

**Incentive Scheme**  
**Outstanding Initiative Award**  
(To enhance the profile of the HKBA and HK overseas)

**Application Form**

Please return the Application Form to the Federation Secretariat by **Sept 30, 2005**  
by Fax: (852) 2169 9516 Or Email: [winnie.chiu@tdc.org.hk](mailto:winnie.chiu@tdc.org.hk)

Name of Association:

**THE HONG KONG-CANADA BUSINESS ASSOCIATION - HKCBA**

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

1) Name of the initiative:

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



OTTAWA CONGRESS CENTRE  
May 30<sup>th</sup>, 2005

---

2) Date/Duration:

**MONDAY MAY 30<sup>th</sup> 2005**  
**FULL DAY EVENT**

**In conjunction with the regular**  
**HKCBA SEMI ANNUAL NATIONAL MEETING**  
**SUNDAY MAY 29<sup>th</sup> 2005**

---

### 3) Objectives of the initiative:

HKCBA's purpose in organizing this first, of what we plan will be an Annual "Canada-Hong Kong Business Forum" event, was 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 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.

---

### 4) Target audience and no. of attendance:

Canadian business – especially SME's from all industry sectors – from all across Canada - of course HKCBA members and potential members included.

In view of the concentration of ICT and Life Sciences companies in the Ottawa area, and of course, their relevance to Canada/Hong Kong/China opportunities, the focus was on the Life Sciences and ICT sectors – together with general importing and exporting companies.

---

**No. of attendance:            341 Registrations**

---

## 5) Project Manager / Team of the initiative:

**Forum Co-Chairs:** Barry Macdonald, HKCBA National Chair  
Frank Ling, President, HKCBA Ottawa Section

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

**Honourary Patrons:** His Worship Mayor Bob Chiarelli, City of Ottawa  
Senator Vivienne Poy

**Honourary Advisors:** Dr. Peter Morand (Ottawa) (Life Sciences)  
Dr. Adam Chowanec (Ottawa) (ICT)  
Mr. Robert J. Armstrong (Toronto) (Import/Export)

### **Forum Management Committee:**

Barry Macdonald, National Chair  
Frank Ling, President Ottawa  
Bassanio So, Director HKETO Canada  
Andrew Yui, Director Canada, HKTDC  
Shirley Wong, Invest Hong Kong  
Francis Ho, Deputy Director, HKETO Canada  
Stephen Siu, Assistant Director (Public Relations) Canada  
Peter Yeung, HKCBA Immediate Past National Chair  
All HKCBA Section Presidents  
HKCBA Ottawa Directors Lenore Gibson and Warren Creates

**Project Manager:** Robert Brown, HKCBA Honourary Life Member

---

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

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 derived from, the Hong Kong Forum concept, the HKCBA National Board, meeting in Calgary at its regular bi-annual National Meeting in May 2004, decided that HKCBA should, if possible, initiate a similar annual event on this side of the Pacific – hence the concept of our “Canada-Hong Kong Business Forum” was born.

The HKCBA National Board recognized that this would not be an easy task - that considerable work needed to be done – that we would only proceed if we could deliver a first class – something every HKCBA member could be proud of - event. Financial funding was known to be our major hurdle – we had no doubt the “manpower” from our loyal, hard working resource of volunteer members would deliver.

We also knew we had the committed, enthusiastic support of our “Hong Kong Family in Canada” – HKETO, HKTDC, Invest Hong Kong and HKTB, who have been our strong supporters over all of our HKCBA's 20 plus years – since our founding in 1984.

Over the course of the months following our May Calgary meeting, the HKCBA National Board Executive Committee developed – working with our Hong Kong Family Supporting Organizations – the framework for the “First Annual” and this was reviewed and approved at our November National Meeting in Hong Kong.

### KEY ACTION PLAN:

#### 1. LOCATION:

OTTAWA, Canada's National Capital, was selected for a number of reasons:

- a): It was Ottawa's “turn” in our regular rotation of our May Semi Annual Meetings. (HKCBA has, since the inception of our “National Organization” in 1986, followed the practice of rotating our May National Meetings amongst our various Sections. This has provided increased profile and knowledge of HKCBA for the Section, as well as allowing our Members from all across Canada the opportunity/reason to visit that particular City.
- b): Ottawa is the seat of our National Government – ensuring maximum possible exposure to and the involvement of key politicians and bureaucrats.
- c): The National Capital region has a large concentration of business – many SME's- in the ICT and Life Sciences Sectors. It was agreed that we would, for a number of reasons, select ICT and Life Sciences as key market sectors for our 2005 Forum – particularly in view of their relevance to Hong Kong – China opportunities.

Continued....

## KEY ACTION PLAN:

continued...

### 2. FORUM THEME:

Since its inception in 1984, HKCBA's Mission and only focus has been on Hong Kong and Canada business. This focus has not wavered over the years of much change.

HKCBA's current Mission Statement is:

***TO HELP ITS MEMBERS TO DO BUSINESS BETWEEN HONG KONG AND CANADA  
AND THROUGH HONG KONG INTO THE REST OF CHINA  
AND SOUTH EAST ASIA, AND WITH EACH OTHER IN CANADA***

Accordingly, our Theme for our May 2005 Forum was established as:

**"YOUR SMART LINK TO CHINA: HONG KONG"**

And this logo was developed:



(NOTE: You can "following the bouncing ball" for business – from Canada - to Hong Kong – and on to China by clicking on the Home Page our special Forum Web Site - <http://www.hkcba.com/canhkforum/> )

### 3. FORUM PLANNING MANAGEMENT COMMITTEE:

As outlined in Section 5 above (Page 3) a Special HKCBA Forum Planning Committee was formed – with its first meeting held in Ottawa in early December 2004.

In addition, our Ottawa Section Executive organized the participation of several key Ottawa based "Forum Partners" – including **The City of Ottawa** (Office of the Mayor), the **Ottawa Centre for Research and Innovation** (OCRI); the **Ottawa Life Sciences Council** (OLSC) and the **Information and Technology Association of Canada** (ITAC). These Ottawa based organizations actively participated in the early development of our HKCBA 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 market conditions and activities.

**4. FORUM AGENDA/PROGRAMME:**

A great deal of the Forum Planning Committee's time, in the early months of operation, was devoted to the development of the "right" programme, mix of Panels, Speakers, Topics.

As the event was to be held in Ottawa – with the majority of targeted attendees from that Greater Ottawa area, much time and thought was given to making this "National" event – as "local" as possible – designed to provide the local attendees with what they wanted/needed – in the format they were best familiar with.

Our final "Programme"/Agenda for May 30<sup>th</sup> - is included in the attached material.

**5. FINANCIAL MANAGEMENT:**

From the outset, HKCBA National knew that one of its greatest challenges in organizing this special event was going to be financing – where to obtain the funds necessary to stage the event.

It was agreed from the outset that it would be desirable for HKCBA National to benefit financially from the event; however, in the circumstances, and particularly as this was our "First Annual" and considering the many other similarly focused business events in the marketplace, it was agreed that we would be satisfied with a "break even" situation – which would include hopefully recovery of at least some of the overheads of National and the Ottawa Section Management, etc.

A preliminary Budget was developed in mid-December 2004 – and this was closely followed, and up-dated throughout the ensuing 6 months. Quite satisfyingly, our final "bottom line" came very close to that indicated in our first projections.

The May 2005 "First Annual" Forum is considered a financial success, with all expenses covered, and some contribution to the overhead expenses for management etc, time for Ottawa Section and the National Office.

## KEY ACTION PLAN:

### **5. FINANCIAL MANAGEMENT:**

continued

#### **FUND RAISING:**

Fund Raising/Sponsorship efforts commenced in January. A copy of our "SPONSORSHIP OPPORTUNITIES" listing is attached.

#### **Our funds came from three sources:**

**a): Supporting Organizations:** HKETO, Invest Hong Kong, HKTDC and HKTB

**b): Sponsorship Income:** list of Sponsors included on our Web Page – [www.hkcba.com/canhkforum](http://www.hkcba.com/canhkforum)

In addition to "Cash" Sponsorship Income, we received approximately \$ 35,000. to \$ 40,000 (CDN\$) in "In Kind" Sponsorship Support – media, design, travel, etc.

**c): Registration Income:**

Again, the Forum Planning Committee decided, at the outset, to set Registration Fees for the Forum "on the lower side" – large enough to ensure creditability and confirmed attendance, but as "affordable" as possible – so that no Company could say that they could not afford to attend.

We developed a Member and Non Member Pricing Schedule – and provided an "Early Bird Special" to incent early registration.

Registration fees accounting for approximately 12% of our total cash revenues of approximately CA\$ 124,000.

In addition, sales of Corporate Luncheon Tables (which allowed 8 attendees) provided another approximately 5 %

### **6. COMMUNICATION:**

Good two-way communication - both internally within HKCBA and externally with our Forum Partners, Sponsors, Supporters and Registrants - was another of our key strategies.

A comprehensive communication programme was developed and carefully followed during the 5 months leading up to the Forum. We have also had several "Post Forum" communications to all participants.

Our key "Communication" strategy was the development – from scratch – of an effective, user friendly, helpful Web Site.

Our [www.hkcba.com/canhkforum](http://www.hkcba.com/canhkforum) was a key factor in the development, management, communication, financial sourcing, and registration recruiting, etc. activities of our Management Team.

And as the reader will see, our Web Site continues to effectively "sell", provide information, etc. - post Forum.

7. OTHER HKCBA FORUM STRATEGIES:

a): In late 2004, and as part of the planning and development of our "Canada-Hong Kong Business Forum" concept, HKETO and HKTDC organized, in partnership with the Asia Pacific Foundation of Canada, a special study/survey of Canadian Business on - **Hong Kong as a Trading and Investment Platform for Canadian Companies.**

As planned, the results of this survey (details are on our Forum Web Site at [http://www.hkcba.com/canhkforum/APF\\_PressRelease.doc](http://www.hkcba.com/canhkforum/APF_PressRelease.doc)) were released and discussed at our May 30<sup>th</sup> Forum.

b): This was a "National" HKCBA project – all eight HKCBA Sections were fully involved in planning, recruiting registrations, sponsorships, speakers etc. A total HKCBA effort.

c): HKCBA produced a special "FORUM" issue of our HKCBA National print publication – the ***HKCBA HONG KONG MONITOR*** – copy included in attachments to this Application.

---

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

With the considerable positive feedback we have received post Forum - from participants, sponsors, partners and other individuals, HKCBA believes that the 2005 FIRST ANNUAL "CANADA-HONG KONG BUSINESS FORUM" achieved our objectives of:

---

a): Providing Canadian Business (particularly SME's) assistance and information in their efforts to develop their own "China Strategy"

---

b): Promoting Hong Kong as the Platform to the immense, fast developing, lucrative China Market – the easiest, safest most practical "way to go".

---

c): Increasing awareness of HKCBA and our activities and relevance in all our markets across Canada

---

d): Providing our HKCBA members with a "milestone"/landmark successful undertaking of which they could all be involved with, and proud of its accomplishments

---

### **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.)

As outlined in detail in earlier parts of this Application Form, our first ever/first annual "**CANADA-HONG KONG BUSINESS FORUM**" was developed by our Association as an important new initiative – and as a major ongoing strategy to achieve HKCBA's long term Mission and objectives of assisting in the development of and increasing Canada-Hong Kong business and trade activities, nationwide.

---

This was planned as an annual event – to compliment our HKCBA participation in the **Hong Kong Forum** – and our many HKCBA/"Hong Kong Family in Canada" seminars, workshops, luncheons and other events throughout the year in all of our HKCBA Sections across Canada.

---

#### 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.)

With the full involvement of all our HKCBA members across Canada, and in particular, as outlined previously, with the ready support and active participation and involvement of the Greater Ottawa business community, including the City of Ottawa Mayor's Office, Economic Development Department, and other Federal, Provincial and local government officials, this was not just an HKCBA "NATIONAL" project – but a local "OTTAWA" event.

---

There can be no doubt the Forum raised awareness, attracted positive interest about Hong Kong, our HKCBA Association, and the opportunities available in the China market for Canadian business.

---

Some of the considerable media coverage is available on our Web Site – at <http://www.hkcba.com/canhkforum/press.html>

---

As will be seen from our Web Site, our Sponsors included The Ottawa Citizen, the leading Ottawa newspaper. And Canadian Business Magazine, the leading Business Magazine in Canada.

---

---

---

### 3) Active participation of members

(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 have detailed, earlier, the full participation of all HKCBA Sections from concept to completion.

This was truly a National HKCBA effort.

---

While the majority of the attendees were from the greater Ottawa area, all our major Canadian cities were represented – from Halifax to Vancouver. We were also delighted to have attendance and participation from our HKCBA Partner organizations, the **National U.S. Hong Kong Business Association** "NUSHKBA", and **The Canadian Chamber of Commerce in Hong Kong** "CCCHK".

---

As will be evident from our Forum Programme, we had a great mix of speakers – who travelled to Ottawa from Halifax, Montreal, Toronto, Regina, Vancouver, of course Ottawa, plus New York and Hong Kong.

---

HKCBA also was fortunate to benefit from the active participation in the planning, obtaining speakers, etc. from our "Sister" organization in Hong Kong – **The Canadian Chamber of Commerce in Hong Kong (CCCHK)**. As will be noted, both the President and Executive Director of CCCHK participated in Panel Discussions.

---

### 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.)

Ottawa Section obtained new members, as did Vancouver Section and Toronto Section – as a direct result of the Forum and its many related activities. Our HKCBA Winnipeg Section has, since the 2005 Forum, established a new "Junior HKCBA" activity with already an impressive list of new Junior members. Some of these new members are already registered for the **Hong Kong Forum** in November 2005. The increased awareness and creditability of HKCBA as an important resource in the many HKCBA Section communities across Canada continues to contribute importantly to our HKCBA "momentum" - to HKCBA's – and Hong Kong's - ongoing benefit.

---

Moving forward – our "Second Annual" 2006 Forum now being organized for May 2006 is already attracting much interest and positive reaction in the Winnipeg/Manitoba business community, as well as from others in other parts of Canada and Hong Kong. The HKCBA Winnipeg Planning Committee has active participation from all levels of government, plus the Manitoba and the Winnipeg Chambers of Commerce, the business community, etc. This again will be a NATIONAL HKCBA project, carefully tailored and directed at the local Winnipeg, Manitoba and Western Canada market place – but of course fully involving and benefiting Canadian business people in all parts to Canada.

---

5) Financial gain

(E.g. the revenue generated from the initiative and/or the amount of sponsorship being solicited.)

As outlined fully in an earlier part of this application, Financial Responsibility was HKCBA's most important priority – ahead of financial gain.

---

As detailed, more important gains were achieved in business, government and public awareness and credibility, membership pride and accomplishment, etc. This HKCBA momentum will last for some time – and hopefully be enhanced by the 2006 and subsequent Forums.

---

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 – as being the logical, safe, viable "Smart Link" to the China market for Canadian business.

---

Again, details of some of the media coverage is available at <http://www.hkcba.com/canhkforum/press.html>

---

## 7) Other achievements

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

Our HKCBA 2005 “Canada-Hong Kong Business Forum has:

- a): helped build the Canada-Hong Kong-China tripartite business partnership momentum
- b): already generated over 20 business/investment enquiries for TDC and Invest Hong Kong
- c): in addition to the all-sectors promotion, it has also contributed directly in the specific sector-to-sector co-operations between Canada and Hong Kong – viz:

### i): LIFE SCIENCES SECTOR:

Our Forum has helped set the stage for the cooperation between the Ottawa Life Sciences Council (OLSC) and the Modernized Chinese Medicine International Association (MCMIA) Hong Kong.

OLSC, in cooperation with TDC and the HKCBA, sent a 28 member Life Sciences Trade Mission from Canada to Hong Kong during August 9-13, 2005 for the ICMCM in Hong Kong (International Conference & Exhibition of the Modernization of Chinese Medicine & Health Products 2005) at the Food Expo 2005. During the visit, OLSC and MCMIA also signed a MOU to pave the way for future cooperation.

### ii): ICT SECTOR:

OCRI (Ottawa Centre for Research and Innovation) is sending an advance party to the Hong Kong Forum 2005/World SME Expo 2005 with a view to exploring participation possibilities in the ICT Pavilion at TDC’s HK Spring Electronic Show in April 2006.

- 
- d): generated tremendous interest in the 2005 Hong Kong Forum amongst HKCBA members and potential members who had not been to this event before. As a result, HKCBA will be bringing a good number of 1<sup>st</sup> time participants to the HK Forum/World SME Expo 2005.
-

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

	Weighting of each criterion (%)
1) Innovativeness	15
2) Impact on the local business community	15
3) Active participation of members	15
4) Ability in attracting new members	10
5) Financial gain	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.

X Yes, the supporting information will be sent to the Federation Secretariat together with this application form/by separate mail/by separate email.

IN ADDITION TO REVIEWING THE FOLLOWING "SUPPORTING INFORMATION" WE ASK THAT THE COMMITTEE CAREFULLY REVIEW OUR FORUM WEB SITE – [www.hkcba.com/canhkforum](http://www.hkcba.com/canhkforum) -

#### ATTACHMENTS:

1. COPIES OF FORUM PROGRAMME, POSTERS, ETC.
2. COPY OF HKCBA "HONG KONG MONITOR" – SPECIAL MAY 2005 FORUM EDITION
3. DVD OF FORUM
4. FORUM PROGRAMME
5. FORUM "SPONSORSHIP OPPORTUNITIES" LISTING
6. FORUM LETTERHEAD
7. FORUM PARTICIPANT QUESTIONNAIRE (as distributed to all attendees)
8. REPORT OF RESULTS OF THE FEEDBACK QUESTIONNAIRE
9. HKTDC/ASIA PACIFIC FOUNDATION OF CANADA REPORT – "**HONG KONG AS A TRADING AND INVESTMENT PLATFORM FOR CANADIAN COMPANIES**"
10. LETTER FROM MAYOR CHIARELLI, CITY OF OTTAWA (also available at <http://www.hkcba.com/canhkforum/Myrs%20Participant%20Ltr.doc> )

~~No, there is no supporting information.~~

I certify that this submission is endorsed by our HKCBA NATIONAL BOARD OF DIRECTORS.

Submitted by      National Chair – Barry Macdonald:

National Vice Chair – Mitch Kowalski

Immediate Past National Chair – Peter Yeung

Signature:          (Robert Brown – for Barry Macdonald)

Date:      September 29<sup>th</sup> 2005