



Federation of Hong Kong
Business Associations Worldwide

Experience Sharing for Member Associations

Prepared for
Federation of Hong Kong
Business Associations
Worldwide

November 2006



Background

- * **Member associations of the Federation have gained valuable experiences in running Hong Kong business associations overseas and in the Mainland. Much of their learning can be shared among each others. With such ideas in mind, a survey was proposed to gather success factors and challenges faced by the member associations.**

- * **Specifically, the objectives of this exercise are:**
 - **Better understand the profile of each member association and chapter/ section;**
 - **Identify the best practices and challenges encountered by them.**

- * **Questionnaires were sent out to all 54 associations and chapters/ sections in mid August. 27 questionnaires were received. The response rate is 50% (Asia/Australasia: 50%; North America: 45%; Europe: 57%).**

Associations Responded to the Survey

* Asia

- Hong Kong Chamber of Commerce in China
 - Beijing
- The Japan Hong Kong Society – Tokyo Headquarters
- Hong Kong - Singapore Business Association
- Thai - Hong Kong Trade Association
- Hong Kong Business Association, Vietnam

* Australasia

- Hong Kong - Australia Business Association
 - National
 - New South Wales Chapter
 - South Australia Chapter
 - Victoria Chapter
 - Western Australia Chapter

* Europe

- Austrian Hong Kong Society
- Denmark - Hong Kong Trade Association
- Finland - Hong Kong Trade Association
- German - Hong Kong Association
- Italy - Hong Kong Association
- Netherlands Hong Kong Society
- Norway - Hong Kong Trade Association
- Swiss - Hong Kong Business Association

* North America

- The Hong Kong-Canada Business Association
 - Ottawa Section
 - Toronto Section
 - Vancouver Section
 - Winnipeg Section
- Hong Kong Association of Atlanta
- Hong Kong Business Association of Hawaii
- Hong Kong Business Association of Midwest
- Hong Kong Association of Northern Texas
- Hong Kong Association of Southern California

SUMMARY

The logo consists of three overlapping, slightly offset white ovals. The text "ORACLE" is positioned above "ADDEDVALUE" in a white, sans-serif font, centered within the ovals.

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Summary - I

Strengths of Current Associations

- * **Leadership team well structured**
- * **Members are generally loyal**
- * **Comprehensive communication channels**
- * **Varieties of activities prepared for members**
- * **Sources of income: balanced between self-generating income and sponsorship**

Summary - II

Challenges Facing / Improvement Areas

* Members recruitment and retention

- **Competition** with local and China-related business associations existed.



Suggestions:

- **Re-packaging the benefits of the associations** (e.g. network of the Federation, business connections with HK/ China and within the associations, activities, etc.), and **supported by PR and marketing efforts** would be helpful in attracting new members.
- **Automatic renewal** deems to be a positive way of retaining members, yet currently not commonly used in Asia/Australasia and North America regions

* Communication channels

- **Maintaining close contact** between members is deemed important in promoting business networking.



Suggestions: include frequent update of members' contact details and proactively disseminating regular circulars/ notices.

Challenges Facing / Improvement areas

* Event organization

- **Limited manpower** is a problem frequently faced.

Suggestions:



Hiring full-time secretariat and/or setting up of sub-committees would help sharing the load for organizing functions and activities.

- **Funding** is also a common challenge to all associations.

Suggestions:



Charging fee on events is one way to ensure that at least the expenses for the event are covered.

- Seminar is the most welcomed activity. Yet **sourcing relevant and good quality speakers** seems to be difficult.

Suggestions:



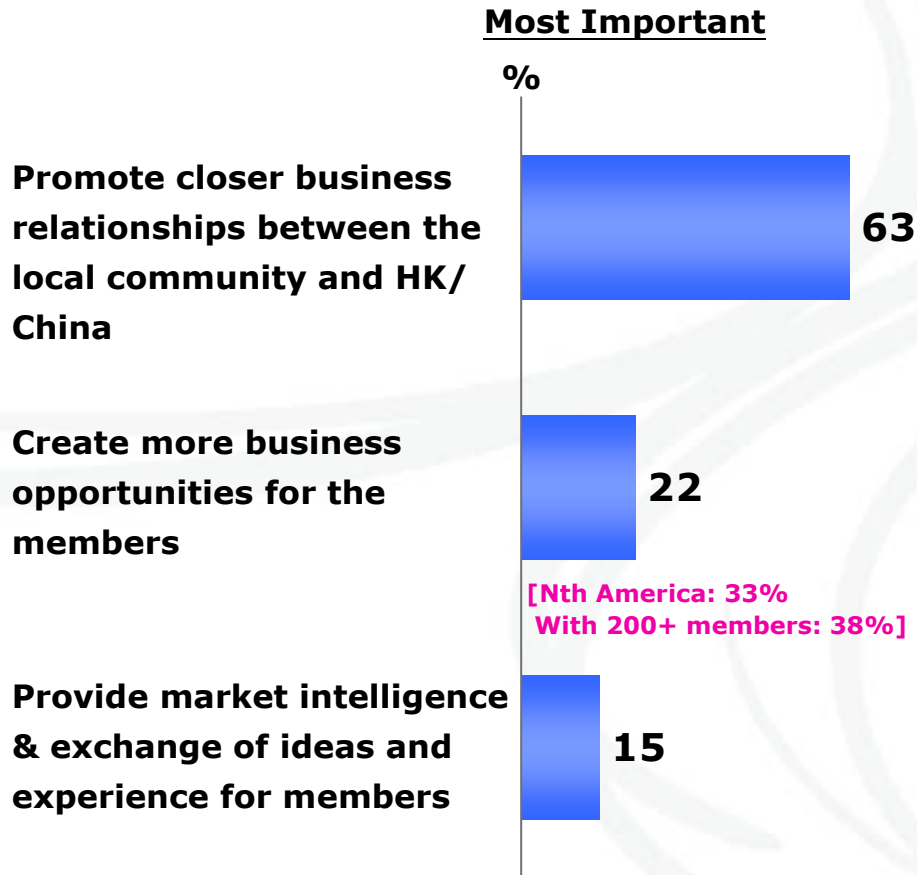
Associations, besides relying on their own connections, can also work closely with trade bodies by communicating requirements of speakers to help sourcing the right persons. At the same time, HKTDC may offer, for example, arranging speakers (in particular China trade experts) to speak at a few associations' functions at one trip.

ORGANIZATION AND MEMBERSHIP STRUCTURE

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Priorities of Objectives of Associations



Base: Those responded 27

Organization Structure

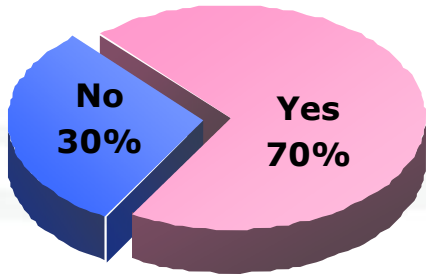
- * **Overall the associations are well established and structured.**
 - All the presidents or chairmen are supported by various officials including vice president/ vice chairman, board members, treasurer, secretary, etc.
 - Leadership stability → Officials generally stay in their current positions for at least 2 years.
 - Leadership continuity → Over half of the associations already have succession plan for their president/ chairman.

- * **The daily operation of the associations is taken care of by the secretariat.**
 - 78% of the associations have a veteran secretariat, having been serving them for over 18 months.
 - Currently, 26% of the associations have a full-time secretariat, mainly in the Asia/Australasia region (50%). Another one third is hiring part-timers for the position.

Sub-committees

70% of the associations have sub-committees, which play an important role in organizing programs & activities and membership drive.

Incidence of having Sub-committees

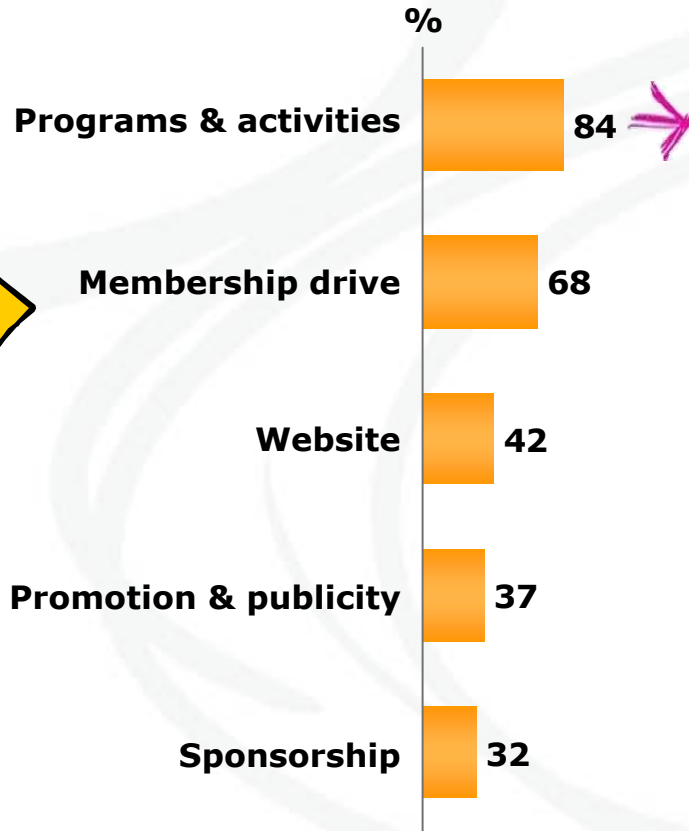


Base: Those responded 27

~ European associations less likely to have sub-committees (only 38% have)

~ Associations with full time (86%), or even part-time(78%) secretariat also tend to have sub-committees.

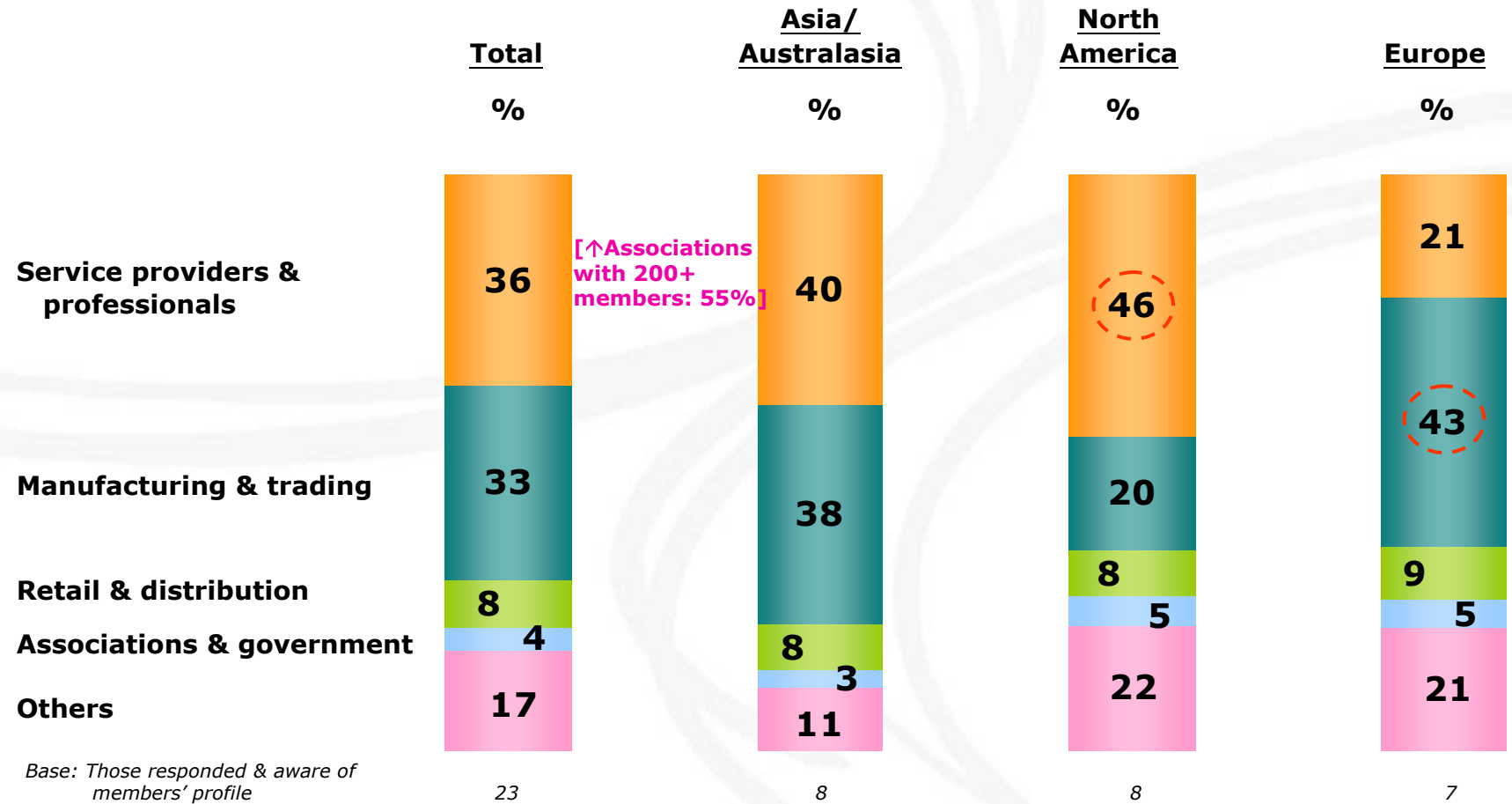
Projects/ Responsibilities assigned to Sub-committees



- Programs & Activities**
- ✓ Golf tournament
 - ✓ Annual dinner/ Chinese New Year ball
 - ✓ Business awards
 - ✓ Seminar & workshop
 - ✓ Trade missions
 - ✓ Trade forum

Base: Those with sub-committees 19

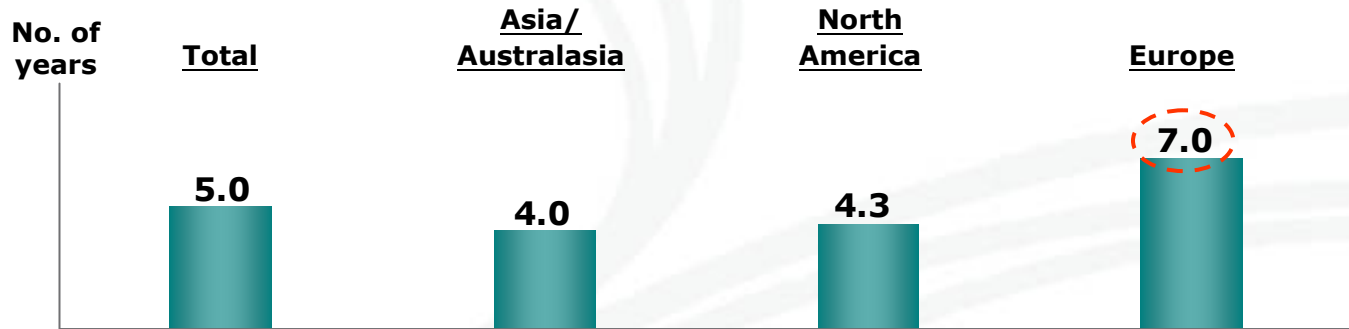
Business Profile Of Members



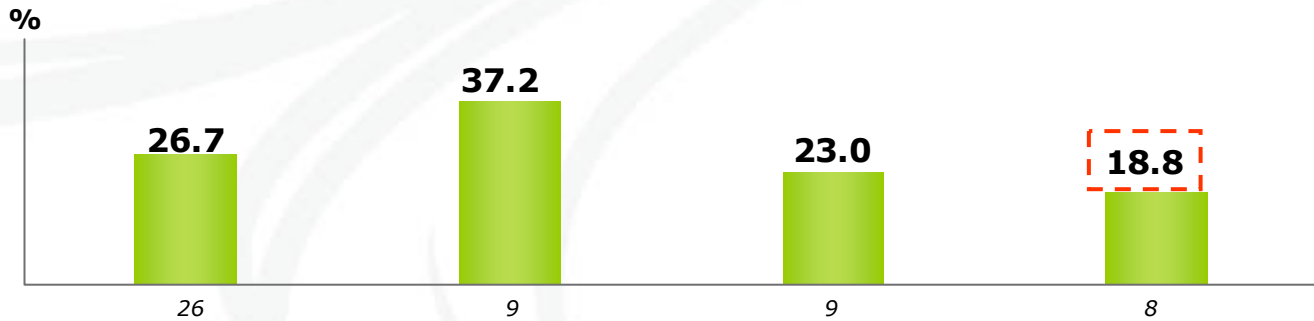
Loyalty

Members are generally loyal

Length of Members Staying with Association

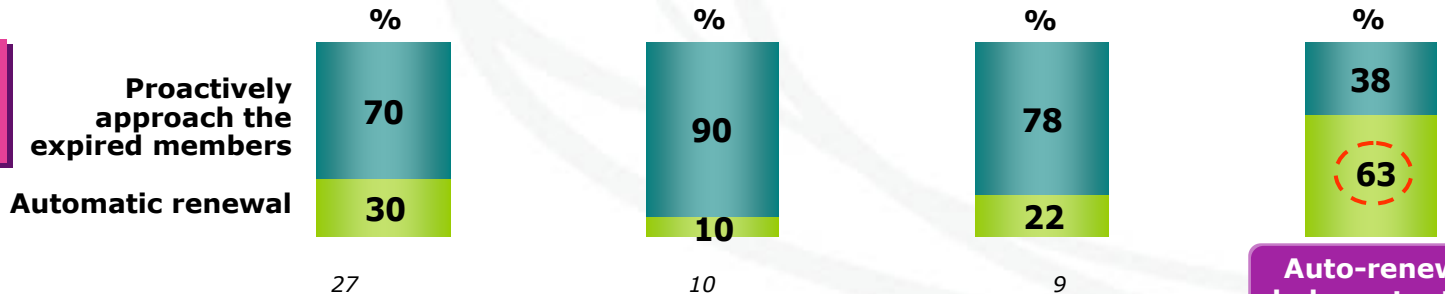


Turnover Rate



Base: Those responded

Membership Renewal System



Auto-renewal helps retention

Base: Those responded

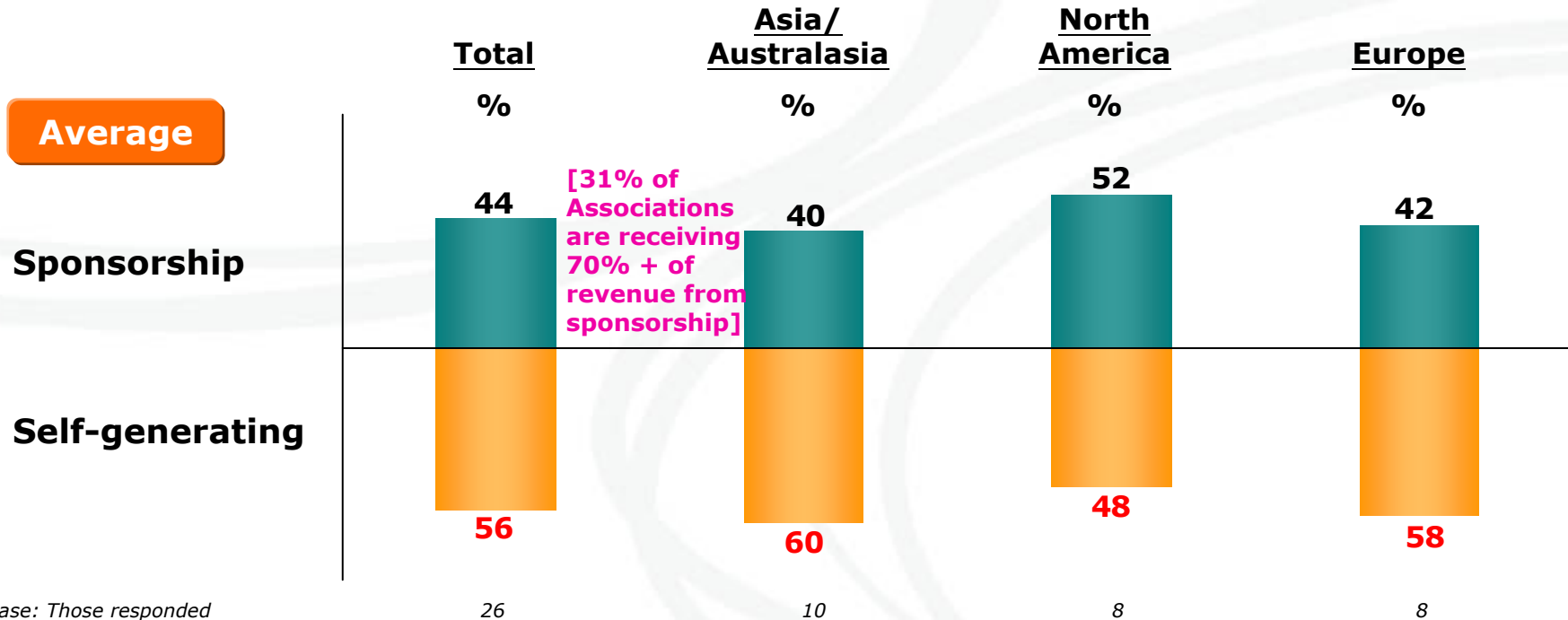


FINANCING

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Sources Of Revenue

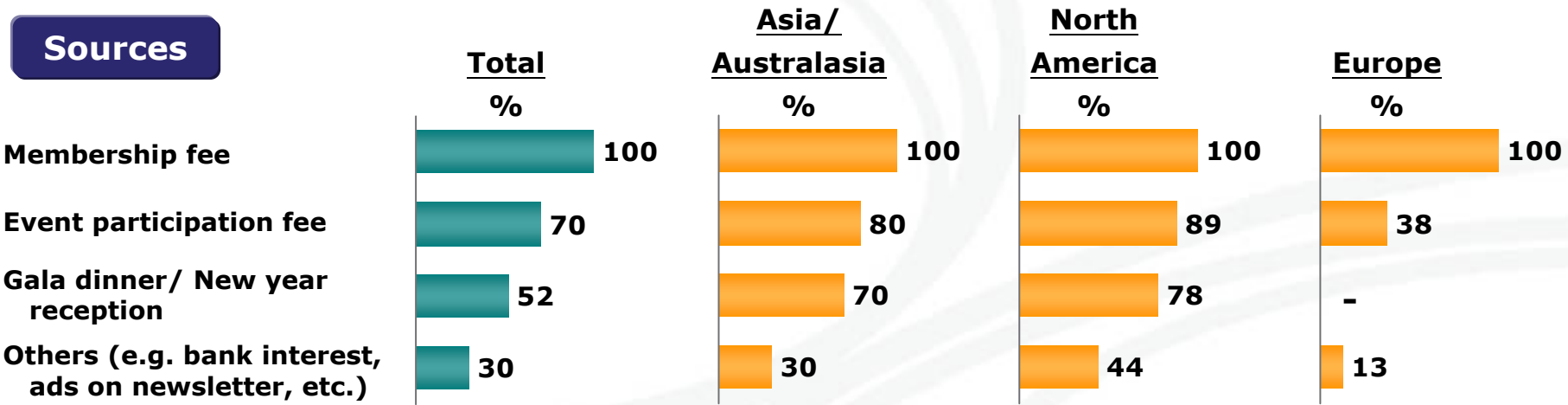
* Self-generating revenue is as important as third party sponsorship to associations.



Base: Those responded

Sources Of Self-generating Revenue

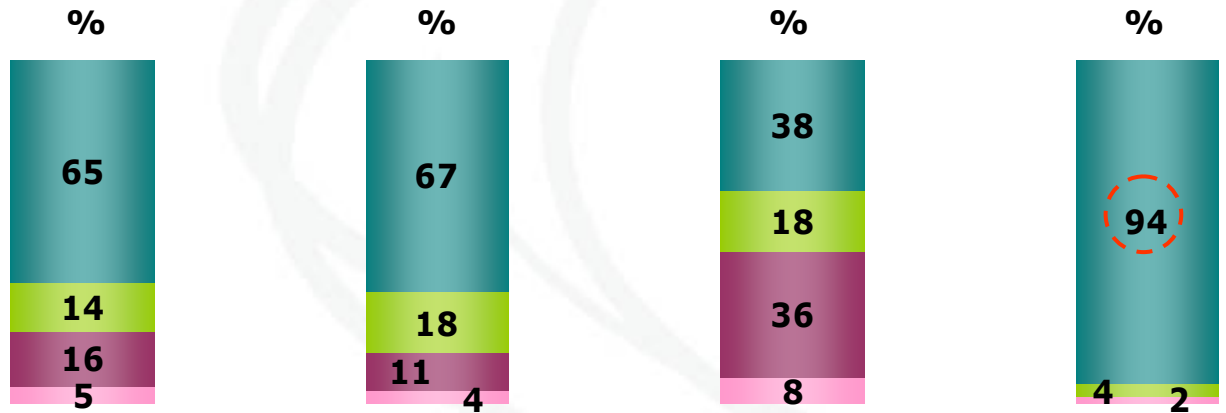
Sources



~ Attracting revenue from wider variety of sources

Average

- Membership fee
- Event participation fee
- Gala dinner/ New year reception
- Others



Base: Those responded

27

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COMMUNICATION

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Communication

* **Affairs about the associations are communicated through a variety of channels for most associations.**



Internal meeting: 48% have internal meetings on a monthly basis, except those in the European region that meets bi-monthly or less often.



Newsletter: Is also common (70% having one), in particular in Asia/ Australasia region.

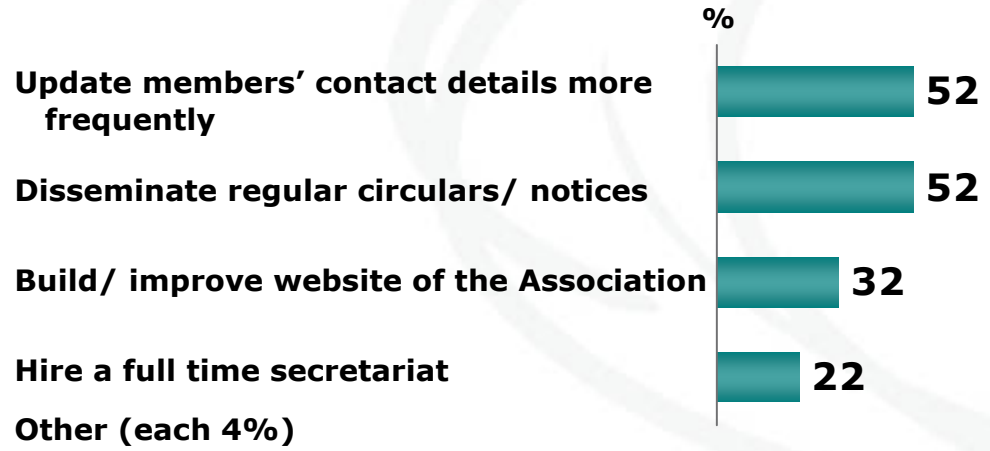


Website: Almost all (89%) have a website, except some in the European region still planning for one.



Circular/ letter: Is more popular in the Asia/ Australasia region, usually published on a need basis.

* Suggestions To Improve Communication With Member



- Encourage members interacting via website/email/ events
- TDC to disseminate regular circulars
- Partner with local chamber's seminar & activities to promote HK business association

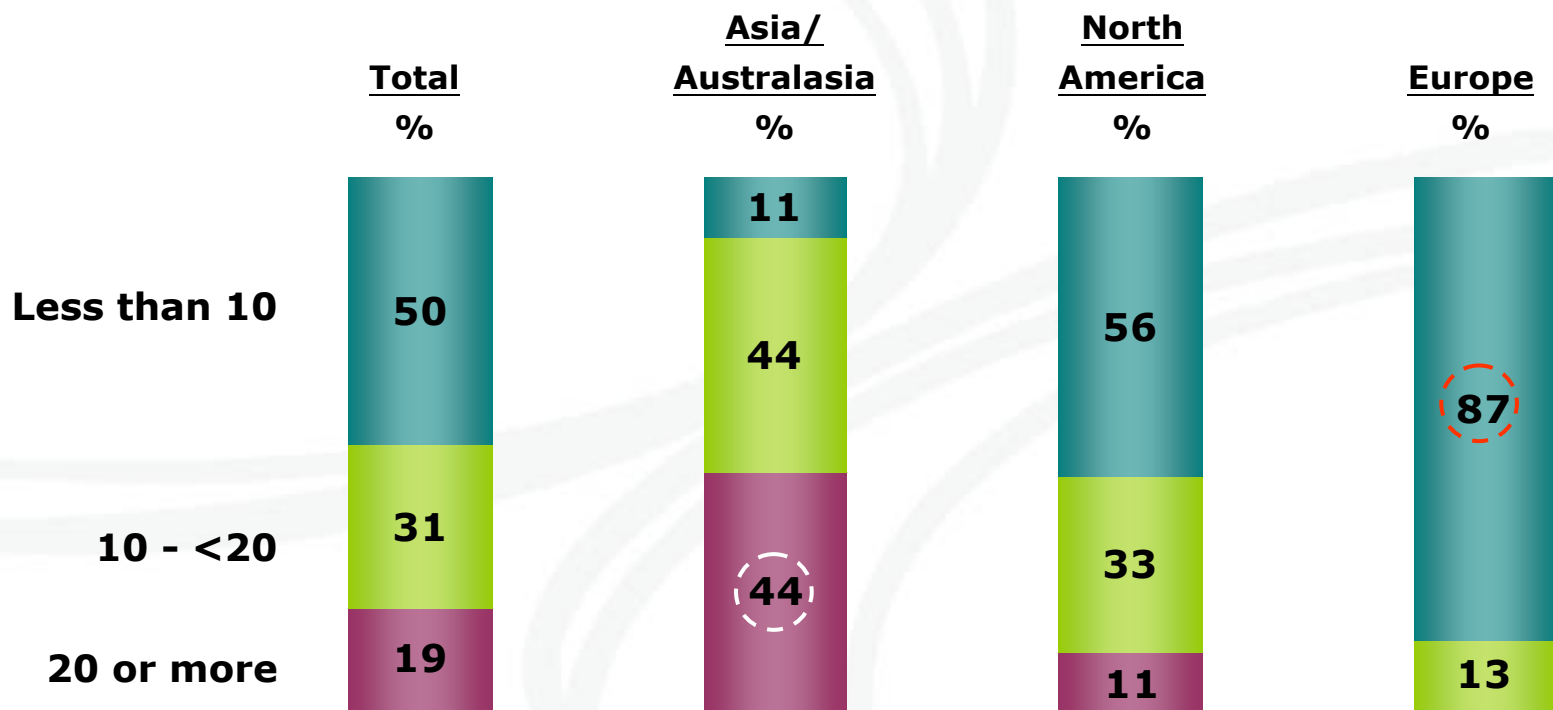
ACTIVITIES/ EVENTS

(BETWEEN JULY 2005 TO JUNE 2006)

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No. Of Activities Solely Organized Or Co-organized By The Association



Average no. per years	14	22	11	7
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*** Associations with full-time Secretariat or Sub-committees tend to organize more activities than those without such supports**

Base: Those responded

26

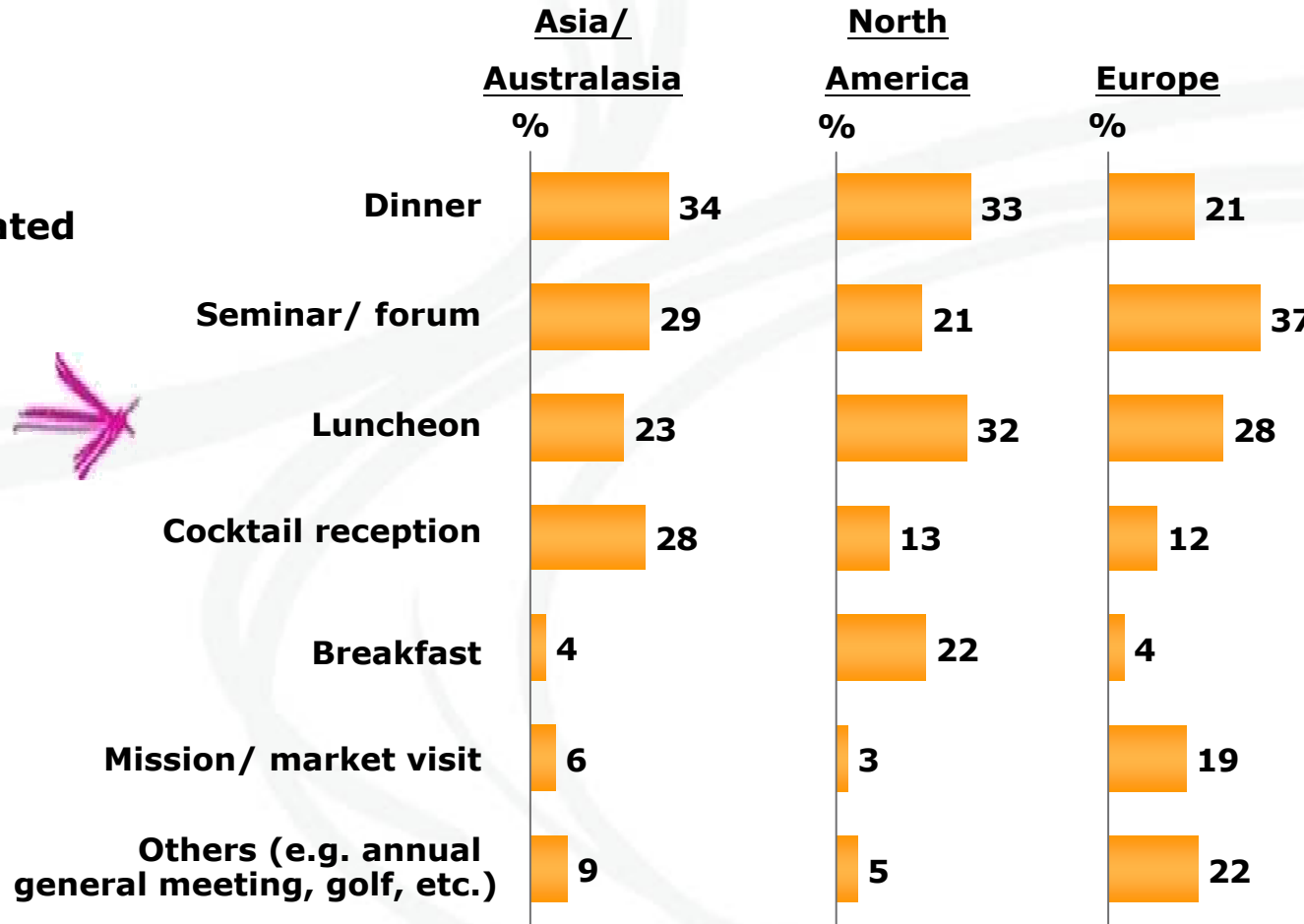
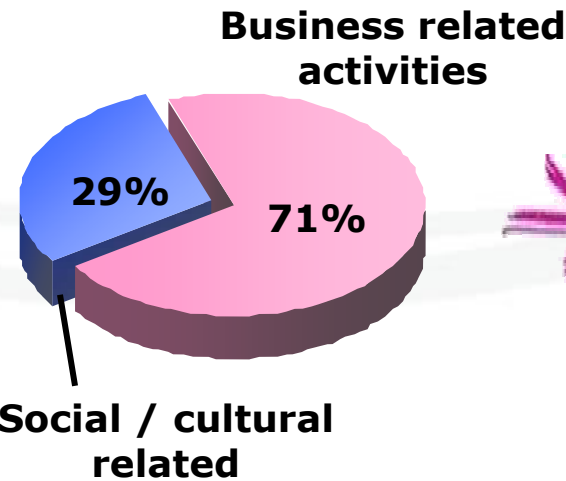
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Types/ Natures Of Business Activities



Base: Those responded

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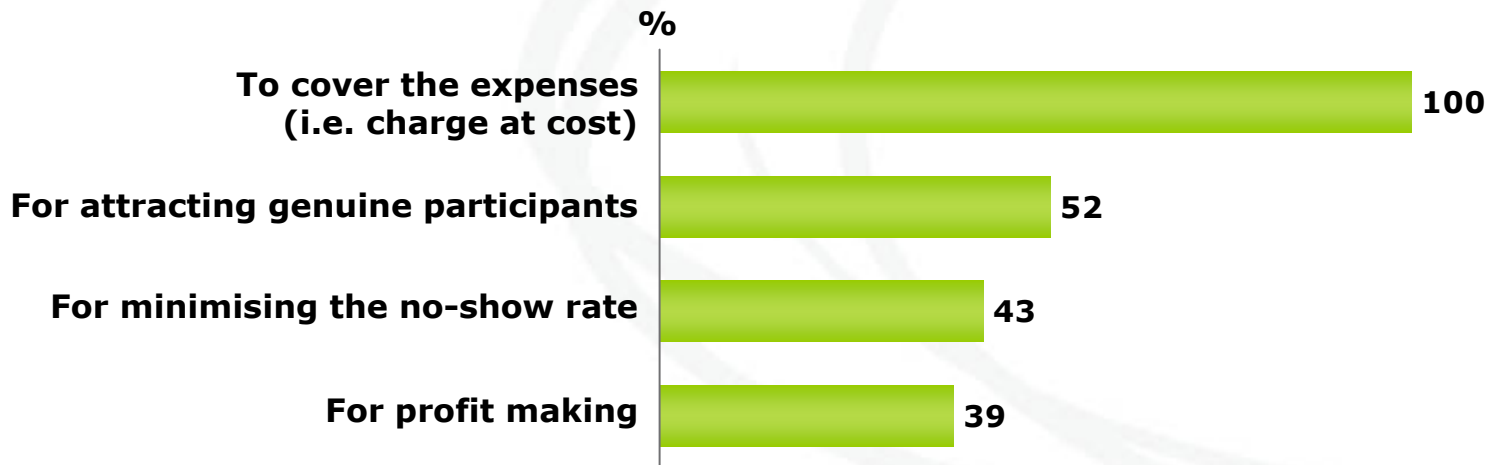
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Participation Of Activities/ Events

No. of Participants		<u>Total</u>	<u>Asia/ Australasia</u>	<u>North America</u>	<u>Europe</u>
For event with highest attendance	Range: Average:	100-3,000 420	100-630 300	100-3,000 730	100-320 235
For event with lowest attendance	Range: Average:	10-50 28	10-40 28	15-50 34	10-39 21
<i>Base: Those responded</i>		24	8	<div style="border: 1px solid purple; border-radius: 10px; padding: 5px; display: inline-block;"> ~ Charging fee for events does not result in a lower attendance </div>	

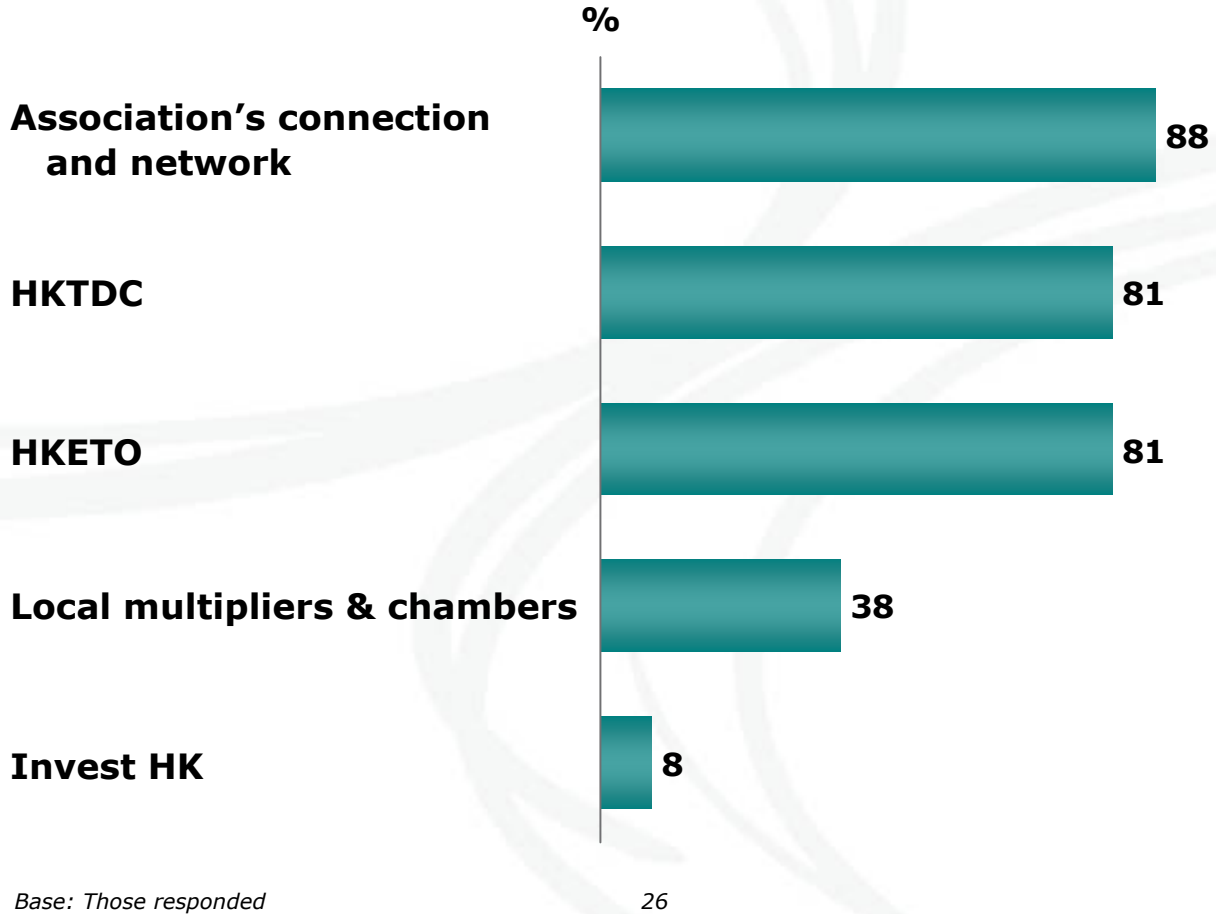
Purposes of Charging Fee for the Events



Base: Those responded

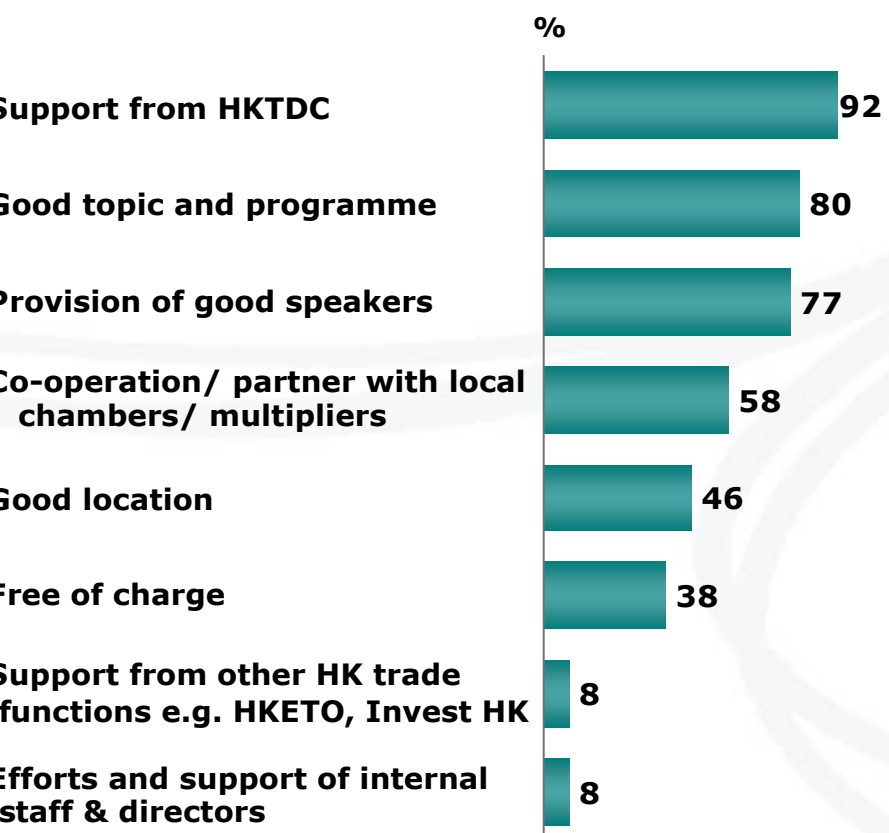
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Sources Of Speakers

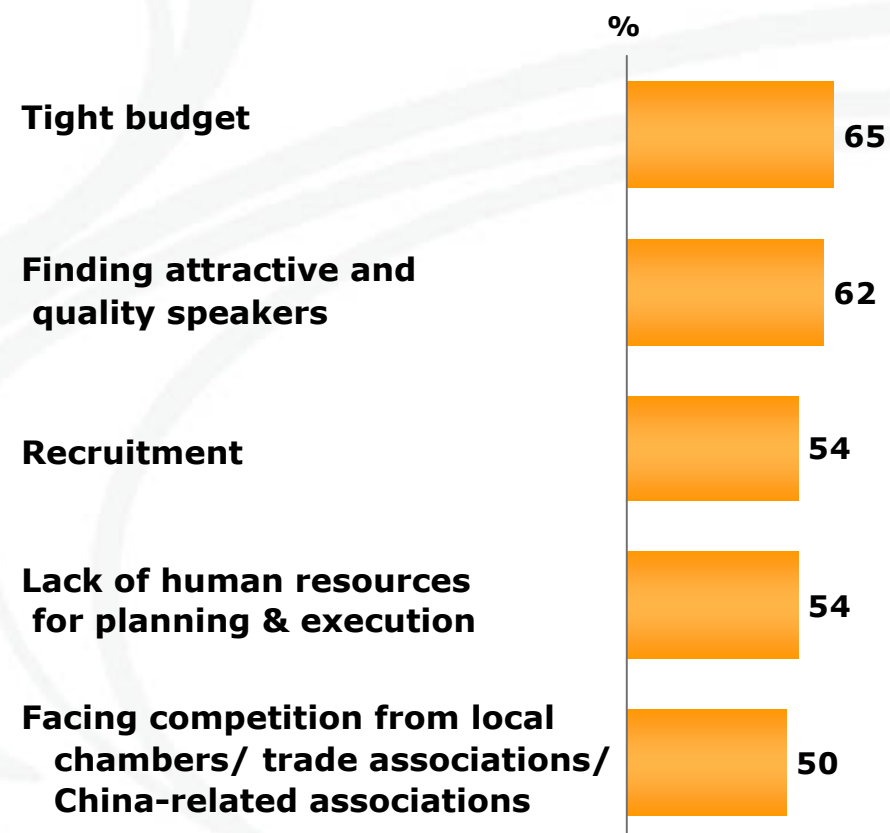


Success Factors And Challenges Facing In Organizing Activities

Success Factors



Challenges Facing



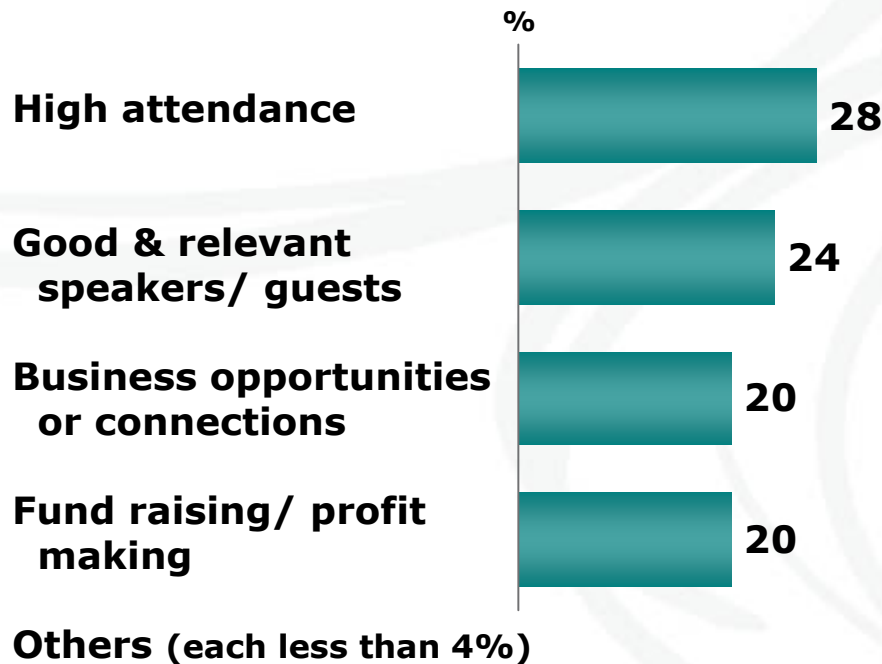
Base: Those responded 26



Most Successful Event

- * Events that the associations regarded as the most successful are largely business related events, such as seminar/ forum, workshops, business awards, etc.

Reasons The Event Is Considered As Successful



THANK YOU

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