

**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 Association of Southern California**

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

1) Name of the initiative

Legal Service Video Conference

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2) Date/Duration

September 28, 2006

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3) Objectives of the initiative

To present the first virtual conference between Hong Kong and Los Angeles on legal issues behind doing business in Hong Kong and China, enabling elite corporate counsel in Hong Kong to give a live presentation to attendees.

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4) Target audience and no. of attendance

HKASC members; American companies interested in doing business in Hong Kong and China; prominent business leaders; corporate counsel and prestigious legal talent. Over a hundred (100) attendees were present.

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5) Project Manager / Team of the initiative

Board of Directors of HKASC and National US Hong Kong Business Association

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

The first legal service video conference with Hong Kong was held in Chicago in 2005. That event was so popular the HKASC and the National US Hong Kong Business Association collaborated to bring a modified program to Los Angeles. The unique live video conference enabled the sharpest corporate legal minds in Hong Kong to directly provide an insiders' look at the most relevant legal issues today, including Intellectual Property Rights and Joint Ventures in Hong Kong and China. Accordingly, the top legal talent in Asia, representing business giants such as Yahoo! and Bank of China, provided incredibly accessible and valuable information regarding the business-legal environment in Hong Kong.

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

The video conference was such an overwhelming success that by popular demand, the program will be extended to the Hong Kong Business Association of Hawaii, and the Orange County and San Diego chapters of the HKASC. Requests to arrange the video conference in San Francisco and other major U.S. cities have been pouring in. Advance reservations have already been received.

See attached flyer and a newspaper clipping on the conference.

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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

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

This was the first program organized by the National US Hong Kong Business Association. It was also the first program of its type offered to HKASC members. As can be surmised, the logistics of holding such a video conference were extremely complex. The program was not only smoothly assembled and on-point with burning issues, but HKASC was able to procure speakers who hail from the ranks of the most elite lawyers in all of Asia.

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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.)

This event was held at Morrison & Foerster, one of the most famous legal firms in the United States. The video conference was extremely well attended by prominent local business leaders and law firms and met with an enthusiastic reception.

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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.)

The video conference was a completely new program the HKASC introduced for the first time this year. HKASC members applauded the conception of the initiative and fully supported the video conference with their attendance.

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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 HKASC has been flooded with requests to organize a similar video conference in different locales in the future, including San Francisco. The video conference is proving to be not only a great attraction for new members, but one of the most high-profile events of the year.

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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.)

Hugely positive results were achieved with minimal expense.

The video conference involved almost zero financial outlay, as fees and expenses were mostly covered by sponsors.

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6) Value created in enhancing HK image overseas  
 (e.g. The positive image of HK quoted by the local community / press.)  
 The enthusiastic word-of-mouth regarding the video conference has been tremendous and spread quickly through various business communities. Through the HKASC's choice selection of uniquely knowledgeable Hong Kong legal giants as speakers, Hong Kong's reputation as a unique business platform anchored by a solid legal system was prominently emphasized.

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7) Other achievements  
 (e.g. making 20 business matching, increasing & strengthening alliances with local multipliers.)  
 This program cemented the cooperative relationship between HKASC and the National US Hong Kong Business Association. In pulling such prodigious talent to speak at the video conference, the HKASC also cemented its own reputation as a far-reaching, innovative, resource for anyone interested in doing business in Hong Kong and China.

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

	Weighting of each criterion (%)
1) Innovativeness	10
2) Impact on the local business community	20
3) Degree of member participation	10
4) Ability in attracting new members	10
5) Ability in generating revenue/ sponsorship	10
6) Value created in enhancing HK image overseas	30
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**/by separate mail/by separate email.

No, there is no supporting information.

I certify that this submission is endorsed by our board.

**Submitted by:** Raymond Cheng

A handwritten signature in cursive script that reads "Raymond Cheng". The signature is written in black ink and is positioned above the printed name "Raymond Cheng" in the signature line.

**Signature:**

**Date:** 10/4/2006