

**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 Australia Business Association - SA Chapter**

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

1) Name of the initiative

10th Food & Wine Appreciation Dinner

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2) Date/Duration

Date: 3rd June 2006

Duration: Planning is from March 2006 to June 2006 and held once a year.

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3) Objectives of the initiative

Broaden awareness and knowledge about Australian wines and their matching with the Chinese cuisines. We conduct in a joyful atmosphere and adopt wine option game for our members and guests to learn while networking through out. Also our members can be equipped with the knowledge when they deal with customers, overseas guests and introduce more Chinese food to matching Australian wines.

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4) Target audience and no. of attendance

The target audience is to our members and potential new members in business community and the wine industry. South Australia is accounted for 70% of Australian wine export to overseas. We use this function to appeal to those wine lovers and promote our association to them. In last few years we have always had 140 to 160 attendees as the number is limited by the restaurant size.

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5) Project Manager / Team of the initiative

Mr Patrick Ho, Vice President and the Food & Wine sub committee comprises of:

Mr. Victor Moo - President

Ms. Jing Li - Committee Member

Miss. Vicky Kuok - Committee Member- Student

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

To improve the matching of Australian wine and Chinese cuisines

We use wine option game format to educate our members and guests ie: We serve a Chinese dish and the chosen wine which is wrapped in paper. The whole table was given an MTR station name and works as a team and answers some multiple choices quiz. e.g.: What is the region of the wine produced, the grape vintage and varieties. We then have a wine expert on stage that explains the character of the wine and why we carefully chose the wine to match the taste of the food.

The audience then tastes the food and wine together in order to appreciate the joy of blending these two. As they need to answer the quiz together and in turn they can experience how to mix and match the wine and the food. The whole evening is conducted in a friendly competitive atmosphere, so that there is a game through out the night.

Key Action plan is to find few wineries to supply the wine and the right restaurant to prepare the cuisine. There has to be a balance - strike between the wine and the taste of food. That's why the wine expert is crucial to the whole selection of food and the wine. In return the suppliers, the wineries will get promotion of the night.

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

This is one of our most popular events, as evident by the attendance and the long running of this event (10th this year). We gain quite a few members and sponsorship from the event.

The food and wine knowledge that our members gain from the event certainly gives them a good communications tool when comes to business dealing and as they also become an "ad hoc" ambassadors of Australian Wines as well. Also as a matter of fact, most of the wines presented are being exported to Hong Kong and China. Paringa and Majella are examples of wineries using Hong Kong as a corridor to China and they are serving as a good working example to the other wineries.

As the knowledge of wine and food is vast, we think it is worth while to have a refresher course every year to update our members understanding and awareness. The veteran Chief Ming, who has been trained in his art in Hong Kong, enables greater synergy of the food and wine too.

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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.)

It is always a question of how to match the Chinese food with foreign wine. By participating in this event, members learn, some pleasant surprise of, how well the food and wine can mix so well together. The concept is innovative and we have not found any other organisation doing it.

With use of today's technology such as high quality video conferencing, this initiative could be extended to other chapters in the same time zone. This would mean more participants, spanning greater geographical area, while enriching participants experience. This could be attractive to wineries as their audience is greater, so is their advertising potential.

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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 is a fun and educational networking function. It gives our members an opportunity to mix with other members and knowing them better. It certainly creates loyalty from our members and increase our associations image to business circle. We have senior management from SA Government and Director of HKETO participate in our event. It helps the bi-lateral business understanding of two different government organisation. Also, we have strong media coverage such as The Advertiser, Chinese Weekly, and New Evolution.

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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.) Most of our members are participants in this event and some already book in for the next year. As we are using different food and wines each year, we need different members and skill sets each year to carry out the function. We need to do a few field tests in order to achieve the correct mix and match of the food & wine. We also need to promote the wineries through the event as they are supporting us. Every year, we need to fine tune some issues so that we can improve. Co-operation of the restaurant is crucial as there is a huge demand on their part e.g.: Change glasses, timely delivery of food and the correct wine etc...

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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.) We use different wineries every year, so that we manage to secure few new memberships in the wine industries and also other new members from the guests lists as well.

We normally increase by 15-20% of new members coming out of this function.

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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.)

Revenue generated from the events is approx. AU\$10,000 each time. The new members will account for another AU\$1,000. However, we can see that there are a few candidates that would be interested in sponsoring the event, as we give them good exposure for their goods or services.

With our vision of expanding our food and wine event to two or more chapters, (as mentioned earlier) we can expect more revenue and advertising potential. This should not only entice more sponsorship but also generate more interest in becoming a member of HKABA.

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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.)

Very good image among business circle in Adelaide.

Ms Jenny Wallis from HKETO comes to our function and gives the bright outlook of Hong Kong and a good spell for the evening.

We also have two Chinese news papers report this event among the ethnic circles to help promote Hong Kong as well.

A local news paper also has a write up in the "Business Confidential" column.

Favourable exposure for Chinese food, as Chief Ming being trained in Hong Kong prepares dishes to very high standard.

Wineries exporting wine to Hong Kong and China are using Hong Kong as a springboard to China. Currently participating wineries are an example and encouragement to other companies wishing the exposure in this large market.

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7) Other achievements

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

Enhancing the relationship and understanding between our association and the members. Also it endures alliances with our sponsors through this initiative such as Westpac, Lexus, Jeans West, Whittles, wine companies, among all other ethnic associations.

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**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.

- 10th Food and Wine flyer
- Council for International Trade and Commerce SA Inc - Flash
- Media, Advertiser, Chinese Weekly and New Evolution
- Testimonials from guests and participants
- Brief report and some photos of members and guests.
- Certificate of winning
- Menu & Quiz

No, there is no supporting information.

I certify that this submission is endorsed by our board.

**Submitted by:**     <name of the Association Chairman>

**Signature:**                   \_\_\_\_\_ **Date:**                   \_\_\_\_\_