

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 Hong Kong – Canada Business Association (Ottawa Section)

Part 1: Basic Information of the Initiative

1) Name of the initiative

Parliamentary Breakfast – Hong Kong: A Gateway to Prosperity

2) Date/Duration

May 18, 2006, from 7:30 a.m. - 9:30 a.m.

3) Objectives of the initiative

HKCBA Ottawa organized this breakfast meeting, which we intend to be an annual event, for the following purposes:

- to increase awareness and significance of Hong Kong among Canadian politicians and government officials who can then take the message back to their various constituencies across Canada;
- to enhance the profile of HKCBA as a business association among Canadian politicians and government officials;
- to educate politicians, government officials and the Canadian business community about the commercial opportunities to be found in Hong Kong; and
- to strengthen and enhance HKCBA's reputation and image.

4) Target audience and no. of attendance

The target audience was Members of Parliament, Senators, business and community leaders, government officials as well as HKCBA members and potential new members. In view of the guest speaker (Perrin Beatty, President and CEO of Canadian Manufacturers and Exporters) the focus was on SME manufacturers and exporters. A total of 160 people registered for the breakfast.

5) Project Manager / Team of the initiative

Project Manager: Grace Xin, Executive Director, HKCBA Ottawa

General Manager: Frank Ling, (then) President of HKCBA Ottawa
Bassanio So, Director, HKETO, Canada

Honorary Patron of HKCBA Ottawa and Event Host: Senator Vivienne Poy

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

Since its inception in 1984, HKCBA's mission and primary focus has been on strengthening trade and commercial ties between Hong Kong and Canadian businesses. This focus has not wavered over the many years of significant change.

HKCBA's current Mission Statement is:

To help its members to do business between Hong Kong and Canada and throughout Hong Kong into the rest of China and South East Asia, and with each other in Canada.

Accordingly, our theme for the Parliamentary Breakfast was "Hong Kong: A Gateway to Prosperity".

On a going forward basis, we intend to hold this breakfast event and promote Hong Kong as a "logical partner" for Canadian businesses that are interested in access to the Hong Kong and China markets. By specifically promoting Hong Kong to Canadian politicians, they can then take the Hong Kong message back

to their various constituencies across Canada.

1. Location:

The Parliamentary Restaurant is located on the top floor (6th) of Canada's Parliament Building in the nation's capital, Ottawa.

We chose to have this event at the Parliamentary Restaurant for the following reasons:

- a) It allowed us to ensure maximum attendance, including that of key politicians and bureaucrats; and
- b) HKCBA Ottawa has an excellent relationship with our Honorary Patron Senator Vivienne Poy. Her support allowed us to have exclusive access to the Parliamentary Restaurant for our members and guests who ordinarily do not have access to the Parliamentary Restaurant,

2. Speaker:

Working closely with HKETO, we were able to secure a high profile speaker, the Honourable Perrin Beatty, President and Chief Executive Officer of Canadian Manufacturers & Exporters. Mr. Beatty is a former Canadian Minister of State in the government of Prime Minister Joe Clark. He held six additional portfolios in subsequent Progressive Conservative governments, including National Revenue, Solicitor General, National Defence, and Secretary of State for External Affairs. Mr. Beatty also served as President and CEO of the Canadian Broadcasting Corporation, Canada's public television and radio broadcaster.

3. Theme:

The theme of the Parliamentary Breakfast was Hong Kong: A Gateway to Prosperity. We asked The Honourable Perrin Beatty to be our guest speaker and involved his organization, the Canadian Manufacturers & Exporters, in our event, as the CME is Canada's leading business network for manufacturers and exporters. It has its national office in Ottawa, a corporate office in Mississauga and active divisional offices in all 10 provinces.

Further, Mr. Beatty had recently returned from a study visit to Hong Kong, just prior to speaking at the Parliamentary Breakfast. Thus, at the breakfast, he was able to speak knowledgeably and share his views on:

- Hong Kong's latest developments;
- Areas where Canada and Hong Kong should further collaborate;
- How Hong Kong can be of value to Canadian manufacturers and exporters to access China and Asia, both for manufacturing and for sales; and
- What CME has been and will be doing to strengthen Canadian trade and investment links with Hong Kong and more broadly with Asia.

4. Event planning and management committee:

The management team is listed above. We did not require a larger management committee as this event was structured as a breakfast. As Canada has two official languages – English and French – we asked one of our bilingual board members, who is also a senior official in the Department of International Trade to be our Master of Ceremony.

5. Financial management:

This event was solely sponsored by HKETO. It was agreed that HKCBA Ottawa's main objective should be to get the message to as many key people as possible. As such, admission was complimentary to both our members and our guests. HKCBA Ottawa was responsible for promoting the event and handling all the logistics.

6. Communication:

There was excellent communication both internally between HKCBA Ottawa and HKETO as well as externally with our event partners, supporters and registrants. The event flyer (attached) was sent to all local newspapers and to our email distribution list. It was also circulated by Senator Poy's office to all Canadian Members of Parliament and Senators. Finally, our website was

updated accordingly to feature the event.

Part 2: Evaluation on the results achieved from the initiative

With the considerable positive feedback we have received after the Parliamentary Breakfast, HKCBA Ottawa firmly achieved our objectives of:

- Promoting Hong Kong as the ideal platform for launching a foray into the rapidly developing, and lucrative China Market - the easiest, safest, most practical way to go;
- Strengthening Hong Kong's image by giving practical business examples and relaying the first hand experience of a high profile business leader and former politician, Perrin Beatty;
- Increasing awareness of HKCBA and our activities and relevance within the Canadian government; and

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.)

There is only one National Parliament in the country. HKCBA Ottawa used and continues to use its strategic location and its network within both the Canadian government and the business community to launch this new initiative.

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.)

There is no doubt that the Parliamentary Breakfast raised awareness and attracted positive interest in Hong Kong and HKCBA – both locally and nationally. It also raised awareness of the opportunities available in the Hong Kong and Greater China markets for Canadian business.

- 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.)

All HKCBA Ottawa members were able to participate fully in the Parliamentary Breakfast. With 160 attendees from the business community and government departments, there was a great deal of networking accomplished.

- 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.)

The breakfast meeting was an excellent advertisement for our association. It strengthened our ability to recruit new members and attract non-members to participate in our events as well.

Our planning for this year's Parliamentary Breakfast is already underway. We anticipate that our guest speaker this year will be Thomas D'Aquino, President and CEO of the Canadian Council of Chief Executives (CCCE), a not-for-profit, non-partisan organization composed of the CEOs of Canada's leading enterprises. CCCE's national mandate is to build a stronger Canada economically and socially. Their global mandate is to help make Canada and its business community number one around the world. As such, HKCBA Ottawa believes that CCCE will be an excellent partner with which to further enhance awareness of Hong Kong and HKCBA among Canadian politicians and businesses.

- 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.)

The Parliamentary Breakfast didn't require sponsorship as its cost was covered by HKETO. However, it raised the profile of HKCBA Ottawa, helped us to secure our corporate sponsorship, as well as attract other funding for other events.

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

There is no doubt the major beneficiary of this initiative is Hong Kong - the increased public awareness of Hong Kong, especially at the highest levels of the Canadian government, as being the logical, safe, viable "Smart Link" to the China market for Canadian business.

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

Through the Parliamentary Breakfast, HKCBA Ottawa was able to build upon its solid reputation and credibility. As a result of the Parliamentary Breakfast, other powerful local organizations such as the Ottawa Chambers of Commerce (OCC) expressed interest in working with us. In fact, we are organizing a joint event with OCC on October 17, 2006 with Elizabeth Thompson, Founder and President of ICS Trust (Asia) Limited.

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
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.

Supporting Documents (attached):

1. Parliamentary Event Notice
2. Name list of the registered MPs and Senators
3. Our website: www.hkcba.com/ottawa

- No, there is no supporting information.

I certify that this submission is endorsed by our board.

Submitted by: Alison Nankivell, President, HKCBA Ottawa

Signature: Alison Nankivell **Date:** October 5, 2006