

Best Initiative Award 2009

All Submission:

Asia and Australasia – 7 Entries

Europe – 2 Entries

North America – 2 Entries

Asia and Australasia – 7 Entries

Association Name	Name of Initiative	Date
The Japan Hong Kong Society - Kansai	6th Chinese Management and Marketing School (CMMS)	18 Sep 2008 – 18 Jun 2009
<ul style="list-style-type: none"> ● Objective: To promote better understanding of Chinese business system and culture, enhancing businesses with Chinese companies through 30 lectures given by university lecturers and China business experts. ● 24 students attended the school, 5 of which became members of JHKS Kansai. ● For the first time, 3 speakers from Hong Kong gave lectures at the course. ● The course was ‘exported’ to Tokyo for the first time this year. 		
The Japan Hong Kong Society - Miyagi	Comprehensive PR Strategy to Cultivate Hong Kong Supporters in North Eastern Japan	Jul 2007 onwards
<ul style="list-style-type: none"> ● Objective: To publicize the activities of the chapter, offer business and tourism information of both Hong Kong and Tohoku region through an internet TV broadcasted in Japanese, English and Chinese. ● Revenue generated through banner advertisement. 		
The Japan Hong Kong Society - Tokyo	The issue of Bulletin “Flying Dragon (飛龍)” Vol. 60 – 20th Anniversary Edition	Sep - Dec 2008
<ul style="list-style-type: none"> ● Objective: To publish a special anniversary edition of the bulletin, with a broad, multifacet coverage of Hong Kong’s current state. ● 2,500 copies distributed nationwide through local Chambers of Commerce & Industry. 		
Hong Kong Australia Business Association Limited - New South Wales Chapter	HKABA NSW Chapter 2009 Food & Wine Appreciation Dinner	26 Jun 2009
<ul style="list-style-type: none"> ● Objective: To promote HK as a wine hub; HK International Wine & Spirits Fair and HK 		

Food and Wine Year 2009.

- Over 170 attended the dinner.
- It was the first-ever wine appreciation dinner pairing Australian wine with Chinese cuisine.
- Wide Chinese media coverage.
- VIP included The Hon Laurie Ferguson MP, Parliamentary Secretary for Multicultural Affairs and Settlement Services, Anthony Roberts MP, Shadow Minister for Citizenship, Shadow Minister for Volunerring and the Arts NSW, Richard Sheldrake, Director General of Department of Primary Industrues NSW and Cr Vince Badalati, The Mayor of Hurstville City Council.
- The dinner increased exposure of wine distributors and their wineries to existing and potential wine exporters, and provided an initial platform for inquires about exporting Australian wines to HK.

Hong Kong Australia Business Association Limited - South Australia Chapter	Trade Missions to Hong Kong	Jul 2008 – Aug 2009
<ul style="list-style-type: none"> ● Objective: To increase business opportunities and knowledge between South Australia and HK. ● 4 trade missions were organised with 50 participants including members and non-members. ● 30 new members were recruited from the participants. 		
Hong Kong Australia Business Association Limited - Western Australia Chapter	Hong Kong Cultural Week Festival	16 - 22 Mar 2009
<ul style="list-style-type: none"> ● Objective: To increase the overall profile of Hong Kong in business and creative industries by a week-long series of cultural events including a Film Festival, a Breakfast Seminar, Foods Festival, Fashion Show and a Photo Exhibition. ● Total participation numbered over 4,000 people. ● Total revenue was over 62000 AUS in sales and sponsorships. ● Speakers included: Cr. Chris Hardy (rep to Lord Mayor. City of Perth); Li Shugang (Consul General, People’s Republic of China); and Luke Symons (State Manager ANZ Business Banking WA). ● Wide Chinese media coverage. ● Relationships with organisations of local government, business community and Chinese communities were much strengthened. 		
Hong Kong - Singapore Business Association	HKETO/HSBA Exclusive Movie Première: “Shinjuku Incident”	30 Mar 2009

	starring Jackie Chan	
<ul style="list-style-type: none"> ● Objectives: Networking between members and guests and promotion HK film industry. ● An exclusive cinema hall was reserved for HSBA members and guests, preceded by a private dinner reception. ● Main stars of the film attended the event, increased prestige. ● Half of the HSBA's members participated. 		

Europe – 2 Entries

German - Hong Kong Association	Initiating Hamburg Chapter	Since Sep 2007
<ul style="list-style-type: none"> ● Objective: To reach out to the sound but closed society of the Hamburg business community, which traditionally has strong China business ties, especially with Shanghai. ● Over 120 non-members on Managing Director level have attended Hamburg Chapter events. ● 20 corporate members and 6 trial members have been recruited. 		
Royal Sweden Hong Kong Society	Opening of South Sweden Chapter	Aug 2008 – Jun 2009
<ul style="list-style-type: none"> ● Objective: To reach out to businesses in the Oresund region, where the technological sectors (e.g. bio-tech, life sciences, high-tech, ICT) cluster, in contrast to Stockholm, the base of more traditional businesses. ● A Seminar and networking dinner with HKSTP Nicholas Brooke as speaker was organised with 65 attendees, them being senior representatives from the Oresund region, in science, law, TPOs and businesses. ● Event had the involvement of Mannheim Swartling lawyer firm (as sponsor to events), South Sweden Chamber of Commerce and ETO London. ● 41 members were recruited within a few months. ● Event received coverage in major Swedish newspapers and full page coverage in the magazine "Svensk Damtidning". 		

North America – 2 Entries

The Hong Kong - Canada Business Association - National	2009 HKCBA National Canada-Hong Kong Business Forum <i>"Hong Kong - Canada's Business Link with China: Managing Challenges and Realizing Opportunities in Today's Economic Climate"</i>	4 May 2009
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- **Objective:** To inform and advice Canadian SMEs of how to enter the China through Hong Kong.
- Full-day forum with 4 keynote speeches, and 3 breakout sessions which three industry-specific topics each (e.g. Finance, Supply Chain, ICT), with a total of 32 speakers.
- Speaker including Lijun Lan, Ambassador of PRC to Canada and HSARG Financial Secretary John Tsang.
- Support from a wide range of multipliers in Canada including Foreign Affairs and International Trade Canada and Ministry of Small Business.
- A total of 473 people attendees, including high level Candian company heads.
- 5 new corporate members were recruited during the events.
- Sponsors included the Business Development Bank of Canada, Royal Bank of Canada and PCCW Global.

**Hong Kong Association of
Northern California**

**HKANC 25th Anniversary Gala
Celebration**

10 Jan 2009

- **Objective:** To raise awareness of HKANC and raise funds to support the HKANC Scholarship programme.
- Over 400 people attended the event, 60% of them being non-members. Guests included local government officials as well as consuls of countries across the world.
- Over \$160,000 USD raised for Scholarship Programme.
- 38 international and local companies took part as participants and/or sponsors.