

H.K. Cup English Program

Publicity

Speeches lead to student ambassador status

Hong Kong is looking for student ambassadors who can enhance 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 2018-2019. This is an annual English presentation contest to select students to serve as bridges between Hong Kong and Japan.

Applicants are required to pitch their ideas with a presentation using visual aids on one of three designated topics: Introducing a Hong Kong product/food/service/custom to Japan; Joint school event or program to promote cultural exchanges; and Hong Kong tour program for Japanese university students.

The contest is open to full-time university undergraduate 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. 19 in Tokyo. The champion, first runner-up, second runner-up and Fighting Spirit prize winner will be awarded a two-week study tour in Hong Kong, and will also receive internship opportunities at an office related to Hong Kong located in Japan or at The Japan News for up to two weeks.

Mukogawa Women's University Senior Satomi



Satomi Honda gives her presentation in the final of the 2017-2018 contest in January.

Honda won the previous contest with her presentation titled "Satomi's Neighboring Show," introducing unique tourism sites in Hong Kong such as a local market. She and the three other winners recently shared their thoughts about the Hong Kong study tour. They also offered some tips to future contestants.

Exchanges with students, people

"Friends I made in Hong Kong are one of the best prizes that I got in this program," Honda said, referring to her friends at the Chinese University of Hong Kong during her trip from Feb. 27 to March 12. Honda and the three other winners attended classes on topics such as economics and arts at the university and went sightseeing at tourist spots with schoolmates.

Honda was touched by their kindness and hospitality. "They literally organized everything for us, from day-to-day meals to sightseeing," Honda said.

They also watched sports events and visited governmental organizations such as Invest Hong Kong. First runner-up Masaomi Murakami, who graduated from Keio University, said he enjoyed watching a Hong Kong Premier League soccer game at a stadium. He was impressed by how close the pitch was to the spectators. He said he could hear the players' voices.

He learned that watching sports was not popular in Hong Kong, because the size of the audience was small. However, he said, "The Hong Kong Premier League has great potential to become more attractive and bigger."

Second runner-up Honoka Nishio, a junior at Sophia University, was inspired by meeting women working at government organizations and diligent students of the university.

"[The experience of meeting them] encouraged me to pursue my dream career when I was wondering about what to do after graduation," Nishio said.

Fighting Spirit prize winner Nanako Tatsumi visited Invest Hong Kong and realized how important it was to use English through a conversation with an official she met in the organization. The official told Tatsumi that she could work not only in Japan but in many countries where English is used if she learns more of the language.

"I will study English to expand my horizons

and possibilities," Tatsumi, a sophomore at Kwansai Gakuin University, said.

Entertain judges, audience

Top winners gave advice to future student ambassador candidates on making a good presentation.

Honda and Nishio suggested entertaining the judges and audience. To do so, "it is important that first you enjoy yourself," Honda said. At the contest, she delivered a positive and energetic performance.

Murakami struggled to make his presentation logical. He said he was able to answer questions given by the judges after his presentation without panic.

Tatsumi advised being confident. "I believe that your confidence and passion will move the judges," she said.

The 2017-2018 student ambassadors — from left, Masaomi Murakami, Satomi Honda, Honoka Nishio and Nanako Tatsumi — pose for a photo at Victoria Harbor in Hong Kong during their study tour.



Broaden your horizons through contest

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

Hong Kong and Japan have enjoyed a very close and amicable relationship for many years. We maintain strong ties covering a wide range of areas, including commerce and trade, education, tourism, arts and culture, and even cuisine.

To further strengthen our friendship and goodwill, the Hong Kong Economic and Trade Office (Tokyo), which represents the Hong Kong Special Administrative Region Government in Japan, has been organizing the "Hong Kong Cup All Japan University Student Ambassadors English Programme" almost every year since 2007. It is an English presentation contest which offers an excellent opportunity for university students in Japan to enhance their English language and presentation skills, explore the dynamism and rich diversity of Hong Kong, and make new friends in Hong Kong.



Participants are required to give a short English presentation on one of the three specified themes on Hong Kong. We hope that students will, in researching into any of those themes, learn more about Hong Kong. We also look forward to hearing their views and creative suggestions 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 will also be offered an internship opportunity at organizations related to Hong Kong in Japan or The Japan News. They can personally experience Hong Kong in many aspects, 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 offers an excellent platform for university students to enhance their presentation skills, experience foreign culture and make new friends. Please do seize this opportunity to broaden your horizons.

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!

HONG KONG
ASIA'S WORLD CITY

香港杯全日本大学学生大使
英語プログラム2018-2019

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人の学生大使を選抜し、2週間の香港研修へ派遣します。奮ってご応募ください。

募集期間
2018年9月12日(水)~12月10日(月)

予備審査結果発表
2018年12月28日(金)までにメールで審査結果を通知

最終審査会
2019年1月19日(土) KDDIホール(東京・大手町)

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。
www.yomiuri.co.jp/adv/hongkongcup2018/

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
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香港貿易発展局、香港中文大学、日本香港協会

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 香港の製品・食品・サービス・習慣を日本に売り込む
まだ日本に入っていない、あるいはまだ日本では一般的でない香港の製品・食品・サービス・習慣の一つを選び、日本でそれを普及させるためのビジネスプランを立ててください。

2 文化 文化交流を促進する大学共同イベントやプログラム
文化交流を促進するために、あなたの大学と香港の大学が共同で行うイベントまたはプログラムを考案してください。

3 観光 日本の大学生向けの香港ツアープログラム
日本の大学生に向けた香港のツアーを考案してください。

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