

# 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](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.

< Points >

- 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?

< Points >

- 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.

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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 the judges and a public audience, followed by a three-minute question-and-answer session.

Date: 16 January, 2016, 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 selection. There is no limitation on the number of slides for the finals.

\* PC, remote controller for PowerPoint / Keynote and pin microphone will be provided by the organiser.

\* Transportation costs 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. Katsuhiko Umetsu  
Executive Officer, General Manager of Division of Global Business Development  
Yamato Transport Co., Ltd.

## Judges

Prof. Michael Korver, Graduate School of International Corporate Strategy, Hitotsubashi University  
Ms. Sally Wong, Principal Hong Kong Economic and Trade Representative (Tokyo)  
Mr. Kazunori Hori, Regional Director, Japan, Hong Kong Tourism Board  
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.

### 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. Pertinent responses with knowledge of the theme and original ideas in the Q&A session. Handles 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	Champion 1st runner-up 2nd runner-up Fighting Spirit prize winner
¥7,000 book coupon ¥1,000 book coupon	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