

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 Business Association of Hawaii**

Part 1: Basic Information of the Initiative

1) Name of the initiative

“Dispelling the Myths of doing Business in China”

2) Date/Duration

2005 (four quarterly workshops)

3) Objectives of the initiative

A. Show Hawaiian businesses how to avoid the classic problems of doing business in China by using Hong Kong as a gateway and facilitator.

B. Provide, under the auspices of the State of Hawaii’s Dept. of Business, Economic Development and Tourism (DBEDT), a forum for the HKBAH, HK-TDC, US Dept. of Commerce and local China traders to discuss available support services.

C. To place Hawaiian business activities into a Chinese cultural context.

D. Furnish a primer on things Chinese for those accompanying the Governor of the State of Hawaii on her first China Trade Mission.

4) Target audience and no. of attendance

A. The Hawaiian business community and visitors interested in China business.

B. Attendees have been evenly mixed between local Chinese, other Asians and Gweilo business persons. Government officials from the US and the State of Hawaii governments participated as did academics from the University of Hawaii and the East-West Center.

C. About 125 to 160 direct attendees total not including presenters, HKBAH members or sponsors. Workshop materials are made available by the State of Hawaii to businesses on the Outside Islands who are unable to travel to Oahu for the Honolulu Workshops.

- 5) Project Manager / Team of the initiative
Tom Moore, member Board of Directors Hong Kong Business Assoc. of
Hawaii/ Team of HKBAH members including Laisin Lee, Pres NUSHKBA
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- 6) Concept and key action plan (use separate sheet, if necessary)
1. “Dispelling the China Business Myths.” is presented as a seminar consisting of four half-day workshops.
 2. Each workshop is held in a professional or prestige venue in Honolulu’s downtown business district. The Pacific Club, The Cultural Centre and the Foreign Trade Zone are sites of the workshops
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3. The format is a continental breakfast and registration followed by an introduction to the day’s session by Tom Moore, the Project Manager.
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4. Mr. Moore, CEO of Tropical Telecom Corp. is a former Asian resident who has done business in Hong Kong and China for several decades and who has owned and invested in several Hong Kong based businesses. He then gives a 30 to 40 minute overview of Chinese cultural issues and business practices that relate to the day’s sessions.
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5. A Power Point presentation supports each item of the overview. It is made available to participants in electronic format. One of the PPTs is attached.
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6. The heart of each Workshop is a panel of experts who discuss subjects relating to the Workshop’s specific theme.
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7. The four Workshops are tailored to present the information in a logical progression. The specific themes are:
Workshop I : The Basics: Tools Needed to Understand China Business.
II: Design It in Hawaii, Make It in China, Sell It in the US.
III: Selling in China: Goods and Services
IV: Logistics and Financing China Trade
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8. The China Book: A Primer On Doing Business In China. In keeping with the practical or pragmatic theme of the seminar, the China Book is a hands-on guide full of practical advice on the day-to-day things a newcomer needs to know and an update for old timers about the many changes in China’s evolving business environment. It discusses what to do when you miss the Last Train from Lo Wu, how to get China Visas in the States, how to contact the HK-TDC for help, what to wear on the long airplane flight from Hawaii. How to avoid common *gaffes* and *faux pas*.
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9. HKTDC, State of Hawaii and HKBAH brochures were distributed to attendees.
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10. Frequent Q&A and coffee break/ networking sessions are integrated into each workshop. This is a proven technique for organizing sessions in Hawaii.
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Part 2: Evaluation on the results achieved from the initiative

1. An example of the seminar’s positive results is that at Workshop II, the TDCs **Ms. Anne Yuan, Assistant Manager for Business Matching** presented an overview of China’s major manufacturing regions, China trade information resources, and trade portal and business matching services provided by the HK TDC. Ms. Yuan offered to provide one-on-one business matching consultation for the workshop attendees in the afternoon at the State of Hawaii’s DBEDT office. Every time-slot for her consultations was over subscribed.

2. The State of Hawaii DBEDT staff has received such good feedback that they have asked the HKBAH to begin planning a similar workshop series in 2006.

3. In the week following each Workshop sessions further business meetings were held per requests by attendees.

4. A number of the panelists commented that they also learned a lot from the presentations, particularly the Q&A sessions.

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.)

1. In the United States and in Hawaii, China Business seminars are too frequently organized around academics or professionals. While they may have excellent credentials and relevant experience, it is often highly specialized esoteric knowledge, useful to 10% of the attendees. The arcane legal points involved in negotiating rights to build an automobile manufacturing plant in Chengdu are of little help to the typical SME who wants to enter the China trade in an affordable way.

2. China Trade Missions too, often fail to fill these needs. Trade missions tend to revolve around a series of banquets, industrial park “drive throughs” and little contact with Chinese entrepreneurs and product sources that constitute meaningful contacts. Moreover they are highly organized to shepherd the participants around China flawlessly. But how does an individual or SME cope with border crossings, transport, security, and language on his own? Often these little details are the stumbling blocks to doing business for a company with a small China budget.

Innovation: The HKBAH’s innovation is to aim its Hawaii/China Business seminar not as a one-shot showcase for an Off- Island luminary but as a series of workshops giving attendees practical *hands-on* knowledge. This knowledge is imparted by a panel of people with current, active experience of successfully doing business in China. The panelists are open about their mistakes as well. Attendees learn from the errors of others so they do not have to repeat them. Finally, the HKBAH lets attendees know that a wide variety of experienced support is available in Hong Kong from the TDC.

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.)

The “Dispelling the China Business Myths” workshop seminar is a joint venture between the HKBAH and the State of Hawaii. Teaming with the State Government provides instant recognition of the association as a major element in Hawaii’s business community. Announcement Flyers are sent to the State’s DBEDT email lists as well as to the HKBAHs. The major local newspapers, Hawaii business magazines and the business press covered the workshop schedules. A typical article appearing in the Chinese press is attached. The attachment, from the Sing Tao USA Daily, featured a picture of TDCs Ann Yuan, the HKBAHs Laisin Lee and Tom Moore, Seminar Manager for the HKBAH.

Furthering ties with the State Government and the Honolulu business community, Laisin Lee, the HKBAH chair, provided translation and interpretation services for the 2005 Hawaii-China/Korea trade mission led by Governor Linda Lingle . The HKBAH Workshops trained many of the Trade Mission participants.

During the June 2005 trade mission, Chair Ms. Lee provided advice and assistance to the delegation with respect to protocol and business practices for the Governor’s visit to Shanghai, Beijing, Guangdong. She was the Co-Master of Ceremonies for a Hawaii State banquet held at the Great Hall of the People in Beijing and Served as

Mistress of Ceremonies at the Hawaii Reception at the Guangzhou White Swan Hotel, honoring the Governors of Guangdong and Hawaii. This celebrates the 20 year anniversary of the sister-State/Province relationship between Hawaii and Guangdong.

The HKBAH 2005 Installation Banquet served as the kick off event for the “Dispelling the China Myths” seminar. Stephen Wong, HKTDC, Director, Americas made a special trip to Hawaii for the event. He sat across from Governor Lingle at the banquet and was able to discuss China and HK affairs with the Governor who was preparing for her first visit to China. Director Wong also attended a workshop planning meeting with officials of DBEDT (State of Hawaii), the US Dept. of Commerce and the Hawaii High Tech. Development Corp.

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.)

About 20 members and directors actively participated in the Workshop project. A 5 person committee of the Officers and Board of Directors worked with Tom Moore to handle logistics and meeting details. Committee members met regularly with officials of the State of Hawaii, the major sponsor of the event. Many members of the HKBAH also attended the workshops.

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 Dispelling the China Business Myths Workshops attracted a group of potential new members that exceed 10% of the HKBAH total membership. About half of them have already sent checks to join the HKBAH.

5) Financial gain

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

As there is one more Workshop to go, complete financial results are not currently available. Accounting for the seminar involves allocating income from an ongoing contract the HKBAH has with the State of Hawaii DBEDT to provide China related services during 2005. Nevertheless, the HKBAH estimates it will show a US\$10,000 net profit on the seminar series.

As a financial strategy, the Workshop prices were set low to attract a wide audience and to test market sensitivity. A subsequent seminar series in 2006 would, it appears, support a somewhat higher tariff.

6) Value created in enhancing HK image overseas

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

In addition to the positive images inferred by the various foregoing information, the Workshops provided another tangible benefit to HK. The HKBAH was able to dispel a commonly held belief in Hawaii. That is, a belief that Hong Kong has fallen behind Shanghai as a venue to do China business. Further, that HK was no longer a factor in manufacturing and that by going directly to SZ or Dongguan or GZ, a businessman could deal more directly with the product sources.

The seminar approached these fallacies by explaining the structure of the PRD and it's dominant position in China's manufacturing and export trade. Moreover we were able to explain Hong Kong's relationship to the many factories in the PRD owned by Hong Kong interests and managed by HK people. This subject provided an opportunity to further discuss Hong Kong's valuable role as a logistics base and anchor of the PRD supply chain.

7) Other achievements

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

An indirect benefit of the workshop is that preparing the information required the HKBAH staff to develop deeper specific knowledge of HK, the PRD, China and the TDC's services. This makes us more proficient at serving the needs of our members. The workshops also afforded the opportunity to try different venues and presentation techniques to determine which worked best.

HKBAH discovered several companies and individuals who are already doing business in China but who were unknown to the HKBAH. Some of these companies are doing significant business in China. We also discovered many companies whose products and services may lead them to China in the near to mid term. This is a core of prospects that can be mined over the next year or two.

Finally, the HKBAH was able to introduce the HK TDC and its services to the high level decision makers at the State of Hawaii's DBEDT.

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.

X Yes, the supporting information will be sent to the Federation Secretariat together with this application form

I certify that this submission is endorsed by our board.

Submitted by: Laisin Lee, Chair, Hong Kong Business Association of Hawaii

Signature:  Date: 29 September 05.