

Federation of Hong Kong Business Associations Worldwide
Outstanding Initiative Award 2006
(To enhance the profile of the HKBA and HK overseas)
Application Form

Please return the Application Form to the Federation Secretariat by **Oct 5, 2006** by
Fax: (852) 2169 9516 Or Email: winnie.chiu@tdc.org.hk.

Please only describe ONE initiative on one application Form.

For Denmark- Hong Kong Trade Association

Part 1: Basic Information of the Initiative

- 1) Name of the initiative
“Hong Kong:Turning China Into Opportunity” – Seminar in connection with
Europe Forum in Copenhagen.

- 2) Date/Duration
18 May 2006 at hour: 10.00 -14.00

- 3) Objectives of the initiative
To inform the audience about the possibilities in China
and Hong Kong.

- 4) Target audience and no. of attendance
140 companies. Export/Import companies with interest in
China and Hong Kong.

- 5) Project Manager / Team of the initiative
Denmark- Hong Kong Trade Association /The Board and
Secretariat.

- 6) Concept and key action plan (use separate sheet, if necessary)

Small companies held their cases stories and their success with China – They
used Hong Kong as a gateway, as they are familiar with the law and financial
transactions.

Part 2: Evaluation on the results achieved from the initiative

Good speakers.

Many participants who had the opportunity for networking.

Positive feedback from the participants.

The only problem that we had was a bad sound at the end of the room.

It was difficult to hear the speakers.

Part 3: Description of the initiative in terms of the selected criteria

Please describe the initiative in terms of the following criteria (whenever applicable):

1) Innovativeness

(e.g. the concept is new, creative and is not commonly adopted in other associations or organisations.)

The concept is not new, but attracts many participants because of the good speakers.

2) Impact on the local business community

(e.g. involving the local business leaders or celebrities, strong coverage in local media, raise the profile of the association in the local community.)

It involves the local business leaders.

Awareness of Denmark Hong Kong Trade Association.

3) Degree of member participation

(e.g. participation can be at all levels, including the stage when the initiative is being conceptualised, the organization/implementation stage and the final participation at the events.)

22 members from the association participated.

4) Ability in attracting new members

(e.g. no. of new members being attracted to join the association after the initiative is launched or ability to target a group of potential members for future

follow-up.)

We did not follow up in attracting new members as much as we had planned.
However, we plan to contact the participants.

- 5) Ability in generating revenue/ sponsorship
(e.g. financial gain such as any revenue generated from the initiative and/or the amount of sponsorship being solicited.)

We have not made any profit on this seminar nor have we received any sponsorship.

- 6) Value created in enhancing HK image overseas
(e.g. The positive image of HK quoted by the local community / press.)

Some positive image of Hong Kong was created.

- 7) Other achievements
(e.g. making 20 business matching, increasing & strengthening alliances with local multipliers.)

None.

Weight of each criterion for Association's Reference

	Weighting of each criterion (%)
1) Innovativeness	10
2) Impact on the local business community	30
3) Degree of member participation	50
4) Ability in attracting new members	0
5) Ability in generating revenue/ sponsorship	0
6) Value created in enhancing HK image overseas	10
7) Other achievements	0
Total	100

Part 3: Supporting information

It is optional for the applicant to provide additional supporting information of the initiative, such as photos, press clippings, recognition letters, comments from members, etc.

- Yes, the supporting information will be sent to the Federation Secretariat

together with this application form/by separate mail/by separate email.

X No, there is no supporting information. Kindly see our homepage:
www.hk-dk.dk.

I certify that this submission is endorsed by our board.

Submitted by: Bjørn Larsen, Chairman of the Denmark- Hong Kong Trade
Association

Signature: _____ **Date:** 04/10/06