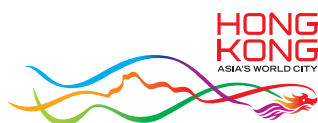




Hong Kong Cup All Japan University Student Ambassadors English Programme 2018-2019



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 : 12 September – 10 December, 2018
Preliminary selections : Participants will be notified of the results via e-mail by 28 December, 2018
Final Selection : 19 January, 2019

How to Apply

Please send the following data files using the application form on the 2018 Hong Kong Cup homepage.
(www.yomiuri.co.jp/adv/hongkongcup2018/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 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.
- 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.

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 www.yomiuri.co.jp/adv/hongkongcup2018/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 : 19 January, 2019

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 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. Kenneth Pechter, Hosei University Business School
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

Hong Kong Cup

All Japan University

Student Ambassadors

English Programme

2018-2019

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 Hong Kong product/food/service/custom to Japan

Pick one Hong Kong product, food, service, custom or aspect of culture that has yet to be introduced or become popular in Japan, and develop a business plan to introduce it to Japan.

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- Choose a product, food, service, custom or aspect of culture unique to Hong Kong. Why do you think it has the potential to become a big hit in Japan? Please explain your choice.
- Who are your targets? How would you promote it in Japan?
- Please elaborate on your proposal, preferably with a brief market analysis and business plan.

2. Joint school event or programme to promote cultural exchanges

Design a joint school event or programme between your university and a university in Hong Kong to promote cultural exchanges.

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- What kind of activities would attract both Japanese and Hong Kong university students?
- There are no restrictions on the form or duration of the event or programme. For example, it could be an one-off event in Japan/Hong Kong/other parts of the world, a continuous programme utilizing the internet or social media, or combination of the above.
- In what ways can the event or programme promote cultural exchanges?
- How would you encourage the participation of both Japanese and Hong Kong university students?
- Please elaborate on your proposal, preferably with a brief implementation plan.

3. Hong Kong tour program for Japanese university students

Design a Hong Kong tour program for Japanese university students.

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- The programme should be different from the travel plans suggested by most travel guidebooks. It should be unique and cater for the interest of Japanese university students.
- There is no limitation on the duration of the programme, but preferably no more than one week.
- Tell us about the proposed itinerary, places to visit, places to stay, people to meet, etc. What kind of unique experience would the tour offer to them?
- Why do you think this program would be attractive to Japanese university students?

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.

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
Two-week Hong Kong familiarisation tour and study programme at the Chinese University of Hong Kong	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.