

## The Federation of Hong Kong Business Associations Worldwide Best Initiative Award 2016 Summary

**No. of Participating Initiatives: 19 (from 18 Member Associations / Chapters)**

**Eligible Period: 1 Sept 2015 – 31 Aug 2016**

**Grand Prize: Two prizes (1 winner and 1 runner-up) per region – i.e. 6 regional prizes in total**

	Name of Association	Name of Initiative	Date	Description	Supporting Documents
<b>Asia and Australia (12)</b>					
1	<b>Hong Kong Chamber of Commerce in China - Guangdong</b>	Hong Kong Service Industry Seminar 2016 and Launch Ceremony of the "Directory for Hong Kong Service Industry Companies in Guangdong"  <i>(Co-organised with Hong Kong Trade Development Council and Hong Kong SAR Economic and Trade Office in Guangdong)</i>	11 Aug, 2016	<b>Objectives:</b> <ul style="list-style-type: none"> <li>- Published a "Directory of Hong Kong Service Industry Companies in Guangdong";</li> <li>- To promote Hong Kong strengths in professional services, the Association organised a seminar in Aug. Top-notch speakers were invited, they include Mr Li Yang Chun, Deputy Director of Hong Kong and Macau Affairs Bureau to introduce the updated measures of CEPA and Ms Liu Dong Yun, Representative, Southern China of Hong Kong Stock Exchange to share the latest developments of Hong Kong Securities Exchange Market;</li> <li>- Other speakers including Mr Victor Chan, Managing Director, DM Group, Mr Alan Yip, General Manager, Guangzhou Sisterzhong Foods Co., Ltd and Mr Lau Chung Ting, Advisor, Guangzhou Star-Moon Toys Co., Ltd. Experiences on how to develop the Mainland market were shared with the audiences;</li> <li>- Provided practical advices for Hong Kong business operators to capture the opportunities provided by CEPA.</li> </ul> <b>Scale of Event:</b> <ul style="list-style-type: none"> <li>- No. of attendees:               <ul style="list-style-type: none"> <li>● Members: 150</li> <li>● Non-members: 200</li> </ul> </li> </ul>	Nil

				<p><b>Financial Achievement:</b></p> <ul style="list-style-type: none"> <li>- The event was fully sponsored by the Hong Kong SAR Economic and Trade Office in Guangdong.</li> </ul> <p><b>Impact on the local community:</b></p> <ul style="list-style-type: none"> <li>- The event was covered by local media, and enhanced the profile of the Chamber.</li> </ul> <p><b>Innovativeness:</b></p> <ul style="list-style-type: none"> <li>- An online version of the Directory was launched on 1 Sept 2015 to provide more handy information to the businessmen in both Hong Kong and the Chinese mainland.</li> </ul>	
2	<b>The Japan Hong Kong Society - Chukyo</b>	<p>Hong Kong Business Seminar in Nagoya</p> <p><i>(Co-organised with Hong Kong Trade Development Council)</i></p>	26 Nov, 2015	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>- The event consisted of a main symposium and two thematic seminars. It was attended by Mr Hideaki Omura, Governor of Aichi Prefecture, Mr Tokuichi Okaya, Chairman of the Nagoya Chamber of Commerce &amp; Industry, Director-General Tanabe, Tokai Region, Ministry of Agriculture, Forestry and Fisheries and Mr William Chui, Director, International &amp; Mainland Relations of HKTDC;</li> <li>- The main symposium was about the global business strategy in the Chinese mainland and Asia, and what is the role of Hong Kong to help Japanese companies on this. Other thematic seminars discussed food and design &amp; houseware;</li> <li>- Raised the awareness on Hong Kong as a platform for Japanese companies to go global in the Chubu region;</li> <li>- Strengthened the economic co-operation and promoted trade between Chubu region of Japan and Hong Kong by offering the latest market intelligence of Hong Kong and the Chinese mainland market and facilitating industry-specific collaborations;</li> <li>- Focused on industries which Hong Kong and Chubu region are interested in, such as environmental protection, food, creative industry and houseware/gift related industries;</li> <li>- Drew more attention of the key players in these</li> </ul>	<ol style="list-style-type: none"> <li>1. Event Photos</li> <li>2. Event DM</li> <li>3. Media Coverage</li> </ol>

			<p>industries to make use of the ideal platform of Hong Kong, including exhibiting at trade fairs organised by HKTDC;</p> <ul style="list-style-type: none"> <li>- The objectives were achieved by mobilising influential government bodies (such as Aichi Pref. Government, Gifu Pref. Government, Mie Pref. Government, Chubu METI, etc.), local multipliers (such as Nagoya Chamber of Commerce and Industry, Chubu Economic Federation, etc.), and influential politicians and industry key players in the region (such as Aichi Pref. Omura Governor, Nagoya Chamber of Commerce and Industry Okaya Chairman, etc.)</li> <li>- The Chapter also organised a Chinese New Year Party following the main symposium which provided an opportunity for the members to network in a relaxing atmosphere.</li> </ul> <p><b>Scale of Event:</b></p> <ul style="list-style-type: none"> <li>- No. of attendees: <ul style="list-style-type: none"> <li>● Members: 60</li> <li>● Non-members: 400</li> </ul> </li> <li>- Appr. cost of event: Hong Kong Business Seminar was financially supported by Hong Kong Trade Development Council.</li> </ul> <p><b>Financial Achievement:</b></p> <ul style="list-style-type: none"> <li>- Identified new members and contributed to membership revenue.</li> </ul> <p><b>Impact on the local community:</b></p> <ul style="list-style-type: none"> <li>- Participants of the event obtained first-hand information about Hong Kong from the speakers, who are experts of the industries;</li> <li>- Drew the attention of the Chubu region on environment protection, food and creative industries;</li> <li>- The event was covered by both national and local medias, such as Nikkan Kogyo Shimbun, Senken Shimbun, Chunichi Shimbun, etc.</li> </ul>	
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				<p><b>Innovativeness:</b></p> <ul style="list-style-type: none"> <li>- It was the largest event co-organised by JHKS-Chukyo in Nagoya, which involved almost all most important and influential government officials/industry key players as guests and supporting organisations.</li> </ul>	
3	<p><b>The Japan Hong Kong Society - Kansai</b></p>	<p><b>Chinese New Year Business Seminar</b></p> <p><i>(Co-organised with Osaka Chamber of Commerce &amp; Industry)</i></p> <p><b>Chinese New Year Party</b></p> <p><i>(Special assistance by Hong Kong Economic and Trade Office in Tokyo and Hong Kong Trade Development Council)</i></p>	22 Feb, 2016	<p><b>Objectives:</b></p> <p><u>Chinese New Year Business Seminar</u></p> <ul style="list-style-type: none"> <li>- The Chinese New Year seminar consisted of two seminars, namely "One Belt, One Road ~ Future of silk road economic zone and role of Hong Kong~" and "Japan's food culture of OMUSUBI (rice ball), to Hong Kong and to the world";</li> <li>- The seminar was the Section's biggest seminar to promote Hong Kong. Speakers including Mrs Shigemi Furuta, Director and Chief Representative of HKTDC, Japan and Mr Kenji Yamada, Director of Hyakunusha International Ltd, Hong Kong, shared their insights at the seminars;</li> <li>- Mr Yamada's success story of setting up a series of OMUSUBI shops in Hong Kong inspired the Japanese business community to venture their business in Hong Kong.</li> </ul> <p><u>Chinese New Year Party</u></p> <ul style="list-style-type: none"> <li>- It was one of the biggest events of the Association in promoting Hong Kong;</li> <li>- Apart from great Chinese food and performance by a very popular local singer – Mrs Kishi Masami, the dinner also invited Mr Sun, Deputy Consulate General of PRC Osaka to make a keynote speech on the close business relationships between Japan and the Chinese mainland.</li> </ul> <p><b>Scale of Event:</b></p> <ul style="list-style-type: none"> <li>- No. of attendees: <ul style="list-style-type: none"> <li>● Members: 109</li> <li>● Non-members: 164</li> </ul> </li> <li>- Appr. cost of event: USD15,000</li> </ul>	<ol style="list-style-type: none"> <li>1. Event Programme</li> <li>2. Event Photos</li> </ol>

				<p><b>Financial Achievement:</b></p> <ul style="list-style-type: none"> <li>- The cost was covered by the financial support from the Hong Kong Trade Development Council and participation fee.</li> </ul> <p><b>Impact on the local community:</b></p> <ul style="list-style-type: none"> <li>- Inspired businessmen in Kansai to expand business in Hong Kong, especially the food industry;</li> <li>- Generated enquiries for HKTDC services and events;</li> <li>- Strengthened the business ties between Kansai and Hong Kong;</li> <li>- Enhanced the profile of the section with the high calibre guests and speakers.</li> </ul> <p><b>Innovativeness:</b></p> <ul style="list-style-type: none"> <li>- It was the first time to illustrate HKTDC events and the advantages of Hong Kong via a PR video projection on screen, which caught the attention of the participants successfully.</li> </ul>	
4	<b>The Japan Hong Kong Society - Tokyo</b>	The 43rd Business Seminar "The greatest Financial Innovation of the 21st century, the Ambition and Current Condition of the Chinese RMB Economic Sphere"  (Solo)	29 July, 2016	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>- The event consisted of a seminar on the current RMB economic development, investment markets and related challenges as well as the role of Hong Kong in the Belt and Road Initiative of China and a networking gathering;</li> <li>- Prof. Shohei Matsuda, former President of the HSBC Investment Bank who is also a professor of the Graduate School of Hosei University was invited to share his insight on the topics;</li> <li>- Introduced the Asian Logistics and Maritime Conference and Asian Financial Forum which are organised by HKTDC and the latest development of Hong Kong economy;</li> <li>- The networking gathering enhanced the business network of the participants.</li> </ul>	<ol style="list-style-type: none"> <li>1. Event Programme</li> <li>2. Event DM</li> <li>3. Media Coverage</li> </ol>

				<p><b>Scale of Event:</b></p> <ul style="list-style-type: none"> <li>- No. of attendees: <ul style="list-style-type: none"> <li>● Members: 30</li> <li>● Non-members: 15</li> </ul> </li> <li>- Appr. cost of event: USD2,600</li> </ul> <p><b>Financial Achievement:</b></p> <ul style="list-style-type: none"> <li>- Identified new members and contributed to membership revenue;</li> <li>- Attracted potential participants to the events of Japan Hong Kong Society and HKTDC.</li> </ul> <p><b>Impact on the local community:</b></p> <ul style="list-style-type: none"> <li>- Drew the attention of the local business community on the importance of the Belt and Road Initiative and AIIB;</li> <li>- The event attracted well-known media to attend, including the director of popular Japanese TV economic programme called "WBC World Business Satellite" (TV Tokyo) and "Renmin Ribao".</li> </ul> <p><b>Innovativeness:</b></p> <ul style="list-style-type: none"> <li>- Compared with the past seminars which mainly focused on success stories, this seminar aimed to provide innovative business information;</li> <li>- The seminar was one of the most comprehensive and in-depth events in Tokyo which provided the insights of Belt and Road Initiative.</li> </ul>	
5	<b>The Hong Kong-Malaysia Business Association</b>	The Hong Kong-Malaysia Business Association (HKMBA) Keynote Luncheon  <i>(Co-organised with Hong Kong</i>	8 June, 2016	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>- The Keynote Luncheon is held every two years which focuses on sharing best practices in doing business in Hong Kong and economic outlook;</li> <li>- This year, Mr Lok Eng Hong, Regional Head of Dealings and Equities from Maybank Investment Bank made a keynote speech on the "Perspective on Belt &amp; Road Initiative and ASEAN". He presented his views on how entrepreneurs and stakeholders of Asia and ASEAN could take hold of the vast opportunities.</li> </ul>	Nil

		<i>Trade Development Council)</i>		<p><b>Scale of Event:</b></p> <ul style="list-style-type: none"> <li>- No. of attendees: <ul style="list-style-type: none"> <li>● Members: 29</li> <li>● Non-members: 52</li> </ul> </li> <li>- Appr. cost of event: USD3,500</li> </ul> <p><b>Financial achievements:</b></p> <ul style="list-style-type: none"> <li>- The cost of venue rental, AV equipment and luncheon, totaled USD2,600 was covered by a sponsor - Digi Telecommunications.</li> </ul> <p><b>Impact on the local community:</b></p> <ul style="list-style-type: none"> <li>- Established important contacts such as Mr Russell Chia Lek Ming, President, Fui Chiu Association of Selangor and Kuala Lumpur, Ms Ch'ng Soo Bee, Senior Manager of Northern Corridor Implementation Authority, Prof Stephen Ong, Commercialism Advisor, Malaysia Invention &amp; Design Society (MINDS);</li> <li>- Raised the awareness of the local business community of the Association and the events of HKTDC including Hong Kong Forum, Belt and Road Summit, Asian Logistics and Maritime Conference, Asian Financial Forum and Asian Licensing Conference.</li> </ul>	
6	<b>Hongkong Chamber of Commerce of the Philippines Inc</b>	<p>Celebration Dinner of the HKSAR Establishment Day 2016 by Filipino-Chinese Communities</p> <p><i>(Solo)</i></p>	1 July, 2016	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>- Strengthened the camaraderie among members;</li> <li>- Reached out to more businessmen in Hong Kong and the Philippines to join the Chamber;</li> <li>- Enhanced the profile of the Chamber and Hong Kong.</li> </ul> <p><b>Scale of Event:</b></p> <ul style="list-style-type: none"> <li>- No. of attendees: <ul style="list-style-type: none"> <li>● Members: 400</li> <li>● Non-members: 240</li> </ul> </li> <li>- Appr. cost of event: USD28,000</li> </ul> <p><b>Financial achievements:</b></p> <ul style="list-style-type: none"> <li>- Recruited more than 100 fee-paying members and hence the memberships fee income.</li> </ul>	<ol style="list-style-type: none"> <li>1. Event Photos</li> <li>2. Media Coverage</li> </ol>

				<p><b>Impact on the local community:</b></p> <ul style="list-style-type: none"> <li>- Generated extensive media reports especially in the local Chinese newspapers;</li> <li>- Attracted 240 non-members to the Dinner and hence raised the awareness of the local business community of the Chamber.</li> </ul> <p><b>Innovativeness:</b></p> <ul style="list-style-type: none"> <li>- Introduced the Belt and Road Initiative at the dinner.</li> </ul>	
7	<b>Hongkong Chamber of Commerce of the Philippines Inc (HKCCPI)</b>	First-ever HKCCPI delegation to the 16 <sup>th</sup> Hong Kong Forum 2015  (Solo)	2 Dec, 2015	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>- Helped members to expand their network;</li> <li>- Provided latest market information and updates to members;</li> <li>- Exchanged ideas and knowledge on global business with the international business leaders;</li> <li>- Tightened Hong Kong connections with the Filipino-Chinese business communities, especially in the industries of retails, garment, electronics, food and beverages, etc;</li> </ul> <p><b>Scale of Event:</b></p> <ul style="list-style-type: none"> <li>- No. of attendees: <ul style="list-style-type: none"> <li>● Members: 53</li> </ul> </li> <li>- Apr. cost of event: USD56,000</li> </ul> <p><b>Financial achievements:</b></p> <ul style="list-style-type: none"> <li>- Gained immeasurable opportunities on how to do business in Hong Kong;</li> </ul> <p><b>Impact on the local community:</b></p> <ul style="list-style-type: none"> <li>- Generated media reports in the local Chinese newspapers.</li> </ul> <p><b>Innovativeness:</b></p> <ul style="list-style-type: none"> <li>- It was the first-ever delegation organised by the Chamber to attend Hong Kong Forum. It allowed participants from around the world to connect with the Filipino-Chinese business communities, so as to explore more business opportunities.</li> </ul>	<ol style="list-style-type: none"> <li>1. Event Photos</li> <li>2. Media Coverage</li> </ol>



8	<b>Thai-HK Trade Association</b>	Donation to Christian Prison Ministry Foundation  (Solo)	14 June, 2016	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>- Visited the Christian Prison Ministry Foundation (CPMF Thailand) and made a contribution of USD10,000 for a re-construction of a five rooms-toilet and a laundry room;</li> <li>- The Foundation is a NGO that helps ex-prisoners and ex-young offenders. The Foundation helps these people who are mostly orphans and have no place to stay;</li> <li>- Uplifted the image of the Chamber and provided a chance for the general public to learn more about the Chamber and Hong Kong.</li> </ul> <p><b>Scale of Event:</b></p> <ul style="list-style-type: none"> <li>- No. of attendees: <ul style="list-style-type: none"> <li>● Members: 10</li> </ul> </li> <li>- Appr. cost of event: USD10,000</li> </ul> <p><b>Impact on the local community:</b></p> <ul style="list-style-type: none"> <li>- With the donation, the Foundation could build new and clean toilets as well as laundry room to serve the ex-prisoners and children, giving them a hygienic environment and accommodating more people.</li> </ul> <p><b>Innovativeness:</b></p> <ul style="list-style-type: none"> <li>- The project served non-mainstream charity organisation and enhanced the image of Hong Kong in an unconventional way.</li> </ul>	Nil
9	<b>Hong Kong Business Association Vietnam</b>	Gala Dinner – Good VS Evil  (Solo)	26 March, 2016	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>- It was one of the biggest events of the Association to gather and show the appreciation to the sponsors and related organisations;</li> <li>- Apart from being the networking platform for participants from different cultural and business background, the Gala Dinner was also served as a fund raising event for generating donation to the three charity initiatives of the Association: namely the library project, the audio online book and the Nhat</li> </ul>	1. Event Flyer

				<p>Hong blind school, which the Association has started to support since 2016;</p> <ul style="list-style-type: none"> <li>- Every year, there is a new theme of the Gala Dinner and the theme for this year is "Good VS Evil", which aimed at building a better world for the next generations and bringing more positive energy to the world.</li> </ul> <p><b>Scale of Event:</b></p> <ul style="list-style-type: none"> <li>- No. of attendees: <ul style="list-style-type: none"> <li>● Members: 47</li> <li>● Non-members: 183</li> </ul> </li> <li>- Appr. cost of event: USD19,900</li> </ul> <p><b>Financial achievements:</b></p> <ul style="list-style-type: none"> <li>- Obtained cash sponsorships of USD11,600, and USD 83,700 in-kind sponsorships. Generated revenue of USD9,700.</li> </ul> <p><b>Impact on the local community:</b></p> <ul style="list-style-type: none"> <li>- Gathered a good mix of guests from different nationality and strengthen the relationships among members;</li> <li>- Attracted attention of local business communities and uplifted the image of the Association and Hong Kong.</li> </ul> <p><b>Innovativeness:</b></p> <ul style="list-style-type: none"> <li>- The Association delegated a new Public Relations Director to work out the interesting theme and attracted the attention of the potential members and sponsors successfully;</li> <li>- It was the first time for the Association to incorporate fund raising elements to the Gala Dinner.</li> </ul>	
10	<b>Hong Kong Australia Business Association Limited</b>	2016 Food and Wine Appreciation Dinner and Hong Kong Forum	21 July, 2016	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>- Attracted new members to join the NSW Chapter;</li> <li>- Maintained excellent relationships with current members;</li> </ul>	<ol style="list-style-type: none"> <li>1. Event Photos</li> <li>2. Media Clippings</li> </ol>

	<p><b>- New South Wales (NSW) Chapter</b></p>	<p>Promotion <i>(Solo)</i></p>	<ul style="list-style-type: none"> <li>- Brand build the Association as an effective platform for obtaining Hong Kong and the Chinese mainland latest market intelligence;</li> <li>- Acknowledged the sponsors and VIPs by featuring their products and logos at the events.</li> </ul> <p><b>Scale of Event:</b></p> <ul style="list-style-type: none"> <li>- No. of attendees: <ul style="list-style-type: none"> <li>● Members: 90</li> <li>● Non-members: 20</li> </ul> </li> <li>- Appr. cost of event: USD6,730</li> </ul> <p><b>Financial achievements:</b></p> <ul style="list-style-type: none"> <li>- Secured major event sponsors including Hong Kong Economic and Trade Office, Dynamic Payment, Tong Fa Group, Cathay Pacific Airways etc for a total sponsorships of USD49,500;</li> <li>- Secured De Beaurepaire Wine and Reginum Group to donate wine and Chinese white wine at the event.</li> </ul> <p><b>Impact on the local community:</b></p> <ul style="list-style-type: none"> <li>- Provided a great platform to the local SME to understand more of the Chapter;</li> <li>- Promoted Hong Kong Forum to the local business community and hence attracted more new members to join the Chapter and enhanced the awareness of Hong Kong Forum;</li> <li>- Generated extensive coverage from the local media, such as Australian Chinese Daily, Singtao Newspaper, Australian New Express, TVB Australia and Sydney Today, etc.</li> </ul> <p><b>Innovativeness:</b></p> <ul style="list-style-type: none"> <li>- Introduced wine tasting at the reception to display Chinese white wine from Reginsun Group and wine provided from De Beaurepaire wines;</li> <li>- First time to merge Hong Kong Forum promotion in the event to leverage marketing efforts.</li> </ul>	
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11	<b>Hong Kong Australia Business Association Limited</b>  <b>- Victoria Chapter</b>	A night with Vinh Giang: Presenting on the World Stage  <i>(Co-organised with HKABA Victoria Young Professional Alliance and Rigby Cooke Lawyers)</i>	31 March, 2016	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>- The Chapter invited Mr Vinh Giang to share a night with its members. Vinh left his own career to start an online business in his 20s. The online business is an online platform which is called "Encyclopedia of Magic", now teaches magic to almost 50,000 students around the world;</li> <li>- Empowered young professionals that despite their background, they can achieve greatness.</li> <li>- Improved the presentation skills of young professionals via the workshop conducted by Vinh at the event;</li> <li>- Provided a platform for young professionals to network and nurture their business development soft skills;</li> <li>- Offered a chance for the participants to network with important guests like Councillor Kevin Louey from the City of Melbourne Council.</li> </ul> <p><b>Scale of Events:</b></p> <ul style="list-style-type: none"> <li>- No. of attendees: <ul style="list-style-type: none"> <li>● Members: over 30</li> <li>● Non-members: 55</li> </ul> </li> <li>- Appr. cost of event: USD550</li> </ul> <p><b>Financial achievements:</b></p> <ul style="list-style-type: none"> <li>- Secured Rigby Cooke Lawyers to sponsor the venue and catering (which worth USD2,000). Due to the success of the event, Rigby Cooke has decided to sponsor an event for the Chapter each year going forward;</li> <li>- Convinced Vinh to waive his USD10,000 consultancy fee for the presentation.</li> </ul> <p><b>Impact on the local community:</b></p> <ul style="list-style-type: none"> <li>- Participants were inspired by Vinh and some are seriously considering to pursue their dreams or new career.</li> </ul>	<ol style="list-style-type: none"> <li>1. Event Photos</li> <li>2. Event Flyer</li> </ol>
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				<p><b>Innovativeness:</b></p> <ul style="list-style-type: none"> <li>- This is the first time to have such a high calibre speaker to present at the HKABA Victoria Young Professional Alliance (YPA) event;</li> <li>- This is also the first time for a speaker to use magic to visually illustrate his analogies, which amazed and inspired the participants.</li> </ul>	
12	<b>Hong Kong New Zealand Business Association</b>	Hong Kong Festival – Seminar and Gala Dinner  <i>(Solo)</i>	Aug 2016	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>- Conducted business seminars in Auckland and Wellington with Mr Peter Nixon, an internationally renowned speaker and business advisor, who has spent over 25 years working in Hong Kong;</li> <li>- Shared insights on the future of Hong Kong, its relationships with the Chinese mainland, the Hong Kong business environment as well as the risks and opportunities of doing business in the Chinese mainland;</li> <li>- Invited Minister of Parliament Hon Peseta Sam Lotu-liga to be the keynote presenter at the Gala Dinner. He is the Minister of Local Government, Minister for Ethnic Communities, Minister for Pacific Peoples, and Associate Minister of Health. The Minister spoke about the importance of New Zealand's business ties with Hong Kong and Greater China, and the wealth of cultural and business benefits provided by the strong, and growing relationship;</li> <li>- The Gala Dinner served as a networking platform for the participants and celebrated the achievement of the Association over the year.</li> </ul> <p><b>Scale of Event:</b></p> <ul style="list-style-type: none"> <li>- No. of attendees: <ul style="list-style-type: none"> <li>● Members: 157</li> <li>● Non-members: 31</li> </ul> </li> <li>- Appr. cost of event: USD13,000</li> </ul>	1. Event Invitation

				<p><b>Financial achievements:</b></p> <ul style="list-style-type: none"> <li>- Secured the Hong Kong Economic and Trade Office to be a major sponsor which provided USD6,400 sponsorships;</li> <li>- Gained a total sponsorship of USD7,500 from HSBC, the Langham Auckland and Cathay Pacific Airways;</li> <li>- Following the success of the events, the Association has also been approached by various companies to discuss sponsorship opportunities in the future.</li> </ul> <p><b>Impact on the local community:</b></p> <ul style="list-style-type: none"> <li>- Conducted a Silent Auction at the Gala Dinner which proceeds of USD2,300 were all donated to the Neonatal Trust. The Neonatal Trust is a charity that works to provide, coordinate, and support to families of premature newborn children.</li> <li>- Worked with the Hong Kong Students Society from the University of Auckland, who provided a source of volunteer support in exchange for a cash sponsorship and complimentary tickets to events.</li> </ul> <p><b>Innovativeness:</b></p> <ul style="list-style-type: none"> <li>- Presentations of Mr Peter Nixon were conducted in the form of an interactive workshop, in which attendees played card games in small groups to demonstrate the challenges of negotiating, and how different people see business opportunities and challenges.</li> </ul>	
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#### Europe (4)

<b>13</b>	<p><b>Finland-Hong Kong Trade Association</b></p> <p>Food from Finland: Food and Beverage Export Initiative in Hong Kong</p> <p><i>(Co-organised with Finpro and)</i></p>	May 2016	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>- Promoted the unique, internationally warded Northernmost distilleries and wineries of Finland to Hong Kong through the participation in Vinexpo Hong Kong 2016 and a matchmaking event "VIP Arctic Cocktail Event" which was held in FINDS, the only Nordic restaurant in Hong Kong;</li> <li>- Vinexpo Hong Kong attracted around 17,000 trade visitors. Each exhibitor (four in total) from Finland gained around 30-40 potential leads for importing, distributing and selling their products in Hong Kong,</li> </ul>	<ol style="list-style-type: none"> <li>1. Event Photos</li> <li>2. Media Coverage</li> </ol>
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			<p>Macau, Taiwan and the Chinese mainland;</p> <ul style="list-style-type: none"> <li>- Gathered 80 liquor importers, distributors and retailers as well as media representatives at the matchmaking cocktail and extended the business contacts of the Finnish companies.</li> </ul> <p><b>Scale of Event:</b></p> <ul style="list-style-type: none"> <li>- Number of Attendees: <ul style="list-style-type: none"> <li>● Members: 1 (Finpro, the co-organiser)</li> <li>● Non-members: 17,000 (Vinexpo), 80 (Matchmaking Cocktail)</li> </ul> </li> <li>- Appr. cost of event: USD100,000</li> </ul> <p><b>Financial achievements:</b></p> <ul style="list-style-type: none"> <li>- All Finnish exhibitors were satisfied by the number of leads, signed contracts and newly established business contacts.</li> </ul> <p><b>Impact on the local community:</b></p> <ul style="list-style-type: none"> <li>- The presence of Finland pavilion in Vinexpo Hong Kong boosted the exports of the alcoholic products;</li> <li>- Raised the awareness of Finnish alcoholic products in Hong Kong.</li> </ul> <p><b>Innovativeness:</b></p> <ul style="list-style-type: none"> <li>- Vinexpo Hong Kong 2016 is the first F&amp;B event to have a Finland pavilion. By exhibiting in the Vinexpo, the Finnish exhibitors were convinced that Hong Kong is a ideal gateway for them to expand their business to Asian markets;</li> <li>- The innovative design of the booth and cocktail bar in Finland pavilion stood out from the other exhibitors;</li> <li>- The matchmaking cocktail served to the guests. Guests were impressed by the special cocktails and dishes which were made from the alcohol products of the Finnish exhibitors and prepared by the Finnish celebrity chef Mr Jaakko Sorsa.</li> </ul>	
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14	<b>Association France-Hong Kong</b>	Belt & Road Initiative: the 21st century Silk Road Business Seminar  <i>(Co-organised with Lefevre Pelletier &amp; Associés, a law firm with office in HK and the Hong Kong Trade Development Council, Paris Office)</i>	14 April, 2016	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>- The Association co-organised a business seminar in Paris, which introduced the Belt and Road Initiative and shared the insights on how French companies can be benefited from this Initiative;</li> <li>- Speakers including Mr Christophe Jacomin, associate lawyer from LPA and Mr Didier Cordero, Deputy to the Chief Representative in China from EDF Energy, as well as Mr Betrand Moreau, Chairman of the Association France-HK;</li> <li>- Insights into Hong Kong's role to assist French companies in grasping opportunities of the Belt and Road Initiative, Economic and Cultural Challenges for China, Legal and Security Challenges along the Road and examples of successful long-term partnerships with China power companies to open up third markets were shared at the seminar.</li> </ul> <p><b>Scale of Event:</b></p> <ul style="list-style-type: none"> <li>- Number of Attendees: <ul style="list-style-type: none"> <li>● Members: 60</li> <li>● Non-members: 5</li> </ul> </li> <li>- Appr. cost of event: USD1,800</li> </ul> <p><b>Financial achievements:</b></p> <ul style="list-style-type: none"> <li>- Venue of the seminar was provided for free by the co-organiser, which saved USD890.</li> </ul> <p><b>Impact on the local community:</b></p> <ul style="list-style-type: none"> <li>- Received very positive feedbacks from the participants as there were not many seminars discussing Belt and Road Initiative in France;</li> <li>- Enhanced the Association's profile because of the quality presentations and first-hand information shared by the speakers;</li> <li>- Recruited participants to attend the Belt and Road Summit which was organised by the Hong Kong SAR government and Hong Kong Trade Development Council on 18 May 2016.</li> </ul>	<ol style="list-style-type: none"> <li>1. Event Invitation</li> <li>2. Speaker's CV</li> </ol>
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15	<b>Italy-Hong Kong Association</b>	<p>Seminar of Arising opportunities for the Italian companies. Preparation to Belt and Road Summit in Hong Kong</p> <p><i>(Co-organised with the International Propeller Club and Omlog, Hong Kong Trade Development Council and HKSAR Hong Kong Economic and Trade Office in Italy)</i></p>	22 March, 2016	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>- The Association co-organised a business seminar in Milan, which aimed to encourage local companies to prepare themselves for the arising opportunities of the Belt and Road Initiative;</li> <li>- The event consisted of an evening seminar and a networking dinner. Ms Alice Choi, Deputy Representative of Hong Kong Economic and Trade Office explained the significance of Hong Kong as a super-connector linking the Chinese mainland with the rest of the world. Other speakers including Mr Riccardo Fuochi, President of the International Propeller Club Port of Milan, Mr Giampaolo Naronte, Partner and Chinese Law Expert of GNLex, Mr Stefano De Paoli from Invest Hong Kong, sharing the experiences of how to capture arising opportunities of the Belt and Road Initiatives through Hong Kong.</li> </ul> <p><b>Scale of Event:</b></p> <ul style="list-style-type: none"> <li>- No. of attendees: <ul style="list-style-type: none"> <li>● Members: 27</li> <li>● Non-members: 45</li> </ul> </li> <li>- Appr. cost of event: USD3,650</li> </ul> <p><b>Financial achievements:</b></p> <ul style="list-style-type: none"> <li>- Obtained sponsorships from Hong Kong Trade Development Council and HKSAR Economic and Trade Office in Brussels to cover half of the cost for the event.</li> </ul> <p><b>Impact on the local community:</b></p> <ul style="list-style-type: none"> <li>- Being the first seminar which focused on the Belt and Road initiatives in Milan, the event aroused great attention of Italian companies and local media;</li> </ul>	<ol style="list-style-type: none"> <li>1. Event Photos</li> <li>2. Event Programme</li> <li>3. Media Clippings</li> </ol>

				<ul style="list-style-type: none"> <li>- The promotion through the social media, especially linked-in account of HKTDC, polished the image of both Hong Kong and the Association.</li> </ul> <p><b>Innovativeness:</b></p> <ul style="list-style-type: none"> <li>- 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 the Asian markets.</li> </ul>	
16	<b>Hong Kong-UK Business Forum</b>	TDC Friday <i>(Solo)</i>	8 April, 2016	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>- The event was an informal afternoon gathering to share information and development about Hong Kong and Asia;</li> <li>- Enhanced the profile of HKTDC, Hong Kong and the Hong Kong-UK Business Forum;</li> <li>- Invited Ms Sally Maier Yip, Founder and Managing Director of 11K Consulting to give a precise view on media relations in Asia in an interactive and relaxing way.</li> </ul> <p><b>Scale of Event:</b></p> <ul style="list-style-type: none"> <li>- No. of attendees: <ul style="list-style-type: none"> <li>● Members: 5</li> <li>● Non-members: 16</li> </ul> </li> <li>- Appr. cost of event: USD200</li> </ul> <p><b>Financial Achievement:</b> Nil</p> <p><b>Impact on the local community:</b></p> <ul style="list-style-type: none"> <li>- Linked up a local UK company with the Hong Kong Institution of Engineers;</li> </ul> <p><b>Innovativeness:</b></p> <ul style="list-style-type: none"> <li>- The speaker illustrated her concepts by giving out small notes with sub-headings for the guests to read and expanded the sub-heading further, which the participants found very creative and interactive.</li> </ul>	1. Event Photos

North America (3)				
17	<p><b>The Hong Kong-Canada Business Association</b></p> <p><b>Toronto GTA Section and Montreal Section</b></p>	<p>HKCBA Canadian BRI (Belt and Road Initiative) Momentum</p> <p>(Solo)</p>	<p>22 March, 2016</p>	<p><b>Objectives:</b> This momentum consists of chain of sub-initiatives, including Belt and Road Initiative related seminars, delegation to the inaugural Belt and Road Summit in Hong Kong organised by the HKSAR government in associated with HKTDC, a Belt and Road Initiative network and other upcoming events. Objectives including:</p> <ul style="list-style-type: none"> <li>- Immediate Objective: For HKCBA Montreal and GTA Sections to start and build momentum of Canada's interest and participation in the Belt and Road Initiative via the Hong Kong platform;</li> <li>- Mid-term Objective: For HKCBA National and other Sections to consider adopting this concept and best practice to grow the HKCBA Canadian BRI Network and momentum;</li> <li>- Long-term Objective: For HKCBA to share experience and best practice of this initiative with fellow Federation members around the world and to expand the HKCBA Canadian BRI Network into the FHKBAW Global BRI Network.</li> </ul> <p><b>Scale of Event:</b></p> <ul style="list-style-type: none"> <li>- Number of Attendees: <ul style="list-style-type: none"> <li>● Members: 100</li> <li>● Non-members: 50</li> </ul> </li> <li>- Appr. cost of event: USD1,000</li> </ul> <p><b>Financial achievements:</b></p> <ul style="list-style-type: none"> <li>- Generated USD6,500 revenue through the various activities.</li> </ul> <p><b>Impact on the local community:</b></p> <ul style="list-style-type: none"> <li>- Facilitated interested Canadian companies to obtain useful intelligence of BRI, build contacts and establish some first-mover advantages;</li> <li>- Enhanced HKCBA's profile as a highly relevant Canada-Hong Kong-Asia business association;</li> </ul>

1. Marketing leaflets of the BRI related seminars and mission
2. Event Photos

				<ul style="list-style-type: none"> <li>- Augmented the "Think Asia, Think Hong Kong" and "Think BRI, Think Hong Kong" messages and further marketing Hong Kong as THE Super Connector amongst the Canadian community; and</li> <li>- Facilitated the HKCBA Canadian Belt and Road Mission Members and assisting BRI Network members in charting their BRI business plans in a strategic way.</li> </ul> <p><b>Innovativeness:</b></p> <ul style="list-style-type: none"> <li>- The BRI Momentum in Canada is a bold and visionary initiative while no other counterparts in Canada have even started to understand the importance of BRI.</li> </ul>	
18	<b>Hong Kong Association of New York</b>	<p>Hong Kong Gala Dinner 2016</p> <p><i>(Co-organised with Hong Kong Economic and Trade Office New York)</i></p>	9 June, 2016	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>- The Association hosted a Hong Kong Gala Dinner with Mrs Carrie Lam Cheng Yuet-ngor, GBM, GBS, JP, Chief Secretary for Administration, Hong Kong SAR Government as the Guest of Honor at a private club in New York City;</li> <li>- Mrs Lam introduced Hong Kong's advantages, the Hong Kong Government's efforts in supporting innovative technology and creative industry as well as the latest development of the green policies of Hong Kong to the local business community;</li> <li>- Insights on the unique position of Hong Kong in the Belt and Road Initiative were also shared at the Dinner.</li> <li>- Raised the Association's profile and attracted leading sponsors including Hang Lung Properties, HSBC, Cathay Pacific and Cheung Kong Graduate School of Business as the Knowledge Partner.</li> </ul> <p><b>Scale of Event:</b></p> <ul style="list-style-type: none"> <li>- Number of Attendees: <ul style="list-style-type: none"> <li>● Members: 144</li> </ul> </li> <li>- Appr. cost of event: USD38,000</li> </ul> <p><b>Financial achievements:</b></p> <ul style="list-style-type: none"> <li>- Generated sponsorships over USD87,000 from the silent auction bids and lucky draw tickets.</li> </ul>	<ol style="list-style-type: none"> <li>1. Event Invitation</li> <li>2. Event Programme</li> </ol>

				<p><b>Impact on the local community:</b></p> <ul style="list-style-type: none"> <li>- Provided a rare opportunity in connecting high level executives and community leaders from Hong Kong and New York with Mrs Carrie Lam.</li> </ul> <p><b>Innovativeness:</b></p> <ul style="list-style-type: none"> <li>- Consisted of presentation by senior government officials of Hong Kong SAR, a jazz band led by musicians from Hong Kong, a silent auction and lucky draw, the Gala Dinner was a unique event to promote Hong Kong's advantages.</li> </ul>	
19	<b>Hong Kong Association of Southern California</b>	"Business Connect - Belt and Road" Dinner Seminar  (solo)	31 August, 2016	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>- The Association hosted a "Business Connect - Belt and Road" Dinner Seminar to introduce Belt and Road initiative, Hong Kong opportunities and the global development of the city of Murrieta to the business community of Southern California;</li> <li>- Shared knowledge and insight by senior government officials Ms Subrina Chow and Mr Invanhoe Chang of the Hong Kong Economic and Trade Office including the Hong Kong Trade Development Council and the City of Murrieta in California;</li> <li>- Provided a platform for networking for members and business leaders from the Chinese mainland, Hong Kong and America in a relaxed dinner environment.</li> </ul> <p><b>Scale of Event:</b></p> <ul style="list-style-type: none"> <li>- Number of Attendees: <ul style="list-style-type: none"> <li>● Members: 48</li> <li>● Non-members: 17</li> </ul> </li> <li>- Appr. cost of event: USD2,400</li> </ul> <p><b>Financial achievements:</b></p> <ul style="list-style-type: none"> <li>- Obtained sponsorships and support from three major sponsors, four general sponsors, one media sponsor, three gift sponsors and six supporting organisations. The seven cash sponsors generated about 80% of the total event income of USD2,705.</li> </ul>	<ol style="list-style-type: none"> <li>1. Event Photos</li> <li>2. Media Clippings</li> </ol>

			<p><b>Impact on the local community:</b></p> <ul style="list-style-type: none"> <li>- Provided an opportunity for face to face connection between business and professional executives, non-government organisations and academic sectors including Delta Air Lines, Torrey Pines Bank, Coldwell Banker Royal Realty, Mass Mutual Financial Group, Union Bank, San Diego Miramar College, San Diego Chinese Historical Museum, North County Hispanic Chamber of Commerce, Asian Pacific American Law Students Association;</li> <li>- Generated media reports on local Chinese newspaper San Diego Chinese Tribune on August 6, 20 and August 27 and post-event coverage on September 10, 2016.</li> </ul> <p><b>Innovativeness:</b></p> <ul style="list-style-type: none"> <li>- The use of social media such as WeChat, Facebook recreated talk of the town and aroused awareness in the business community especially among Chinese Americans in Los Angeles, Orange County and San Diego.</li> </ul>	
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