

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

For *Hong Kong Chamber of Commerce in China - Guangdong*

Part 1: Basic Information of the Initiative

1) Name of the initiative

“Business Talk -- HK Enterprises in Guangdong” – Radio Interview (For details, please see attached document in Chinese)

2) Date/Duration

From April 2005 till December 2005 / Board casting at Guangdong Radio Station at Commercial Channel 106.1 / Every weekday Mon-Fri at 4:30pm-5pm. / Interview one HKCCC member per week

3) Objectives of the initiative

To provide a platform to promote HKCCC in the PRD region and let the audience to share the experience of doing business in PRD by HK outstanding businessmen.

4) Target audience and no. of attendance

Guangdong Radio Station’s audience in PRD / Target audience are all CEO and office Executives working in PRD region

5) Project Manager / Team of the initiative

Mr. Sonny Doo - President

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

To get more exposure in PRD region and besides the radio board casting, we will publish the radio interview content onto our “Contact” magazine (monthly issue) which to be distributed to all HKCCC members, local government officials, other chambers in PRD and HK and all the executive office buildings in Guangzhou. Total 4,000 copies.

Part 2: Evaluation on the results achieved from the initiative

Very successful in terms of exposure to the public and we received positive comments from our members through phone calls and talk about this programme during our events. Some of the members also showed interest to participate into the radio interview.

After the programme started, we received different requests for interview from different forms of local media. They confirmed they know us through this radio programme.

Some HKCCC members who being interviewed in this programme, confirmed they are doing better business than before. i.e. they get free advertisement through this opportunity.

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 a very innovative project idea. A consecutive 9 months Radio Board Casting in Guangdong Radio Station. Over 40 millions audience in PRD region can listen to this programme every weekday. This concept was not found in other associations or organisations before.

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.)

Yes, this project promotes chamber within PRD region. Raised profile and improve business image of the chamber.

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.)

All the HKCCC members have the opportunities to participate in this programme. Up till now, over 36 corporate members were interviewed. These members are outstanding in their particular industry. For example, Banking, Finance, Retailing, Manufacturing, Wine Industry, Golf Club Business,

Cosmetics Industry, Properties, HK Travel Tourism, Human Resources, I.T. Industry, and other professional service provider.

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.)

20% increased in new membership recruitment after the initiative was launched from April till September 2005. Besides, we also found 10% increased in non-members who came to attend our events when compared with the same period last year.

5) Financial gain

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

We can see revenue generated from new membership fee, and as well as the revenue generated from different seminars, luncheon and happy hours. We also found Magazine Advertisement request from some outstanding local company (non-members). Who know us through the initiative.

6) Value created in enhancing HK image overseas

(e.g. The positive image of HK quoted by the local community / press.)

This initiative provides a continuous platform to introduce HK businessmen in the PRD region and to share their China management working experience. Those experience sharing, enhancing HK image to all the audience in the PRD. The initiative maintains a very good relationship with the local community and with the local press. Two local press requested to interview our President because of listening to this radio interview and they wanted to understand more about the function of our chamber in Guangdong.

7) Other achievements

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

Strengthening the relationship between chamber and our members. Provide opportunity to members to get more involvement in chamber's activities. Increase sense of belongings within members. After all, it will increase the number of member-get-member.

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
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.

I certify that this submission is endorsed by our board.

Submitted by: <Mr. Sonny doo>

Signature: Jacqueline Leung p.p. Date: September 30, 2005