



Hong Kong Cup All Japan University Student Ambassadors English Programme 2017-2018

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, Japan Hong Kong Society

Schedule

Application period :	5 September – 11 December, 2017
Preliminary selections :	Participants will be notified of the results via e-mail by 5 January, 2018
Final Selection :	21 January, 2018

How to Apply

Please send the following data files using the application form on the 2017 Hong Kong Cup homepage.
(http://www.yomiuri.co.jp/adv/hongkongcup2017/index_en.html)

- (1) Three-minute recorded audio presentation in MP3, WMA or M4A format
- (2) Up to five PowerPoint 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.
- The submitted presentation and mascot design should be your original creation and should not infringe others' copyright.
- Please mark the designated boxes of the web application form to confirm the originality of your presentation and mascot design.
- 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 and mascot designs will be owned by the organisers.
- The winning mascot designs may be used to promote friendship between Hong Kong and Japan by the organiser.
- The winning mascot designs may be amended or altered by the organiser if they are used.

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/hongkongcup2017/index_en.html*
- Final decisions on eligibility rest with the organiser.

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, 2018

Venue: Nomura Conference Plaza Nihonbashi,
2-4-3 Nihonbashi Muromachi, Chuo-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 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. Kazunori Hori, Regional Director, Japan, Hong Kong Tourism Board
Ms. Yuki Hasegawa, 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 slides that will be used in the final selection.

1. Introducing a Japanese Product in Hong Kong

Pick one Japanese product (or type of Japanese cuisine) that has yet to be introduced or become popular in Hong Kong, and develop a business plan to sell it in Hong Kong.

〈 Points 〉

- Japanese companies are the largest group of overseas companies in Hong Kong, with a total of around 1,400 business set-ups, operating various types of businesses or selling different products.
- Hong Kong has been the largest overseas market for Japanese food and agricultural products since 2006, accounting for about 24% of Japan's food exports. There are many Japanese restaurants in Hong Kong serving different types of Japanese cuisine, and various types of Japanese food and ingredients are sold in supermarkets or shops in Hong Kong.
- Choose a Japanese product (or type of Japanese cuisine) that has not yet entered into or become widely available in the Hong Kong market, and explain your choice.
- Please elaborate on your proposal, preferably with market analysis and a brief business plan.

2. Mascot to Promote Hong Kong-Japan Ties

Design a mascot to help promote friendship and cultural exchanges between Hong Kong and Japan.

〈 Points 〉

- Using mascots for promotional purposes has been a trend in Japan. Characters like Kumamon and Funassyi are some popular examples.
- Your design has to be original. Please give the mascot a name and provide some images or sketches of your design.
- Please explain the idea behind your design. How does the mascot relate to Hong Kong and Japan?
- How should this mascot be used in promoting friendship and cultural exchanges between the two places?

3. Study Abroad in Hong Kong

How would you promote studying abroad in Hong Kong at your university?

〈 Points 〉

- Hong Kong welcomes people from all over the world to study in Hong Kong. For example, Japanese university students may consider taking undergraduate or post-graduate programmes, exchange programmes or short-term language courses in Hong Kong.
- What are the selling points of studying in Hong Kong for Japanese university students? What are the concerns or worries that Japanese students may have?
- How would you encourage Japanese university students to choose Hong Kong over other cities as the preferred destination for studying abroad?

4. Tourism

You are the producer of a 30-minute TV (or online video) travel programme about Hong Kong. Please come up with a unique idea to introduce the charms of Hong Kong.

〈 Points 〉

- There are many TV (or online video) travel programmes with different approaches to introducing the tourist attractions of a city. For Hong Kong, many TV programmes focus on food and its night scenery.
- Your programme should introduce Hong Kong from a unique angle, which is different from the conventional travel programmes.
- Tell us about your programme idea, filming locations, and why you think the programme will attract Japanese people to visit Hong Kong.

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	Champion
Three-month free subscription to The Japan News	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.