

Hong Kong Cup All Japan University Student Ambassadors English Programme 2015-2016



This is a presentation contest to select four Student Ambassadors for Hong Kong whose mission is to raise interest and promote better understanding of Hong Kong among university students in Japan.

The Student Ambassadors will be awarded a two-week familiarisation and study tour in Hong Kong, and will also be offered the opportunity to do internships in Japan at organisations related to Hong Kong and The Japan News for up to two weeks.

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

Entry Qualifications

- Full-time university undergraduate 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 reverse side.
- Final decisions on eligibility rest with the organiser.

Schedule

Application period : 8 September – 1 December, 2015
Preliminary selections : Participants will be notified of the results via e-mail by 21 December, 2015
Final Selection : 16 January, 2016

How to Apply

Please send the following data files using the application form on the 2015 Hong Kong Cup homepage.
(http://www.yomiuri.co.jp/adv/hongkongcup2015/index_en.html)

- (1) Three-minute recorded audio presentation in MP3 or WMA format
- (2) Up to five PowerPoint or Keynote slides in PDF format
- (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 without the necessary information and attachments will not be accepted.
- * Applicants who encounter problems 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.

Preliminary Selection and Themes

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

1. Business

Starting my own business in Hong Kong

If you were to start your own business in Hong Kong, what kind of business would you like to set up?

< Points >

- How would you make use of the strengths of Hong Kong and Japan to make your business a success?
- Please elaborate on your proposal, preferably with market analysis and a brief business plan.

2. Tourism

Attracting young Japanese tourists to Hong Kong

Please propose a new attraction, a special event, or a new promotion campaign which would encourage young Japanese people (including university students) to choose Hong Kong as their next travel destination, and explain why.

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- What motivates young Japanese people to travel to Hong Kong?
- Please elaborate on your proposal, preferably with a brief marketing plan.

3. Culture

Promoting Hong Kong on campus

If you were given a budget of up to JPY500,000, what kind of activities or event(s) would you like to organise in your university to promote better understanding of Hong Kong as well as cultural exchanges between Hong Kong and Japanese students?

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- What are the impressions (or any misconceptions) of Hong Kong among Japanese university students? What are the key message(s) you wish to promote? How could your proposal achieve that objective?
- Please elaborate on your proposal, preferably with a brief implementation plan.