AIA Lifestyle Infotainment • Autumn Issue 2018

Breeze

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Activities in Scope

David Beckham Celebrates the Mid-Autumn Festival and Promotes Healthy Living with Primary Students

“HealthFest by AIA”

Encouraging People to Live Healthier, Longer, Better Lives!

Affectionate Words

Father Principal Leung Kee Cheong:
Reversing Adversity with a Positive Mindset

Parents' Corner

Free Play in Childhood

Taste

Gluten-free Choice: Brazilian Tapioca

**Farewell
Issue**

Breeze 徜徉

Autumn Issue 2018

A breeze can occur while you are taking a relaxing stroll, a romantic walk by the sea or stopping to smell the flowers. With this feeling in mind, our publication aims to soothe the souls of our readers.



Autumn is the perfect time to head outdoors, such as going hiking or exploring nature. In recent years, working out has become a trend, whether it's for health, getting in shape or relieving stress. Regardless of the reason, this is a positive change and precisely the reason for our launch of "AIA Vitality". Through offering instant premium discounts or extra cover and a variety of lifestyle rewards, we hope to encourage everyone to lead a healthy lifestyle.

Health affects everyone: only with health can we fully enjoy our lives. To many, being healthy may mean being free from sickness; however, to me, health is checking off the boxes of physical, mental and spiritual wellbeing; and each little change is a small step towards this goal. If you are of the same mind, start now to embrace a healthy life.

If you happen to pass by the Central Harbourfront recently, you may have noticed the ongoing enhancement at the AIA Vitality Park at "The Hong Kong Observation Wheel" presented by AIA. A series of free health and wellness programmes such as yoga and fitness classes and family-friendly activities will continue to be held on site. It has never been so simple, easy and fun to do exercise. So why not take some time after work or during the weekend to add these little salubrious changes en route to a healthy lifestyle?

Speaking of change, we are all now used to information being spread via more fast-paced and interactive ways than before. As AIA has always been at the forefront of the times, Breeze – our leisure and health magazine – has just ringed in its last issue. In the future, we will continue to offer relevant and up-to-date health information alongside AIA's updates, and also to connect with our readers through various platforms like Facebook. Last but not least, we wish to show our sincere appreciation to all readers for their continuous support and trust. We will continue to strive to help you live healthier, longer, better lives!

Bonnie Tse

Bonnie Tse
General Manager, Corporate,
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Affectionate Words

"Father Principal" Leung Kee Cheong: Reversing Adversity with a Positive Mindset — 4

Leung Kee Cheong, Former Principal of Fresh Fish Traders' School, is well-known for his care towards his students. During his administration, he has led the school through numerous threats of being closed down. How did he face adversity with a positive mindset? And what contributes to his courageous spirit?

Activities in Scope

David Beckham Celebrates the Mid-Autumn Festival and Promotes Healthy Living with Primary Students — 7

AIA Global Ambassador, David Beckham, recently returned to Hong Kong auspiciously on the occasion of the Mid-Autumn Festival! Besides creating lanterns with children, Beckham's visit was also to support the launch of AIA's new brand promise – Healthier, Longer, Better Lives.

"HealthFest by AIA"

Encouraging People to Live Healthier, Longer, Better Lives! — 8

The "HealthFest by AIA" held at the AIA Vitality Park earlier has brought a variety of activities combining health, sports, music and family fun for the general public to experience the joy of healthy living under the Hong Kong Observation Wheel.

Parents' Corner

Free Play in Childhood — 10

As the old saying goes, "diligence has its rewards; play has no advantages", in recent years, there has been rising awareness about children's right to play. Is playtime really harmful for our kids? Let's hear what Dr Yuen Chi Man, Registered Play Therapist, has to say.

Vitality

Understanding Gout — 12

Gout is closely linked to diet. In today's world where food is abundant, gout is becoming increasingly common. Dr Lui Siu Sing shares how Traditional Chinese Medicine (TCM) understands and treats gout.

Gluten-free Diet — 14

The gluten-free diet has been gaining traction in recent years and has attracted the attention of many who are mindful about their health. So what exactly is gluten and how does it affect our body? Is the gluten-free diet suitable for everyone?

A Trick Up Your Sleeve

Personal Medical Case Management: Knowing Your Illness Helps You Make Smart Choices — 16

We may feel helpless when critical illness strikes. AIA's Personal Medical Case Management provides you with 24/7 dedicated services and professional advice, aiding you through the tough decision-making process in selecting the most appropriate treatment option.

Taste

Gluten-free Choice: Brazilian Tapioca — 18

Tapioca is one of the popular street foods in Brazil. This recipe is specially altered for those who want to monitor their calorie intake but still want to have a taste of this delicacy.

What's New

AIA News — 19

AIA continues to present various musical spectacles as well as health and wellness activities to bring everyone happy and unforgettable moments. Meanwhile, AIA is also committed to enhancing our products and services with digital technology, hoping to make a material difference to customer experience.



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“Father Principal” Leung Kee Cheong Reversing Adversity with a Positive Mindset

Leung Kee Cheong, Former Principal of Fresh Fish Traders’ School, became a legend in the education sector for saving the school from being closed down in 2004. He earned the name of “Father Principal” for treating his students like his own children. He has accompanied the school for 13 years, during which he led it through threats of being closed down to bringing it the reputation it has today. This is all thanks to his positive mindset and courageous spirit, both of which he attributed to this movie quote: “Tomorrow is another day!”

Furthering studies and seizing the moment

Born after the war, Leung was the eldest of five children who lived in a subdivided flat. His father was a labourer so he took on the responsibility of caring for his siblings at a young age. He said the poverty in the past made him who he is today. His father unfortunately passed away when he was in the first year of secondary school, forcing him to take on a janitor job after school two years later to support his family. After graduation, he could no longer continue post-secondary education due to poor financial condition and had to enter the work force. A year later, he realised the importance of academic qualifications for his career development and tried to search for a way out. “At that time, most Form Five graduates had no problem finding an office job. But having achieved 2Bs and 4Ds at the HKCEE, I was convinced that there was greater room for my career development, and therefore I decided to further my studies.”



Leung has stepped down from the role of principal for three years and is enjoying his time as a grandfather.

After a year of juggling both work and study, Leung received admission into an educational college. He joked that this was not his dream at first and that his goal was to help out his family by getting a job as soon as possible. After graduation, he taught in two primary schools before joining the Education Department where he remained for 20 years. In 2002, due to his wish to “search for the meaning of life”, he left the government sector and took up the role of principal at the Fresh Fish Traders’ School and went on to stay there for 13 years.

Winning in adversity

Looking back at his decade-long career as a principal, Leung said his biggest and most memorable achievements were definitely saving the school from being closed down just two years after he became school principal. In April 2004, Fresh Fish Traders’ School was given a termination notice for failing to admit a minimum of 23 pupils. Leung said the news struck him hard and made him reflect on his decision of leaving the Education Department and becoming a school principal. “I still remember that I was informed of the news by my former boss at the Education Department. I was very depressed upon hearing it and started thinking: why did I leave my stable job as a civil servant? Although everyone changes jobs, my decision has been proven wrong and led to much gossip.”



Leung treats his students like his own children and wishes for them to live a colourful life. They still come visit him after graduating for many years.

The termination notice did not rain on Leung’s passion to teach, and he knew clearly that feeling regretful and complaining would not help. He refused to witness the school’s demise; therefore, he decided to face adversity with a positive mindset. Keeping in mind the quote “Tomorrow is another day” from the movie “Gone with the Wind”, Leung broke the news to the teachers the next day and started preparing for the “war” to come. Sun Tzu’s “The Art of War” had profound influence on him and made him realise the importance of “turning the devious into the direct”. “I used to study history and knew that many battles were won by the weaker side instead of the stronger. What is important is for us to stick together, seek advice from experienced minds and be willing to seek help from friends. Adversity is not terrifying; rather, it lets us reflect upon our lives and see people around us for who they really are.” When he received the termination notice, there were friends who cheered him on, but also friends who discouraged him. He was especially thankful towards one intellectual friend, Mr Ho Kwok Suen, Former President of the Government Educational Staff Union. He taught Leung how to plan, stand his ground, and fight without haste. “He was not only my strategist, but also a teacher of life. He was hospitalised due to gastrointestinal bleeding at the time, but still taught me ways to protect my school. After successfully saving the school, we still keep in touch with each other from time to time.”



At the last graduation ceremony before “Father Principal” retired, students presented him with their drawings.



Leung was a seminar speaker for the 20th “AIA Foundation Young Leaders Development Programme”; he encouraged young people to stay strong in adversity with his life experience.

Try your best and let God dispose

After helping Fresh Fish Traders’ School gain its fame, Leung has retired from his principal role for three years now and is enjoying his time taking care of his grandchildren. Besides taking up roles such as the Governor for the Our Hong Kong Foundation and Director of the Endeavour Education Centre, Leung also gives talks at different organisations to inspire and encourage others with his life experience. “‘Man proposes, God disposes.’ I always encourage people by telling them that it is fine as long as they try their best; the results are not determined by us. When trying to save the school from closing down, I used every mean I could think of, but I could not control how it would end. At the time, if we wanted to run Primary One classes as a private school, we would need to score at least eight As or Bs among 14 indicators. However, we only managed to get seven. Ms Fanny Law (former Permanent Secretary for Education and Manpower) passed us anyway because we scored A in teacher-student relationship. This proves that we can only try our best and let God dispose. Even if we fail, we should not blame ourselves. But we should persevere and never give up until the last moment.”

Be thankful and never give up

At the end of our interview with Leung, we were curious what success meant to this legendary figure in the education field, but were surprised by his simple answer: being able to achieve one’s goals. Looking back at his ups and downs in his past 60 something years, the face of “Father Principal” did not show any trace of sorrow. To him, adversity is nothing to be feared, but serves to enrich his life with colours and meaning. As long as we do not give up, miracles will happen. “Winners focus on chances; losers focus on obstacles.” Leung said the key to success is to use reverse thinking to focus on problems neglected by others, and use a positive mindset to overcome

adversity. Having a positive mindset means knowing to be thankful to the people around us. “Thankful people are humble and less likely to give up as they would like to pay back the people around them. Remember ‘Tomorrow is another day’; bad luck always comes and goes.” Leung said his life is like a movie filled with both happy and sad moments. With its touching ending, he is able to leave a profound footprint for future generations to come. Maybe it is exactly his thankfulness that helps him face adversity and motivates him to continue writing and acting in his own life movie.



Leung’s face brightens up whenever he talks about his grandsons.

David Beckham Celebrates the Mid-Autumn Festival and Promotes Healthy Living with Primary Students



AIA Foundation invited 33 students from Baptist Rainbow Primary School to join AIA Global Ambassador David Beckham to make lanterns with healthy living messages.

AIA Global Ambassador, David Beckham, recently returned to Hong Kong auspiciously on the occasion of the Mid-Autumn Festival! The AIA Foundation invited Beckham to experience a Mid-Autumn Festival tradition with 33 children from Baptist Rainbow Primary School. Together, they created lanterns which were decorated with pictures that reflected what “healthy living” meant to them. The activity was designed to encourage the students to be more aware of the importance of being active and making healthy choices, from a young age.

Beckham’s visit was also timed to support the launch of AIA’s new brand promise – Healthier, Longer, Better Lives – which was brought to life during the “HealthFest by AIA” week of activities held at AIA Vitality Park at “The Hong Kong Observation Wheel” presented by AIA at the iconic Central Harbourfront. A wide range of free health and wellness activities were offered for all members of the general public.

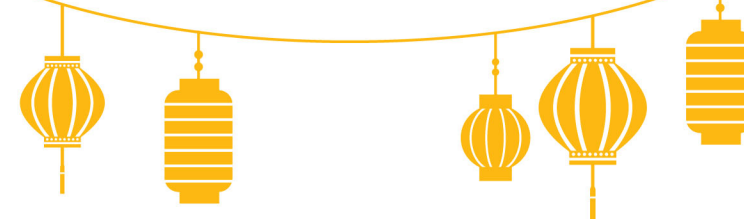
Beckham shared: “I am proud to play a role in supporting AIA to bring its new brand promise to life. I really believe in the value of people taking the small steps to make healthier decisions and take better care of themselves. I am looking forward to supporting AIA to spread this message as they help millions of people across Asia to live healthier, longer, better lives.”



David Beckham and students from Baptist Rainbow Primary School decorated lanterns featuring the rewards of living healthier, longer, better lives to celebrate a memorable Mid-Autumn Festival together.



Students from Baptist Rainbow Primary School enjoy a joyful Mid-Autumn Festival with a ride on “The Hong Kong Observation Wheel” presented by AIA and have loads of fun at AIA Vitality Park.



“HealthFest by AIA” Encouraging People to Live Healthier, Longer, Better Lives!



- ①-② Famous singers and buskers including Tang Siu Hau and Mr Wally amazed guests with their beautiful voices under the Hong Kong Observation Wheel.
③ Celebrity yoga instructor Almen Wong hosted fitness and yoga classes accompanied by the live performances of the Hong Kong Philharmonic Orchestra to help participants improve both their physical and mental wellness.

Since its opening at the end of last year, the AIA Vitality Park at the “Hong Kong Observation Wheel” presented by AIA has been bringing a wide range of health and wellness programmes to the general public. To promote AIA’s new brand promise: Healthier, Longer, Better Lives and to encourage more people to pursue a healthy lifestyle, AIA hosted the “HealthFest by AIA” from 25 September to 1 October. It successfully garnered an enthusiastic response from citizens!

The “HealthFest by AIA” comprised a wide range of activities, combining health, sports, music, family fun and many more to promote physical and mental wellbeing as well as let everyone experience the joy of healthy living under the Hong Kong Observation Wheel. All activities were open to the public for free to motivate people to lead a healthy lifestyle together with their family and friends, so as to live healthier, longer, better lives.

In the future, AIA will continue to present a wide variety of fun and healthy programmes via various channels, cheering you up and helping you relax in our fast-paced city.



- ④ The public were encouraged to exercise more by using this blender bike to make free healthy drinks!
⑤ An on-site dietitian demonstrated alternate ways to make pancakes to better maintain gastrointestinal health.
⑥ Visitors wrote on the wishing wall for good health for their family, friends and themselves.
⑦ Children experienced professional training modelled for top-class football teams with coaches from Tottenham Hotspur.
⑧ It was certainly a one-of-a-kind experience to enjoy outdoor massages under the Hong Kong Observation Wheel.
⑨-⑫ Both adults and children had a great time joining a variety of activities on site.
⑬ Musical instrument workshops were held to inspire children’s interest in music, another aspect of healthy living.

AIA Vitality

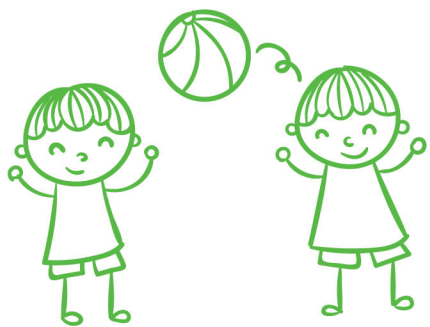
Join free health and wellness classes to earn points

AIA Vitality members can earn 50 AIA Vitality Points by participating in selected free wellness classes at the AIA Vitality Park! Please claim points via “Organised Fitness Events” within 30 days of attending the class. The more AIA Vitality Points, the higher status you’ll reach and more rewards you’ll reap!

[Click here](#) for details



Free Play in Childhood



On the contrary of the old saying, “all work and no play makes Jack a dull boy”, as our society becomes more affluent, today’s children are usually over-scheduled with studies at the expense of their playtime. In recent years, the Hong Kong Committee for UNICEF has initiated a campaign to raise awareness about children’s right to play, encouraging parents to spare children with at least one hour of free playtime every day. How is playtime beneficial to our kids?

Playing is beneficial

“Diligence has its rewards; play has no advantages”, which is originated from “The Three Character Classic”, is a Chinese household doctrine. Many parents regard their children’s academic excellence as top priority and playtime as second. The Legislative Council paper indicates that the total study time for local primary to secondary students (comprising schooling hours, after-school homework and private tutorial classes) is about 55 hours per week on average, which is even longer than adults’ regular working hours. Such long study hours lead to lack of playtime and rest.

The Chinese culture often considers “playing” and “learning” as two opposing concepts. In fact, playing is highly beneficial to cognitive, social and emotional development. As play opens up room for creativity and imagination, children can express their thoughts without restraints. It not only helps them reduce emotional problems and enhance resilience, but also builds friendship and teaches conflict resolution. Some games even help develop children’s potential, stimulate their neural syntaxes and cultivate critical thinking. The benefits of play should never be underestimated!



Interest Classes = Free Play?

A lot of parents will arrange different interest classes for their children, such as sports, musical instruments or drawing classes. Do interest classes count as free play?



Interest Classes

Normally, interest classes have specific objectives and curricula. Teachers will educate students with certain methods as the class takes in the same materials and techniques. Such activities are often dominated by parents or teachers, as such children can hardly unleash their talents.

Free Play

The concept of “free play” is originated from German education. Children are allowed to play freely regardless of the circumstances, such as at home, school, street or playground. There are no specific rules or goals but rather leaving the decisions to children without intervention. Therefore, it is totally different from interest classes.



The ways parents create free playtime for children

Child-oriented

Free play emphasises on the process of play and that genuine free play should be voluntary. Parents should understand that play should be fun. There is no need to set up rules or goals or be afraid that your children do not know how to play on their own. Let your children decide freely on the way they choose to play, with whom to play and the duration of play. The role of parents is to ensure children’s safety and create a playtime free of worries.

Parents’ encouragement

“Playing is the way for children to express their feelings, so toys are the words of expression.” Parents should understand that the desire to play is innate in children and should not immediately refuse to their request to do so. Instead, parents can offer them a safe playing environment based on their needs. Besides, some parents like to set games as competitions. In fact, this is not necessary because kids can compose their own version of fun with their creativity.

Playable space

In their packed schedules, children no doubt must attend recreational programmes set with predetermined objectives, but they are rarely allowed to play freely. In fact, space to play is always available no matter the circumstances, such as jumping on the playground, doodling on paper or taking turns at jump rope with fellow children. Children can play anytime and anywhere. Parents can be the observers or participants in their game. Try to encourage and praise more, allowing them to bring you into their world of fun!



Dr Yuen Chi Man

Dr Yuen is the President of the Hong Kong Academy of Play Therapy, registered psychologist in British Columbia, Canada and a Registered Play Therapist-Supervisor. He has substantial experience and has practised counseling in the United States, Canada and Hong Kong for more than 30 years.



Understanding gout

Gout is closely linked to diet. In ancient times, gout was known as a rich man's disease as only the well-off can afford sumptuous meals. However, in today's world where food is abundant, gout is becoming increasingly common. How does Traditional Chinese Medicine (TCM) understand and treat gout?

Gout as a result of three qi

According to "Suwen" from "The Yellow Emperor's Inner Canon", when the three qi – wind, cold and damp – all dawn upon the body, they combine to form rheumatological syndromes. Gout, on the other hand, is different from ordinary rheumatic diseases, in the way that it is a result of wind, damp and heat. Therefore, gout-induced joint pain is associated with all four symptoms of redness, swelling, warmth and pain. Gout often initially appears in the lower limbs, on the big toes, followed by ankles and knees.

Gout is common among the elderly and middle-aged males between ages 35 to 50. Female patients often have their first episode of gout after menopause. In recent years, gout is affecting younger patients, with some developing symptoms as early as before 30 years old. Besides the factor of family history, diet also plays a key role in gout.

Diet control is key

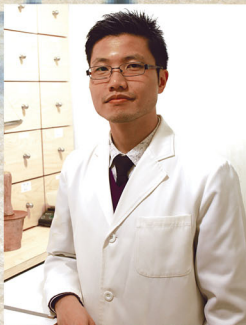
Since the integration of the Western diet, we are consuming more meat and alcohol than we did in the past. From TCM's perspective, these foods would gather damp and heat in the body and lead to gout. According to modern medicine, gout is a metabolic disease caused by purines. The substance leads to high levels of uric acid in the body and subsequently the formation of urate crystals in the joints. Both TCM and modern medicine focus on diet control in managing gout. One should avoid offal, shellfish, excessive animal protein and meat juices cooked over a long time. However, contrary to traditional beliefs, studies conducted in recent years discovered that vegetables that are high in purines, such as beans and mushrooms, do not trigger gout attacks. They can be consumed moderately and can even replace red meat. Moreover, alcohol interferes with the elimination of uric acid from the body and hence its consumption should be reduced.

Clearing damp and heat and strengthening the spleen and kidneys

As gout is resulted from endogenous factors, TCM's treatment is medication-based. In the acute phase, the use of medicine seeks to clear damp and heat in the body to alleviate symptoms; whereas in the inter-critical phase, medicine is used to improve fluid circulation in the body by strengthening the spleen, clearing damp and nourishing the kidneys, so as to prevent further gout attacks. However, every patient differs as to where damp and heat gather in their body; therefore, one should consult a registered Chinese Medicine Practitioner for specific medicine and diet advice.

In addition, as gout is linked to metabolism, it often coexists with other illnesses such as diabetes, hypertension, hyperlipidaemia and heart disease. Therefore, it is vital to control our diet, do regular exercises and improve our lifestyles. Another point to note is that patients who need to undergo weight loss should never rush its progress. At the first stage of weight control, the body loses fluid quickly and this may increase the body's uric acid level and trigger gout attacks. Therefore, it is important to drink enough water to replenish body fluids.

TCM terms at a glance
Qi: the vital substance constituting the human body; it supports metabolism, warms the body and defends it against illnesses.



Dr Lui Siu Sing
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Dr Lui's Herbal Formula Recommendations

Spleen-strengthening Coix Seed Soup *Suitable for inter-critical phase*

Ingredients: 15g raw and fired coix seed, 30g Chinese yam, 15g poria, 15g largehead atractylodes rhizome, 15g heterophyllum false-starwort root, 2 slices of ginger, some lean pork to taste

Method: Add water to herbs and boil for 15 to 20 minutes. Add lean pork at last and cook thoroughly to serve.



Kidney-nourishing Eucommia Ulmoides Soup *Suitable for inter-critical phase*

Ingredients: 30g eucommia ulmoides, 30g Chinese yam, 15g poria, 15g goji, 1 slice of sun-dried tangerine peel, some lean pork to taste

Method: Add water to herbs and boil for 15 to 20 minutes. Add lean pork at last and cook thoroughly to serve.



Gluten-free diet



The gluten-free diet has been gaining traction in recent years and has attracted the attention of many who are mindful about their health. So what exactly is gluten and how does it affect our body? Is the gluten-free diet suitable for everyone? Let's find out now!

Understanding gluten

Gluten or gluten proteins are found in various types of grains such as wheat, barley and rye. If you have ever baked, you might have noticed that after mixing water with flour, the dough becomes sticky and elastic. This is the result of gluten and it also gives the baked products a fluffy texture.



The start of gluten-free diet

The gluten-free diet first started out as a treatment option for various medical conditions such as celiac disease. Celiac disease is an autoimmune disorder in which gluten triggers intestinal problems like bloating and diarrhea. The villi of the small intestine will be injured, resulting in problems in the nutrient absorption process. Celiac disease is more common in the Western world. For example, about 1% of the American population have celiac disease. Besides that, people with non-celiac gluten sensitivity may have milder symptoms including fatigue, headache and diarrhea after ingesting gluten. Patients with wheat allergies also follow a gluten-free diet.

A new health trend?

Steering away from gluten is not an easy feat as we are surrounded by all kinds of wheat products, such as bread, cakes, noodles, soy sauce and beer. So why are more and more people with no medical condition following a gluten-free diet?

One belief is that whether we are allergic to gluten or not, it leads to leaky gut and inflammation. In the long run, the body may develop different kinds of metabolic syndromes. However, this belief is yet to be confirmed by the medical community. Another belief is that a gluten-free diet aids weight loss. But the truth in that may lie in the fact that staying on a gluten-free diet means cutting out most staples and desserts which contain gluten, and that helps in shedding pounds.

Recommended gluten-free ingredients

A gluten-free diet is not necessary for all. But no matter which diet we choose to follow, the key is to balance our nutritional intake to suit our body's needs. In fact, there are many gluten-free alternatives to replace wheat, barley and rye yet are still packed with proteins, minerals and dietary fibre. Here are some of the examples:



Buckwheat

Buckwheat is rich in Vitamin B, potassium, iron and magnesium. Buckwheat groats can be eaten like rice; and its flour form is commonly used in gluten-free baking. Soba, or buckwheat noodles, is popular in Japan, but it is often mixed with wheat flour in the making. Gluten-free diet followers should look for juwari-soba that is made from 100% buckwheat flour.

Oats

You may already be familiar with oats. They're filling as they are rich in dietary fibre and hence make an excellent staple. Though the cereal grain itself is gluten-free, it is often contaminated by gluten in the processing facilities that also handle wheat. Look for gluten-free labels when purchasing oats.



Quinoa

Quinoa is a superfood that has seen surging popularity in recent years. Originated in South America, quinoa is packed with carbohydrates, protein and Omega-3 but is low in calories, making it an ideal food for weight management. Quinoa comes in three main varieties: black, red and white. Black quinoa has the highest nutritional value and the firmest texture, followed by red and white quinoa. A blend of the three varieties can be commonly found in stores and is great for a range of dishes.



Cassava

Originated from Brazil, cassava has become a common ingredient in Southeast Asia as well after being introduced there. The starchy plant is rich in carbohydrates and Vitamin C. It can be processed into starch to add thickness and elasticity to foods. Some of the commonly eaten foods such as the skin of Chinese shrimp dumplings, tapioca pearls of bubble tea and also Taiwanese taro balls all contain cassava starch.



Common grains containing gluten

Wheat (include wheat bran), rye, barley, couscous, oats (gluten-free, but are easily contaminated in processing)

Common gluten-free grains

Rice, millet, corn, buckwheat, quinoa, cassava, sorghum, amaranth



Personal Medical Case Management

Knowing your illness helps you make smart choices

Like most people, Michael felt helpless when his MRI scan revealed three tumours. Thanks to the support and referral from the AIA team, he reached out to the Medix Personal Medical Case Management team which provided him with 24/7 dedicated services and professional advice, aiding him through the tough decision-making process in selecting the most appropriate treatment option.



Sharing of a real case

Michael (Alias), age 35, AIA Customer

Michael's MRI scan revealed three tumours which were totally unexpected. "Within hours I was undergoing a PET scan and then surgery to remove the largest of the tumours from my abdominal cavity. Needless to say, my stress level went through the roof," said Michael. After the surgery, he needed a reliable doctor for long-term treatments and was referred the Medix Personal Medical Case Management service by AIA.



Michael trusted AIA and quickly got in touch with the Personal Medical Case Management team. Just over an afternoon, he sent over all his medical reports and secured an appointment with the team the day after. "Follicular lymphoma is incurable. So the question now is how long can I live? And also how can I live in a way that I can be well enough to see my family and do the things I want to do for as long as possible? AIA and the Personal Medical Case Management service helped me do that."



After receiving Michael's case, the Personal Medical Case Management team helped him search for the newest medical research and treatments and the latest clinical trials, so as to provide him with adequate information to make the best decisions to manage his condition.

14 weeks after a major surgery, Michael was back to his normal life. He gladly shared: "AIA and Medix' Personal Medical Case Management have opened doors for me and given me choices: specialists, physiotherapists, doctors, lists of hospitals and more. They came at the right time and helped me get the best help in a timely manner. Now I'm back to work and I'm functioning again."



*Personal Medical Case Management is provided by Medix, an independent third-party company.

AIA fully understands our customers' needs. That's why we are the first in the industry to enter into an exclusive partnership to provide Personal Medical Case Management which comes with the following four major benefits:

- Around-the-clock Dedicated Service** – A personal 24/7 service for a minimum period of three months supported by a dedicated case doctor and coordinator nurse.
- A unique Quality-Accredited Global Network** – Supported by over 3,000 leading specialists from around the world.
- Collective Multidisciplinary Opinions** – Ensures the right diagnosis is made and advice on the optimal and most efficient treatment to help make well-informed decisions concerning testing and invasive treatment.
- Quality Independent Opinion** – Offers a third-party quality independent opinion along with ongoing support throughout the medical journey.

For more details regarding the service, eligibility and real-life stories, please [Click here](#).

*Name was changed to maintain patient privacy.

Important Information:

- The Personal Medical Case Management is not a contractual benefit. AIA reserves the right to change the plan list at any time without prior notice.
- Medix is an independent third-party company. AIA shall not be responsible or liable for any medical service, product and solicitation effort provided by Medix, which is not sold or marketed by AIA.
- Eligibility for service is subject to evaluation by AIA and Medix and the services provided are subject to the terms and conditions of Medix.
- Additional charges might be incurred for some particular services stated by Medix.
- With customer's informed consent, their medical history will be passed to Medix for the purpose of medical assessment.
- Statistics and service information stated in this article have been verified by Medix only.
- Please contact AIA (2232 8820) or Medix (3896 0500) for full details of the scope of the service.

Gluten-free Choice: Brazilian Tapioca



Interested in giving gluten-free diet a try after reading about it in this issue's Vitality column? We are now introducing a quick and easy gluten-free recipe of tapioca, also known as Brazilian-style pancake, that offers both taste and an exotic touch to your meal. Cassava is one of the staples in Brazil; its starchy roots are packed with carbohydrates and Vitamin C, and their flour form can manifest a range of dishes, very much like wheat flour. But unlike its counterpart, cassava flour contains no gluten and is therefore an ideal ingredient for a gluten-free diet.

Tapioca is one of the popular street foods in Brazil and is slowly gaining ground in other parts of the world as well. The pancake made of cassava flour is remarkable for its chewy texture, and it can be versatilely paired with either sweet or savoury flavours. While Brazilians like to serve tapioca with condensed milk, butter, cheese or dried meat, we have altered the recipe to cut down on the calories. For those who want to monitor their calorie intake but still want to have a taste of this delicacy, here is one sweet and one savoury recipe.

Pancake ingredients (Servings for four):

- 200g cassava flour
- 1 tsp salt
- 100ml water

Method:

1. Mix cassava flour, salt and water and stir until the clumps loosen up. Sift the mixture through a sieve.
2. Evenly spread the flour over a skillet in a thin layer. Let it cook for about 1 minute over low heat.
3. When the pancake stops sticking to the skillet, turn it over and cook for another 30 seconds.
4. Add sweet or savoury fillings and fold it in half to serve.



Savoury: cheese and tomato tapioca

Ingredients (per serving):

- 3tbsp cottage cheese
- 5 cherry tomatoes, cut and halved
- 2 sun-dried tomatoes
- arugula



Sweet: banana and coconut tapioca

Ingredients (per serving):

- half a banana, sliced
- 1tbsp shredded coconut
- honey
- cinnamon

Tips:

- No oil is needed when cooking tapioca pancake in a skillet.
- Tapioca should be served hot or it will stiffen when cooled.
- When using cheese, return the tapioca to the skillet and cook for 30 seconds for the cheese to melt.

Miriam Yeung Alex To Concert – Organised by AIA An Exclusive Music Performance for Customers

Music is an international language; it can also inspire creativity and vitality. To fulfil our brand promise of helping people live healthier, longer, better lives, AIA has presented various music performances in the past years to bring Hong Kong people joyful and memorable experiences. In October this year, we presented the **"Miriam Yeung Alex To Concert – Organised by AIA"**, which was exclusive to our customers and for one night only!

Everyone, performers and audience included, was immersed in the music and atmosphere of the night. AIA has brought the pop diva Miriam Yeung and Asia's Dancing King Alex To performed on stage together for the first time in Hong Kong. Audience highly enjoyed the heartwarming songs and sensational dances.

There will be more upcoming activities brought by AIA to bring our customers more happy and unforgettable moments. Please stay tuned!



"AIA Vitality" Returns for the Third Consecutive Year as Presenting Sponsor of The Hong Kong Disneyland Running Event AIA Foundation Sponsors Students to Receive Professional Running Training

The third annual **"10K Weekend 2018 – Presented by AIA Vitality"** was successfully held by Hong Kong Disneyland Resort on 3 and 4 November. Over 13,000 runners enrolled, setting a new record – the number of participants is the highest in the event's history.

"AIA Vitality" returned as the presenting sponsor for the third consecutive year. With the event theme of Disney-Pixar this year, more than 100 Disney-Pixar pals, Disney friends and performers cheered on runners as they raced across the park. AIA Foundation was invited to sponsor about 20 secondary students, some of whom are from minority groups to receive professional running training to get prepared for participating in the event. The sponsorship also helped the students to recognise themselves and build up confidence. In the future, AIA will continue to promote healthy living message in the community, helping everyone live healthier, longer, better lives.



Mr Peter Crewe, Chief Executive Officer, AIA Hong Kong & Macau (front row with white T-shirt) took part in the race.



AIA Foundation sponsored several secondary school students to receive professional running training. Ms Bonnie Tse, General Manager, Corporate, Strategy and Wealth Management, AIA Hong Kong & Macau (back row, fifth from right) cheered on them.

AIA Leverages Fintech

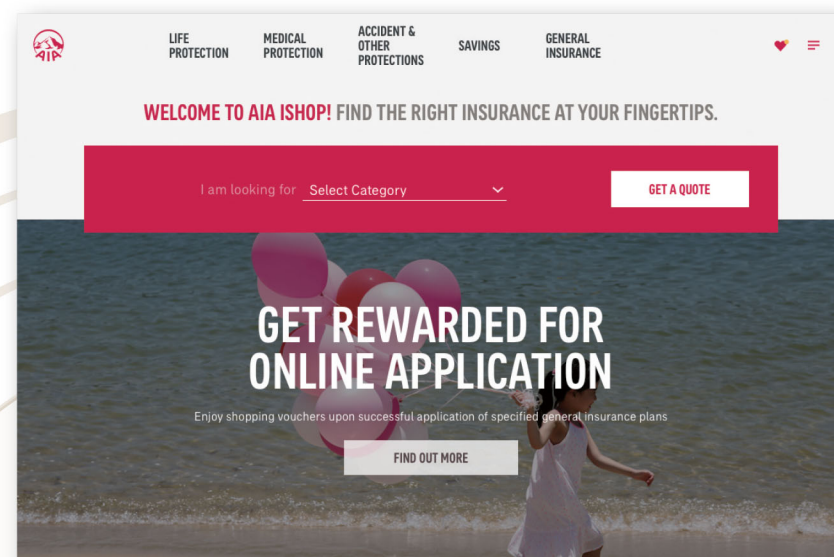
New Innovative Digital Initiatives to Enhance Customer Experience

Digital technology has become an essential part of our daily lives, and the general trend sees the increasing integration of advanced technology to further enhance customer communications and interaction. As a leading insurer, AIA proudly differentiates itself by placing customers at the heart of its long-term strategy. We are committed to enhancing our products and services with digital technology where it can make a material difference to customer experience and transform customer engagement. Have you experienced the following brand-new services?

AIA iShop

Three Minutes, Three Steps

AIA iShop, our brand-new online insurance purchase platform, enables existing customers to find and obtain suitable protection in as fast as three minutes with only three steps and at the same time benefit from the professional services tailored by our high-quality financial planners. Its key features include:



<https://ishop.aia.com.hk>



Convenient

Instant quotation allows customers to obtain a price quotation immediately to help evaluate suitability. Customers can purchase their preferred products right away and also access real-time policy status updates to check the application progress.



Fast

Online policy application can be completed in three minutes, three steps. Some personal particulars are pre-filled for existing customers upon logging in to shorten application time.



Easy Digital Purchase Experience

Live chat function can instantly answer customers' questions during the application process and a confirmation email will be sent out immediately upon application completion. Secure payment channel also offers customers peace of mind when making payments.

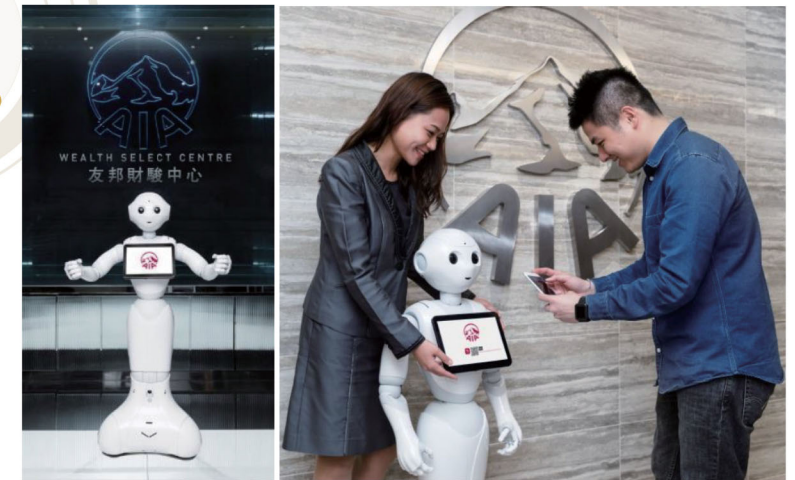


Broad Product Suite

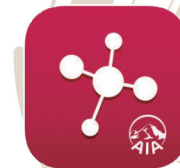
A suite of insurance products spanning life protection, medical protection, accident protection, as well as savings and general insurance categories.

Introducing Customer Service Robot "Andy"

Attention please! The industry-first Customer Service Robot, named "Andy", is now in service at AIA Wealth Select Centre in Tsim Sha Tsui! "Andy" – the epitome of sophisticated AI technology and excellent customer service in one – can establish connections with customers through lively and fun interactions, taking their digital experience to an all-new level. It can also introduce the latest company information and insurance products to you in Cantonese, Mandarin and English, and provide practical information including insurance product details and current weather in response to your enquiries. "Andy" also becomes an Online Chatbot to provide 24/7 online customer support on the "AIA Connect" mobile application, answering enquiries related to log in, eClaim submission and policy premium information.



Featuring face recognition technology, "Andy" can greet customers, as well as communicate and interact with them in Cantonese, Mandarin and English languages.



"AIA Connect" mobile application

The "AIA Connect" mobile application launched at the beginning of this year enables customers to manage comprehensively their individual life and group policies, MPF and AIA Vitality wellness programme through one single platform. Managing insurance and financial needs, checking policy information, submitting claims, and finding and making appointments with network doctors have never been easier!

To further enhance customer experience, "Investment Portfolio Management" was introduced for customers to have a consolidated view of both their individual life policies of investment linked assurance schemes and MPF details and access fund switching anytime, anywhere. In addition, two more new features will be introduced in 2019:

- **Benefit Calculator:** Giving instant feedback on the difference between projected medical expense amount and policy cover, helping policyholders to better manage their medical expenses.
- **One-Claim Submission:** All eligible benefits under individual life and employee benefits will be calculated and settled in one go according to the respective benefit covers automatically. Submitting claims becomes more convenient!

Download "AIA Connect" through Google Play or App Store now!



AIA Connect



Brand-new digitalised AIA Hong Kong Training Centre now in service

AIA strives to leverage advanced technology to provide comprehensive training and support to nurture professional financial planners. The all new AIA Hong Kong Training Centre is now completed and in service. It features an innovative digital classroom, iClassroom and the paperless eLearning system, iAcademy, along with iMO (Interactive Mobile Office) Role Play function. This new Training Centre enables financial planners to learn and further their knowledge anytime, anywhere, thus able to raise our service quality and bring customers more convenience, ease and thoughtful service to enhance their customer experience.



iClassroom is equipped with over 200 iPads to deliver course content via the eLearning system. Trainers can centrally control the trainees' iPads to better understand their learning progress.

AIA Lifestyle Infotainment • Autumn Issue 2018

Breeze

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Activities in Scope
“HealthFest by AIA”
Encouraging People to Live Healthier, Longer, Better Lives!

David Beckham Celebrates the Mid-Autumn Festival
and Promotes Healthy Living with Primary Students

Affectionate Words
Father Principal Leung Kee Cheong:
Reversing Adversity with a Positive Mindset

Parents' Corner
Free Play in Childhood

Taste
Gluten-free Choice: Brazilian Tapioca

**Farewell
Issue**