

Hong Kong Cup All Japan University Student Ambassadors English Programme 2014-2015



This is a programme to select student ambassadors for Hong Kong in Japanese universities. The student ambassadors' mission is to raise interest and promote better understanding of Hong Kong among university students in Japan.

For this purpose, the organiser will select four student ambassadors to Hong Kong for a two-week familiarisation and study tour and offer them the opportunity to do internships in Japan at organisations related to Hong Kong and The Japan News for up to two weeks.

The student ambassadors will also be invited to various functions and events organised by the organiser and supporting organisations to keep them abreast of developments in Hong Kong.

Organiser :	Hong Kong Economic and Trade Office (Tokyo), Government of the Hong Kong Special Administrative Region
Co-organiser :	The Japan News
Patrons :	Ministry of Foreign Affairs; Ministry of Education, Culture, Sports, Science and Technology; The Yomiuri Shimbun
Supporting organisations :	Cathay Pacific Airways, Dah Chong Hong (Japan) Ltd., Hong Kong Tourism Board, Hong Kong Trade Development Council, The Chinese University of Hong Kong

Application Office Tel : 03-3216-7795 (Weekdays 9:30~17:30)

E-mail address : hongkongcup@yomiuri.com

URL :

http://www.yomiuri.co.jp/adv/hongkongcup2014/index_en.html

Schedule

Application period:	9 September - 17 November, 2014
Preliminary selection result:	Participants will be notified of the results via e-mail by 8 December, 2014
Final selection:	10 January, 2015

Preliminary Selection

Applicants are required to submit a three-minute audio presentation on one of the following themes along with up to five PowerPoint slides that will be used in the final selection.

- Hong Kong - A City of Thrills
Tell us what impresses you most about Hong Kong and how you would share it with your family and friends.
- Attracting Talent to Hong Kong
Hong Kong welcomes entrepreneurs, professionals and talented people, including students, to work or study in Hong Kong, and has devised several admission schemes to facilitate their doing so. If you were in charge of those schemes, how would you promote them in Japan?
- Investing in Hong Kong
If you were a business person looking for investment opportunities in Hong Kong, what sort of business would you like to set up and why?
- Cooperation in Creative Industries
The Japanese government is promoting the "Cool Japan" initiative as a driving force for Japan's economic growth. If you were asked to select one of the creative industries (e.g. design, film, digital entertainment, etc.) in Japan for cooperation with Hong Kong, what would it be and why? And how would you promote it?
- Promoting Tourism in Social Media
If you were asked to promote travel to Hong Kong among Japanese travelers through social media (such as Facebook, Twitter, YouTube, etc.), how would you do it?

Entry Qualifications

- Full-time university students and graduate students in Japan.
- Students whose nationality or citizenship is a country or territory where English is an official language* are not eligible to enter.
**For complete list, please see backside.*
- Final decision on eligibility rests with the organiser.

How to apply

Please send the following data files using the application form on the 2014 Hong Kong Cup homepage.
(http://www.yomiuri.co.jp/adv/hongkongcup2014/index_en.htm)

- (1) Three-minute recorded audio presentation in MP3 or WMA format
- (2) Up to five PowerPoint slides
- (3) Scanned or photographed image of student ID in PDF or JPG format

- * Applicant's name should be included in the file names of the above three files.
- * Each presentation needs an original title and should be labeled with applicant's name and university.
- * Applicant's name and university should be stated at the beginning of the recorded presentation.
- * The recorded presentation should be tested to confirm it is audible.
- * Applications will not be accepted without the necessary information and attachments.
- * Applicants who cannot send their applications should contact the Application Office.
- * Applicants should identify all sources when they use third party information.
- * Applicants should obtain permission when they use images, videos and sound whose copyright is owned by others.
- * Applicants' personal information will be strictly managed by the Application Office and will be used only for selection, communication with applicants and announcement of results.
- * The copyrights for all presentations will be owned by the organisers.

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Final Selection

Fifteen students will be chosen for the final selection, in which they are required to make a six-minute presentation with visual aids in front of judges and a public audience, followed by a three-minute question and answer session.

Date: 10 January 2015, 10:00~15:00

Venue: KDDI Hall, 1-8-1 Otemachi, Chiyoda-ku, Tokyo

- * Applicants may use slides and video in addition to the slides they submitted for the preliminary round. There is no limitation on the number of slides for the finals.
- * PC, Remote controller for PowerPoint and pin microphone will be provided by the organiser.
- * Transportation cost of finalists who come from outside the Tokyo metropolitan area will be covered by the organiser.
- * Costs of transportation and one night's accommodation of finalists who come from outside the Kanto area will be covered by the organiser.

Guest Speaker

Mr. Yusaku Imamura, Director, Tokyo Wonder Site

Judges

Prof. Timothy Wright, Professor of English Linguistics, School of Social Information Studies, Otsuma Women's University

Ms. Sally Wong, Principal Hong Kong Economic and Trade Representative (Tokyo)

Ms. Shigemi Furuta, Director, Japan, Hong Kong Trade Development Council

Mr. Takashi Sadahiro, Managing Editor, The Japan News

Marking Criteria

Preliminary Selection

Content, Analysis & Proposal	Rich and interesting content. In-depth analysis. Originality and creativity.
Organisation & Slides	Smooth and logical flow. Attractiveness of slides.
Language & Delivery	Good English skills with controlled speed. Convincing and effective.
Suitability as Student Ambassador	Passion, interest in Hong Kong. Credible and friendly communicator.

Final Selection

Content, Analysis & Proposal	Rich and interesting content. In-depth analysis. Originality and creativity.
Organisation & Presentation Material	Smooth and logical flow. Attractiveness of presentation material.
Language & Delivery	Good English skills with controlled speed and body language.
Suitability as Student Ambassador	Passion, interest in Hong Kong. Credible and friendly communicator.
Q & A	Pertinent responses with knowledge on the theme and original ideas. Handle unexpected questions with composure.

Prizes

Trophy	Champion 1st runner-up 2nd runner-up Fighting Spirit prize winner
Testimonial from the Ministry of Education, Culture, Sports, Science and Technology	Champion 1st runner-up 2nd runner-up
Economy-class round-trip air ticket to Hong Kong	Champion 1st runner-up 2nd runner-up Fighting Spirit prize winner
Familiarisation visit and study tour at the Chinese University of Hong Kong (two weeks)	Champion 1st runner-up 2nd runner-up Fighting Spirit prize winner
¥30,000 book coupon ¥20,000 book coupon ¥10,000 book coupon ¥ 7,000 book coupon ¥ 1,000 book coupon	Champion 1st runner-up 2nd runner-up Fighting Spirit prize winner Other finalists All applicants
Six-month free subscription to The Japan News Three-month free subscription to The Japan News	Champion 1st runner-up 2nd runner-up Fighting Spirit prize winner
An opportunity for an internship in Japan at the organiser, supporting organisations or The Japan News for up to two weeks	Champion 1st runner-up 2nd runner-up Fighting Spirit prize winner

- * The Fighting Spirit Prize will be awarded to the finalist who puts forward the best performance after the three top winners and has less than one year of overseas experience.

Home Country or Territory of Students Not Eligible to Enter

- * Below is a list of countries and territories where English is an official language, as defined by the Ministry of Foreign Affairs.

Ireland, United States of America, Antigua and Barbuda, India, Republic of Uganda, United Kingdom of Great Britain and Northern Ireland, Federal Democratic Republic of Ethiopia, Australia, Sultanate of Oman, Republic of Guyana, Republic of Ghana, Canada, Republic of Cameroon, Republic of the Gambia, Republic of Cyprus, Republic of Kiribati, Cook Islands, Granada, Republic of Kenya, Kingdom of Saudi Arabia, Independent State of Samoa, Republic of Zambia, Republic of Sierra Leone, Jamaica, Republic of Singapore, Republic of Zimbabwe, Republic of the Sudan, Republic of Suriname, Democratic Socialist Republic of Sri Lanka, Kingdom of Swaziland, Republic of Seychelles, Saint Christopher and Nevis, Saint Vincent and the Grenadines, Saint Lucia, Federal Republic of Somalia, Solomon Islands, United Republic of Tanzania, Tuvalu, Commonwealth of Dominica, Republic of Trinidad and Tobago, Kingdom of Tonga, Federal Republic of Nigeria, Republic of Nauru, Republic of Namibia, New Zealand, Islamic Republic of Pakistan, Republic of Vanuatu, Commonwealth of The Bahamas, Independent State of Papua New Guinea, Republic of Palau, Barbados, Democratic Republic of Timor-Leste, Republic of Fiji, Republic of the Philippines, Brunei Darussalam, Belize, Republic of Botswana, Republic of the Marshall Islands, Republic of Malawi, Republic of Malta, Malaysia, Federated States of Micronesia, Republic of South Africa, Republic of South Sudan, Republic of Mauritius, Hashemite Kingdom of Jordan, Republic of Liberia, Republic of Rwanda, Kingdom of Lesotho, Republic of Lebanon, Niue, Hong Kong