



香港貿易發展局  
Hong Kong Trade Development Council  
関西日本香港協会

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### FAX TRANSMISSION

**FAX:** 852-2169-9516 **DATE:** 9.28.2005

**TO:** Hong Kong Trade Development Council

**ATTN:** Ms. Joey Ko, International Marketing Officer

**FROM:** The Japan Hong Kong Society of The Kansai/Hiroshi Takeuchi

**NO. OF PAGE(S) (INCLUDING THIS PAGE):** \_\_\_\_\_

**Hong Kong Forum 2005/Award proposal for HK Business Associations**

**Outstanding Membership/Outstanding Initiative Award Report**

We are pleased to inform you of our report of above mentioned two kinds of award as attached.

1. Membership Record Sheet (2<sup>nd</sup> Round Submission) as attached A
2. Outstanding Initiative Award/Application Form as attached B

As for 2, Our theme is "Chinese Management & Marketing School(called CMMS)". Today, we have sent supporting information by EMS as attached.

Pls kindly confirm your receipt of attached mail and let us know your receipt.

Thank you and Best regards,

Hiroshi Takeuchi,  
The Japan Hong Kong Society of The Kansai

**B**

**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)

For **<The Japan Hong Kong Society (JHKS) of The Kansai>**

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

1) Name of the initiative

Chinese Management and Marketing School (CMMS)

2) Date/Duration

CMMS started from June, 2003 as the first term and the third term has started from June, 2005 and will be completed in March, 2006.

3) Objectives of the initiative

The purpose is to nurture human resources with foresight into Chinese management which will lead to success in Chinese business by providing the Japanese businessmen with knowledge of theoretical and practical Chinese management together with learning Chinese language.

4) Target audience and no. of attendance

The total number of students from the first term to the third term : 134  
(Target: 30 students/year Students: 43/2003, 58/2004, 33/2005)

5) Project Manager / Team of the initiative

CMMS is planned and managed by Chinese Management Research Dept. of JHKS of The Kansai. (Founder: Mrs. Shigemi Furuta, former director of our society and former Director of Osaka, HKTDC and Mr. Osamu Saito, director of our society.

6) Concept and key action plan

Chinese Management and Marketing School (CMMS) will nurture human resources with foresight for Chinese business by studying Chinese management over 10 months unlike many other courses.

CMMS is a business school which teaches Chinese way of thinking and behaviour focusing on Chinese management.

Lectures covered total knowledge about China(history, politics, social system, classic thoughts and business management) by university professors for theoretical approach and by China business experts for practical approach. This school is sponsored by The Japan Hong Kong Society of the Kansai while the research areas are cooperated by The University of Hong Kong and the professional practice aspects are managed by HKTDC.

CMMS received cooperative support from Osaka prefectural government and economic and business organizations in Kansai.

Hence, we believe that this significant project will link Hong Kong/Osaka under a mutually cooperative friendship.

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

1. There are a number of students who have put Chinese management that they had learned at this school into practice. (For example,.....)

- To implement the employment of the Chinese people at their head office for the first time.

- To establish Hong Kong branch or holding company in Hong Kong for China business.

- To cultivate the potential of new deals with a major Hong Kong company.

- To run an awareness campaign of Chinese standards on the company's newsletter.

- To get an employment after from a company which was about to develop its operations into the China. (For graduated student)

2. CMMS gave strong impact to other chapters of The Japan Hong Kong Society and new CMMS are now scheduled to start next year in Tokyo and Nagoya. We hope that the CMMS project could be widely recognized in Japan and promote good reputation of Japan Hong Kong Society.

3. We reported at Chinese Management Scholars Society in Sep. of last year about CMMS on the topics of 'How to nurture human resources for business' and received highly tremendous result and success.

4. We provided informations about Hong Kong to the students by our practical lectures and Hong Kong study tour.

They have strong interest now and will establish new business with Hong Kong by partnerships in the future.

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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.)

The theoretical lecture will provide curriculum on Chinese management, organized in alliance with The University of Hong Kong, and are lectured by the top scholars in Chinese studies from such as University of Tokyo.

The practical lecture will involve lectures by Japanese entrepreneurs and expatriates based in Hong Kong. The university of Hong Kong kindly worked for our request of collecting questionnaire about "Chinese Standard" of actual practice and thoughts about business management by management class people in China and based on this statics as a result of the questionnaire we are teaching "Chinese Standard". The Chinese management business school will also offer the chance to participate in a tour to Hong Kong during the Hong Kong Forum where the students will see Chinese businesses in action by communication with Hong Kong major business key persons.

This is the first established and significant Chinese business school in Japan, focused on Chinese Management by top level of splendid lecturers so far.

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 business school has been widely exposed to the local media as the first-ever school specializing in Chinese management with marvelous lectures where students can study both the theoretical and practical aspects of Chinese business. The school contributes highly to the community in its provision of lectures at various colleges and institutions, which is possible through the generous support from local organizations.

The concept of CMMS is now shared with The Japan Hong Kong Society (Tokyo) and The Chukyo Japan Hong Kong Society.

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 80 members including current and graduated students, businessmen, and the lecturers actively exchange their opinions not only during the lecture, but also in the casual discussion outside school or via "online mailing list".

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.)

Most of the students join Hong Kong Association and also word of mouth by the members is contributing to the increase of the new members. Many businessmen who got interested in Hong Kong & China through CMMS participate in the Association activities as well as the students and the participants in the Hong Kong Forum.

5) Financial gain

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

The school realized a significant income and fund from the first term.

6) Value created in enhancing HK image overseas

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

The school has been recognized as an initiator for the Chinese business entry, and is renowned for its ability to help establish the personal network by providing theoretical and practical Chinese management study, exchange study program with The University of Hong Kong and Hong Kong study tour etc. The school reinforces Hong Kong's position as a gateway to China by widening view of Hong Kong and Greater China.

7) Other achievements

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

Besides the Association-related activities, the school actively respond to such requests as giving the lecture at the seminars organized by Osaka Chamber of Commerce and Industry, or the MBA course in Ritsumeikan University. Furthermore, the school is keen to cooperate with the organizations from various industries with even further enthusiasm in the future.

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

	Weighting of each criterion (%)
1) Innovativeness	20
2) Impact on the local business community	15
3) Active participation of members	10
4) Ability in attracting new members	15
5) Financial gain	15
6) Value created in enhancing HK image overseas	20
7) Other achievements	5
<b>Total</b>	<b>100</b>

**Part 3: Supporting information**

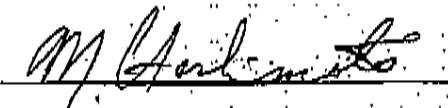
It is optional for the applicant to provide additional supporting information of the initiative, such as photos, press clippings, recognition letters, comments from members, etc.

Yes, the supporting information will be sent to the Federation Secretariat by separate mail  
(included CMMS pamphlet/guidance, CMMS promotion DVD and press clippings)

No, there is no supporting information.

I certify that this submission is endorsed by our board.

Submitted by: <Mr. Mamoru Hashimoto, Chairman  
of The Japan Hong Kong Society of The Kansai>

Signature: 

Date: Sep.28, 2005

**by EMS**

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**Important !!****DATE: 9.27.2005****TO: Hong Kong Trade Development Council****ATTN: Ms. Joey Ko, International Marketing Officer****FROM: The Japan Hong Kong Society of The Kansai/Hiroshi Takeuchi**

Hong Kong Forum 2005/Award proposal for HK Business Associations

Outstanding Initiative Award report

**Supporting Information of  
Chinese Management & Marketing School (CMMS)**

Attached pls find supporting information of our presentation of "CMMS",  
Chinese Management & Marketing School.

1. CMMS Promotion DVD / 2 Copies

2. Documentation / Below each one set

1. CMMS pamphlet and guidance(Syllabus), Student profile for the first term/2003
2. CMMS pamphlet and guidance(Syllabus), Student profile for the second term/2004
3. CMMS pamphlet and guidance(Syllabus), for the third term/2005
4. Press Clippings of CMMS

Pls kindly refer our report and check above supporting information at the same time.

B/rgds,

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