

Chance to present ideas not to be missed

Applications are now being accepted for the Hong Kong Cup All Japan University Student Ambassadors English Programme 2016-2017. This is an annual presentation contest to select "student ambassadors" who will serve as a bridge between Hong Kong and Japan.

The contest is open to all university undergraduate students, 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 four designated topics: business, working holidays, movies or cuisine.

The champion, first runner-up, second runner-up and Fighting Spirit prize winner will be awarded a two-week familiarization and study tour in Hong Kong, and will also be offered internship opportunities at a Hong Kong-related organization in Japan or The Japan News for up to two weeks.

In the 2015-2016 contest, five winners received prizes, as the Fighting Spirit prize went to two competitors based on a special request from the judges.

The winners — including Koki Matsumura, who took first place — recently shared their thoughts on the contest and the Hong Kong study tour, while offering advice to future contestants.

Valuable experiences

"I've studied in the United States before for a year, but I actually prefer the Hong Kong style," Matsumura said, referring to his experience at the Chinese University of Hong Kong (CUHK)



The winners stand with their trophies at the finale of the 2015-2016 contest in Tokyo in January.

during the study trip held from March 21 through April 3.

During the tour, the winners attended classes and stayed in dormitories, making friends with local students at the university, and also visited various organizations and tourist spots, including the Legislative Council and Hong Kong Wetland Park.

Now a fourth-year student at Rikkyo University, Matsumura at the previous contest presented his idea to open a hair salon featuring high-quality Japanese service and young stylists in a presentation titled "Hair Salon Business in Hong Kong."

Matsumura said he was impressed by the fact that students in Hong Kong were welcome to try a lot of activities, and many of them were doing internships, starting up their own businesses and studying abroad.

"As a student ambassador, I would like to introduce to people in Japan the attractions of Hong Kong that are not yet known," he said.

To pursue this mission as student ambassadors, Matsumura and the other four winners launched a website and a Facebook page, in which they not only introduce interesting local cuisine — such as snake soup — that they enjoyed during the trip, but also write about cultural differences between Japan and Hong Kong.

"Through these activities, I was able to develop a network of connections with people involved with Hong Kong," said Satoshi Asano, the first runner-up.

The senior at Tokyo University of Foreign Studies strongly recommends the contest, as "making a presentation in English in front of an audience is not an experience that comes around often."

For Asano, the highlight of the study trip was a visit to Invest HK, a government body that promotes foreign investment, where the winners made presentations in front of officials experienced in supporting start-ups.

"I felt there is a good environment for entrepreneurs. I want to start my own business in Hong Kong in the future," Asano said.

Kyo Hakugyoku, the second runner-up, said that simply having competed in a contest was a "precious experience." She offers practical advice about the contest, which she took part in when she was a senior at Musashino University: "I assume the Hong Kong Cup puts more em-

phasis on original ideas and creativity than English fluency."

A Chinese native, Kyo said the trip was "awesome," adding she was surprised by the fact that Hong Kong students straightforwardly expressed their opinions during classes. They are different from students from Japan, who tend to be hesitant to express their true feelings, she said.

Megumi Ikeda won the Fighting Spirit prize with her proposal of using a social networking service to promote Hong Kong tourism.

"Participation in this event made me determined to become someone who can connect Japan and places overseas in the future even more," said Ikeda, a junior at Aoyama Gakuin University.

The other Fighting Spirit prize winner, Yu Iwama, said she practiced many times for the presentation. The senior at Tokyo Medical University said that through the program she nurtured friendships with Hong Kongers as well as the other winners.

"By participating in the Hong Kong Cup, you can find best friends and invaluable experience," Iwama said.



The student ambassadors from the 2015-2016 contest — from left, Koki Matsumura, Satoshi Asano, Yu Iwama, Megumi Ikeda and Kyo Hakugyoku — pose at Hong Kong Wetland Park during their study tour in March.

Contest strengthens friendly relations

By Shirley Yung
Principal Hong Kong Economic and Trade Representative (Tokyo)

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



Hong Kong Special Administrative Region

The strong ties cover a wide range of areas, including commerce and trade, education, tourism, arts and culture and even cuisine.

To further strengthen the friendship and goodwill, the Hong Kong Economic and Trade Office (Tokyo), which represents the

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

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

The four winners will become student ambassadors to promote better understanding of Hong Kong among university students 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 into 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.

香港と日本の かけ橋となる学生大使 募集

応募者全員に
1000円の
図書カードを
プレゼント

香港杯全日本大学 学生大使 英語プログラム 2016-2017

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人の学生大使を選出し、2週間の香港研修へ派遣します。奮ってご応募ください。

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分間の英語プレゼンテーションをしてください。

- ビジネス**
世界市場に進出することを視野に入れ、あなたの会社が香港の企業とジョイントベンチャーを立ち上げるとしたら、どのようなビジネスを起業しますか? その理由を説明して下さい。
- ワーキングホリデー**
香港と日本はワーキングホリデー協定を結んでおり、日本の若者は最長1年間、香港に滞在することができます。より多くの日本人にこの制度を利用してもらうための効果的なプロモーションを考えてください。
- 映画**
日本と香港両方の映画市場向けに何か面白い映画の構想(ストーリー)を考えてください。(撮影は日本と香港の両方で行うこととします)
- グルメ**
香港を代表する料理や屋台フードを日本のグルメ好きに紹介して、香港を訪れてもらうようにするには、どのようなプロモーションを行いますか?

募集期間: 2016年9月6日(火)~11月30日(水)
予備審査発表: 2016年12月22日(木)までにメールで審査結果を通知
最終審査会: 2017年1月21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

応募方法はホームページをご覧ください。
<http://www.yomiuri.co.jp/adv/hongkongcup2016/>

主催: 香港特別行政区政府 駐東京経済貿易代表部
共催: ジャパン・ニュース
後援: 外務省、文部科学省、読売新聞東京本社
協賛: キャセイパシフィック航空、大昌貿易行、
香港政府観光局、香港貿易發展局、香港中文大学

Established sales network in China, Hong Kong and Japan.

Apparels: Merchandizing / Apparels
Motor & Machinery: Motor & Machinery
Foods: Canned Food / Dried Fruits / Nuts / Beans & Cereals / Fresh Fruit, Vegetable & Rice / Seasonings / Cooking Oil / Frozen Poultry / Processed Food / Sea Food / Liquor