

**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 <[Hong Kong Business Association, Vietnam](#)>

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

1) Name of the initiative

[HKBAV Charity Party - Shanghai Night](#)

---

2) Date/Duration

05 March 2005

---

3) Objectives of the initiative

[To raise and contribute the charity fund of this event for the  
scholarships to the poor children and charity organizations that are  
in need.](#)

---

4) Target audience and no. of attendance

400 Pax

---

---

5) Project Manager / Team of the initiative

[Whole Gen. Comm. Members and Office Secretaries](#)

---

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

[To take the initiative from the idea – Shanghai Tang which is a very  
famous night club – Paramount Hall in 1930, All participants dress  
up 1930s costumes and event will be decorated the old style as in that  
Century. There are various forms to raise the Charity Fund during the  
event such as selling the Raffle Tickets, Bingo Tickets, Auctions and  
Donation in cash etc.](#)

---

---

---

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

This is the first time we organized such Charity Function, also this is the first effort to push the whole committee to achieve a meaningful and awesome event we have ever had in the Association.

Definitely the most significance is we have raised over the Charity Fund to help the people is need.

---

---

---

---

---

---

---

---

**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.)

This is definitely a new concept of event which has ever been organized in the City.

---

---

---

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 Government leaders have been invited to participate in this function, some of the fame Newspapers such as Saigon Times Daily, Saigon Time Weekly Magazine and Saigon Giai Phong Chinese Newspaper also have covered the information before and after the event.

---

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.)

With the overwhelming support to make the event absolutely successful. The Members have purchased whole table and bring their business friends to join the event, there were over 200 tickets sold out before the event was officially launched.

---

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've brought our Membership increase to 15% for the period From Apr – July. Since we have renewed our Membership from August 2005, there were some natural loss for those left Vietnam permanently for their countries of origin.

---

5) Financial gain

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

The total amount we raised for the Charity Fund was VND 270,470,000 (Equalize of US\$ 16,904.37). But the event has been in deficits of US\$ 2,000.00 due to high cost of preparation.

---

6) Value created in enhancing HK image overseas

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

To show up the hang together and team spirit of the HK community here in Vietnam, we did receive the praises that HKBAV is the one of get up and go groups in the HCMC from the participants

---

7) Other achievements

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

It has created the close relationship among the International and Vietnam business communities.

---

---

---

---

**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.

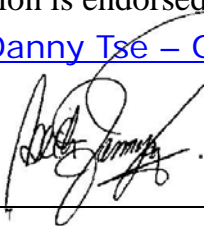
Yes, the supporting information will be sent to the Federation Secretariat together with this application form/by separate mail/by separate email.

No, there is no supporting information.

I certify that this submission is endorsed by our board.

Submitted by: <Mr. Danny Tse – General Secretary>

Signature: \_\_\_\_\_



Date: September 30<sup>th</sup>, 2005