

WHAT WE DO

Hong Kong Shark Foundation (HKSF) is a registered charity dedicated to raising awareness about shark conservation. We educate people to say NO to shark fin soup and ALL shark products in Hong Kong.

HKSF creates positive impact through our:

- "Shark Ambassador" Educational Outreach Program to Local and Intl Schools
- Educational Walking Tours
- Shark-Free Company CSR/ESG Pledges
- Shark-Free Weddings
- Shark-Free Restaurants and Hotels



HONG KONG - CITY OF SHARK FINS

OVER 100 MILLION
SHARKS KILLED PER ANNUM GLOBALLY

50%
GLOBAL SHARK FINS TRADED THRU HK

OVER 4000
RESTAURANTS SERVE SHARK FIN SOUP

70% IN 50 YEARS
DECLINE IN SHARK POPULATION



IMPACT IN NUMBERS

567

EDUCATIONAL TALKS IN SCHOOLS

48

SHARK-FREE COMPANY COMMITMENTS

18

SHARK-FREE RESTAURANTS & HOTEL GROUPS

SOCIAL MEDIA PRESENCE

24553 Followers across platforms



21.1K

2044

579

2819

75

SCHOOLS

HKSF educates students through our Shark Ambassador education program putting students in charge, building their leadership capacity and creating grass-roots change.

231 SCHOOLS REACHED

34,7393 STUDENTS INSPIRED

370% MORE STUDENTS ENGAGED*

100%

Students will say no to shark fin soup

COMMUNITY OUTREACH

21 EDUCATIONAL WALKING TOURS OF THE DRIED SHARK FIN MARKET

>347 ATTENDEES

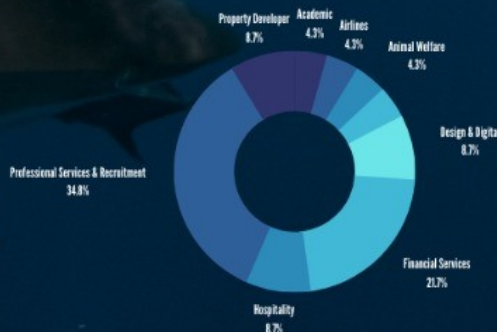
*Since 2016

CORPORATIONS

Shark-Free companies pledge to stop consumption of shark fin soup in any corporate events with clear policy implemented and stipulated.

48 COMPANY PLEDGES
10 INDUSTRIES INVOLVED

Distribution of Shark-Free Companies by industries in percentage as of 2021



RESTAURANT & HOTEL GROUPS

Restaurant and hotel groups that pledge to stop serving shark fin soup in their branches as advocated by HKSF.

135

SHARK-FREE RESTAURANTS IN HK
Including one of the largest leading catering groups in Hong Kong



>88

12

SHARK-FREE HK HOTELS HOTEL GROUPS
With leading luxury hotel groups in Hong Kong

