

Best Initiative Award 2014

Grand Prize: Two prizes (1 winner and 1 runner-up) per region

Eligible Period: 1 Sept 2013 – 31 Aug 2014

No. of Participating Initiatives: 17 (from 15 Member Associations / Chapters)

Asia & Australasia (9)	
1	<p>Hong Kong Chamber of Commerce in China - Shanghai <i>Luncheon for The Legislative Council ("LegCo") Delegation Shanghai duty visit (Solo)</i> 13 April 2014</p> <p>Objectives:</p> <ul style="list-style-type: none"> - A Legislative Council delegation conducted a duty visit to Shanghai on 12 and 13 April 2014. It was led by the President, The Hon Jasper TSANG Yok-sing, and comprised 56 other members; - Taking this opportunity, the Association hosted a luncheon to provide an opportunity for the delegates to directly meet with the Hong Kong expatriates in Shanghai to discuss issues of mutual concern. <p>Scale of Event:</p> <ul style="list-style-type: none"> - No. of attendees: 150 <ul style="list-style-type: none"> • Members: 76 • Non-members: 74 (including LegCo delegation) - Appr. cost of event: USD9,910 (RMB61,650) <p>Financial achievements:</p> <ul style="list-style-type: none"> - Obtained sponsorships of USD4,420 and participation fee of USD5,500 - Received over 20 new member enquiries <p>Impact on the local community:</p> <ul style="list-style-type: none"> - The Hon Jasper Tsang Yok-Shing, President of LegCo, and The Hon CY Leung, HKSAR's Chief Executive, delivered speech at the luncheon; - With the high profile of delegates, media exposures were very positive. <p>Innovativeness:</p> <ul style="list-style-type: none"> - The luncheon provided a chance for the Hong Kong people who live in Shanghai to learn about the latest policies of economic development in Hong Kong.

Asia & Australasia (9) (cont'd)	
2	<p>The Japan Hong Kong Society - Kansai <i>Chinese New Year Event 2014 at Hilton Osaka (Co-organised)</i> 19 Feb 2014</p> <p>Objectives:</p> <ul style="list-style-type: none"> - Facilitated the networking between members and VIP guests from various fields relating to HK and celebrated Chinese New Year together in a very friendly atmosphere; - Attracted 32 VIP guests from Chinese Consulate General in Osaka, Ministry of Commerce and Industry, Ministry of Agriculture, Forestry and Fisheries, Bank of Japan, Hong Kong Government Tokyo, HKTDC, Mayors of 5 Prefectures in Kinki, Economic organizations such as Kansai Economic Federation and Osaka Chamber of Commerce & Industry etc. <p>Scale of Event:</p> <ul style="list-style-type: none"> - No. of attendees: 327 - Appr. cost of event: USD12,500 <p>Financial achievement:</p> <ul style="list-style-type: none"> - Generated net profit of USD1,500 <p>Impact on the local community:</p> <ul style="list-style-type: none"> - With special support from the Hong Kong government, the events gave important information about the business of Hong Kong and China/Asia to many non-member attendants. <p>Innovativeness:</p> <ul style="list-style-type: none"> - Introduced many successful activities of HKTDC and all chapters of Japan Hong Kong Society which was very effective for catching the interest of the attendants in HKTDC and Japan Hong Kong Society.
3	<p>Hong Kong Singapore Business Association <i>HSBA Entrepreneurship Forum and 20th Anniversary Events:</i> 1. HSBA Entrepreneurship Forum Luncheon Talk (solo) 2. HSBA Entrepreneurship Forum (solo) 3. HSBA 20th Anniversary Gala Dinner (Solo) 27 June 2014</p> <p>Objectives:</p> <ul style="list-style-type: none"> - Riding on the series of Entrepreneurship Forum and the 20th Anniversary events, the association would like to: <ul style="list-style-type: none"> • Establish Hong Kong as a Centre of Excellence for Entrepreneurship; • Raise the profile of Hong Kong as a gateway to the Great China Market among the business community in Singapore; • Project a very prestigious image for HSBA to appeal to prospective members; - Successfully invited Dr. Tan Khee Clap, a well-known economist from the National University of Singapore as a speaker at the Forum LuncheonTalk;

Asia & Australasia (9) (cont'd)

- Mr. Lee Yi Shyan, Senior Minister of State, Ministry of Trade and Industry of National Development, as well as other 6 speakers who are business leaders of Hong Kong and Singapore were invited to the Entrepreneurship Forum;

- Mr. Jack So, Chairman of Hong Kong Trade Development Council graced the HSBA 20th Anniversary Gala Dinner.

Scale of Events:

HSBA Entrepreneurship Forum Luncheon Talk

- No. of attendees: 70
 - Members: 50
 - Non-members: 20

HSBA Entrepreneurship Forum

- No. of attendees: 230
 - Members: 35
 - Non-members: 195

HSBA 20th Anniversary Gala Dinner

- No. of attendees: 450
 - Members: 45
 - Non-members: 405
- Appr. cost of the 3 events: USD4,257

Financial Achievement:

- Obtained revenue of USD38,730, after deducting all expenditures;
- The Association successfully obtained sponsorships totaling USD60,241 from HKETO Singapore, the Bank of East Asia, Tang Group of Companies and Cathay Pacific.

Impact on the local community:

- The events raised the awareness of the Association among the senior government officials of Singapore and thus set a good environment for seeking future support from the government;
- The Forum attracted reporters from three of the local newspapers to attend and publish reports on the event;
- The Forum drew 80 students from three top local universities to participate. Some students were not able to join the Forum because of the space constraint of the venue, and would like to join the Forum in future.

Innovativeness:

- This was HSBA's first time, in their 20-year history to organize a forum on entrepreneurship;
- The 20th Anniversary Gala Dinner of HSBA was the largest-ever in the history of HSBA;
- 90% of the participants of the Gala Dinner were not members of HSBA. This created a very good opportunity for HSBA to recruit new members in the future.

Asia & Australasia (9) (cont'd)

4 Thai-Hong Kong Trade Association

Chinese language and Mandarin class for members (Solo)

17 Jan 2014

Objectives:

- Offered free-of-charge Chinese language and Mandarin classes to members. The lessons focused on learners' skill of listening, speaking and reading in daily life and business communication;
- While the Chinese language lessons were offered to non-Chinese members, Mandarin classes were offered to Hong Kong people who aim to improve their pronunciation of Mandarin and enable them to type Chinese characters on computer and mobile phones.

Scale of Event:

- Number of Attendees: 52 (26 for both Chinese Language and Mandarin Class)
- Appr. cost of event: Nil

Financial Achievement:

- Attracted 3 new members;
- Obtained the full support of Hong Kong Trade Development Council which provided the meeting rooms as the classroom and the instructor was a volunteer.

Impact on the local community:

- Provided non-Chinese members the opportunity to learn basic Chinese;
- Provided chance to Chinese members and non-Chinese members to communicate with each other in Chinese;
- Supported members to communicate with Chinese customers in Chinese and hence to build better relationship with their customers.

Innovativeness:

- Provided benefits for members and enhance cohesion of local community.

5 Hong Kong Business Association Vietnam

Vietnam 2014 - Will the Tiger roar again? (co-organised with HSBC and Eurocham)

29 Oct 2013 - Hanoi

30 Oct 2013 - Ho Chi Ming City

Objectives:

- A luncheon was organised for business leaders to share their insights and analyses into global economic trends and the Vietnam market. Three leading international experts from HSBC were invited:
 - Mr. Leif Eskesen, Chief Economist for India & ASEAN, HSBC Global Research from Singapore
 - Ms. Trinh Nguyen, Economist, Asia Pacific, Global Research, HSBC Global Banking & Markets from Hong Kong
 - Mr. Sumit Dutta, CEO of HSBC Bank (Vietnam) Ltd from Vietnam

Asia & Australasia (9) (cont'd)	
	<p>Scale of Event: Session in Ho Chi Minh City - No. of attendees: 135 <ul style="list-style-type: none"> Members: 112 Non-members: 23 - Appr. cost of event: USD5,878</p> <p>Session in Hanoi (was held by Eurocham) - No. of attendees: 85 <ul style="list-style-type: none"> Members: 62 Non-members: 23 - Appr. cost of event: Separate financial statement of Eurocham</p> <p>Financial Achievement: - Obtained revenue of USD2,120, after deducting all expenditures.</p> <p>Impact on the local community: - The Association received many compliments on the excellent presentations by the heavy-weight speakers; - The event was well attended by the CEO of many local big business groups as well as commercial counsellors from diplomatic agencies; - It attracted news coverage, including 4 TV, 9 printed and 3 online media; - Although the events were conducted in English without Vietnamese interpretation, they were covered in key media channels including VTV1, Tuoi Tre, Thanh Nien.</p> <p>Innovativeness: - The Association held the event in Ho Chi Minh City with reference to the success model of a seminar which was held in Hanoi.</p>
6	<p>Hong Kong Australia Business Association Limited - National Wine Tasting & Frequent Flyers Evening (Co-organised) 14 May 2014</p> <p>Objectives: - Provided participants a chance to taste fine Australian wines and understand more about organic wine; - Enriched participants with knowledge of how to increase frequent flyer points from daily spending; - Extended the business network of participants.</p> <p>Scale of Event: - Number of Attendees: 80 - Appr. cost of event : USD800</p> <p>Impact on the local community: - Enriched participants' knowledge of Australian wines and frequent flyer points accumulation.</p> <p>Innovativeness: - It is the first event of its kind in HKABA.</p>

Asia & Australasia (9) (cont'd)	
7	<p>Hong Kong Australia Business Association Limited - New South Wales Chapter Young Professional Alliance (YPA)</p> <p>1. The Inaugural Table Tennis Social and Networking Dinner (solo) 23 Nov 2013</p> <p>2. Internship Night (Accounting, Law & IT) (solo) 11 March 2014</p> <p>3. Financial Market Development in Australia and Asia Seminar: Opportunities and Challenges (solo) 5 June 2014</p> <p>Objectives: - It was established by the HKABA NSW Chapter in September 2010 which aim at providing networking opportunities and career development information for young professionals and entrepreneurs of all industries; and to assist members in developing the relevant knowledge and skills for a successful career path based on the following three pillars: (1) Knowledge and Skills Building (2) Career Enhancement and Development (3) Networking</p> <p>- Organised 3 significant events in the assessment period including: (1) The Inaugural Table Tennis Social and Networking Dinner which offered a platform for participants to network with their peers and other young professionals in the workforce; (2) Internship Night (Accounting, Law & IT) to talk about the employment opportunities in the space as well as what makes a good intern; (3) Financial Market Development in Australia and Asia Seminar: Opportunities and Challenges. Mr. David Bassanese, one of the Australia's leading economics and financial market commentators and a senior finance journalist at Australian Financial Review was invited to be the guest speaker. He shared views on the prospects of the Australian and Asian economic development.</p> <p>Scale of Events: - 3 events attracted total no. of attendees: 197 <ul style="list-style-type: none"> Members: 98 Non-members: 99 - Appr. Cost of 3 events: USD1,545</p> <p>Financial achievements: - The Inaugural Table Tennis Social and Networking Dinner have successfully secured a well-established sponsor—China Telecom. It ended with a profit of around USD1,000; - The Internship Night generated profit around USD1,200; - 3 events generated a revenue of USD3,200.</p>

Asia & Australasia (9) (cont'd)	
	<p>Impact on the local community:</p> <ul style="list-style-type: none"> - The Alliance itself provided a significant point of difference to many other associations in the Chinese community, making it an important contributor towards the next generation of young professionals; - The Alliance has been attracting new members for HKABA NSW Chapter. Many participants expressed interest in joining as members after attending the YPA events; - The inaugural table tennis dinner was joined by Ms. Karen Zhang, President of University of Technology, Sydney and National player in Australia. It raised the awareness of young professionals about the importance of maintaining a well work life balance; - Internship Night invited business leaders/expert to share their opinions and experience on career development and employment opportunities; - The star speakers of the "Financial Market Development in Australia and Asia" raised the profile of the Association. <p>Innovativeness:</p> <ul style="list-style-type: none"> - The Young Professional Alliance is one of the first career development groups in the Chinese community; - The Young Professional Alliance Sub-committee initiated the presentation of Certificates of Appreciation to its sponsors and keynote speakers as acknowledgement.
8	<p>Hong Kong Australia Business Association Limited - South Australia Chapter HK Wine Show Market Research Programme (Solo) 6 Nov 2013</p> <p>Objectives:</p> <ul style="list-style-type: none"> - Introduced the Hong Kong wine market by visiting/touring the below: <ul style="list-style-type: none"> • Sino Link – HK based Wine Importer • Spark Design – HK based designers Wine label briefing • Helka Logistics- logistics briefing • Park N Shop- Up Market retail chain met company wine buyers • Pokka Corporation- chain of restaurants - spoke to company reps Re wine purchases • Red Wine Village- Retail Wine Chain – current trends and wine varieties being sold • Emily Yip & Co - Trademark Attorneys • Austrade - overview of HK and China Markets • ANZ - International Trade Discussion <p>Scale of Event:</p> <ul style="list-style-type: none"> - No. of attendees: 14 - Appr. cost of event: USD14,000

Asia & Australasia (9) (cont'd)	
	<p>Financial achievements:</p> <ul style="list-style-type: none"> - Obtained USD5,000 revenue; - A contract was signed by Australian wine company (six figure). <p>Impact on the local community:</p> <ul style="list-style-type: none"> - Equipped delegates with more knowledge of how to enter Hong Kong and the Chinese mainland markets; - Learnt the differences between Hong Kong and Chinese mainland markets; - Strengthened the confidence of delegates to exhibit at Hong Kong International Wine & Spirit Fair. <p>Innovativeness:</p> <ul style="list-style-type: none"> - Raised awareness of delegates on the niche markets.
9	<p>Hong Kong Australia Business Association Limited - South Australia Chapter 2014 Koala Project Trade Mission to Australia and agreement signing (Co-organised with Government of South Australia, Cleland Wildlife Park, The Hong Kong Australia Business Association's Patron and Ocean Park HK) 3 March 2014</p> <p>Objectives:</p> <ul style="list-style-type: none"> - Further to a discussion in 2009 where it was proposed for Adelaide Zoo to send 8 koalas to Hong Kong Ocean Park, an official agreement for the project was signed in March 2014; - 10 members of Ocean Park's Management team (including CEO Mr Tom Mehrmann), plus 15 members from Hong Kong media (including Hong Kong Economic Times, am730 Media Ltd, Oriental Press Group, Sing Tao, Ming Pao Newspapers Ltd, Apple Daily, South China Morning Post and others) visited Australia in March 2014; - The Koalas will be delivered in late 2014 and a 20,000 sqf area will be built to house the Koalas and serve as an "Australia Exhibit" at Ocean Park. It will promote things in Australia including food, wine, culture, lifestyle, trade, resources, arts, tourism which will be opened in March 2015; - It is expected that the Australia exhibits will attract more than 7 million visitors every year. <p>Scale of Event:</p> <ul style="list-style-type: none"> - No. of attendees: 25 - Appr. cost of event: USD44,872 (HKD350K) <p>Financial achievements:</p> <ul style="list-style-type: none"> - The mission to Adelaide SA for the Koala project generated more than USD25,600 (HK\$200K) of media coverage in Hong Kong;

Asia & Australasia (9) (cont'd)	
	<p>Impact on the local community:</p> <ul style="list-style-type: none"> - To build a permanent structure "Australia Exhibit" at Hong Kong Ocean Park, promoting South Australia, it is expecting more than 7 million visitors every year; - The "Australia Exhibit" will set up a very positive environment and boost the exchange of trade and culture between Australia, Hong Kong and the Chinese mainland. <p>Innovativeness:</p> <ul style="list-style-type: none"> - It will be the first time for government of South Australia to send koalas to Hong Kong/the Chinese mainland; - It will be the first permanent International Exhibit of Australia in Hong Kong/the Chinese mainland.
Europe (4)	
10	<p>Belgium Hong Kong Society <i>Hong Kong Designers' Night in Belgium (Co-organised with Hong Kong Economic and Trade Office)</i> <i>20 Sep 2013</i></p> <p>Objectives:</p> <ul style="list-style-type: none"> - The Association organised the Designers' night to celebrate the partnership between Hong Kong and Belgium and to promote exchange of design talents and ideas between the two places; and - Showcased Hong Kong products in a dancing show performed by Belgian dancers, followed by a dinner reception where guests could visit an exhibition of Hong Kong designs and exchange ideas with the designers directly. <p>Scale of Event:</p> <ul style="list-style-type: none"> - Number of Attendees: 25 <ul style="list-style-type: none"> • Members: 50 • Non-members: 200 - Appr. cost of event: EUR3,000 (USD4,000) <p>Financial achievements:</p> <ul style="list-style-type: none"> - By co-organising the event with Hong Kong Economic and Trade Office in Brussels (HKETO Brussels), the Association was only responsible for EUR3,000 (USD4,000) out of the total cost of EUR14,000 (USD19,000). <p>Impact on the local community:</p> <ul style="list-style-type: none"> - Induced a very good cultural exchange. Many participants were surprised of the high quality of Hong Kong design products; - Changed local participants' impression of Hong Kong, from only a financial and business centre to a creative city as well.

Europe (4) (cont'd)	
	<p>Innovativeness:</p> <ul style="list-style-type: none"> - It was an innovative combination of Belgian dance performance and Hong Kong design accessories which successfully caught the attention of Belgian communities; - Furthermore, it was held in a former factory building which is now converted to an arts and cultural exhibition centre, a place which impressed a lot of visitors to the event; - It was also the first time for Hong Kong young designers to showcase their pieces of work and ideas in Belgium.
11	<p>Belgium Hong Kong Society <i>Visit of Belgian design teachers and students to Hong Kong (Co-organised)</i> <i>2-6 Dec 2013</i></p> <p>Objectives:</p> <ul style="list-style-type: none"> - Through its Education Fund, the Association supported a group of design teachers and students from Belgium to visit Hong Kong to conduct cultural exchange with Hong Kong design schools and participate in the Business of Design Week. <p>Scale of Event:</p> <ul style="list-style-type: none"> - Number of Attendees: 11 <ul style="list-style-type: none"> • Non-members: 11 - Appr. cost of event: USD5,000 (EUR3,720) <p>Financial achievements:</p> <ul style="list-style-type: none"> - Successfully convinced co-organiser - Flanders District Creativity to seek other sponsorships, as a result, the Association's contribution was reduced to USD5,000 (EUR3,720) from USD20,000 (EUR15,000). <p>Impact on the local community:</p> <ul style="list-style-type: none"> - Provided an opportunity for the young design students in both Belgium and Hong Kong to widen their exposure; - Kicked off a long term partnership with relevant design institutions. <p>Innovativeness:</p> <ul style="list-style-type: none"> - With educational elements, it paved way for a long term exchange between the design sectors of Belgium and Hong Kong, which was different from the usual one-off events

Europe (4) (cont'd)	
12	<p>Finland Hong Kong Trade Association</p> <p><i>Hong Kong Nordic Investment Forum (Co-organised with China Finland Golden Bridge Innovation Center)</i></p> <p>18-19 March 2014</p> <p>Objectives:</p> <ul style="list-style-type: none"> - The Association co-organised the investment forum with China Finland Golden Bridge Innovation Center to introduce Finnish and Nordic high-tech SME companies to Hong Kong and China Venture Capital organisations; - The first day seminar in the morning offered a platform for exchanging views and different perspectives to entering the China market; Followed by one-on-one meetings which were scheduled for the Nordic project holders to meet with Hong Kong and Chinese investors; - Other side programmes such as visits (including Hong Kong Trade Development Council, Hong Kong Science and Technology Park, as well as Cyberport) and networking receptions were organised to provide practical tips to the Nordic participants on financing and new start-up. <p>Scale of Event:</p> <ul style="list-style-type: none"> - Number of Attendees: 8 <ul style="list-style-type: none"> • Members: 10 • Non-members: 77 - Appr. cost of event: USD5,000 <p>Financial achievements:</p> <ul style="list-style-type: none"> - By co-organising the event with China Finland Golden Bridge Innovation Center, the Association only has to bear a fraction of the cost (USD5,000 out of USD100,000). <p>Impact on the local community:</p> <ul style="list-style-type: none"> - Raised the awareness of the Nordichigh technologies, in particular the life science and IT among the Venture Capital investors; and - Generated potential business and the participating companies are expected to establish presence in Hong Kong and hence, contribute to the Hong Kong Economy. <p>Innovativeness:</p> <ul style="list-style-type: none"> - It was the first cross-Scandinavian and venture capital oriented event; - It facilitated the business co-operations between the participants and the invited Venture Capital investors.

Europe (4) (cont'd)	
13	<p>Netherlands Hong Kong Society</p> <p><i>Dong Zhi Seminar and Cocktail Reception (Co-organised with the Hong Kong Chamber of Commerce in the Netherlands and Invest Hong Kong)</i></p> <p>17 Dec 2013</p> <p>Objectives:</p> <ul style="list-style-type: none"> - In Hong Kong, China and other countries in Asia, the "Dong zhi" Festival is one of the most important annual festivals. The Association organised the seminar and cocktail to introduce "Dong Zhi" Festival (Winter Solstice) in the Netherlands so as to promote the culture and customs of Hong Kong; - The networking reception was followed by a small seminar with speakers including: <ul style="list-style-type: none"> • Mr. George Ammerlaan, Chairman of the Hong Kong Chamber of Commerce in the Netherlands • Ms. Alice Choi, Deputy Representative for Hong Kong Economic and Trade Affairs to the European Union • Mr. Siegfried Verstappen, Senior Investment Promotion Executive, Invest Hong Kong • Mr. Janne Jutilla, country Manager Netherlands of Finnair • Mr. Maarten van der Dussen, Director of Product IP <p>Scale of Event:</p> <ul style="list-style-type: none"> - Number of Attendees: 75 <ul style="list-style-type: none"> • Members: 35 • Non-members: 40 - Appr. cost of event: USD2,032 <p>Financial achievements:</p> <ul style="list-style-type: none"> - Obtained USD650 revenue after deducing the cost. <p>Impact on the local community:</p> <ul style="list-style-type: none"> - It successfully introduced "Dong Zhi", the Hong Kong festival to the local participants in the Netherlands. <p>Innovativeness:</p> <ul style="list-style-type: none"> - This is the first time for the Society to organise an event under the theme of the Dong Zhi (Mid-Winter Solstice).

North America (4)	
14	<p>The Hong Kong – Canada Business Association - Calgary Section <i>i-Pic Investment Competition (Solo)</i> 21 March 2014</p> <p>Objectives:</p> <ul style="list-style-type: none"> - The Competition provided post secondary institutions students of Calgary an opportunity to showcase their analytical and presentation skills which involved trade between Canada and Hong Kong or between Canada and the Chinese mainland via Hong Kong; - The format of the event was modeled after the television series, “The Dragon’s Den.” There were 3 judges for the competition: a venture capitalist, a HKETO representative and a KPMG investment consultant to assess whether there was a high level of Hong Kong involvement in each group’s concepts; - 10 submissions were reviewed; 5 of which were selected to verbally present their ideas. <p>Scale of Event:</p> <ul style="list-style-type: none"> - Number of Attendees: 100 <ul style="list-style-type: none"> • Members: 25 • Non-members: 75 - Appr. cost of event: USD5,000 <p>Financial achievements:</p> <ul style="list-style-type: none"> - Obtained sponsorship of USD1,000 from the University of Calgary and USD1,100 in-kind support from Mount Royal University. <p>Impact on the local community:</p> <ul style="list-style-type: none"> - High profile industry key players were invited to be the judges. Including Randy Thompson, Owner & CEO of VA Angels, Canada’s largest and most active angel group with over 60 funded start-ups worth more than USD29 million, Peter Kwok, Deputy Director for the Hong Kong Economic and Trade Office, as well as Annie Huang, from KPMG’s Valuations Team. This polished the profile of HKCBA-Calgary; - Gained more sponsorship and publicity to increase the visibility of HKCBA-Calgary in the post-secondary and business communities; - Inspired emerging business leaders to do business in or through Hong Kong. <p>Innovativeness:</p> <ul style="list-style-type: none"> - Prior to the event, a workshop was introduced to provide guidelines for presentations and gave students a broader understanding of how to pitch their business ideas; - All participating students were awarded with a recognition letter and gift.

North America (4) (cont’d)	
15	<p>Hong Kong Business Association of Hawaii <i>Hong Kong-China Business, Tourism, Technology and Investment Forum (solo)</i> 4-7 Jun 2014</p> <p>Objectives:</p> <ul style="list-style-type: none"> - The Association organized the first Hong Kong-China Forum with four major elements – Business, Tourism, Technology and Investment which aimed to: <ul style="list-style-type: none"> • Provide latest updates and challenges of doing business in China; and • Highlight Hong Kong’s strengths and capabilities in helping the Hawaiian companies to enter the China market and strengthen participants’ potential to achieve business success in Hong Kong and China. Also to provide networking of Hawaii Legislator & HK, China delegates and speakers; - 22 speakers from the Chinese mainland, Hong Kong, Australia, United States and Hawaii were invited to the 4-day Forum. It enhanced the profile of Hong Kong Business Association of Hawaii in both Hawaii and abroad. <p>Scale of Event:</p> <ul style="list-style-type: none"> - Number of Attendees: 460 <ul style="list-style-type: none"> • Members: 92 • Non-members: 368 - Appr. cost of event: USD42,180 <p>Financial achievements:</p> <ul style="list-style-type: none"> - Obtained sponsorship totalling USD27,500 from 13 sponsors and a total of and 9 in-kind sponsors; - Achieved registration fees of USD23,080; - Recruited 22 new members and received membership fees of USD1,400; - Also gained more than USD9,800 for the Forum. <p>Impact on the local community:</p> <ul style="list-style-type: none"> - Received wide online and offline media coverage (7 media, refer to applications); - Solicited support from a total of 26 organisations at State and Federal level; ranging from business to academic; - Covered a wide range of topics that are of local and commercial interests, including real estate development and brokerage, hotel, tourism and hospitality, retails and wholesale, technology and education.

North America (4) (cont'd)	
	<p>Innovativeness:</p> <ul style="list-style-type: none"> - It was the first Hong Kong-China Forum ever entitled - China's Next Chapter: How to Tap Into the New Opportunities in the State of Hawaii; - Created an official Forum website and online registration: www.hk-chinaforum.org to attract broader (overseas) forum participants; - Provided overseas participants a numbers of cultural and social activities, including welcome dinner, luau, spouse programs, courtesy visit, and sightseeing tour of Oahu; - Organised a series of free pre-forum workshops on June 5 to forum participants to update them the latest market. Also provided forum sponsors opportunities to share their knowledge and expertise through these workshops to participants which achieved a WIN-WIN approach.
16	<p>Hong Kong Association of Massachusetts</p> <p>1. Business Reception at Museum of Fine Arts (MFA) (Co-organised with HKTDC and Hong Kong Economic and Trade Office, New York) 12 July 2014</p> <p>2. National US Hong Kong Business Association Caucus (NUSHKBA) (Solo) 13 July 2014</p> <p>3. Hong Kong Day at Massachusetts State House (Solo) 13 July 2014</p> <p>Objectives:</p> <ul style="list-style-type: none"> - The Association co-hosted a business reception at the Museum of Fine Arts (MFA) to provide a platform for US companies to network with Hong Kong officers and the Presidents of Hong Kong Business Associations from 12 US States; - Hosted an annual National US Hong Kong Business Association Caucus (NUSHKBA) for Hong Kong Associations from 12 US States to update participants of the latest market trend; - Hosted a Hong Kong Day at Massachusetts State House to increase the awareness and visibility of Hong Kong in the local business community. <p>Scale of Event:</p> <p>(1) Reception at Museum of Fine Arts</p> <ul style="list-style-type: none"> - No. of attendees: 165 <ul style="list-style-type: none"> • Members: 45 • Non-members: 120 - Appr. cost of event: HKETO paid for all expenses

North America (4) (cont'd)	
	<p>(2) NUSHKBA Caucus</p> <ul style="list-style-type: none"> - No. of attendees: 25 <ul style="list-style-type: none"> • Members: 25 • Non-members: 0 - Appr. cost of event: USD8,000 <p>(3) Hong Kong Day</p> <ul style="list-style-type: none"> - No. of attendees: 210 <ul style="list-style-type: none"> • Members: 60 • Non-members: 150 - Appr. cost of event: USD4,000 <p>Financial achievements:</p> <ul style="list-style-type: none"> - The three events induced the mid and long term plan to promote Hong Kong through joint effort from 12 Hong Kong Business Associations in the US. <p>Impact on the local community:</p> <ul style="list-style-type: none"> - Successfully obtained an official proclamation from the Governor of Massachusetts to declare June 13 as Hong Kong Day. <p>Innovativeness:</p> <ul style="list-style-type: none"> - It is an innovative idea to establish "Hong Kong Day" in Massachusetts to polish the profile of Hong Kong.
17	<p>Hong Kong Association of Northern California <i>Hong Kong Association of Northern California 30th Anniversary Annual Gala (Solo)</i> 11 January 2014</p> <p>Objectives:</p> <ul style="list-style-type: none"> - The Gala showcased the Association's effort in promoting Hong Kong's advantages to the local business communities, connecting members & business people in Northern California; - Expressed gratitude and recognised the important roles of different partners of the association. such as the Hong Kong Trade Development Council & Hong Kong Economic & Trade Office; - Recognised the dedication and contribution of the past and present leaders of the association; - Highlighted the Association's financial contributions towards building academic ties between San Francisco and Hong Kong; - Successfully re-engaged past members, former Board of Directors and past Presidents in the event. <p>Scale of Event:</p> <ul style="list-style-type: none"> - No. of attendees: 400 <ul style="list-style-type: none"> • Members: 210 • Non-members: 190 - Appr. cost of event: USD80,000

North America (4) (cont'd)**Financial achievements:**

- Obtained close to USD50,000 (HK\$400,000) of sponsorships, which was a major source of revenue of the Association for running their programme of the whole year.

Impact on the local community:

- Mr. Edwin Lee, Mayor of San Francisco presented a congratulatory letter to the Association to recognize their effort of fostering stronger commercial, cultural and academic ties between San Francisco and Hong Kong.

Innovativeness:

- To build a stronger membership, the Association implemented a new measure by offering Corporate memberships to companies which provided free-of-charge services to the Gala;
- Invited Hong Kong's favorite all-rounded entertainer – Mr. Danny Diaz to perform at the event.