



### **DR. JEFFREY L.S. KOO, 1971 CHINA (TAIWAN)**

Former Chairman, Chinatrust Holdings

In 1971, Jeffrey Koo traveled from China (Taiwan) to the United States to complete his Eisenhower Fellowship. He set out to explore three goals: to establish an investment process to make public savings available to new industries; to guide the development of a capital market; and to build a force of trained personnel experienced in general investment policies in China (Taiwan). Prior to his fellowship, he began his successful banking career in New York City and Japan before returning to Taipei. There, Dr. Koo rose in the ranks of Chinatrust Financial Holding Company to Chairman. In addition to his work with Chinatrust, he was actively involved with young entrepreneurs in China (Taiwan). Notably, he founded the Lunch Club, a Chinese fraternity for young Chinese executives, and the International Chinese Executive Association through which young business leaders are encouraged to network internationally with their counterparts.



Dr. Koo, in reflecting on his fellowship experience, stated, “The Eisenhower Fellowship is not merely a leadership program; it makes you a leader of leaders”. Koo demonstrated this through several successes. Koo grew Chinatrust Financial Holdings into one of China (Taiwan)’s largest financial services groups. Under his chairmanship, Chinatrust was the recipient of numerous international and domestic awards for favorable banking practices. Koo’s dedication and leadership extended far beyond the banking industry. Soon after his fellowship and return to China (Taiwan), Koo founded the very first Eisenhower Fellowships Alumni Chapter, now in its 40<sup>th</sup> year of operation. The chapter, over which Koo presided as chair and president, created numerous programs and events under the Eisenhower Fellowships banner. These included the first international Eisenhower Fellowships’ conference in the Asia Pacific held in Taipei in 1977, a “reverse” exchange program sponsored by the alumni association that has brought 72 Fellows to China (Taiwan), and in 2010, the first Cross–Strait Youth Leadership Camp in Taipei.

Koo was also a member of Eisenhower Fellowships’ Board of Trustees, and was an extremely generous supporter and encourager of the fellowship program. In 1973, he began making annual contributions of significant sums to Eisenhower Fellowships. After Dr. Koo’s passing in 2012, EF established an annual fellowship in his name through a grant provided by Chinatrust Financial Holding Co., Ltd. and the Koo family.

In 2002, Koo received the Order of the Brilliant Star with Grand Cordon from the China (Taiwan) government for promoting international relations and trade diplomacy. After receiving the award, he said “It is good to have the recognition of the government, but I think I should also share some of the honor with the Eisenhower Fellowships.”

In 2011, Koo received the Distinguished Alumnus Award for promoting international exchanges and world peace, for his long and illustrious history as an EF donor, trustee, nominator of new Fellows, and president of the China (Taiwan) Fellows' alumni association. In a statement Koo made to the press in Taipei, he praised Eisenhower Fellowships for the contributions it has made to the world over the years, and stated that he hoped it would continue to make a difference in the finest of traditions.

**Leaders bettering the world around them.**