

H.K. Cup English Program

Publicity

Presenting opportunities for exchange

The annual Hong Kong Cup All Japan University Student Ambassadors English Programme is seeking applicants to compete in the 2015-2016 edition. The contest is a platform for university students to give presentations in English on ideas to promote exchanges between Japan and Hong Kong.

The contest will select four students as ambassadors for Hong Kong. The champion, first runner-up, second runner-up and Fighting Spirit Prize winner will receive a variety of prizes, including a two-week study tour in Hong Kong. The four winners will have a great opportunity to brush up their communication skills and nurture friendships with students in Hong Kong, according to former student ambassadors.

The contest is open to all undergraduate students in Japan except for those whose nationality or citizenship is a country or territory where English is an official language. Applicants are required to make a presentation with visual aids on one of three topics: business, tourism or culture. For the 2014-2015 edition, 172 students applied.

Another perk for the winners will be the opportunity for internships with the contest organizers, such as at Hong Kong-related organizations in Japan or at The Japan News, for up to two weeks.

The four winners from the previous edition recently shared their thoughts on the contest and the Hong Kong study tour, while offering advice to future contestants.

"Having participated in the Hong Kong Cup

in the previous year and experiencing the high-level nature of the contest, I was keen to challenge myself again, to win first place this time," said Takehiro Mouri, who was the 2014-2015 champion.

Now a junior at International Christian University, Mouri delivered a presentation titled "Advisa Trip - An Innovative Way to Connect Young People in Hong Kong and Japan" on launching an online trip organizing system for young Japanese and Hong Kongers.

The Hong Kong Cup was revamped for 2014-2015 from an English-language speech contest to a presentation contest. Mouri's performance was praised by one of the judges as "dynamic and logical."

Tsuyoshi Taniguchi, the 2014-2015 first runner-up, said he enjoyed other participants' presentations.

"They were expressing the attractiveness of Hong Kong from all sides," said Taniguchi, now a senior at Keio University. "I learned the keys to an impressive presentation are focusing on one message among those you want to convey, having a creative introduction and having a moderate speaking speed."

Sae Aoki, the second runner-up, added, "I learned you should take on anything if you become even a little interested in it, as I probably wouldn't have taken part in the contest if one of my friends hadn't suggested that I do so."

Aoki, then a Waseda University senior who currently works at a bank, said her friend knew she likes Hong Kong as she has visited many times due to her father's work.

Yuma Takizawa, the winner of the Fighting Spirit Prize given to the top performer after the top three who has less than one year of overseas experience, presented a business plan to promote Inaniwa udon in Hong Kong.

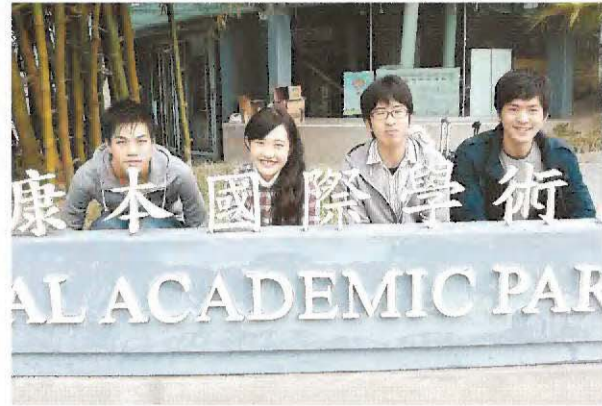
Discoveries, friendships in H.K.

Now a junior at the University of Tokyo, Takizawa took time during the study trip to Hong Kong to check out an udon restaurant from Japan. While he found the Hong Kong version to cost more than that in Japan, he said, "I was very glad to eat good-quality udon in Hong Kong and see the people in Hong Kong enjoy the Japanese culture."

The 2014-2015 student ambassadors were in Hong Kong in March for the two-week tour in which they visited the Legislative Council and Trade Development Council, among other places. The tour also included 10 days of study and accommodation at the Chinese University of Hong Kong (CUHK), where they mingled with local students.

"The most memorable times were the times spent in the night with my Hong Kong friends at CUHK," Mouri said. He said he talked with them about various topics ranging from their daily lives to careers and love lives. "We came to realize that Japan and Hong Kong get along very well, we were able to grasp a mutual understanding of each other's culture."

He added: "Participating in this contest has widened my perspective in so many ways. I highly recommend this contest for those who are eager to learn, open to new cultures, and are seeking intellectual stimulation."



The four student ambassadors from the 2014-2015 contest - from left, Yuma Takizawa, Sae Aoki, Tsuyoshi Taniguchi and Takehiro Mouri - pose on campus at the Chinese University of Hong Kong during their study tour in March.

The Yomiuri Shimbun

Explore dynamism, diversity of Hong Kong

By Sally Wong
Principal Hong Kong Economic and Trade Representative (Tokyo)

Hong Kong and Japan have enjoyed a very close and friendly relationship for many years.

The strong ties extend well beyond commerce and trade to cover a wide range of areas such as education, tourism, the arts and culture and even cuisine.

To further strengthen the friendship and goodwill, the Hong Kong Economic and Trade Office (Tokyo), which represents the Hong Kong Special Administrative Region Government in Japan, is organizing

the "Hong Kong Cup All Japan University Student Ambassadors English Programme." It offers an excellent opportunity for university students in Japan to enhance their English language and presentation skills, explore the dynamism and rich diversity of Hong Kong, as well as make new friends in Hong Kong.

Since 2007, we have organized the Hong Kong Cup English Speech Contest almost every year. To advance this to a further stage, we changed the format to an English presentation contest last year, and we were excited to see the enthusiastic response, creativity and performance of the participating students.

This year, participants are required to give a short English presentation on one of three specified themes on Hong Kong. We hope that the students will, in researching into any of those themes, learn more about different aspects of Hong Kong. We also look forward eagerly to hearing their ideas and perceptions about Hong Kong.

The four winners will become student ambassadors to promote better understanding of Hong Kong in Japan. They will be awarded a two-week familiarization and study tour to Hong Kong, and also offered an internship opportunity at organizations related to Hong Kong in Japan or The Japan News. They can personally experience Hong Kong in many ways, from enjoying the beautiful scenery and gaining an insight in university life in Hong Kong, to making friends with our energetic young people and seeing for themselves what it is like working in a Hong Kong related organization.

The contest is jointly organized with The Japan News and supported by the Japanese Ministry of Foreign Affairs and Ministry of Education, Culture, Sports, Science and Technology. I would like to take this opportunity to thank our commercial sponsors - Cathay Pacific Airways Ltd. and Dah Chong Hong (Japan) Ltd. - for their generous sponsorships.



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



The winners stand with their trophies at the finals of the 2014-2015 contest in Tokyo in January.

香港杯全日本大学 学生大使 英語プログラム
2015-2016 Hong Kong Cup All Japan University Student Ambassadors English Programme 2015-2016

香港と日本の

香港と日本のかけ橋となる学生大使を募集します。
香港と日本の交流を促進するアイデアを英語で発表してください。
最終審査会で4人の学生大使を選抜し、
2週間の香港研修へ派遣します。奮ってご応募ください。

かけ橋となる

次のテーマから1つ選び、パワーポイント/キーノートを使って6分間の英語発表をしてください。

- あなたが香港で起業するとしたら、どんなビジネスを始めますか。
- 日本の若者が、次の海外旅行先として香港を選びたいような、新名所、イベント、ビジョン香港キャンペーンを提案してください。
- あなたが50万円の予算を与えられたとして、日本の学生の香港理解促進と、香港/日本の学生交流のために、自分の大学でどんなイベントを企画しますか。

学生大使募集

募集期間：2015年9月8日(火)～12月1日(火)
予備審査発表：2015年12月21日(月)
最終審査会：2016年1月16日(土) 大手町・KDDIホール
問い合わせ：03-3216-7112(平日9:30-17:30)
hongkongcup@yomiuri.com

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応募方法はホームページをご覧ください。
<http://www.yomiuri.co.jp/adv/hongkongcup2015/>

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