

## The Federation of Hong Kong Business Associations Worldwide Best Initiative Award 2017 Summary

### Summary of Best Initiative Award 2017

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

**Eligible Period: 1 Sept 2016 – 31 Aug 2017**

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

– i.e. 6 regional prizes in total

Asia and Australia (10)	
1	<p><b>Hong Kong Chamber of Commerce in China - Guangdong</b>  <i>Directory for Hong Kong Service Industry Companies in Guangdong</i>  <i>(Co-organised with Hong Kong Trade Development Council and the Hong Kong SAR Economic and Trade Office in Guangdong.)</i>            29 August, 2017</p> <p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>- Promoted Guangdong based Hong Kong companies in the services sector;</li> <li>- Listed over 1,000 Hong Kong companies in nine Guangdong cities, including Guangzhou, Shenzhen, Zhuhai, Foshan, Huizhou, Dongguan, Zhongshan, Jiangmen and Zhaoqing;</li> <li>- The directory has both printed and online version. The printed version has been given out free to participants of various events, sent to companies on the directory as well as members of the Chamber and the governors of that nine cities.</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: 219</li> <li>• Non-members: 781</li> </ul> </li> <li>- Approximate cost of event: USD68,500</li> </ul> <p><b>Financial achievements:</b></p> <ul style="list-style-type: none"> <li>- While all the administrative and compilation work was taken by the Chamber, related expenses were 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 directory was highly appreciated by the business community of both Hong Kong and Guangdong. It was regarded as one of the most up-to-dated and reliable sources of identifying the services providers of Hong Kong.</li> </ul>

Asia and Australia (10) (cont'd)	
	<p><b>Innovativeness:</b></p> <ul style="list-style-type: none"> <li>- The Directory consolidated the information of the Hong Kong services providers and this was the first time for the Chamber, Hong Kong Trade Development Council and the Hong Kong SAR Economic and Trade Office in Guangdong jointly published a directory.</li> </ul>
2	<p><b>Hong Kong Chamber of Commerce in China - Shanghai</b></p> <p><i>“Hong Kong Heart, China Heart, and All in One Heart” in celebration of the 20th anniversary of Hong Kong Special Administrative Region (The Chamber is the main organiser to bring together 20 Hong Kong organisations in Shanghai as co-organisers and supporting organisations)</i></p> <p>24 June, 2016</p> <p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>- The event was held at Xintiandi in Shanghai and was comprised of seven parts:             <ol style="list-style-type: none"> <li>1. one largest pin badge mosaic of 27.24-square-meter with more than 18,000 heart badge pins which set the Guinness World Record;</li> <li>2. one set of 20 heart sculptures with paintings of Hong Kong elements. For example, HKU Shanghai Alumni Network, one of the co-organizers, painted the university logo on one of the sculptures;</li> <li>3. one celebration ceremony which brought Hong Kong organisations together for joint celebration by painting heart sculptures and conducting pin badges;</li> <li>4. one short film by Hong Kong director Mr Stanley Tong to showcase Hong Kong spirit and blessing messages collected from more than 100 people;</li> <li>5. one original theme song named “all in one heart” by Legend, a Hong Kong band, to express heartfelt appreciation to Hong Kong and motherland;</li> <li>6. one Hong Kong concert featured by classic Hong Kong pop songs to commemorate the past 20 years;</li> <li>7. 300 outlets joined the celebration of the 20th anniversary of Hong Kong Special Administrative Region by offering various discounts from 1 July to 31 July.</li> </ol> </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: 150</li> <li>• Non-members: 400</li> </ul> </li> <li>- Approximate cost of event: USD66,000</li> </ul>

Asia and Australia (10) (cont'd)	
	<p><b>Financial achievements:</b></p> <ul style="list-style-type: none"> <li>- The cost was covered by sponsors from some of the members of HKCCC-Shanghai, Hong Kong Economic and Trade Office in Shanghai, and other organisations;</li> <li>- Attracted potential participants and sponsorship to the future events of HKCCC-Shanghai.</li> </ul> <p><b>Impact on the local community:</b></p> <ul style="list-style-type: none"> <li>- Drew the attention and awareness of the local community regarding the 20th anniversary of HKSAR and the Hong Kong spirit by filming a short video and initiating the above celebration event;</li> <li>- Extensively covered by Shanghai, Hong Kong and national media, such as Xinhua News Agency, China News, Wen Wei Po, Tai Kung Pao, Sina, HKSTV, Shanghai TV, Youku, Shanghai Daily, Eastday.</li> </ul> <p><b>Innovativeness:</b></p> <ul style="list-style-type: none"> <li>- The pin badge mosaic with 27.24-square-meter comprised of more than 18,000 heart badge pins set the Guinness World Record;</li> <li>- It was for the first time that HKCCC-Shanghai brought together 20 Hong Kong organizations in Shanghai to join force.</li> </ul>
<b>3</b>	<p><b>The Japan Hong Kong Society - Kansai</b></p> <p><b>Hong Kong – One Belt One Road Seminar 2017 in Osaka</b></p> <p><i>(Solo)</i></p> <p>25 July, 2017</p> <p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>- The Seminar consisted of two sessions, namely “Latest Chinese Economy, and Chinese One Belt One Road Economic Zone Project” and “Hong Kong’s Role to One Belt One Road Project of China” ;</li> <li>- This was the biggest seminar ever in Osaka, Japan focused on Belt and Road Initiatives;</li> <li>- The Seminar was arranged after the Belt and Road Summit in Beijing which the Japanese government sent big delegation and thus aroused the interest of the local business communities;</li> <li>- Attracted audiences from the Consulate General China, many local economic organisations, academic society and research organisations, banks and media.</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: 21</li> <li>• Non-members: 206</li> </ul> </li> <li>- Approximate cost: USD2,000</li> </ul>

## Asia and Australia (10) (cont'd)

### **Impact on the local community:**

- Demonstrated Hong Kong's role in the Belt and Road Initiatives and how Japanese companies can capture the opportunities through Hong Kong;
- Generated enquiries for HKTDC services and events;
- Strengthened the business ties between Kansai and Hong Kong.

### **Innovativeness:**

- Famous researcher - Mr C.H. Kwan, Senior Fellow of Momura Institute Markets Research was invited and the number of audiences were doubled when compared with the seminar held in last year.

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### **The Japan Hong Kong Society - Kyushu**

**Symposium for the 150th anniversary of the birth of Dr. Sun Yat-sen (Co-organised with Kyushu Economic Forum, Kyushu Associations of Independent Entrepreneurs, Sunwah Foundation, and the Chinese General Chamber of Commerce)**

1 Nov, 2016

### **Objectives:**

- The event consisted of an academic meeting, networking luncheon, a symposium and a dinner reception;
- It was attended by Mr Seitaro Hattori, the Vice Governor of Fukuoka Prefecture, Mr Chiharu Kubo, the President of Kyushu University and Dr. Jonathan Choi, the chairman of Chinese General Chamber of Commerce;
- The academic meeting focused on Dr. Sun Yat-sen's International Legacy and inspirations for the future, which enhanced the awareness on the common history Hong Kong and Kyushu share;
- Reinforced the Chapter as the platform for Kyushu to interact with Hong Kong;
- The symposium invited key speakers from all over the world to discuss how the historical relationships strengthened the economic partnerships between the two regions. A memorandum of understanding (MOU) was signed at the event.

### **Scale of Event:**

- No. of attendees:
  - Members: 52
  - Non-members: 411
- Approximate cost of event: USD50,000

## Asia and Australia (10) (cont'd)

### **Financial Achievement:**

- Generated revenue by charging the participation fee of the events, with a total of JPY3,200,000 (USD 28,300);
- Obtained sponsorship with a total of JPY3,000,000 (USD 26,500);
- Received donation of JPY 1,200,000 to establish Jonathan Choi Culture Center at Kyushu University.

### **Impact on the local community:**

- With the heavy-weight speakers, the symposium raised the awareness on Hong Kong among the local participants;
- Three memorandum of understanding (MOU) were signed to promote new business and to promote corporation between academic institutions of business studies for future business partnerships.

### **Innovativeness:**

- This is the first time to gather the world's leading researchers of Dr. Sun Yat-sen and followers of his legacy in Kyushu;
- Introduced the video of the historical relationships between Hong Kong and Kyushu which focused on Sun Yat-sen and people in Kyushu who supported him.

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### **Hongkong Chamber of Commerce of the Philippines Inc (HKCCPI)**

#### **Asia Forum Philippines 2017**

*(Co-organised with Hong Kong Trade Development Council)*

*19 May, 2017*

#### **Objectives:**

- Asia Forum is an annual regional forum organised by the Federation of Hong Kong Business Associations Worldwide in a Southeast Asian city, HKCCPI played host to the 14th Asia Forum held in May;
- With HKCCPI as the host country this year, 60 participants attended the 14th Asia Forum, including 27 representatives from the Hong Kong Business Associations in Indonesia, Cambodia, Malaysia, Vietnam, Thailand, Singapore and Japan;
  - Facilitated exchange between the Hong Kong Business Associations in Asia to cultivate deeper connection;
- Participants were invited to discuss how the Associations could attract more young members, to explore the possibilities of establishing "Youth Group/Sub Chapter" and how to make use of the activities to explore the Asian markets, especially to capitalise the opportunities brought by the Belt and Road initiative via Hong Kong platform.

#### **Scale of Event:**

- No. of attendees:
  - Members: 60
- Approximate cost of event: USD7,200

Asia and Australia (10) (cont'd)	
	<p><b>Impact on the local community:</b></p> <ul style="list-style-type: none"> <li>- Showcased the Federation's strong worldwide influence, and let the local communities understand more of the Federation of Hong Kong Business Associations Worldwide;</li> <li>- Raised the awareness among the Associations in Asia of the HKTDC's events, including Belt and Road Summit, Asian Logistics and Maritime Conference, Asian Financial Forum and Asian Licensing Conference. <b>Innovativeness:</b></li> <li>- This was the first time for HKCCPI to organise the Forum in the Philippines which facilitated in-depth discussion among members of the Associations in Asia.</li> </ul>
6	<p><b>Hongkong Chamber of Commerce of the Philippines Inc (HKCCPI)</b>  <b>The 20th Anniversary Celebration of Hong Kong Special Administrative Region cum first-ever Belt and Road Forum in the Philippines</b>  <i>(Co-organised with Hong Kong Trade Development Council and Hong Kong Economic and Trade Office, Jakarta)</i>  30 June, 2017</p> <p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>- Explained the business opportunities brought by the Belt and Road Initiative;</li> <li>- Reached out to more businessmen in the Philippines to join the Chamber;</li> <li>- Enhanced the profile of the Chamber and Hong Kong.</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 350</li> <li>• Non-members: 400</li> </ul> </li> <li>- Approximate cost of event: USD78,400</li> </ul> <p><b>Financial achievements:</b></p> <ul style="list-style-type: none"> <li>- Hong Kong Economic and Trade Office, Jakarta sponsored the Forum.</li> </ul> <p><b>Impact on the local community:</b></p> <ul style="list-style-type: none"> <li>- Invited more than 400 participants to attend the Forum, including Dela Rosa, Philippine National Police Chief General, Consul General of Chinese Embassy in the Philippines and more than 150 heads of local associations;</li> <li>- Attracted more than 700 attendees to join the Gala Dinner following the Forum and hence raised the awareness of the local business community of the Chamber.</li> </ul>

Asia and Australia (10) (cont'd)	
	<p><b>Innovativeness:</b></p> <ul style="list-style-type: none"> <li>- This was the first time to combine the annual Gala Dinner of the Chamber with the 20th Anniversary Celebration of Hong Kong Special Administrative Region and the Belt and Road Forum.</li> </ul>
7	<p><b>Hong Kong Singapore Business Association (HSBA)</b></p> <p><b>Outreach Dinner for New Members</b></p> <p><i>(Solo)</i></p> <p><i>30 Sept, 2016</i></p> <p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>- Polished the image of HSBA and attracted prospective members by the small scale and exclusive dinner to allow more chances for in-depth networking;</li> <li>- Strengthened the role of HSBA as a good platform for business networking connections among the business communities between Singapore and Hong Kong;</li> <li>- Provided relevant and up-to-date information on trend and development in Hong Kong and the Chinese mainland.</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: 25</li> <li>• Non-members: 7</li> </ul> </li> <li>- Approximate cost of event: Nil. Dinner and Venue was fully sponsored by HSBA members</li> </ul> <p><b>Financial achievements:</b></p> <ul style="list-style-type: none"> <li>- Secured one of the new members, DeFRED Jewellery's retail store to offer her retail store premises as the venue for the dinner.</li> </ul> <p><b>Impact on the local community:</b></p> <ul style="list-style-type: none"> <li>- Secured media publicity to cover the outreach dinner;</li> <li>- Established the image of the HSBA as a caring Association to support their members' business.</li> </ul> <p><b>Innovativeness:</b></p> <ul style="list-style-type: none"> <li>- The unconventional location for hosting the dinner also demonstrated raised the profile of HSBA that it is constantly looking for new and innovative ideas.</li> </ul>
8	<p><b>Hong Kong Business Association Vietnam (HKBAV)</b></p> <p><b>HKBAV Charity Initiative Project</b></p> <p><i>(Solo)</i></p> <p><i>1 Sept, 2016</i></p> <p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>- The new Charity Committee of HKBAV set a long term strategy and commitment to work on fundraising activities. There were three major initiatives:</li> </ul>

## Asia and Australia (10) (cont'd)

### Objectives (con'd):

- (i) **The Library Project:** To build libraries and reading corners in schools in rural Vietnam to improve children's literacy. Each project comes with proper librarian training and a 3-year monitoring program. Total donation was around USD4,880.
- (ii) **Learning Centre for the Blind & Visually Impaired:** To set up the digital learning center including computer equipment enable blind and visually impaired participants to access to the internet. As of August in 2017, 6 learning booths with 6 new brand computers, headsets, 2 braille display and 1 braille printer are successfully installed. Total donation was around USD7,900.
- (iii) **Other Ad Hoc Requests:** To support other charity projects which meet the requirement and objective of the Association.

### Financial achievements:

- A charity Fund was set up in 2005. As of August 2017, over USD76,000 have been raised and more than half of the fund was donated to those organisations in need;
- For the past years, a member has been supporting the Charity Funds through annual moon cakes sales with all net proceeds allocated to the funds. In 2016, The 500 boxes of mooncakes were sold out in 2 weeks which generated USD6,200 revenue in total.

### Impact on the local community:

- With the donation, better education with better learning tools could be provided to the less privileged communities.

### Innovativeness:

- Instead of the "one off donation", the project is a three year programme with initiatives targeting to provide a long term impact to the less privileged communities.

## 9 Hong Kong Business Association Vietnam (HKBAV)

### HKBAV- Sunwah Group Charity Golf Tournament 2016

*(Solo) 11 Nov, 2016*

### Objectives:

- It was the first ever charity Golf Tournament of the Association. A Master Chef dinner was also organised after the tournament;
- Gathered 80 golfers whom not only from Ho Chi Minh, City, but also from Hong Kong and Singapore. Plus more than 120 guests (golfers and guests) to join the Master Chef dinner.

### Scale of Event:

- No. of attendees:
  - Golfers: 80
  - Dinner Guests: 120
- Approximate cost of event: USD14,000

### Financial achievements:

Generated income of USD15,500.



Asia and Australia (10) (cont'd)	
	<p><b>Impact on the local community:</b></p> <ul style="list-style-type: none"> <li>- Fund raised have been used to support various charity projects including setting up libraries in the schools in rural area and learning centres for the blind and visually impaired.</li> </ul> <p><b>Innovativeness:</b></p> <ul style="list-style-type: none"> <li>- A special Vietnamese Fusion menu was created and organized by Mr Hoa, a famous Vietnamese Chef with Chef of Eastin Grand Hotel;</li> <li>- A small game bazaar was set up at the hotel to raise more funds;</li> <li>- Silent auction was arranged with valuable bottles of red wine Chateaux Petrus 1974 of MaoTai donated by HKBAV Vice-Chairlady and Chinese Consulate.</li> </ul>
<b>10</b>	<p><b>Hong Kong Australia Business Association Limited</b></p> <p><b>- New South Wales (NSW) Chapter</b></p> <p><b>YPA GIN16 – Young Professional Alliance, Graduate Internship Night 2016</b></p> <p><i>(Solo)</i></p> <p><i>19 Oct, 2016</i></p> <p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>- Established a platform for young entrepreneurs, students (undergraduate, graduates and post graduates) and young professionals to gather and further build their skills, motivation and network;</li> <li>- Allowed students to meet their future employers and learn what recruiters are looking for in their candidates while for employers to see the calibre of students of the top universities in Sydney;</li> <li>- Invited speakers from global corporations like Macquarie Bank, Accenture, Kingwood &amp; Mallesons, Deloitte and Navitas Professional to offer tips to the students what qualities are they're looking for;</li> <li>- Invited local media outlets (newspaper, radio and TV) as supporters to help spread the word to help more young professionals to further grow their skills/networks. The event collaborated with local universities including: <ul style="list-style-type: none"> <li>• University of New South Wales</li> <li>• University of Sydney</li> <li>• University of Technology Sydney</li> <li>• Macquarie University</li> <li>• University of Western Sydney</li> <li>• University of Newcastle</li> <li>• University of Wollongong</li> <li>• Navitas Professional</li> </ul> </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: 15</li> <li>• Non-members: 45</li> </ul> </li> <li>- Approximate cost of event: USD175</li> </ul>

## Asia and Australia (10) (cont'd)

### Financial achievements:

- Received sponsorships of USD780 from Navitas Professional and the event was fully catered by a well-known local restaurant chain called Emperor's Garden Group.

### Impact on the local community:

- The event was broadcasted by a local Chinese radio station called 2CR radio and a prominent local Chinese newspaper called SingTao Newspapers also published the event online and printed.

### Innovativeness:

- Introduced an online platform called Slido ([www.sli.do](http://www.sli.do)) which is a real time interactive Q&A platform that connects to Twitter to allow audiences to ask questions anonymously to the speakers;
- Slido has a moderating feature for provocative content. Every question that was posted got manually filtered before showing on the big screen.

## Europe (4)

### 11 Finland-Hong Kong Trade Association

#### Joint Nordic participation to Hong Kong Hofex

*(Co-organised with Finpro, Business Sweden, FITI Exhibitions and Dansk Industri)*

8-11 May 2017

#### Objectives:

- Hong Kong Hofex attracted around 50,000 trade buyers and it was the first time for the Nordic countries to setup a joint pavilion at an international food expo;
- Introduced natural, safe and unique Nordic food and beverages to Hong Kong and other Asian markets;
- Each exhibitor gained approximately 50 potential leads for importing, distributing and selling their products in Hong Kong, Macau, Taiwan and the Chinese mainland;
- A Hong Kong food magazine published a special Nordic issue called "Nordic Odyssey" which introduced some of the Nordic Pavilion exhibitors was distributed in Hofex;
- Invited Ms Jaana Husu-Kallio, Deputy Minister of Finland's Ministry of Environment and Agriculture and Mr Sven-Erik Bucht, Minister of Sweden's Ministry of Agriculture to give opening remarks at the cocktail event of Hofex.

#### Scale of Events:

- No. of attendees:
  - Member: 1 (Finpro, the co-organiser)
  - Non-members: 50,000 (Hofex)
- Approximate cost of event: USD350,000

<b>Europe (4) (cont'd)</b>	
	<p><b>Financial achievements:</b></p> <ul style="list-style-type: none"> <li>- All Nordic exhibitors were satisfied by the number of leads, signed contracts and newly established business contacts;</li> <li>- With the success of the joint pavilion, the national food export program “Food from Finland” confirmed to invest more resources in Hong Kong to boost the business between Hong Kong and Finland.</li> </ul> <p><b>Impact on the local community:</b></p> <ul style="list-style-type: none"> <li>- The presence of Nordic pavilion in Hofex attracted extensive media coverage;</li> <li>- Raised the awareness of Nordic products in Hong Kong.</li> </ul> <p><b>Innovativeness:</b></p> <ul style="list-style-type: none"> <li>- The first time in history the Nordic countries joined hands to promote the natural food and beverage products in an International Expo;</li> <li>- The collaboration enabled better use of resources and drew bigger awareness of the whole Nordics rather than just one Nordic country.</li> </ul>
<b>12</b>	<p><b>Italy-Hong Kong Association</b></p> <p><b>Belt and Road Seminar</b></p> <p><b>– Hong Kong and the Port of Trieste on the Silk Road</b></p> <p><i>(Co-organised with the Port of Trieste Authority, the International Propeller Club and Omlog, Hong Kong Trade Development Council and HKSAR Hong Kong Economic and Trade Office in Italy)</i></p> <p>23 Nov, 2016</p> <p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>- The Association co-organised a business seminar 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 cocktail. Ms Alice Choi, Deputy Representative of Hong Kong Economic and Trade Office explained the significance of Hong Kong as a gateway of the Chinese mainland and also the Asian markets. Other speakers including Mr Riccardo Fuochi, President of the International Propeller Club Port of Milan, Mr Fabrizio Zerbin, President, The International Propeller Club, Port of Trieste and Mr Zeno D’Agostino, President, Port Authority of Trieste, and 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 Events:</b></p> <ul style="list-style-type: none"> <li>- No. of attendees: <ul style="list-style-type: none"> <li>• Members: 20</li> <li>• Non-members: 50</li> </ul> </li> <li>- Approximate cost of event: USD4,000</li> </ul>

Europe (4) (cont'd)	
	<p><b>Financial achievements:</b></p> <ul style="list-style-type: none"> <li>- Cost of the event was absorbed by the Port of Trieste, the Propeller Club and Omlog.</li> </ul> <p><b>Impact on the local community:</b></p> <ul style="list-style-type: none"> <li>- Aroused great attention of Italian companies and drew extensive coverage from the local media;</li> <li>- The promotion through the social media, especially linked-in and facebook account of HKTDC, polished the image of both Hong Kong and the Association;</li> <li>- Attracted Italian companies to register to the Asian Logistics and Maritime Conference (ALMC) 2017 which organised by HKTDC.</li> </ul> <p><b>Innovativeness:</b></p> <ul style="list-style-type: none"> <li>- The event did not only update the local business community the latest news and development of the Belt and Road Initiative, but also provided a chance to promote Hong Kong as a gateway to Asian market.</li> </ul>
<b>13</b>	<p><b>Netherlands Hong Kong Business Association</b></p> <p><b>20th Anniversary of Hong Kong Special Administrative Region's Establishment Seminar and Dinner</b></p> <p><i>(Co-organised with the Hong Kong Economic and Trade Office, Brussels, InvestHK and the Hong Kong Trade Development Council)</i></p> <p>30 June, 2017</p> <p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>- Focused on the Belt and Road Initiative and the opportunities Hong Kong can offer to companies interested in expanding their Belt and Road related activities in the Hong Kong, the Chinese mainland and/or Asia;</li> <li>- Involved the City of Rotterdam in the event in order to strengthen the ties between the two port cities;</li> <li>- Invited speakers from the Netherlands, Hong Kong and the Chinese mainland to address various aspects of the Belt and Road initiative;</li> <li>- Invited important guests to the event, including Mr Ahmed Aboutaleb, Mayor of the City of Rotterdam, H.E. Mr Wu Ken, Ambassador of the PRC to the Netherlands;</li> <li>- Attracted 256 guests signed up, a record number for a mid-year seminar and dinner organized by the Association;</li> <li>- Attracted a record number of 185 non-members to attend the seminar and dinner which generate more potential members to join the Association.</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: 71</li> <li>• Non-members: 185</li> </ul> </li> <li>- Approximate cost of event: USD38,500</li> </ul>

Europe (4) (cont'd)	
	<p><b>Financial achievements:</b></p> <ul style="list-style-type: none"> <li>- Generated revenue of USD12,900 by efficient cost management, active recruitment of sponsors and selling tables and individual seats at the dinner.</li> </ul> <p><b>Impact on the local community:</b></p> <ul style="list-style-type: none"> <li>- Gained coverage from both the Dutch and Chinese media;</li> <li>- A number of large corporates joined the Association as a direct result of this event.</li> </ul> <p><b>Innovativeness:</b></p> <ul style="list-style-type: none"> <li>- The seminar was very different from previous editions as the speakers were grouped by theme and were initially only given 8 minutes to present their main view;</li> <li>- For the first time, the dinner was served as a buffet. This allowed more interaction between the guests;</li> <li>- All guests received a link to a photo album with pictures taken during the seminar, reception and dinner.</li> </ul>
14	<p><b>Hong Kong-UK Business Forum</b></p> <p><b>London Hong Kong Dragon Boat Festival 2017</b>  <i>(Co-organised with the London Chinatown Lions Club)</i>  25 June, 2017</p> <p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>- The event was one of the significant fundraising activities for the benefit of local Chinese community charities;</li> <li>- Enhanced the profile of HKTDC, Hong Kong and the Hong KongUK Business Forum;</li> <li>- Attracted a record number of attendees and rowers in the dragon boat event.</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: 20</li> <li>• Non-members: 7,000</li> </ul> </li> <li>- Approximate cost of event: USD100,000</li> </ul> <p><b>Financial achievements:</b></p> <ul style="list-style-type: none"> <li>- Attracted substantial corporate sponsorships from ABP, Cathay Pacific, Bank of East Asia, PWC, Shanghai Commercial Bank and many other institutions;</li> <li>- Surplus proceeds are donated to local Chinese charities including Chinese Community Centre in Leicester Square, London.</li> </ul> <p><b>Impact on the local community:</b></p> <ul style="list-style-type: none"> <li>- Provided great opportunities to extol the virtues and attractions of Hong Kong as a dynamic international financial centre.</li> </ul> <p><b>Innovativeness:</b></p> <ul style="list-style-type: none"> <li>- New entertainment acts including an exhibition by Master Wong attracted greater numbers to the event.</li> </ul>

**North America (3)**

15

**The Hong Kong-Canada Business Association - Edmonton Section Bridging the Gap between Alberta and Business Opportunities in Hong Kong and China : Lunch and Learn Series**

**(Solo)**

*31 Aug to 1 Sept, 2017*

**Objectives:**

- A series of four “Lunch and Learn seminars” were held to spark interest of the local business communities on the Belt and Road Initiative and its important contribution to the world’s economic development:

- (i) Growing Alberta Jobs and Prosperity – Capitalising on the Rise of Asia
- (ii) Hong Kong and China – Canada’s New Lead in Global Trade from North America
- (iii) Intellectual Property Law in China and
- (iv) Alberta Export Expansion Package

- Bridged the gap between Alberta small and medium sized companies and educated them about the opportunities in Hong Kong and the Chinese mainland;

- Served as a platform for the members to gather and network.

**Scale of Event:**

- No. of attendees:
  - Members: 200
- Approximate cost of event: USD5,600

**Financial achievements:**

- Secured sponsors for each seminar to cover the venue rental cost and F&B of the reception even generated revenue of USD7,860 for the Section.

**Impact on the local community:**

- Provided opportunities to the participants to establish business contacts;
- Explored different channels of funding for the participants to further expand their business to Asian markets;
- With the positive responses, it attracted 33 new members to join the Section.

**Innovativeness:**

- This is the first time for the Section to launch the “Lunch and Learn Series” which provided the latest market information to the participants whom have busy schedules and little time commitment.

North America (3) (cont'd)	
16	<p><b>Hong Kong Association of New York (HKANY)</b></p> <p><b>Luncheon Featuring Mr John Slosar</b></p> <p><i>(Co-organised with Hong Kong Economic and Trade Office New York and Hong Kong Trade Development Council)</i></p> <p>2 Aug, 2017</p> <p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>- The Association hosted a lunch seminar featuring Mr John Slosar, Chairman of Swire Properties Ltd, Chairman of Cathay Pacific Airways Ltd, Chairman of Hong Kong Aircraft Engineering Ltd. Mr Slosar gave a presentation on the Belt and Road Initiative: Six Economic Corridors Spanning Asia, Europe and Africa.</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: 33</li> <li>• Non-Members: 14</li> </ul> </li> <li>- Approximate cost of event: USD4,400</li> </ul> <p><b>Financial achievements:</b></p> <ul style="list-style-type: none"> <li>- Event was fully sponsored by HKETO and HKTDC.</li> </ul> <p><b>Impact on the local community:</b></p> <ul style="list-style-type: none"> <li>- Mr Slosar elaborated the latest development of Hong Kong, especially on role of the Belt and Road Initiative.</li> </ul> <p><b>Innovativeness:</b></p> <ul style="list-style-type: none"> <li>- The luncheon highlighted the value and importance of the Belt and Road Initiative in comparison to three major deltas in the world.</li> </ul>
17	<p><b>Hong Kong Association of Southern California (HKASC)</b></p> <p><b>Student Seminar</b></p> <p><i>(Solo) Oct, 2016</i></p> <p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>- The Association hosted two thematic seminars with for the Students to broaden the young generation's perspectives in entering the business world, through world level achievers' faceto-face sharing with college students;</li> <li>- Invited international bestselling authors, successful Hong Kong executives whom doing businesses in Southern California and Olympic medal winner to share their experiences and insights on how to be successful in career and life.</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: 22</li> <li>• Non-Members: 114</li> </ul> </li> <li>- Approximate cost of event: USD9,800</li> </ul>

### North America (3) (cont'd)

**Financial achievements:**

- Secured 5 sponsors and 12 supporting organisations' support including a number of Hong Kong student associations from famous universities in Southern California;
- Event costs were covered by the raffle income generated by the 2 largest galas of HKASC.

**Impact on the local community:**

- Gave practical soft skill to the young generation who were about to enter the working world. Majority of the attendees were Chinese Americans including student leaders from Hong Kong;
- Key messages of both seminars echoed with the spirit leading to Hong Kong's success – flexible, efficient, innovative, persevering and quest for excellence.

**Innovativeness:**

- Invited reputable speakers who can relate and connect to college students including the Chinese students' community in California.