

# Hong Kong Cup All Japan University Student Ambassadors English Programme 2016-2017



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.

## 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 [http://www.yomiuri.co.jp/adv/hongkongcup2016/index\\_en.html](http://www.yomiuri.co.jp/adv/hongkongcup2016/index_en.html)*
- Final decisions on eligibility rest with the organiser.

## Schedule

Application period : 6 September – 30 November, 2016  
Preliminary selections : Participants will be notified of the results via e-mail by 22 December, 2016  
Final Selection : 21 January, 2017

## How to Apply

Please send the following data files using the application form on the 2016 Hong Kong Cup homepage.  
([http://www.yomiuri.co.jp/adv/hongkongcup2016/index\\_en.html](http://www.yomiuri.co.jp/adv/hongkongcup2016/index_en.html))

- (1) Three-minute recorded audio presentation in MP3, WMA or M4A 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.

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

## 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: 21 January, 2017, 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.

## Judges

Prof. Michael Korver, Graduate School of International Corporate Strategy, Hitotsubashi University  
Ms. Shirley Yung, Principal Hong Kong Economic and Trade Representative (Tokyo)  
Mr. Nick Brooks, Marketing & Sales Manager, Japan, Cathay Pacific Airways Limited  
Mr. Michio Hayashi, Managing Editor, The Japan News

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## 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. Expanding into the International Market with a Japan-Hong Kong Joint Venture

If you were to start a business jointly with a Hong Kong company with a view to expanding into the international market, what kind of business would you like to set up? Why?

< **Points** >

- How would you make use of the strengths of both Japan and Hong Kong to make your business a success in the international market?
- What are the merits of a joint-venture compared to entering the market by yourself?

### 2. Working Holiday in Hong Kong

How would you promote working holidays in Hong Kong among Japanese young people?

< **Points** >

- The Hong Kong Government has established a Working Holiday Scheme, welcoming young people of Japan (aged between 18 and 30) to gain first-hand experience living and working in Hong Kong for up to 12 months.
- During the stay, they may take up short-term employment (not allowed to work for the same employer for more than three months) and/or enroll in a short study course (course duration of not more than six months).
- The Working Holiday Scheme is a bilateral arrangement between Hong Kong and Japan, with each side providing an annual quota of 250 for applicants from the other side. The Hong Kong Government and the Japan Government reached a new agreement in August 2016 to increase the annual quota to 1,500.
- Around 1,700 Hong Kong youths and 450 Japanese youths have participated in the programme since its establishment in 2010.
- What motivates (or deters) young Japanese people from taking working holidays overseas?
- How would you encourage them to choose Hong Kong over other cities as the preferred destination for a working holiday?

### 3. Storyline for a Movie

Create an interesting storyline for a movie to be filmed in both Hong Kong and Japan, targeting both the Hong Kong and Japan markets.

< **Points** >

- Tell us about your proposed story, actors/actresses, locations for the movie, and why you think the movie will be a great hit in Hong Kong and Japan.

### 4. Promoting Hong Kong's Cuisine

If you were to promote Hong Kong's signature dishes or street snacks to food lovers in Japan and encourage them to visit Hong Kong, how would you do so?

< **Points** >

- Hong Kong has a rich and diverse gourmet culture. Name two or three signature dishes or street snacks in Hong Kong which you think young Japanese tourists will like, and explain your choice.
- Please elaborate on your proposal with details such as promotional activities and marketing strategy.

## 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.

- The presenter has to stop his / her presentation when a timekeeper rings a bell at the end of the sixth minute.

## 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.