

Hong Kong Cup All Japan University Student Ambassadors English Programme 2019-2020



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 : 10 September – 9 December, 2019
Preliminary selections : Participants will be notified of the results via e-mail by 27 December, 2019
Final Selection : 18 January, 2020

How to Apply

Please send the following data files using the application form on the 2019 Hong Kong Cup homepage.
(yab.yomiuri.co.jp/adv/hongkongcup2019/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 yab.yomiuri.co.jp/adv/hongkongcup2019/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 : 18 January, 2020

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. 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
Mr. Fumihiro Kitayama, 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 in PDF format that will be used in the final selection.

1. Hong Kong in a word

Use one English word to describe Hong Kong.

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- You are a marketing consultant and have been asked to build a marketing campaign for Hong Kong around a single word.
- The word can be an adjective, a noun or a verb that expresses your perception or opinion of Hong Kong or Hong Kong people.
- The word may describe Hong Kong in general. Alternatively, you may focus on one major aspect of Hong Kong, such as scenery, culture, economy or society, etc.
- Explain your choice of word with concrete examples.

2. Business

Launch a startup in Hong Kong.

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- Hong Kong is one of the most dynamic startup destinations in Asia, and home to a rapidly growing number of startups in areas such as fintech, retail tech, health tech, IoT, smart city technologies and many more. If you were to launch a startup in Hong Kong, what kind of business would you like to do?
- Why Hong Kong (but not Japan or other cities in the world) for your startup?
- Who are your target markets or clients? (They can be in Hong Kong, Japan or elsewhere in the world.) Elaborate on your proposal, preferably with a brief market analysis and business plan.
- Why do you think your new business will be successful?

3. Tourism

Design a school excursion programme to Hong Kong for Japanese high school students.

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- You are a salesperson for a travel company specialised in arranging school excursion trips for Japanese high school students.
- The duration of the trip should be no more than one week.
- Tell us about the proposed itinerary, such as places to visit, places to stay, people to meet in Hong Kong, etc. What kind of unique learning experiences would the tour offer?
- Since all excursion programmes will have a similar overall format of a weeklong schedule, please highlight the unique characteristics that set your programme apart from other programmes.
- What are your target high schools? How would you promote the programme to them?

Marking Criteria

Preliminary Selection

Content, Proposal & Analysis	Rich and interesting content. Convincing in-depth analysis. Originality and creativity.
Organisation & Slides	Attractiveness and clarity of presentation slides. Effective order and flow.
Language & Delivery	Clarity in delivery. Convincing and effective.

Final Selection

Content, Proposal & Analysis	Rich and interesting content. Convincing in-depth analysis. Originality and creativity.
Visual Presentation Material	Attractiveness and clarity of presentation slides. Effective order and flow.
Language & Delivery	Clarity and confidence in delivery. Convincing and effective.
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 Other finalists All applicants
¥7,000 book coupon ¥1,000 book coupon	
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.