



Let's share Hong Kong !



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Images of Hong Kong according to the students

Reasonable



Casino



Disney Resort

➤ What is the purpose?

To let students know that Hong Kong is attractive in many fields, such as sweet delicacies, flavorful teas, and beauty cosmetics.





“What can we do
with just five
hundred
thousand yen?”

A stylized, textured illustration of a lottery ball machine. The top is a yellow trapezoid with a black oval slot. The main body is a square with vertical stripes of red and yellow. A large white circle with a red question mark is centered on the front. The text "Lottery System" is written in green across the middle.

Lottery System

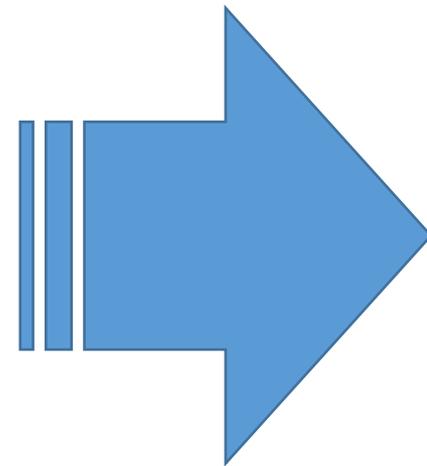
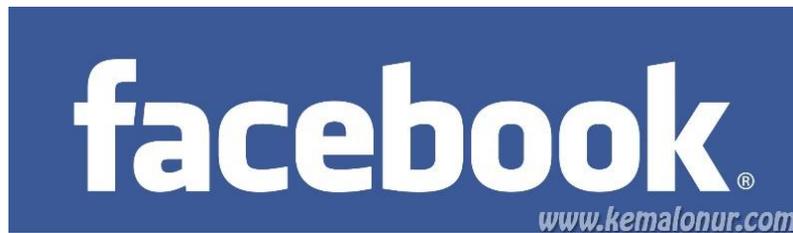
What is “Lottery System”?

The idea is to earn rewards for your investment.



① Lottery System

First, please share the update
by Facebook or Twitter



Then...

① Lottery System



< Prizes >

1st - Roundtrip ticket to Hong Kong (1)

2nd - Hong Kong souvenir set (5)

3rd - Hong Kong beauty cosmetics (20)

4th - Package of Hong Kong tea (50)

✧ All participants will receive sweets from Hong Kong



Dessert Decoration

② Dessert Decoration

- You can choose your favorite dessert from a couple of choices and decorate them as you like.

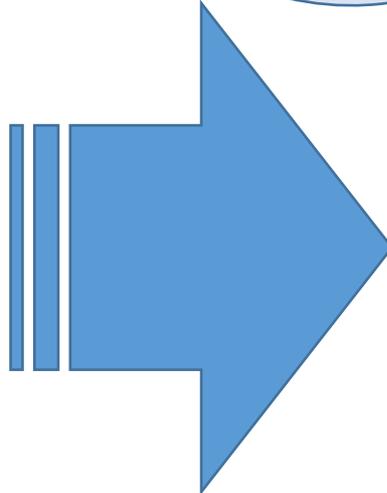


② Dessert Decoration



100 yen/1

Decorate
desserts as
you like!



Just complete a
questionnaire...

② Dessert Decoration

As a BONUS



You can receive pretty
stamps **FOR FREE!!**

The reason why **lottery system** would arouse interests of young people.

SNS



Feeling Excited

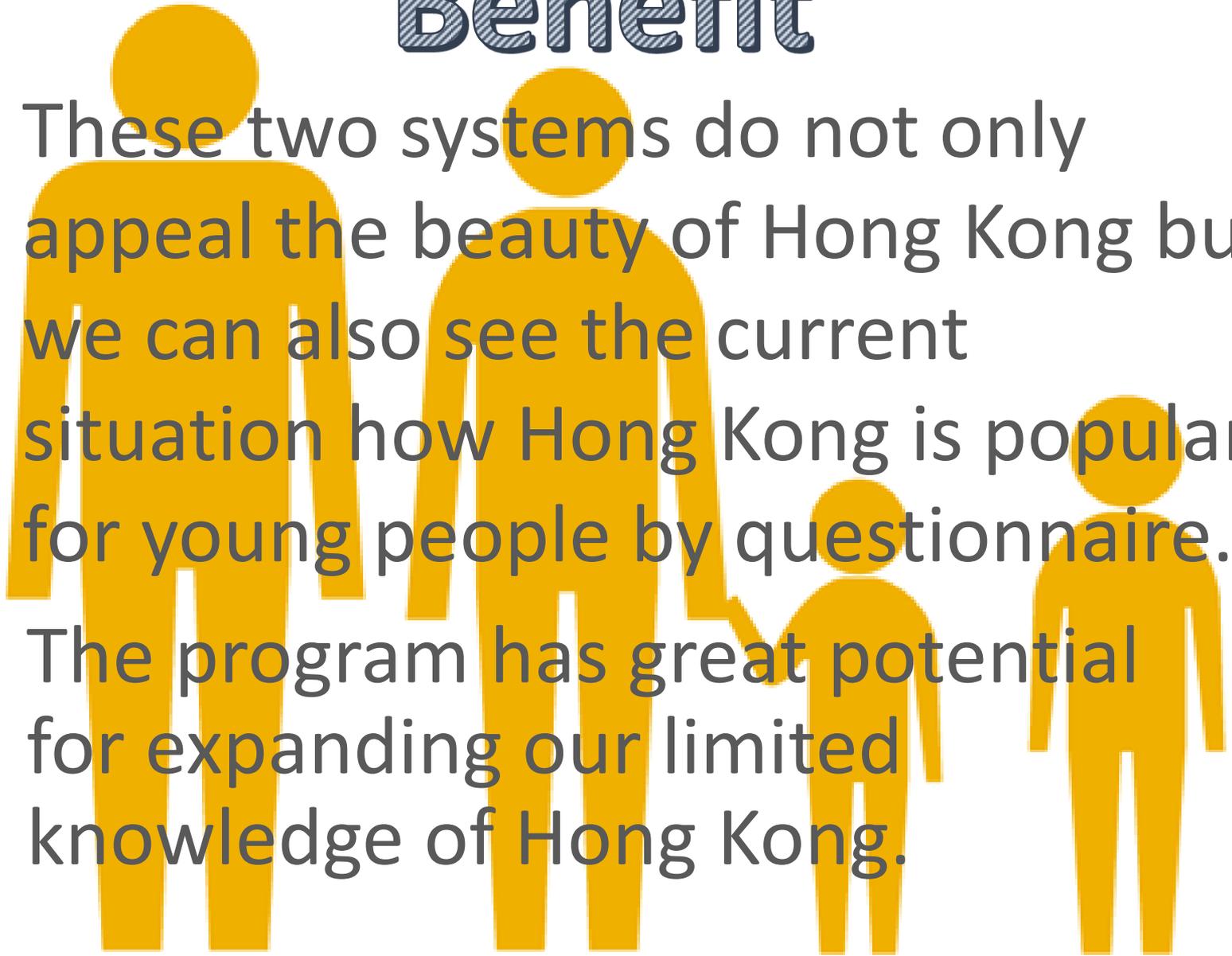
The reason why **dessert decoration** would produce interests of young people.

SNS



Benefit

- ✓ These two systems do not only appeal the beauty of Hong Kong but we can also see the current situation how Hong Kong is popular for young people by questionnaire.
- ✓ The program has great potential for expanding our limited knowledge of Hong Kong.





Come and enjoy!

Thank you for listening