

# H.K. Cup English Program

Publicity

## Pitch your ideas to be a student ambassador

The city of Hong Kong is looking for "student ambassadors" who can boost ties between the city and Japan with unique, innovative ideas. Applications are now being accepted for the Hong Kong Cup All Japan University Student Ambassadors English Programme 2017-2018. This is an annual English presentation contest to select students to serve as a bridge between Hong Kong and Japan.

Applicants are required to pitch their ideas with a presentation using visual aids on one of four designated topics: "Introducing a Japanese Product in Hong Kong," "Mascot to Promote Hong Kong-Japan Ties," "Study Abroad in Hong Kong," and "Tourism."

The contest is open to all undergraduate university students in Japan, except for those whose nationality or citizenship is a country or territory where English is an official language.

Fifteen students will proceed to the final round scheduled for Jan. 21 in Tokyo. 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 receive internship opportunities at a Hong-Kong related organization in Japan or The Japan News for up to two weeks.

Natsuka Konishi, who won the previous con-



Natsuka Konishi gives her presentation in the final of the 2016-2017 contest in January.

test with a presentation titled "HJ Accelerator — Hub for Japanese Start-ups Worldwide," and other winners recently shared their thoughts about the Hong Kong study tour. They also offered some tips to future contestants.

### Exchanges with students, people

"I was overwhelmed by the borderless thinking of Hong Kong students. They were keen to study abroad and learn various languages. I was surprised that they naturally had the option of working outside Hong Kong," said Konishi, referring to her experience at the Chinese University of Hong Kong during the study trip from March 18 to 31.

The four students attended classes at the university during the trip, and also visited various organizations and tourist spots, including the Legislative Council, the New Territories region and the headquarters of Cathay Pacific.

Konishi, who graduated from Keio University in September, said exchanges with the Hong Kong university's students were the most inspiring moments of the study tour. "They also took me on a gourmet tour for a traditional pot meal and sweets. I enjoyed things that Hong Kong students experience daily," she said.

For first runner-up Meiyu Shirai, a senior at Mukogawa Women's University, a visit to the Cathay Pacific headquarters was especially inspiring, as she has cherished aspirations to become a cabin attendant.

"I learned a lot from talks with a staff member in charge of personnel affairs and a cabin attendant, who stressed the need to meet the requirements of customers," said Shirai, who is scheduled to work at a Japanese airliner after graduation.

Haruka Mizukami, the second runner-up, interviewed several students and businesspeople during the stay, including a blogger of whom she had long been a fan. "This all happened all because I became a student ambassador. Don't hesitate to challenge yourself," said Mizukami, a senior at the Tokyo University of Foreign Studies.

Fighting Spirit prize winner Yoshika Tagashira said she was touched by the kindness of local people when climbing the Sharp Peak in the New Territories region. "They encouraged me and gave me

something to eat. It was really tough and I was slow, but they didn't hesitate to wait for me — the view from the summit was really beautiful," said Tagashira, a senior at Keio University.

### Keep judges and audiences in mind

For future student ambassador candidates to make a good presentation, Konishi advised: "Just make sure that your presentation is easy to understand for the judges and audience."

To do so, Konishi said she made efforts to give specific examples and have a clear structure in her speech. In preparing visual aids, she worked not to overload them with words.

Shirai advised smiling during one's speech. "It makes a positive impression on the judges, and it also eases your own nervousness," she said.

The 2016-2017 student ambassadors — from left, Meiyu Shirai, Yoshika Tagashira, Natsuka Konishi and Haruka Mizukami — pose for a photo at Victoria Harbour in Hong Kong during their study tour in March.



## Explore H.K. dynamism through contest

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

This year marks the 20th anniversary of the establishment of the Hong Kong Special Administrative Region. Over the past 20 years, Hong Kong has achieved progress in many ways and at the same time, it has remained as a dynamic city and the meeting point of the East and West.

Another thing that has stood through time is the unwavering friendship between Hong Kong and Japan. 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 Hong

Kong Special Administrative Region 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 into any of those themes, learn more 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 in 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 also offers a good opportunity for university students to experience foreign culture, so don't miss it.

香港杯全日本大学  
学生大使  
英語プログラム  
2017-2018

# 学生大使募集

香港と日本のかけ橋となる

次のテーマから1つ選び、  
パワーポイントを使って  
6分間の英語プレゼン  
テーションをしてください。

- 1 **ビジネス**  
まだ香港に入っていない日本製品または料理の一つを選び、香港市場でそれを売るためのビジネスプランを立ててください。
- 2 **マスコット**  
香港と日本の友好と文化交流を促進するような新しいマスコットキャラクターを考えてください。
- 3 **留学**  
香港留学をあなたの大学でプロモートするとしたら、どのように行いますか。
- 4 **観光**  
あなたが香港を紹介する30分の旅番組(テレビまたはウェブ動画)のプロデューサーだとします。香港の魅力を紹介するユニークなアイデアを考えてください。

応募方法はホームページをご覧ください。  
<http://www.yomiuri.co.jp/adv/hongkongcup2017/>

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