

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 <The Japan Hong Kong Society (JHKS) of The Kansai>

Part 1: Basic Information of the Initiative

- 1) Name of the initiative
Chinese Management and Marketing School (CMMS)
- 2) Date/Duration
CMMS started from 2003. The forth year school has started from June, 2006 and will be completed in March, 2007.
- 3) Objectives of the initiative
CMMS is to nurture human resources who understand deeply about China and Chinese management so that they will promote successful human relationship and business with Chinese people.
- 4) Target audience and no. of attendance
Target attendance to our school each year is 25-30 students. Total numbers of students is (first term to the forth term): 161.
(Forth term students: 27)
- 5) Project Manager / Team of the initiative
CMMS is planned and managed by Chinese Management Research Dept. of JHKS of The Kansai. (Founder: Mr. Osamu Saito, director and Management Research Dept. of JHKS of the Kansai.)
- 6) Concept and key action plan (use separate sheet, if necessary)
CMMS is the first challenge of China Business School in Japan in which students can study about economy, history, politics, social system, oriental thoughts of China by notable university professors of Japan, Hong Kong and China, and also can learn about Chinese company management & marketing in

China from China business experts in Japan and Hong Kong.
The University of Hong Kong is supporting CMMS for programming lectures and the research area. For better understanding of Hong Kong and China by students, we arrange study tour to Hong Kong and Pearl River Delta area of China attending Hong Kong Forum every year.

Part2: Evaluation on the results achieved from the initiative

1. As we have sponsored and managed CMMS successfully for three years, our social contribution to have given great opportunity to businessmen and university students for the study of Chinese Management is now widely evaluated in the business world.

2. We reported our "CMMS" as an effective method to nurture human resources for successful china business at Chinese Management Academy attended by university professors and Japan's leading companies like Toyota, we received very high evaluation as a new challenge of effective method of such China business education. In the scholarship field, we have given special lectures about "Chinese Management & China Business Strategy" at Ritsumeikan University MBA Course for the past three years.

3. CMMS is a joint friendship project between Hong Kong and Japan being managed with strong support of Hong Kong and Japan being managed with strong support of HKTDC and The University of Hong Kong, and in addition, five notable businessmen of Hong Kong including Mr.C.C.Tong, Chairman of O.O.C.L and Dr. David Tse of The University of Hong Kong are kindly giving the lectures to the students. CMMS is without doubt promoting good mutual relationship between Hong Kong and Japan enhancing the status of JHKS of the Kansai and HKBA by strong support of Hong Kong and better understandings of Hong Kong and China by our students.

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 organizations.)

CMMS is the first established and significant China business school in Japan, focused on Chinese Management by top level of splendid lecturers.

Fifteen theoretical lectures are provided by the top of scholars in Chinese studies from such as Tokyo University and fifteen practical lectures are given by notable businessmen and experts in China business of Japan. We arrange discussion meeting at lecture and after lecture. Even after finishing lectures, graduated students and lecturers are enjoying exchange of informations and opinion on internet joining "Mailing List" members. We have created CMMS human network.

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.)

Economic organization such as Kansai Economic Federation and Osaka Chamber of Commerce are sending staff to attend our school, and middle class management staffs of some leading companies in Osaka such as Kansai Electric are also attending to CMMS increasingly every year. Top managements of some SME companies are attending our school every year. CMMS has been widely exposed to the local community by local media and our unique teaching method and marvelous lectures are highly evaluated by the local business community.

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.)

We had 161 students from various different fields including government organization(JETRO), economic organizations, large size companies, SME owners and advanced course level university students of Japan, China, Taiwan and Korea. These students of different fields become good friends for the same interests in China business even after finishing school.

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.)

Most of the students join HKBA and contribute to the increase of new membership. And, many businessmen who got more interest in Hong Kong & China through CMMS participate in the activities of the Association and the Hong Kong Forum.

- 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 gained significant amount of funds from the tuition income for the operation of the Association.
- 6) Value created in enhancing HK image overseas
(e.g. The positive image of HK quoted by the local community / press.)
As a result of three year's successful management of the school, CMMS is now widely recognized as the most high level China business school in Japan which is managed by JHKS of the Kansai with special cooperation by The University of Hong Kong and HKTDC. The school is also sponsored by Osaka City and prefecture government and seven economic organization including Kansai Economic Federation and Osaka Chamber of Commerce.
Having these big names, our school is considered as a joint friendship project between Hong Kong and Japan, and our social contribution receiving high evaluation is enhancing image and status of Hong Kong in this great commercial city of Osaka which has close business relationships with China.
- 7) Other achievements
(e.g. making 20 business matching, increasing & strengthening alliances with local multipliers.)
1. The textile company established holding company in Hong Kong for their China operation after company owner finished our school.
 2. Company owner employed Chinese graduate from CMMS after they attended to our school.
 3. The students cultivated new business relationship with Hong Kong company.
 4. We have the approach from some universities for CMMS lectures apart from CMMS lectures at Ritsumeikan University.
 5. Detail of achievements are referred to CMMS promotion DVD as attached.

Weight of each criterion for Association's Reference

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

I certify that this submission is endorsed by our board.

Submitted by: <Mr. Mamoru Hashimoto, Chairman>
of The Japan Hong Kong Society of The Kansai

Signature:



Date:

Oct. 5, 2006