

**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](mailto:winnie.chiu@tdc.org.hk).

*Please only describe ONE initiative on one application Form.*

For HONG KONG CANADA BUSINESS ASSOCIATION-Winnipeg Section

**Part 1: Basic Information of the Initiative**

**1) NAME OF INITIATIVE:**

**HKCBA NATIONAL "CANADA-HONG KONG BUSINESS FORUM"**



Winnipeg Convention Centre – May 29-30, 2006

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**2) DATE-DURATION:**

May 28, 2006 – HKCBA National Meetings

May 29, 2006 – HKCBA National "Canada-Hong Kong Business Forum"

-including "Proclamation of Hong Kong Week in Manitoba"

-including "Junior HKCBA Reception"

-including "Gala Dinner"

May 30, 2006 – Export Café

- Opening of Hong Kong Heritage Display at Millennium Library

May 27-June 2 – Government of Manitoba Proclamation-

"Hong Kong Week in Manitoba"

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**3) OBJECTIVES OF THE INITIATIVE:**

-HKCBA's purpose in organizing this event, is to encourage Canadian business – particularly the small and medium enterprises – to take the opportunity and initiative to expand their business activities by taking advantage of the exciting opportunities that are available .. now.. and increasingly in future .. in the rapidly

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growing China marketplace. And to assist by providing advice and example as to how they may do this, in confidence and safety, by using Hong Kong as their business platform to other parts of China and South East Asia. Delegates included Canadian business – especially SME's from all industry sectors – from all across Canada – of course HKCBA members and potential members included. Our 2006 Business Forum in Winnipeg attracted 350 participants, plus additional business guests at the key-note gala dinner.

HKCBA members have participated enthusiastically – in record numbers – in every Hong Kong Forum – and in the predecessor Pacific Rim Forum. Building on the success of, and the benefits to our members and associates derived from, the Hong Kong Forum concept, the HKCBA National Board, decided that HKCBA should initiate a similar annual event on this side of the Pacific – hence the concept of our “Canada-Hong Kong Business Forum” was born.. In 2005 the first HKCBA Canada-Hong Kong Forum was held in Ottawa. The second Canadian Forum was held in Winnipeg in 2006 and added several key components:

- **Gala Dinner** – With Key note speaker, Norm Lo from RIM Asia, this event drew additional audience beyond the Forum delegates.
  - **Export Café** – the opportunity for the delegates to have one-on-one meetings with experts in trade development, promotion, finance and logistics.
  - **Hong Kong Week in Manitoba** – The Province of Manitoba proclaimed the week around the Forum to be “Hong Kong Week in Manitoba”, with press coverage and promotion to the entire province on the value of the relationship Manitoba has with Hong Kong. Other event that tied into Hong Kong week was the ceremony to open the ‘Hong Kong Heritage Display at the Winnipeg Millennium Library.
  - Publication of a **12 page Advertising Supplement** in the Winnipeg Free Press, with circulation of over 180,000, editorializing the key benefits to companies on exploring a relationship with Hong Kong. Advertisers included service providers and trade promotion organizations.
  - A special **Reception focusing on the “Youth of HKCBA”**, with a key note address by Canadian Senator Rod Zimmer on the importance of including a youth component in building international business relationships.
  - **Creation of a DVD** that highlighted the key objectives of the
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Forum, that being "Building Bridges-Your Smart Link to China"

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-To promote Hong Kong as a reliable platform to do business in China and to advance bi-lateral opportunities between the Prairie provinces of Canada and Hong Kong.

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-To identify mutual areas of trade and business focusing on each partners needs and best capabilities.

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-To enhance the profile of Hong Kong Business Associations Worldwide (HKCBA in Canada) and to enhance Hong Kong's profile overseas.

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#### **4) TARGET AUDIENCE AND ATTENDANCE:**

SME companies from across Canada with a focus on the two key prairie provinces of Manitoba and Saskatchewan, plus special guest delegates from Hong Kong and China.

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350 primary delegates and over 80 more at Gala Dinner

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#### **5) PROJECT MANAGEMENT OF INITIATIVE:**

A Special HKCBA Forum Planning Committee was formed made up of HKCBA National Office participants as well as a local Winnipeg Organizing Committee. In addition, our Winnipeg Section Executive organized the participation on the Organizing Committee of several key Manitoba based "Forum Partners" – including **The City of Winnipeg** (Destination Winnipeg), the **Province of Manitoba** (Manitoba Trade & Investment), and **International Trade Canada** (Winnipeg District Office) as well as input from **STEP- The Saskatchewan Trade & Export Partnership** and the related **Province of Saskatchewan** departments These organizations actively participated in the early development of our HKCBA Business Forum Strategy, Approach, Programme, Topics, Speakers, etc. This was considered most important as, from the start, we wanted to be sure our "National" Forum was indeed appropriately focused, tuned, to local "prairie" market conditions and activities.

##### **2006 HKCBA National Canada-Hong Kong Forum Contacts:**

**Co Chair:** Barry Macdonald, National Chair, HKCBA (In Vancouver)  
[barry.macdonald@ca.pwc.com](mailto:barry.macdonald@ca.pwc.com) 604-806-7888

**Co Chair:** Ken S. Wong, President, HKCBA Winnipeg  
[hottravel@mts.net](mailto:hottravel@mts.net) 204-999-9168

**Coordinator:** Dale Oswald, Executive Director, HKCBA Winnipeg  
[stpi@mts.net](mailto:stpi@mts.net) 204-888-9426

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**Honourary Chair:** Bassanio So, Director, HKETO, Canada

**Honourary Advisors:** Mr. Robert Brown, HKCBA (2005 Ottawa Coordinator)  
And HKCBA Honourary Life Member  
Mr. Robert J. Armstrong (Toronto) (ATLAS Logistics)

**Forum Organizing Committee and Forum Planning Advisory Team:**

Barry Macdonald, National Chair HKCBA  
Ken S. Wong, President, HKCBA Winnipeg Section  
Bassanio So, Director HKETO Canada (Hong Kong Economic & Trade Office)  
Andrew Yui, Director Canada, HKTDC (Hong Kong Trade Development Council)  
Francis Ho, Deputy Director, HKETO Canada  
Stephen Siu, Assistant Director (Public Relations) HKETO Canada  
All HKCBA Section Presidents  
Doug Taylor, Manitoba Trade & Investment  
Ed Suzuki, Destination Winnipeg  
Charles Hatzipanayis, International Trade Canada, Winnipeg District Office  
Dave Spiers, Vice President, HKCBA Winnipeg Section  
Ganesh Goorcharan, President, Junior HKCBA Winnipeg  
Dale Oswald, Executive Director, HKCBA Winnipeg and Forum Coordinator

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**6) CONCEPT AND ACTION PLAN:**

-Our focus was to build on the momentum of various "Hong Kong" and "China" events held by HKCBA and our Hong Kong family in the past and to expand the delegate experience and networking during their visit to the Winnipeg Forum

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-Winnipeg bid on the opportunity to host the spring 2006 HKCBA National Meetings. It followed that the host city would be the best choice for the 2<sup>nd</sup> Forum. The concept of a western location appealed to the National office who has attempted to give all Canadian sections the chance to host national events.

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-The Winnipeg Section had a strong executive, board and membership base and had been significant participants in Hong Kong Forum Missions, as well as coordinating missions to other HKTDC events in Hong Kong.

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-An Organizing Committee (OC) was formed which included both HKCBA National and Winnipeg members, along with input from HKTDC and HKETO.

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-Winnipeg, known as the Gateway to the west, and a key position point in the Mid-Continent Trade Corridor into the US, was an ideal location for the Canada Hong Kong Business Forum.

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-The Organizing Committee was able to draw from its Winnipeg Board of Directors key contacts with trade focused organizations and departments within the Canadian Government, the Province of Manitoba and the City of Winnipeg.

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-The OC created a budget which included outside sponsorship and an affordable registration fee so that SME business could easily participate. An aggressive campaign followed to raise sponsorship dollars from our Hong Kong Family and from government and private enterprises that would benefit from corporate participation in such an event.

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-The OC also started the task of confirming venues, speakers, and promoting the Forum to a broad audience across Canada, with a focus on the Prairie provinces of Manitoba and Saskatchewan.

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-The Program focused on:

- Overview of the Hong Kong Opportunity
  - The Mutual Gateways of Hong Kong and Manitoba (Western Canada)
  - Turning China into Opportunity
  - Matching the China Need & the Prairie Capability
    - with a focus on services and emerging opportunities
  - Challenges and Opportunities in Logistics, Transport & Business Style
    - with a focus on outsourcing, legal considerations & finance
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-Extensive partnering with the Media provided increased access to advertising and editorial opportunities. The Winnipeg Free Press allowed us editorial control of the supplement and provided 5 part time feature writers to interview key participants in the Forum.

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-Creation of an extensive website at [www.hkcba.com/canhkforum](http://www.hkcba.com/canhkforum) to promote the Winnipeg Forum as well as provide a professional method of registration. The site also provided links to other key HKCBA and "Hong Kong Family" sites, showing the depth of the organization.

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## **Part 2: Evaluation on the results achieved from the initiative**

Based on our goals of:

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-Delivering quality content, relevant to the SME market.

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-Providing an affordable 'first step' to SMEs to learn from and network with those organizations that can best provide a trusted and proven path the investigating the opportunities of using Hong Kong as a platform to China.

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-Delivering an event that raised awareness, beyond the delegate base, of the relevance of Hong Kong as a preferred trading partner.

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-Working with key partners within the Hong Kong Family, as well as the key trade facilitators of the Federal, Provincial, and Civic Government to show a unified

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approach to the business community on how to build trade linkages.

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-Creating an event that HKCBA National would be hold in high esteem.

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-Being financially responsible to deliver a quality event at an affordable participant rate, while providing a break-even or modest profit to HKCBA National and the organizing HKCBA Section.

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-Increasing public awareness of HKCBA as an organization.

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-The event was considered a success by participants, sponsors and our Hong Kong Family.

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-Increased the awareness of the business community of our Junior HKCBA Section, who we view as the "future traders" and future mainstream members.

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-Highlight the importance of Canada and Manitoba's long relationship with Hong Kong in relation to business, culture and political cooperation.

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### **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**

-The Winnipeg event expanded the Canadian Forum concept by including:

-The youth focused reception, recognizing the "The Future Traders"

-The Gala Dinner to a broader business audience

-The Proclamation of "Hong Kong Week in Manitoba"

-Publication of the 12 page Editorial Supplement in the Winnipeg Free Press

-The Export Café with focus on Business Matchmaking

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-Focused on markets (prairie provinces) often neglected by trade organizations.

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-Provided an affordable introduction to the Hong Kong/China opportunity

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-Brought the Experts to the People

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-Brought in a top expert in the China market in the form of Norm Lo, Vice President of RIM – Research in Motion for the Gala Dinner. This high tech company, inventor of the Blackberry, is a high profile player in the technology industry and a major Canadian success story in Hong Kong and China and attracted the attention of the delegates, additional Gala Dinner guests and the media.

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#### **2) IMPACT ON THE LOCAL BUSINESS COMMUNITY:**

-Strong participation in the event by Federal, Provincial and Civic Government's trade facilitation departments.

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-Key personal participation at the Forum by dignitaries:

-Hon. Rosann Wowchuk, Deputy Premier, Province of Manitoba

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- Hon. Scott Smith, Minister of Intergovernmental Affairs and Trade
- Hon. Jim Rondeau, Minister of Industry (Province of Manitoba)
- Hon. Eric Robinson, Minister of Culture, Heritage, and Tourism
- Sam Katz, Mayor of Winnipeg
- Rt. Hon. Edward Schreyer, Former Canadian Governor General  
and Former Premier of Province of Manitoba
- Senator Rod Zimmer – Senate of Canada
- Bassanio So, Director, Canada, HKETO
- Steve Alexander, Deputy Executive Director, HKTDC
- Simon Galpin, Associate Executive Director-General, Invest Hong Kong
- Bernard Pouliot, President, Canadian Chamber of Commerce in Hong Kong
- David McNamara, Senior Trade Commissioner, Canadian Consulate in HK
- Marvin Hough, Regional VP Asia, Export Development Canada
- Henry Park, VP and Head of Trade Services, HSBC Bank of Canada.

-These local and international participants provided increased interest by the local and regional media, there by extending our presence in the public eye.

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-Promotion of the Forum through the 12 page Free Press Advertising Supplement to over 180,000 homes in the province. This supplement was packed with interviews with many of our Hong Kong Family, service providers, and trade promotion experts, explaining the importance of trade to Hong Kong and how the SME market can get connected.

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-Promotion of the event in advertising and editorial space in the business section of the Winnipeg Free Press

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-Communications of the event through the membership of our supporting Forum Partners:

- Manitoba Chambers of Commerce
- Winnipeg Chamber of Commerce
- CDEM (Manitoba's Bilingual/Francophone Chamber of Commerce)
- STEP – Saskatchewan Trade and Export Partnership
- Saskatchewan and Regina Chambers of Commerce
- The Canadian Chamber of Commerce in Hong Kong

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Attendance profile determined that attendees came from a broad group of sectors including manufacturing, distribution, professional services (Legal, Accounting, Finance), agriculture, environmental industries and indicated a mix of those wishing to export goods and services with those who were looking at China as a supplier of components or outsourcing.

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### **3) DEGREE OF MEMBER PARTICIPATION:**

-Forum Organizing Committee made up of key members of HKCBA National and Winnipeg Section. Planning meetings were held in Winnipeg, Toronto and conference calls with National President and Forum Co-chair in Vancouver. Our goal was to deliver a "National" event, with a Western Canadian focus.

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-Winnipeg Section used local Board of Directors which included International Trade Canada, Manitoba Trade & Investment, and Destination Winnipeg, many of which have been on the board for many years and brought commitment and participation from all three levels of government

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-Of particular note was the level of participation by Manitoba Trade & Investment. This Manitoba Government department committed considerable human resources to both the pre-event registration and during the Forum. They assigned 2.5 people to assist with the Forum logistics and registration coordination for over 7 weeks prior to the Forum.

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-General Winnipeg corporate and personal membership was used to promote event to their circles of influence, as well as seeking sponsorship.

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-Each HKCBA Section President across Canada was involved in national conference calls and mandated to promote the event to their section members

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-Communications was coordinated with the National HKCBA office to include Forum info in all communications to the Canadian HKCBA membership.

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-Regular communications with our Hong Kong Family:

-HKTDC in Toronto

-HKETO in Toronto

-Canadian Chamber of Commerce in Hong Kong (and their members)

-Canadian Consulate in Hong Kong and Guangzhou

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-Significant participation by our Junior HKCBA Section including organizing the Youth Cocktail Reception, assistance with set up and day of event coordination, and assistance to Export Café participants, and contributed considerable volunteer hours to preparation of delegate kits, and general logistics

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### **4) ABILITY TO ATTRACT NEW MEMBERS:**

-Brought high visibility of HKCBA to the business community.

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-While many delegates were members, there was a couple of hundred prospects for new membership at the Forum and related events

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-The complete date base are also candidates for participation in the 2006 Hong Kong Forum and solicitation has started on that.

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-The Winnipeg Section realized over a dozen new corporate members during the event period or shortly thereafter.

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-Prior to the Forum, the Winnipeg Section Executive Director visited key contacts in the neighbouring Province of Saskatchewan. An information luncheon was held with the cooperation of STEP, the Saskatchewan Trade & Export Partnership. Over 30 attended and the nucleus of a renewed HKCBA Section in Saskatchewan was formed. Several delegates attended the Forum from Saskatchewan as part of "Prairie Province" focus, and through the coordination of STEP, mentored by the Winnipeg Section, a delegation from Saskatchewan is attending the 2006 HK Forum and exhibiting in the World SME Expo.

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-Opened up dialogue for partnership with several new key business communities, who participated in the Forum, including the Manitoba Environmental Industries Association, CDEM (Bilingual Chambers in the Province of Manitoba, Smart Partners of Manitoba (telecom focus industries), with the commitment to share projects with all three groups leading to increased exchange of information, attendance at events, and trade missions and reciprocal membership.

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## **5) ABILITY TO GENERATE REVENUE:**

-While focusing on a near breakeven model, there was a modest profit to the National Office and Host Section (Winnipeg).

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-Compared to traditional registration revenue and event sponsorship, additional revenue came to the Forum from additional luncheon and dinner tickets sold, as well as net proceeds of the advertising supplement.

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-Many national sponsors such as HSBC Bank, EDC (Export Development Canada), BDC (Business Development Bank of Canada), and Gowlings LLP, confirmed an enhanced interest in their local HKCBA Sections, and commitment to participate in future HKCBA events in Canada.

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-The Sponsorship Program was very successful.-Primary Forum Partners/Sponsors:

- Hong Kong Economic and Trade Office – Canada
  - Hong Kong Trade Development Council
  - Invest Hong Kong
  - Hong Kong Tourism Board
  - Cathay Pacific Airways
  - Canadian Chamber of Commerce in Hong Kong
  - Government of Canada, including:
    - Western Diversification
    - International Trade Canada
  - Canadian Consulate in Hong Kong
  - Canadian Consulate in Guangzhou
  - Manitoba Trade & Investment (Province of Manitoba)
  - STEP (Saskatchewan Trade and Export Partnership)
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- Province of Saskatchewan Industry & Resources
- HSBC Bank of Canada
- Business Development Bank of Canada (BDC)
- QUAM Financial (Hong Kong)
- Gowlings LLP
- Export Development Canada (EDC)
- RIM – Research in Motion (Canada & Asia)
- Jory Capital
- Westjet Airlines
- ICS Trust (Hong Kong)
- Destination Winnipeg
- Manitoba Hydro
- Inco Canada
- Travel Manitoba
- CDEM
  - (Economic Development Council for Manitoba Bilingual Communities)
- York the Hotel
- Winnipeg Convention Centre
- Winnipeg Airports Authority
- Winnipeg Free Press
- The Casinos of Winnipeg
- Winnipeg Chamber of Commerce
- Manitoba Chambers of Commerce
- Manitoba Agriculture, Food & Rural Initiatives

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-While making a modest profit, the event was very affordable for participants.

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## **6) VALUE CREATED IN ENHANCING HK IMAGE OVERSEAS:**

-The Forum created a strong message to the delegates that Hong Kong was still the key platform to consider when looking at the China market, either as a base for distribution, supply or outsourcing. All speakers focused on the benefits Hong Kong brings in the form of long standing trusted relationships and tested tools for finance, logistics and legal protection, as well as familiarity with language.

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-Editorial coverage in the Winnipeg media is attached in the appendix and shows the team effort that is delivered through relationships with HKCBA, HKTDC, HKETO The Canadian Chamber of Commerce in Hong Kong, and other trade facilitators.

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-Key note and session speakers at the Forum drove home the message that while opportunities are abundant in the China market, the best success comes from working with knowledgeable, experienced partners in Hong Kong who understand both worlds-east and west.

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-Proclamation of Hong Kong Week in Manitoba by the provincial government, advertised in the large market paper, combined with the editorial coverage of the Forum and the Hong Kong Heritage Display at the Millennium Library created a 'Hong Kong Buzz' in the community

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-Acted as an introduction to the 2006 Hong Kong Forum and SME Expo. Of particular interest to the HK Forum prospects was the side trip to Chengdu, which is an official 'sister city' to the City of Winnipeg.

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Provided a solid opportunity for the delegates to be introduced to the services of the Hong Kong Trade Development Council, including business matching, and participation in various vertical market trade shows.

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-Major displays by The Hong Kong Trade Development Council and the Hong Kong Economic and Trade Office added a visual highlight to the Conference area.

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## **7) OTHER ACHIEVEMENTS:**

-We do not view the 2006 National HKCBA Canada-Hong Kong Business Forum as an independent event, but rather another key component in an on-going series of informational events by HKCBA, HKTDC, HKETO and the Federation, to build bridges between Canada, Hong Kong and China.

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-The Forum attracted attendance from China, including a delegation of 5 from China's International Business Forums Committee lead by the former Chinese Ambassador to Canada.

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-Many of the partners that helped us create a successful Winnipeg Forum have been part of our joint efforts for many years, nationally and locally. We also added a few new organizations to the 'team' by holding the event in a western city (Western Diversification Canada, Government of Saskatchewan, STEP, CDEM, Manitoba Environmental Industries Association)

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We also viewed the Winnipeg Forum as a stepping stone for delegates to learn the fundamentals in preparation for their next step – a visit to Hong Kong. A concerted marketing efforts is on to attract the delegates to attend the 2006 Hong Kong Forum and SME Expo

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-Creation of the DVD "Building Bridges- Your Smart Link to China", highlighting the objectives of the Forum and spotlighting on the key presenters and events. This DVD will be used to promote HKCBA's valuable role as the largest bi-lateral trade organization in Canada. A version of the DVD will be uploaded to the Forum Website, where along with copies of most of the presenters materials, will act as a permanent reference point for members and potential members.

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-Specific Business Matching was accomplished (STEP, Stonehaven, Alsips)

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## CONCLUSIONS:

The Organizing Committee of the 2006 HKCBA National Canada-Hong Kong Forum in Winnipeg firmly believe that the objectives set out in this initiative were met with considerable success. This occurred as the result of key partnerships with the three levels of Government, sister trade promotion organizations such as HKETO, HKTDC, STEP, as well as strong working relationships with Chambers of Commerce and industry associations, both on Canada and Hong Kong.

The quality and depth of the content of the information delivered at the Forum, as well as the significant media coverage by our Media partners, raised Hong Kong's profile within the business community.

The Forum achieved the main objective of enhancing the profile of Hong Kong Business Associations Worldwide (HKCBA in Canada) and Hong Kong's profile overseas, in particular the Prairie region and Canada.

### Weight of each criterion for Association's Reference

	Weighting of each criterion (%)
1) Innovativeness	15
2) Impact on the local business community	15
3) Degree of member participation	15
4) Ability in attracting new members	10
5) Ability in generating revenue/ sponsorship	15
6) Value created in enhancing HK image overseas	20
7) Other achievements	10
<b>Total</b>	<b>100</b>

### **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.

***(A copy of the submission is being emailed as well as the complete supporting information package is being sent by international courier)***

No, there is no supporting information.

I certify that this submission is endorsed by our board.

**Submitted by:** Ken S. Wong, Co-chair

- 2006 HKCBA National Canada Hong Kong Business Forum
- Past President - Winnipeg Section - HKCBA

**Signature:** Ken S. Wong      **Date:** Sept 29, 2006

Ken S. Wong

**And:** Dave Spiers, President, Winnipeg Section - HKCBA

- (assumed office July 12, 2006)

**Signature:** Dave Spiers      **Date:** Sept 29, 2006

Dave Spiers

Contact the above through:

Dale Oswald, Executive Director,

HKCBA Winnipeg Section

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204-888-9426 stpi@mts.net