

Best Initiative Award 2015

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

Eligible Period: 1 Sept 2014 – 31 Aug 2015

No. of Participating Initiatives: 15 (from 12 Member Associations / Chapters)

Asia and Australia (8)	
1	<p>Hong Kong Chamber of Commerce in China - Guangdong <i>Updated the quarterly publication of the Chamber-CONTACT (Solo)</i> <i>17 August, 2015</i></p> <p>Objectives:</p> <ul style="list-style-type: none">- Updated the content of the Chamber's publication-CONTACT from focusing on the Chamber's news to covering more on the market intelligences and the latest business news. The updated publication aims at:<ul style="list-style-type: none">• Keeping members and readers abreast of the current policies and trends;• Keeping members informed of the latest news and upcoming events of the Chamber;• Sharing with members the success stories and experiences of business leaders through a series of in-depth interviews; <p>Scale of Event:</p> <ul style="list-style-type: none">- Circulation: 4,000 including mailing to members, circulation at the Guangzhou-Kowloon Through Train, local banks, hotels and restaurants in Guangdong.- Appr. cost of event : USD30,000 <p>Financial achievements:</p> <ul style="list-style-type: none">- The update of the magazine successfully turned it to a self-sustainable magazine as it attracted more attention of the local business communities and hence generated more advertising revenue. <p>Impact on the local community:</p> <ul style="list-style-type: none">- The updated magazine not only drew the attention of members but also local media. Contents of the magazine were quoted by local mainstream media such as Nan Fang Daily;- Attracted attention of local business communities and hence uplifted the image of the Chambers and Hong Kong. <p>Innovativeness:</p> <ul style="list-style-type: none">- It is the biggest update of the magazine since it is published. A lot of new columns, e.g. columns on lifestyle trend and introductions of the attractions of Guangzhou have been introduced to the magazine.

Asia and Australia (8) (cont'd)

<p>2</p>	<p>Hong Kong Chamber of Commerce in China - Guangdong <i>Directory of Hong Kong Services Providers in Guangdong</i> <i>(Co-organised with HKSAR Economic and Trade Office in Guangdong and the Hong Kong Trade Development Council)</i> <i>14 August, 2015</i></p> <p>Objectives:</p> <ul style="list-style-type: none">- Promoted Guangdong-based Hong Kong companies in the services sector to the local business community;- Served as a guidebook for the enterprises in Guangdong to identify Hong Kong companies easily. The printed version were given out for free to participants of various events of the Chamber, which enhanced the image of the Chamber and Hong Kong. <p>Scale of Event:</p> <ul style="list-style-type: none">- Copies of the directories were sent out to over 270 members and 450 non-members. <p>Financial achievements:</p> <ul style="list-style-type: none">- Secured the support of HKSAR Economic and Trade Office in Guangdong to cover all the printing cost of the directory. <p>Impact on the local community:</p> <ul style="list-style-type: none">- Provided the local businessmen a handy and reliable access to Hong Kong service providers. <p>Innovativeness:</p> <ul style="list-style-type: none">- Provided a new promotion channel for Hong Kong companies to develop business in Guangdong.
<p>3</p>	<p>Hong Kong Chamber of Commerce in China - Guangdong <i>"Meeting the Business World" online radio programme</i> <i>(Co-organised with KuFM, a local radio broadcast station)</i> <i>17 August 2015</i></p> <p>Objectives:</p> <ul style="list-style-type: none">- Selected members of the Chamber were interviewed, their successful case and business insights were shared;- Uplifted the image of the Chamber and provided a chance for the general public to learn more about the Chamber;- Provided additional opportunities for the members to promote their brands and services. It also attracted more potential members to join the Chamber. <p>Scale of Event:</p> <ul style="list-style-type: none">- Appr. cost of event: Nil. The radio air time were offered by the radio station for free. <p>Financial achievements:</p> <ul style="list-style-type: none">- Secured free radio air time.

Asia and Australia (8) (cont'd)	
	<p>Impact on the local community:</p> <ul style="list-style-type: none"> - The radio programme served as an excellent platform to promote the Chamber and Hong Kong to the general public in Guangdong. <p>Innovativeness:</p> <ul style="list-style-type: none"> - Each episode was given a theme which was the talking point of the town. Interviews were recorded in advance to suit the busy schedule of the guests.
4	<p>Hong Kong Chamber of Commerce in China - Shanghai</p> <p><i>Shanghai/Hong Kong Cooperative Forum "New Domain New Chance"</i></p> <p><i>(Co-organised with HKSAR Economic and Trade Office in Shanghai and Hong Kong Trade Development Council)</i></p> <p><i>6 Dec 2014</i></p> <p>Objectives:</p> <ul style="list-style-type: none"> - Provided an opportunity for Shanghai and Hong Kong to explore new areas of co-operation between the two places; - Fostered the collaborations and strengthened the business tie between Hong Kong and Shanghai; <p>Scale of Event:</p> <ul style="list-style-type: none"> - No. of attendees: <ul style="list-style-type: none"> • Members: 450 • Non-members: 150 - Appr. cost of event: USD12,300 <p>Financial achievements:</p> <ul style="list-style-type: none"> - Received significant support from HKSAR Economic and Trade Office in Shanghai and Hong Kong Trade Development Council. <p>Impact on the local community:</p> <ul style="list-style-type: none"> - Strengthened the business communication and facilitated the co-operations between the two places. <p>Innovativeness:</p> <ul style="list-style-type: none"> - Invited cultural and creative guests as the keynote speakers.

Asia and Australia (8) (cont'd)

5 The Japan Hong Kong Society - Kansai

Mega Promotion of Hong Kong "Think GLOBAL, Think Hong Kong" in Kansai

(Co-organised with Hong Kong Trade Development Council and Osaka Chamber of Commerce and Industry)

28 Jan 2015

Objectives:

- The Chapter co-organised a mega-promotion 'Think GLOBAL, Think Hong Kong' in Kansai with the Hong Kong Trade Development Council (HKTDC) and the Osaka Chamber of Commerce & Industry. It was the largest-ever HK-promotion in Kansai, which was attended by around 750 participants. The promotion facilitated HK-Kansai trade by promoting Hong Kong advantages at an unprecedented scale in Kansai;
- The event consisted of a main symposium, networking luncheon and three thematic seminars and was attended by Mr Ichiro Matsui, Mayor of Osaka, Mr Gregory So, Secretary for Commerce and Economic Development, Ms Margaret Fong, Executive Director of HKTDC, Dr. Jonathan Choi, Chairman of HK-Japan Business Co-operation Committee (HK-JBCC);
- The main symposium was about the global business strategy in China and Asia, and what is the role of HK to help Japanese companies on this. Other thematic seminars discussed green products and science & technology;
- The Chapter organised a Chinese New Year Party following the main symposium which provided an opportunity for the members to network in a relaxing atmosphere.

Scale of Event:

Mega Promotion of Hong Kong "Think GLOBAL, Think Hong Kong" in Kansai

- No. of attendees:
 - Members: 37
 - Non-members: 712
- Appr. cost of event:
Hong Kong Mega Promotion was financially supported by Hong Kong Trade Development Council;

The Chinese New Year Party

- No. of attendees:
 - Members: 62
 - Non-members: 62
- Appr. cost of event: USD12,400

Financial Achievement:

- Generated USD2,200 revenue (JPY262,000) from the Chinese New Year Party.

Asia and Australia (8) (cont'd)**Impact on the local community:**

- A MOU for better understanding and promoting new business between Hong Kong and Kansai was signed by HKTDC and five prefectures (Osaka, Kyoto, Hyogo, Shiga and Wakayama)

Innovativeness:

- Introduced the works or the Chapter and events of HKTDC in the way of music video, which attracted the eye balls of the participants and polished the image of Hong Kong.

6**The Japan Hong Kong Society - Miyagi*****Hong Kong-Tohoku Business Seminar in Sendai, Japan******(Co-organised with:******Hong Kong Trade Development Council******Hong Kong-Japan Business Cooperation Committee******HKSAR Hong Kong Economic and Trade Office in Tokyo******Tohoku Regional Agricultural Administration Office)******7 Nov, 2014*****Objectives:**

- The Chapter co-organised a business seminar in Sendai, which was the largest of its kind in Tohoku. The seminar aimed to encourage local SMEs to develop their businesses with overseas companies and achieve “revitalization of local economy”, one of the latest economic policies of Japan;
- The event consisted of a roundtable meeting, a networking luncheon, a main symposium and three breakout sessions. Mr Hiroaki Takahashi, Chairman of Tohoku Economic Federation explained the significance of Hong Kong as a gateway to the Chinese mainland market. Other speakers including Dr Johnathan Choi, Chairman of Hong Kong-Japan Business Co-operation Committee, Ms Sally Wong, Principle Representative of HKSAR Economic and Trade Office in Tokyo and Mr Norio Yoshida, Chairman of Japan Hong Kong Society-Niigata shared their insights and successful experiences in entering into Asia using Hong Kong as a platform;
- The three breakout sessions focused on design and food industries with high level speakers such as Director-General from Tohoku Ministry of Economy.

Scale of Event:

- No. of attendees:
 - Members: 254
 - Non-members: 53
- Appr. cost of event: USD30,000

Asia and Australia (8) (cont'd)

Financial achievements:

- Received support from the Miyagi government and was granted to organise the seminar at Shozankan which is the most prestigious guest house with 320 years history in Tohoku.

Impact on the local community:

- Enhanced the awareness of Hong Kong and HKTDC in Tohoku with the participation of the most influential local multipliers, e.g. Mr Kazuhiro Wako, Deputy Governor of Miyagi Prefectural Government.
- Generated many enquiries for HKTDC services and events;
- Strengthened the business ties between Tohoku and Hong Kong.

Innovativeness:

- It is the first large scale business seminar held in Tohoku and at a very prestigious venue;
- The seminar was timely scheduled to be held right after the "Business Match Tohoku 2014" - the largest annual business matching in Tohoku, so as to capture more participants.

7

Thai-Hong Kong Trade Association

Thai Access to International Markets Competition (Thai AIM)

(Co-organised with Office of SME's Promotion (OSEMP) and the Hong Kong Trade Development Council)

18 Nov 2014

Objectives:

- The Association collected the videos produced by Thai SMEs which showed their products in a creative way;
- 10 videos were then published to the Thai AIM facebook page for the voting of the public;
- Top videos with the highest votes were awarded the opportunity to exhibit at the small order zone of HKTDC Houseware Fair and HKTDC Gifts & Premium Fair 2015. They were also provided with training on doing e-business;
- Producers of the three most popular videos were also sponsored to visit HKTDC Inno Design Expo. They were given a chance to further promote themselves at a sharing session organised by the Association;
- This initiative showcased Hong Kong as the platform for international business and raised awareness of Hong Kong services in Thailand;

Scale of Events:

- No. of attendees:
 - Members: over 20
 - Non-members: over 300
- Appr. cost of event: USD4,650

Asia and Australia (8) (cont'd)**Financial achievements:**

- Secured the Office of SMEs Promotion of Thailand (OSMEP) to fund seven exhibitors (which worth USD10,850) to participate in the small order zones which helped to form a cluster at HKTDC Houseware Fair and Gifts and Premium Fair.

Impact on the local community:

- Thai SMEs were able to gain hands-on experiences on online marketing;
- Some finalists' products were rural works or traditional products, which supported rural employment.

Innovativeness:

- The competition demonstrated how Hong Kong can facilitate the Thai companies to tap into the Asian markets and at the same time promoted members' businesses.

8**Hong Kong Australia Business Association Limited****-New South Wales (NSW) Chapter*****2015 Business Awards and Young Professional Award******(Solo)****28 July 2015***Objectives:****2015 Business Awards**

- Provided recognition and incentive to NSW individuals and companies who strive for excellence in all aspects of international trade between NSW, Hong Kong and the Chinese mainland. There are four categories of the Awards which includes Export of Goods/Services Award, Import of Goods/Services Award, Business Development Award and Business Excellence Award;
- The Chapter set up a dedicated business awards sub-committee to recruit quality entrants and organise the programme. Industry experts were invited to be the judges of the Awards, including representative of the NSW Government, Business Banking Executive from National Australia Bank Limited, Mr Heath Baker, State Director, NSW & ACT of Austrade;
- High benchmarks were set to ensure the outstanding quality of the awardees. Judges focused on professional approach to business practice, contribution to industry, marketing strategies and innovation;
- Winners were awarded at the Business Awards Gala Dinner with attendance of about 350 guests.

Young Professional Award

- Encouraged and recognised the achievements of a young professional who has demonstrated a noteworthy commitment to excellence and innovation in his/her profession. It was selected by the judges of the Business Award and winners were awarded at the Business Awards Gala Dinner as well.

Asia and Australia (8) (cont'd)

Scale of Event:

- No. of attendees:
 - Members: 120
 - Non-members: 230
- Appr. cost of event: USD36,900

Financial achievements:

- Secured major event sponsors including Hong Kong Trade Development Council, Ferrari Maserati Sydney, Cathay Pacific Airways, etc for a total sponsorship of USD16,920;
- Generated USD16,200 of profit.

Impact on the local community:

- Recognised members' contributions to the international trade between NSW and Hong Kong which encouraged more business cooperation between the two places;
- The Award gala dinner were attended by Australian and Hong Kong dignitaries including Huanxin Li, Consul General of People's Republic of China in Sydney and Professor KC Chan, Secretary for Financial Services and the Treasury, HKSAR;
- Generated extensive coverage from the local media, such as Australian Chinese Daily, Singtao Newspaper, TVB Australia and Sydney Today.

Innovativeness:

- The Award is the only business awards that is designed to encourage NSW business communities who strive for excellence in all aspects of International Trade between NSW and Hong Kong;
- First time to present the Young Professional Award at the Business Awards Gala Dinner which gave more recognition to the winner.

Europe (4)

9 Finland-Hong Kong Trade Association

#INLAND Hong Kong Fashion Project

(Co-organised with #INLAND)

19 Jan 2015

Objectives:

- #INLAND is a project founded by two Finnish designers Kaisa Riivari and Mirikka Metsola. Co-organised with #INLAND, the Association led ten Finnish fashion designers to participate in the Hong Kong Fashion Week organised by HKTDC. A series of side events including the delivery of opening remarks by Mr Jari Sinkari, Consul General of Finland in Hong Kong, Music performance by a famous Finnish singer Saara Aalto, fashion parade and cocktail reception at the Hong Kong Fashion Week were organised to promote the Finnish design excellence in Hong Kong;
- The #INLAND Hong Kong Fashion Project also introduced Finnish fashion designers to Asian audiences and promoted Hong Kong as a gateway to extensive Asian markets;

Europe (4) (cont'd)	
	<ul style="list-style-type: none"> - The project was one of the biggest promotional events of Finnish design in Hong Kong. <p>Scale of Event:</p> <ul style="list-style-type: none"> - No. of attendees: The Hong Kong Fashion Week attracted over 20,000 visitors. - Appr. cost of event: USD25,000 <p>Financial achievements:</p> <ul style="list-style-type: none"> - The project was fully supported by volunteers and no cost has been involved. It also gained sponsorships from several Finnish and Hong Kong partners; - Participated designers signed numerous contracts with the buyers from different places including Hong Kong, the Chinese mainland and South Korea. <p>Impact on the local community:</p> <ul style="list-style-type: none"> - The whole project attracted many media coverage including reports by Finncam and GBTIMES; - Aroused the interest of Finnish designers to set up their business in Hong Kong. <p>Innovativeness:</p> <ul style="list-style-type: none"> - It is one of the biggest promotional events of Finnish design in Hong Kong which included the co-operation between public sector, Finnish designers and private companies.
10	<p>Italy-Hong Kong Association 30th Year Anniversary Event – Seminar and Cocktail Reception <i>(Co-organised with Hong Kong Trade Development Council and HKSAR Hong Kong Economic and Trade Office in Brussels)</i> 26 May 2015</p> <p>Objectives:</p> <ul style="list-style-type: none"> - Leveraging the 30th Year Anniversary celebration of the Association, the Association organised a business seminar and cocktail reception to recruit new members; - Updated members and potential members on the Association's past events and upcoming programmes; - Strengthened the relationships between members and the Association as well as encouraged their participation in the future events. <p>Scale of Event:</p> <ul style="list-style-type: none"> - No. of attendees: <ul style="list-style-type: none"> • Members: 120 • Non-members: 230 - Appr. cost of event: USD3,800

Europe (4) (cont'd)	
	<p>Financial achievements:</p> <ul style="list-style-type: none"> - Obtained sponsorships from Hong Kong Trade Development Council and HKSAR Economic and Trade Office in Brussels to cover half of the cost for all related events. <p>Impact on the local community:</p> <ul style="list-style-type: none"> - Important guests including Mr Wang Dong, Chinese Consul General in Milan, Mr Li Shaofeng, Chinese Commercial Consul in Milan, Mario Boselli, Honorary President of Italian Fashion Chamber and Mr Marinella Loddo, Director of Italian Trade Agency Milan Office attended the events; - With the high profile of the guests, feedbacks from the local business community were very positive. <p>Innovativeness:</p> <ul style="list-style-type: none"> - The events did not only update the local business community the latest news and development of the Association, but also provided a chance to promote Hong Kong as a gateway to Asian markets.
11	<p>Italy-Hong Kong Association</p> <p><i>Hong Kong Dinner in Milan and Think Asia, Think Hong Kong Symposium in Milan</i></p> <p><i>(Co-organised with Hong Kong Trade Development Council and HKSAR Hong Kong Economic and Trade Office)</i></p> <p><i>29 to 30 Oct 2014</i></p> <p>Objectives:</p> <ul style="list-style-type: none"> - Provided the latest market intelligence and tips on how to use Hong Kong as a platform to tap into the Asian markets; - Star speakers including Mr Jack So, Chairman, Hong Kong Trade Development Council, the Hon John Tsang Chun-wah, GBM, JP, Financial Secretary, HKSAR, Mr James E. Thompson, GBS, Chairman, Crown Worldwide Group and Mr Matteo Lunelli, President, Ferrari Winery were invited to speak at the business seminar; - Served as a platform to gather the prestige guests and further promote the Association and Hong Kong. <p>Scale of Event:</p> <p>Hong Kong Dinner</p> <ul style="list-style-type: none"> - No. of attendees: <ul style="list-style-type: none"> • Members: 60 • Non-members: 87 <p>Think Asia, Think Hong Kong Symposium in Milan</p> <ul style="list-style-type: none"> - No. of attendees: <ul style="list-style-type: none"> • Members: 150 • Non-members: 624 - Appr. cost of the two events: US\$80,000

Europe (4) (cont'd)	
	<p>Financial achievements:</p> <ul style="list-style-type: none"> - All the costs were absorbed by Hong Kong Trade Development Council and HKSAR Hong Kong Economic and Trade Office; - Facilitated potential business co-operations between Hong Kong and Italy. <p>Impact on the local community:</p> <ul style="list-style-type: none"> - Important guests including Mr Mario Boselli, Honorary President of Italian Fashion Chamber, Ms Maria Luisa Trussardi, Chairman of Trussardi Spa and Mr Matteo Lunelli, President of Ferrari Winery attended the events; - With the high profile of the guests, it attracted wide coverage of the media, with 75 pieces of media coverage. <p>Innovativeness:</p> <ul style="list-style-type: none"> - The Association leveraged on their expertise and channels to spread the message and promote the events to Italian VIPs and SMEs.
12	<p>Hong Kong-UK Business Forum</p> <p><i>Hong Kong-UK Business Forum: Day at the Races</i></p> <p><i>(solo)</i></p> <p><i>21 Aug 2015</i></p> <p>Objectives:</p> <ul style="list-style-type: none"> - Gathered the board members in an innovative way to have board meeting at the Sandown Park Race; - Explored the ways of recruiting a bigger group to attend the Hong Kong Forum in 2015; - Discussed many initiatives and upcoming development of the Forum, including: <ul style="list-style-type: none"> • The UK Business Forum should materially increase its presence at the Global Forum. • Great use will be made of social media to attract participants to the Federation's events. • All members will try to "bring along a friend" to the Forum and Federation events to widen membership and increase engagement. <p>Scale of Event:</p> <ul style="list-style-type: none"> - No. of attendees: six board members - Appr. cost of the event: Nil <p>Financial Achievement:</p> <p>Nil</p> <p>Impact on the local community:</p> <ul style="list-style-type: none"> - Helped to raise the awareness of Hong Kong and of the Forum amidst a new group of business leaders.

Europe (4) (cont'd)	
	<p>Innovativeness:</p> <ul style="list-style-type: none"> - Instead of normal meeting rooms and offices, it was a refreshing and new way to have the board meeting at a unique sporting venue; - Induced more creative ideas and fruitful discussions.
North America (3)	
13	<p>The Hong Kong-Canada Business Association - Montreal Section Quebec-HK Cleantech Momentum :Rendez-vous Quebec Hong Kong <i>(Co-organised with Ecotech Quebec)</i> 9 June 2015</p> <p>Objectives:</p> <ul style="list-style-type: none"> - The Section held sector-specific events in collaboration with local partner(s) to build HKCBA membership and profile in a new, targeted sector (cleantech) representing synergies for Hong Kong and Quebec, including: <ul style="list-style-type: none"> • Five hours initial “Rendez-vous” event which invited high profile speakers such as Mr Charles Ng, Associate Director-General, Invest HK and Mr Bruce Hicks, Managing Director, TPZ and Xebec Absorption, a local Quebec cleantech company with significant business in China; • Animated panel discussions and Q&As; • Networking amongst Hong Kong and Quebec participants, partners (Quebec government, financial institutions, service providers) and facilitators; - Increased awareness amongst Quebec cleantech companies of market potential and partnering opportunities; - Showcased advantages of Hong Kong as a platform for doing business in China and Asia. <p>Scale of Event: Rendez-vous Quebec Hong Kong</p> <ul style="list-style-type: none"> - Number of Attendees: <ul style="list-style-type: none"> • Members: 25 • Non-members: 50 - Appr. cost of event: USD8,150 <p>Financial achievements:</p> <ul style="list-style-type: none"> - Attracted the Section’s members, government and business organisations to be the sponsors; - Partnered with Ecotech and Quebec government to allowed more efficient use of resources and wider reach of audiences; - Allowed HKCBA-Montreal and Ecotech Québec to generate a small profit while maintaining an attractive participation fee for participants.

North America (3) (cont'd)	
	<p>Impact on the local community:</p> <ul style="list-style-type: none"> - Attracted numerous new businesses (primarily SMEs) from highly-dynamic sectors to attend HKCBA events; - Educated Quebec cleantech companies on market and partnership opportunities in Hong Kong, and the value of Hong Kong as a platform for doing business in the Chinese mainland and Asia. <p>Innovativeness:</p> <ul style="list-style-type: none"> - Given the limited number of cleantech companies amongst our members, we sought out and confirmed Ecotech Québec as a partner for the events. As the first organisation of its kind in Canada, Ecotech brought together all the key decision makers in the Quebec cleantech sector to the events; - Timing our event one day after the mega Think Asia Think Hong Kong event in Toronto (not too far from Montreal) allowed us to entice high-profile Hong Kong speakers to our event without excessive cost or logistics. Early collaboration on promotional efforts also allowed participants the choice to attend both Think Asia Think Hong Kong in Toronto and the Rendez-vous event in Montreal, and thereby building momentum for Eco Expo Asia.
14	<p>Hong Kong Association of New York</p> <p><i>2nd Annual Golf Outing</i></p> <p><i>(Solo)</i></p> <p><i>13 July 2015</i></p> <p>Objectives:</p> <ul style="list-style-type: none"> - Provided a fun and exciting networking opportunity for the members, potential members and their guests in the local business community; - Introduced members to businesses in the New York and northern New Jersey areas. Doubled attendance from last year to 72 players; - Raised money and recruited 15 new Corporate members; - Raised the Association's profile and attracted leading sponsors. News of the event was sent to more than 1,000 members and multipliers. <p>Scale of Event:</p> <ul style="list-style-type: none"> - Number of Attendees: <ul style="list-style-type: none"> • Members: 43 • Non-members: 67 - Appr. cost of event: USD26,000 <p>Financial achievements:</p> <ul style="list-style-type: none"> - Convinced the Association's Cup sponsors of last year to continue to sponsor the event including United Airlines and Remy Martin. Also recruited the Industrial and Commercial Bank of China (ICBC) to become sponsor of this year event.

North America (3) (cont'd)	
	<p>Impact on the local community:</p> <ul style="list-style-type: none"> - Important guests attended the event including the Mayor of Tuxedo Park and a former Deputy Mayor, which raised the profile of the Association; - A report of the golf outing was also posted on the private website of the Tuxedo Club. <p>Innovativeness:</p> <ul style="list-style-type: none"> - Remy Martin provided a special tasting of its special Louis XIII cognac at the event; - United Airlines, one of the event sponsors added a tent to the 17th hole and past out free cold beer and many gifts to participants.
15	<p>Hong Kong-Greater China Business Association of Washington 2014 International Spirits and Wines Fair Delegation <i>(solo)</i> 6 Nov 2014</p> <p>Objectives:</p> <ul style="list-style-type: none"> - The Association organised a delegation of eight wineries to attend the 2014 International Wine and Spirits Fair, hosted by the HKTDC at the HKCEC 6-8, Nov 2014; - The Washington State Wine Commission was part of this delegation and successfully created a Washington and Oregon Pavilion at the wine fair to promote trade; - Promoted trades between Washington State and Hong Kong. Two containers of wines were the immediate result of this initiative and many other relationships were being cultivated. <p>Scale of Event:</p> <ul style="list-style-type: none"> - Number of Attendees: <ul style="list-style-type: none"> • Members: 8 • Non-members: 19,000 pax attended the 2014 International Wine and Spirits Fair - Appr. cost of event: USD71,060 <p>Financial achievements:</p> <ul style="list-style-type: none"> - The entire cost of the pavilion was shared by the participating wineries, Washington State Wine Commission, Washington Export Group Inc, and Western United States Agricultural Trade Association (WUSATA) <p>Impact on the local community:</p> <ul style="list-style-type: none"> - Created positive image for both Hong Kong, Washington and Oregon State with the extensive media coverage; - Generated business and the participated companies were expected to establish presence in Hong Kong and hence, contribute to the Hong Kong Economy.

North America (3) (cont'd)**Innovativeness:**

- Created a pavilion for the participated companies with much more appeal than a standard booth;
- Added marketing elements prior and during the wine fair by hosting various tastings and wine pairing dinner.