THE HONG KONG JUNIOR CHAMBER OF COMMERCE

AWARD BID BOOK

NOM	:	Hong Kong Junior Chamber of Commerce
Award No.	:	II. 9
Award Title	:	NOM Publication Award (II.C.4.1)
Conference	:	1996 JCI Pusan World Congress

JUNIOR CHAMBER INTERNATIONAL
GROUP II ENTRY FORM
AWARDS FOR NATIONAL ORGANIZATIONS

INSTRUCTIONS:
- Refer to the Awards Manual.
- Complete this form and attach five copies to your scrapbook as instructed in the Awards Manual.
- Attachments to this form are not permitted.
- Any financial information must be accompanied by the exchange rate into United States dollars (US$) at the date of completion of this entry form.
- Scrapbooks for Group II Awards are restricted to 30 pages.
- Please include a photograph relevant to the project or activity described in the entry form.

NATIONAL ORGANIZATION: HONG KONG JUNIOR CHAMBER OF COMMERCE

CERTIFICATION OF NATIONAL PRESIDENT
I hereby certify that the information in this entry form is true to the best of my knowledge.

Signature _____ Date Nov. 01, 1996

Name (Print) Justin Lui

AWARD NUMBER:	AWARD TITLE:	NAME, ADDRESS AND FAX NUMBER OF SUBMITTING NATIONAL ORGANIZATION OR CHAPTER:
II. 9	NOM Publication Award (II.C.4.1)	Hong Kong Junior Chamber of Commerce 1/F., 60 Bonham Strand East, Sheung Wan, Hong Kong. Fax: (852) 2543 6271

CURRENT DECLARED NUMBER OF MEMBERS:	CURRENT DECLARED NUMBER OF CHAPTERS:
1,150	18

BUDGET AND FINANCIAL STATEMENT: In the space provided below, fill in the applicable amounts in local and U.S. currency. The "Proposed Budget" column reflects the project's anticipated income and expenses at the planning stage. The "Actual Budget" column reflects actual income and expenses.

Conversion Rate 7.80 =US$1.00	PROPOSED BUDGET	ACTUAL BUDGET
Income:		
Membership Dues	85,800 US$ 11,000	85,020 US$ 10,900
Other	31,200 US$ 4,000	33,930 US$ 4,350
Total Income:	117,000 US$ 15,000	118,950 US$ 15,250
TOTAL EXPENSES	117,000 US$ 15,000	116,532 US$ 14,940
TOTAL PROFIT/DEFICIT	0 US$ 0	2,418 US$ 310

Entry Form

1

GROUP II ENTRY FORM - PAGE 2

NAME OF THE PROJECT: Harbour Lights

DESCRIPTION OF PROJECT OR ACTIVITY:

Individual Members: To participate in relevant information research and interviews; compile and complete each issue including write-ups, editing of submitted articles and layout designs; evaluate each issue after completion.

LOM: To encourage individual members to contribute information and effort for the production of a high calibre " Harbour Lights. "

NOM: Other than the concerned NOM Officers, each officer had contributed articles in all the related areas.

JCI: Regular information and photos on JCI activities were included in our official publication.

Outsiders : Thanks for the kind support rendered by those who were interviewed as well as sponsors for this publication. Publications were mailed to over 200 external organisations.

NAME OF THE NATIONAL ORGANIZATION: Hong Kong Junior Chamber of Commerce

PLAN OF ACTION SUMMARIZED

OBJECTIVES	ACTIONS TAKEN	RESULTS ACHIEVED
1. To effectively communicate NOM/LOMs/JCI News to members. 2. To spread Jaycees news to general public, private and government sectors. 3. To reinforce the corporate image of NOM. 4. To train up members in producing high quality publication. 5. To achieve membership recruitment strategy.	1. The feature articles were elaborations of expert views presented by distinguished figures in the relevant field. 2. A total circulation of 5,000 copies distributed among members, organizations and government departments. 3. Improve quality of contents and more attractive designs to provide enjoyable reading. 4. Involve more members in the publication.	1. Since 1995, "Harbour Lights" has been made a bi-monthly publication to include more pages and much richer contents. 1996 will follow the same pattern. 2. Content of the publication becomes richer and more informative to include LOMs activities, JCI news and special features. 3. A much nicer and professional design is adopted in 1995 and 1996. 4. Sponsors were confirmed early in 1996 to assure good financial support. The editorial board can concentrate on the preparation of this publication.

BRIEF STATEMENT ON BENEFITS OF THE PROJECT OR ACTIVITY:

1. **Corporate Image:** An easy identification on NOM's official journal and its professional quality creates a good image associated with our organization.
2. **Stimulator to LOMs:** A good NOM publication can serve as an example for all LOMs to follow.
3. **Communication Channel** between NOM and LOMs and outside organizations.
4. **Cost Effectiveness:** The cheapest way to convey all the NOM & JCI news to our members and retainment.
5. **Social Consciousness:** Members can show more concern on current affairs of Hong Kong and express their views through this publication.
6. **Financial Support:** The advertisement and sponsorship can make its cost breakeven. It further reduces the NOM's burden and spare resources can be utilized in some other areas.

RECOMMENDATIONS:

1. **Training:** It includes useful and updated training information for members' reference. In addition, by involving in the editorial board, members were trained with publication skill.
2. **Track Record:** It recorded all the important events happened within the organization and important messages to be shared with members during the time.
3. **Promotion Tool:** When introducting our organization to outsiders or new members, this publication can be used as promotion tool for us. It provides comprehensive information to readers about what happenin the organization.
4. **Membership Promotion:** A professional publication attracts more readers from outside organizations so as to build more public awareness of the organization when public interest has been generated, its contribution in membership promotion cannot be ignored.
5. **Sponsorship Attraction:** A proven record of our quality work can be shown to potential sponsors.

BEGINNING DATE:	ENDING DATE:	NUMBER OF COMMITTEE MEMBERS:	NUMBER OF OTHER VOLUNTEERS:
December 01, 1995	September 23, 1996	5	25
TOTAL PROJECTED INCOME US$:	**TOTAL ACTUAL INCOME US$:**	**TOTAL PROJECTED EXPENDITURE US$:**	**TOTAL ACTUAL EXPENDITURE US$:**
15,000.00	15,250.00	15,000.00	14,940.00

	Page
1. Entry Form	1
2. Index	2
3. General Planning & Execution	
3.1 Introduction & objectives	3
3.2 Review Plan of Action	4
3.3 Plan of Action	5
4. Financing	
4.1 Income & Expenditure Statement	6
4.2 Source of Income	7
4.3 Source of Income - Prosposal to Sponsors	8 (*MP1)
5. Quality of Content	
5.1 Informational Aspect	9
5.2 Communication Aspect	10-11
5.3 Social Awareness Aspect	12
6. Appearance and Layout	
6.1 Various issues of "Harbour Lights"	13 (*MP2)
6.2 Cover Design	14
6.3 Inside Pages	15-16
6.4 Consistent Appearance and Layout	17
7. Circulation	
7.1 Regularity	18
7.2 Circulation List	19 (*MP3)
7.3 Circulation in figures	20
8. Effective Coverage	
8.1 JCI Information	21
8.2 NOM Information	22
8.3 LOMs' Information	23
8.4 Community Affairs	24
9. Improvement from Last Year	
9.1 Larger circulation in 1996	25
9.2 Better design in 1996 versus 1995	26 (*MP4)
9.3 Compliments from JCI & Interviewee	27 (*MP5)
10. Value to Junior Chamber	
10.1 Adminstration	28
10.2 Finance/ Public Relations	29
10.3 Sense of Belongings/Individual Development	30

*Note: *MP = Multiple Page No.*

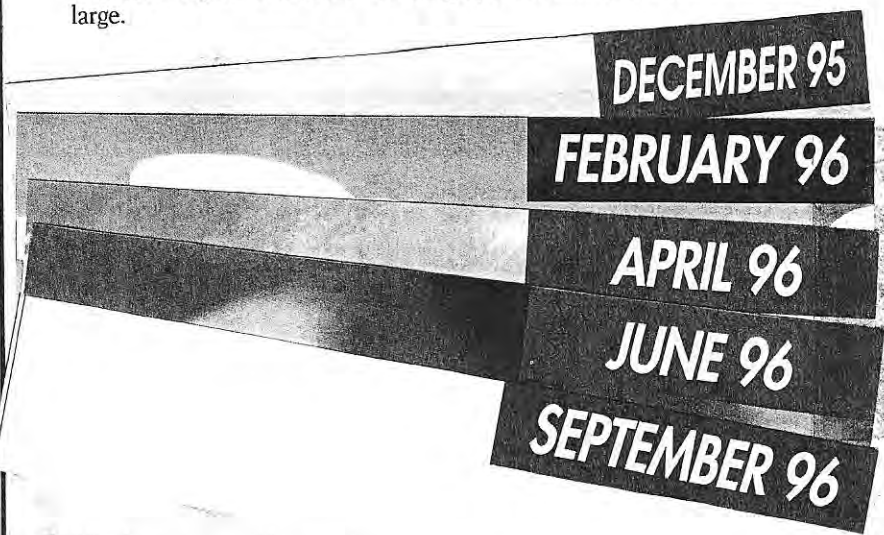
HARBOUR LIGHTS

The Official Publication of Hong Kong Junior Chamber of Commerce

Corporate Sponsor
S & S CONTRACTING CO.

Introduction

A NOM publication is a very effective means of communication between the organization and its members. Besides, it helps build a solid corporate image of the organization. Hence, the Hong Kong Jaycees have allocated tremendous resources during 1994 and 1995 to make its official publication "Harbour Lights" a treasured reading by its members and the community at large.



Objectives

After through discussion on the future direction of "Harbour Lights", the National Board has targeted themselves to achieve the following objectives through this official publication:

1) To efficiently disseminate important information and news of JCI, NOM and local chapters to local Jaycee members;

2) To introduce the work of Jaycees and further promote Jayceeism to community personage including the Executive and Legislative Councillors, professional organizations, voluntary organizations and government officials through prompt mass circulation of over 450 copies after issue of each and every publication.

3) To further enhance the corporate image of Hong Kong Junior Chamber through a high quality publication;

4) To echo the major emphasis theme of HKJC and JCI through feature articles and special reports;

5) To provide practical and sophisticated training to potential Jaycee members in the production of a high quality NOM publication;

6) To task as a membership recruitment strategy by stimulating young people's interest in our organization and

7) To arouse members' awareness to the community issues.

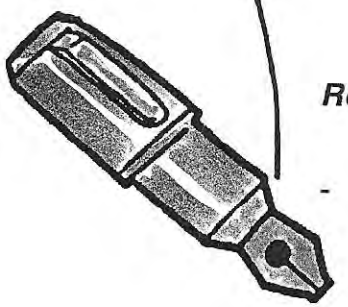
"Harbour Lights" Review Committee

- A survey was conducted among readers on contents, layout and other aspects concerning "Harbour Lights".

- Comments were given by past National Presidents for future improvements.

- Gathered publications from JCI, other NOMs and corporations for inspirations.





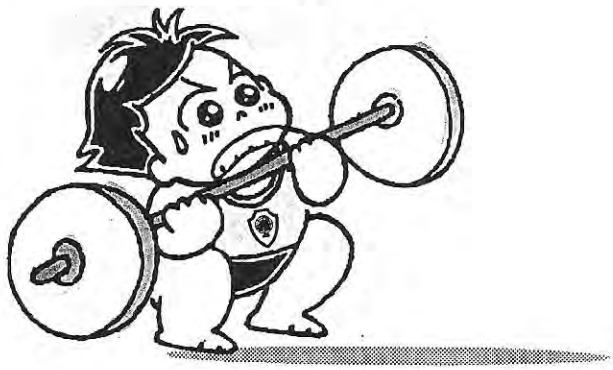
Recommendations After Review

- To convey a positive corporate image in the community by presenting a professional, informative publication.

- To strengthen the communication between NOM and members and to disseminate JC news to the community, "Harbour Lights" has been made a bi-monthly publication since January,1996.

- The 1996 "Harbour Lights" will follow the same pattern.





EXECUTION

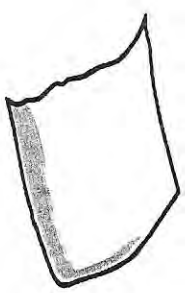


A new editorial board has been formed to carry out all the work in the publication area in 1996. Increased workload is added to the editorial board. More training was given to the editorial board members.

The achievements made so far include:

MONTH	ACTION
Dec 95	6 th issue. Review in five areas of opportunity. Highlights on 30th National Convention and Glasgow World Congress. More informations on Hong Kong Jaycee Trust Fund was delivered to members through interview with Trustee Chairman.
Feb 96	1 st issue in 1996. Year plan was introduced to members. Meeting our 1996 World President. Members were inspired by WP's presidential theme of "Rainbow Bridge of Opportunities". Good comments were received from Past Presidents and Peggy Fisher, JCI Executive Director of Communications.
April 96	2 nd issue. Information of 1996/97 Budget and Kenya Business Conference specials were published for the interest of all members. Extra copies were distributed to delegates of Kanazawa ASPAC Conference.
June 96	3 rd issue. Highlights on Kanazawa ASPAC conference & the excellent achievements. Care & atlention to the "New Arrivals" younger generation from China.
Sept 96	4 th issue. Highlights on visit to Beijing & meeting with various important government officials. Interview with Indpendent Commission Against Corruption on anti corruption campaign between Hong Kong & China. Report the activities on JCI GALS in Paris.





Income & Expenditure Statement

Income *

	US$	US$
Appropriation from NOM	10,900	
Corporate Sponsorship	3,850	
JCI Subsidy	500	15,250

Expenditure *

	US$	US$
Dec 1995 issue	2,800	
Feb 1996 issue	1,500	
April 1996 issue	2,200	
June 1996 issue	2,200	
Sept 1996 issue	2,200	
Postage and Envelopes	3,600	
Miscellaneous (photos, stationary, etc)	440	14,940

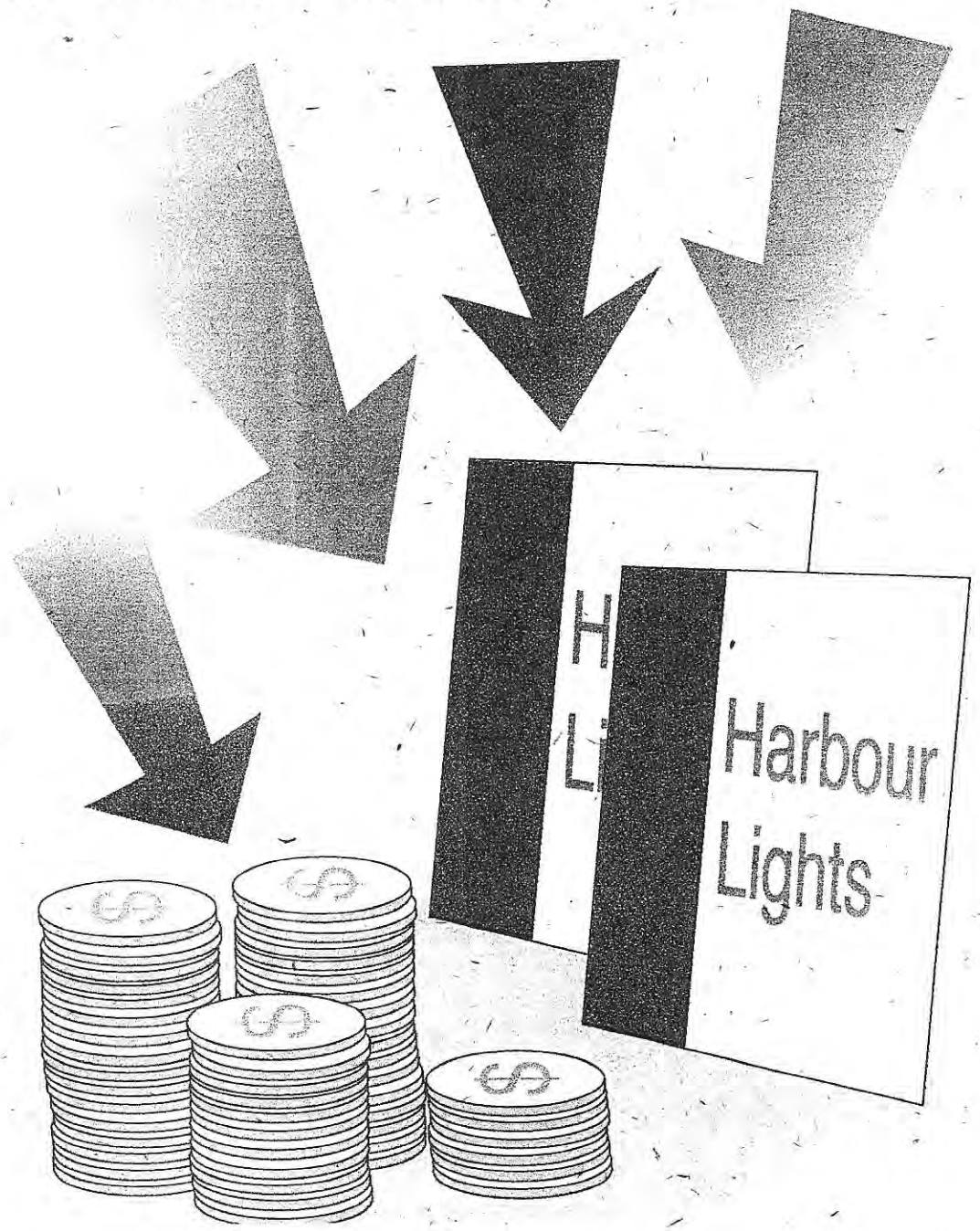
Surplus 310

Cindy Kwan
1995 Publication Director

Leo Leung
1996 Publication Director

* up to Oct 96

- JCI Subsidy
- NOM Appropriation
- Corporate Sponsor
- Sponsorship from Individual members



香港青年商會 (國際青年商會成員)
HONG KONG JUNIOR CHAMBER OF COMMERCE
(Affiliated with JUNIOR CHAMBER INTERNATIONAL)
1/F., 60 BONHAM STRAND EAST, SHEUNG WAN, HONG KONG. TEL: 25438913 FAX: 25436271 CABLE: "JAYCEE"
Email: hkjc@hkjc.org URL: http://www.hkjc.org
香港上環文咸東街六十號金閣大廈壹樓 電話：25438913 傳真：25436271

Jan 22, 1996

Mr. Patrick Poon
S & S Contracting Co.
Rm. 1703, 83 Austin Road
T.S.T. Kowloon

Dear Patrick,

We would like to extend our heartiest thanks to you for confirming to be the corporate sponsor as per details set out in your letter dated January 9 addressed to National President Justin.

I am enclosing the following information and material for your information and action :

a) Copy of our 1995 TOYP Selection Award Presentation Souvenir Program.

b) Copy of our 1996 Inaugural Ball Souvenir Program.

We would like to enquire if you have any advertisement leaflets that we will be glad to place at the Chamber office.

Meanwhile, we will keep liaising with you regarding any pertaining materials per our promised benefits.

Your sincerely,

Regina Ng
National Hon Treasurer

Encl.

c.c. NP Justin Lui
NGLC Sen. Henry U
NSG Anne Lo

Informational Aspect

"Harbour Lights" provides information on development of Jaycees and all Jaycee activities.

NOM National Year Plan

Membership Extension



To complement our Prospective Members Orientation ("PMO") programme, the ME area has planned to launch the "Take-One" program by which application forms shall be deposited at suitable organizations for interested parties to take. In addition, advertisements shall be

Publications (Harbour Lights)



The Editorial for Harbour Lights will carry on with the fine traditions in covering topics and highlights on news from the HKJCC, the Junior Chamber International and local chapters also not forgetting features and characters which and whom

NOM CALENDAR 1996

PROJECT NAME	EVENT DATE		PROJECT NAME	EVENT DATE	
Visit from JCI WP	January	8-12	Prospective Members Orientation(IV)	July	6
Joint Board Meeting	January	13	Joint Board Meeting	July	20
NOM Inaugural Ball	January	20	Presidents' Academy	July	27-28
Prospective Members Orientation (I)	January	25	Visit to All China Youth Federation	August	23-27
Executive Development Program (I)	February	4	Bid Book Seminar (II)	August	16
Prospective Members Orientation (II)	March	9	Prospective Members Orientation (V)	September	11
Bid Book Seminar (I)			Awards Judging Seminar	September	14
				September	15

LOM LOM Bulletin

7

NOM Upcoming Events

Mottainai Picture Diary Contest
Award presentation & exhibition

Hong Kong Jayceettes

Date : August 17 (Sat)

Venue : Hong Kong Polytechnic University

Contact : Brenda Lam 2524 4179

Remark : This Project is one of the Maj
Emphasis Theme Project

Visit to
All China Youth Federation (ACYF)

Date : August 22-26 (Thu - Mon)

Venue : Beijing & Chengde
(北京及承德)

Program : Meeting with officials of the Hong Kong/Macau Affairs Office and joint training with the ACYF

Contact : Jimmy Bonds Lam 7472 9007
Mo Siu Wai 7238 9601

"Harbour Lights" acts as an effective communication channel between NOM and LOMs.

NOM National Functions

The New Year Sign-In Ceremony



On the warm and sunny afternoon of the 1st of January 1996, all of our National Officers and Chapter Presidents ensembled to carry out the local JC tradition of signing in at the Governor's House. A slightly unpleasant encounter with the over-precarious policemen was soon swept away as the staff on duty invited the entire pack to visit and to take photographs at the back garden

Character Interview with World President

Message from Across the Rainbow Bridge
An Interview with the 51st World President Thomas Clear III (Tom)



World President Thomas Clear III holds a law degree and is a Managing Partner of his own firm, wh[illegible]cializes in litigation and criminal defen[illegible]aycee organisation in [illegible]LOM. N[illegible]

Tom resides in Alb[illegible] New Mexico

understand, then they will not be able to paint all the colours of the rainbows on their bridges. I wish to raise the level of sigificance of the Chapter Presidents in their communities as they are in fact international players on a local level.

[illegible] young potential members are getting [illegible] Chapter Presidents, [illegible]



by our Certified Local Trainers -Paul Chan, Shelina Chung, NVP Lai Sin Kung and Wesley Chau. The project was part of the Major Emphasis Theme project series.



Happy graduates journey on their road to success

LOM Chap[illegible]acti

Draw your dreams, n



More than 15,000 children and their parents had an enjoyable and fun-filled day at the Centenary Garden in Tsimshatsui East on the Sunday of April 21. They were there to celebrate the 17th anniversary of the International Children Drawing Contest, the largest in Hong Kong, organized by Harbour Jaycees, the Urban Council and Sing Tao Ltd.

The aim of the drawing contest was to encourage children to express their thoughts and ideas of the community and environment. The competition also helped tap their talents and further enhance their drawing skills.

Communication Aspect

"Harbour Lights" serves as a very effective communication means between our National President and all Jaycee members.

NP From the National President

Dear Fellow Members,

As the new Junior Chamber year begins, I would like to share with you our goals in 1996.



...rs of the organization. Thus

NP From the National President

Dear Fellow Members,

Further to the message that I delivered in the February issue of Harbour Lights, I wish to share with you a few more thoug... and some key developments of NOM in th...



Mental...

NP From the National President

Dear Fellow Members,

I choose to write this message in late June because we are now in the middle of the current Junior Chamber year. It is the right time to review our progress in the past six months and align to reach new heights in the remaining months of the year. I shall highlight some of the key ...id-year evaluation in the next issue of the Harbour ... of my thoughts.



NP From the National President 會長的話

各親愛會友：

我們在八月初的《方向探索交流會》中曾提及環境分析和強弱機危分析的結果及探索香港青商未來路向，現透過本文與會友分享有關資料，期望得到會友的回響，以收拋磚引玉之效報告已呈交長遠計劃委員會，供其深入研究，以便為香港青商之長遠發展作建議。

環境分析

環境分析可協助我們了解本會在怎麼樣的社會環境裡運作和提供服務，分析範圍包括社會、政治、經濟、服務對象、法例、資訊科技及競爭團體等。分析資料詳見表（一）

強弱機危分析

我們必須知己以便不斷改進；而強弱機危分析有助了解本會之強處、弱點、機會和危機。我們在年中以問卷向總會職員及分會會長查詢他們對香港青商強弱機危的看法，表（二）綜合是次調查結果及一些前會長的意見。

表（一）：環境分析

社會	• 工作日益繁重： 工作時間增長或往外地公幹 • 人口結構轉變： 每年約有五萬五千人由內地來港
政治	• 漸趨穩定 • 明年七月回歸中國
經濟	• 經濟增長溫和 • 香港是往中國的橋樑
服務對象	• 對內（即會員）：會員對會方服務要求日高 • 對外：以本港為主
法例	• 義務團體普遍獲政府支持

Social Awareness Aspect

Feature articles on "The 1996/97 Budget" and "Theme Interview" for our MET "Care For Youth, Develop Our Future Leaders" bring understanding and arouse social awareness to members and residents of Hong Kong.

MET Care For Youth, Develop Our Future Leaders

By Iris Chan

"Care For Youth, Develop Our Future Leaders" is HKJC's major emphasis theme (MET) for the third consecutive year. The theme highlights the purpose of our organization and it forms an umbrella under which many meaningful projects evolve.



Theme Interview with Miss Emily Mok

A Principal of Love

Feature The 1996/97 Budget

BUDGET 96/97



"April is the hardest month", to some, may be. But for the local taxpayers, May is the hardest month. Every year in this season, local taxpayers are required to report their revence status, and we would like to recap the 1996/97 budget as was delivered.

In his maiden Budget, the Financial Secretary Donald Tsang delivered the 1996-97 Budget on March 6, 1996. The Budget was a Budget of "no change", maintaining the

Estate Duty

Effective April 1, 1996, the exemption threshold will be increased from $6 [illegible] $6.5 million. The width of the value bands [illegible] sed from $1 million to $1.5 million as fo[illegible]



Principal

$6.5 milli[illegible] *Rate*

script writer, singer, presenter, lyricist, producer and a mother.



"With love, care and patience, a peaceful world would no more be impossible".

Stepping into the classrooms of the Chan's Creative School, we saw the dainty pastel coloured small chairs, tables, white boards....etc.- all tailor made for their users; and as we walked through the corridor, there are pictures posted along showing the many happy faces in activities such as visiting the Music Farm, attending a concert, practising presentation skills, and Halloween Day etc. Just by the settings and the pictures, we could feel the lively and joyful atmosphere around every corner.

hurried by [illegible] way to school. ***These things may seem petty to you and me but to the young children, those were things which confused them and that feeling would distract them from their learnings.*** So I would listen to them carefully and give them comfort and reassurace, the children would be happy again and be able to concentrate in their classes. Sometimes children gave me small presents, designed with a special message, and they would be very happy if they could hand me the presents personally. My students and I treasure very much the morning chat opportunities, and I also make use of the time to diffuse positive concepts to the children".



Presents to Miss Mok from her students, each carrying a special message

SEPTEMBER 96

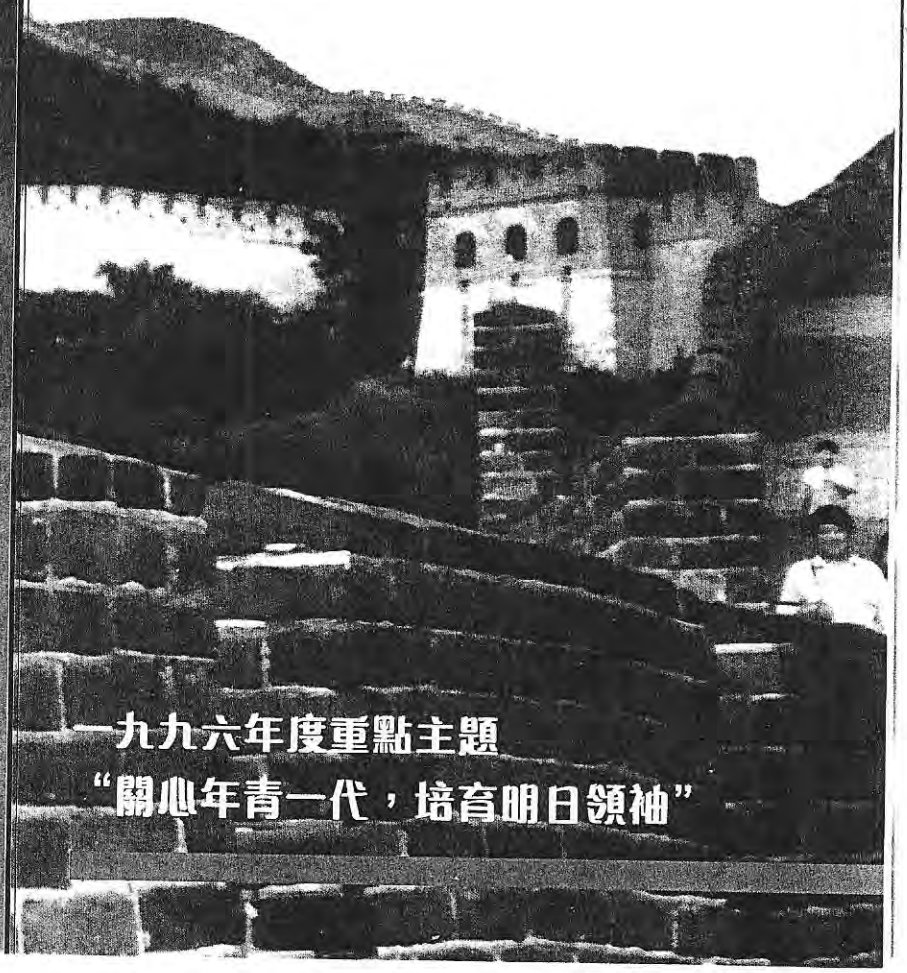
HARBOUR LIGHTS

The Official Publication of Hong Kong Junior Chamber of Commerce

會長的話－方向探索交流會

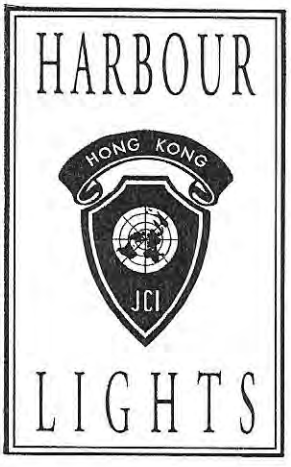
與廉政公署有個約會

報導北京之旅



一九九六年度重點主題
"關心年青一代，培育明日領袖"

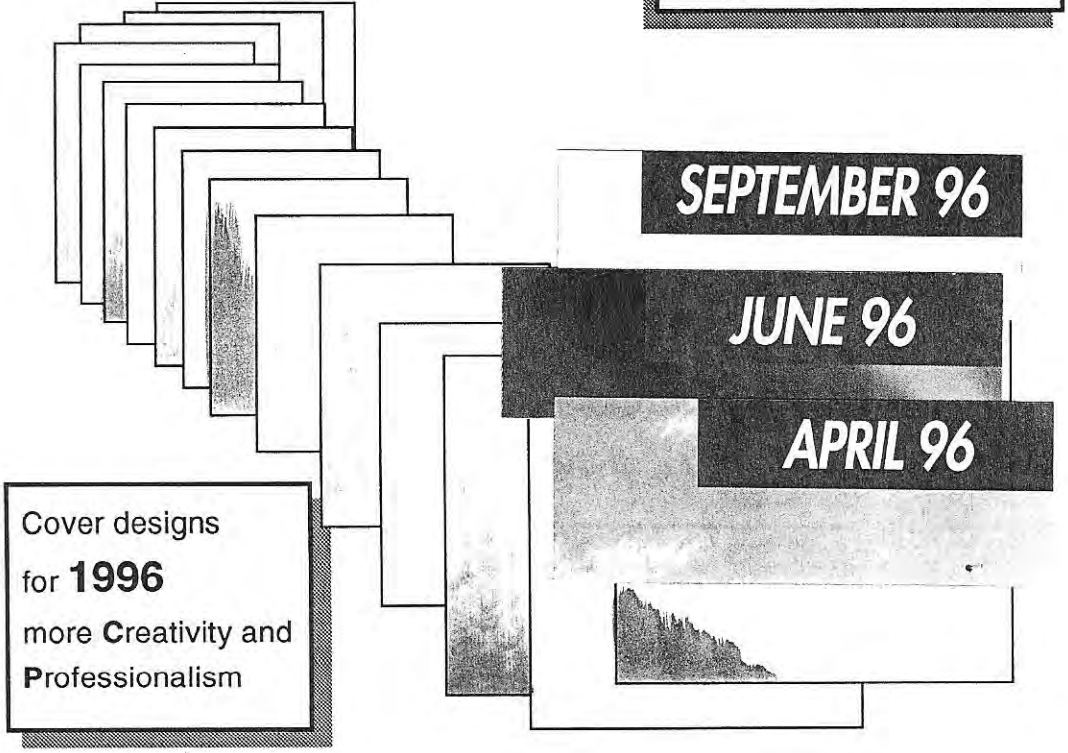
Corporate Sponsor
S.& S CONTRACTING CO.



Logo for **1995**



logo design for **1996**



Cover designs
for **1996**
more **C**reativity and
Professionalism

MET **Care For Youth, Develop Our Future Leaders**

By Iris Chan

LOM **Chapter Activities** get

Feature **The 1770/** &

Character **An interview with the ICAC**

NOM **National Functions**

'95 & '96 icons for sections

Different sections in each issue of **1995 & 1996**"Harbour Lights" are denoted by consistent design for easy references.

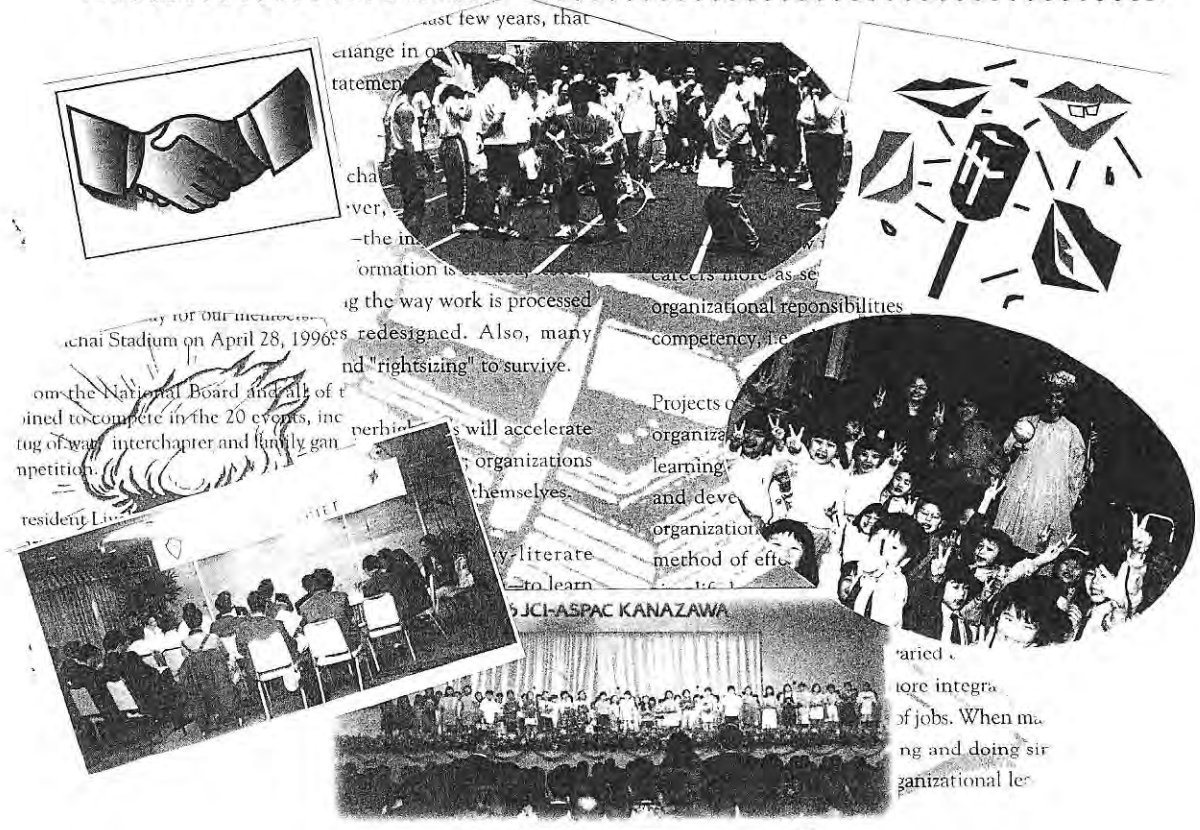


Photo layouts in **1995 & 1996** issues are more attractive and innovative.

INDIRECT TAXES

Stamp Duty

* Stamp duty on share transfers will remain unchanged at 0.3%. Stock transactions for hedging purposes by market makers will be exempt from stamp duty.
* Stamp duty on property transfers will be reduced as follows effective April 1, 1996:-

Property Consideration	*Duty*
$750,000 or below	*Flat rate $100*
$750,001 to $1,500,000	*0.75%*
$1,500,000 to $2,500,000	*1.50%*
$2,500,001 to 3,500,000	*2.00%*
Over $3,500,000	*2.75%*

The Junior Chamber Exchange

"The Junior Chamber Exchange" strives to expand international communications among Junior Chamber members worldwide. It encourages the cross-pollination and transfer of ideas, programs and projects and also motivational messages among the membership at every level.

Layout and typeface are designed for easy and pleasant reading in **1996** issues .

Typeface

JCI **Junior Chamber International News**

We All Save The Earth

HLs : What is the colour scheme for the JC opportunities?

Lum : Right now the people in JCI headquarter is still working in Florida to determine the colours. For 1996, we will have a specific logo and a colour representing each area of opportunity. My job would be to memorize which colour represents which opportunity!

HLs : What is your most important dream?

Motta … he Children

Proposal o… i Movement (GMM)

WHAT IS "MOTTAINAI"

The word Mottainai has many meanings. Mottainai literally means "What a Waste", and has been used quite naturally in daily life for centuries in Japan. It is

Consistent colour scheme for continuity.

HARBOUR LIGHTS

The Official Publication of Hong Kong Junior Chamber of Commerce

DECEMBER 95

NOM Review In Five A

30TH NATIONAL CONVENTION

Review by NGLC Jennifer Cher

1. Finance

1995 is a year where NOM has made a focus ... administration efficiency. Raising ... been a



A glorious moment for Hong Kong's members at Cheju ASPAC Conference

Harbour Lights, December 1995 3

HARBOUR LIGHTS

The Official Publication of Hong Kong Junior Chamber of Commerce

JUNE 96

NOM Kanazawa ASPAC

OPENING CEREMONY

OVER 5,000 Jaycees gathered in the Exhibit ... 23rd, when KANAZAWA ASPAC was dec... opened. The delegates were treated to perform... Tobi (ladder-top acrobatics of Kaga firemen) ... (traditional Japanese music). All those present ... by the traditional beauty of Kanazawa and were ... First of all, President Koshizawa of Kanazawa...

THEME ARTICLE: "NEW ARRI... THE YOU... FROM CHINA

KANAZAWA

Harbour Lights, June 1996 3

Final Issue
December 96
Coming Soon
20 pages

September 96
16 pages

June 96
16 pages

April 96
16 pages

February 96
8 pages

December 95
20 pages



CIRCULATION LIST

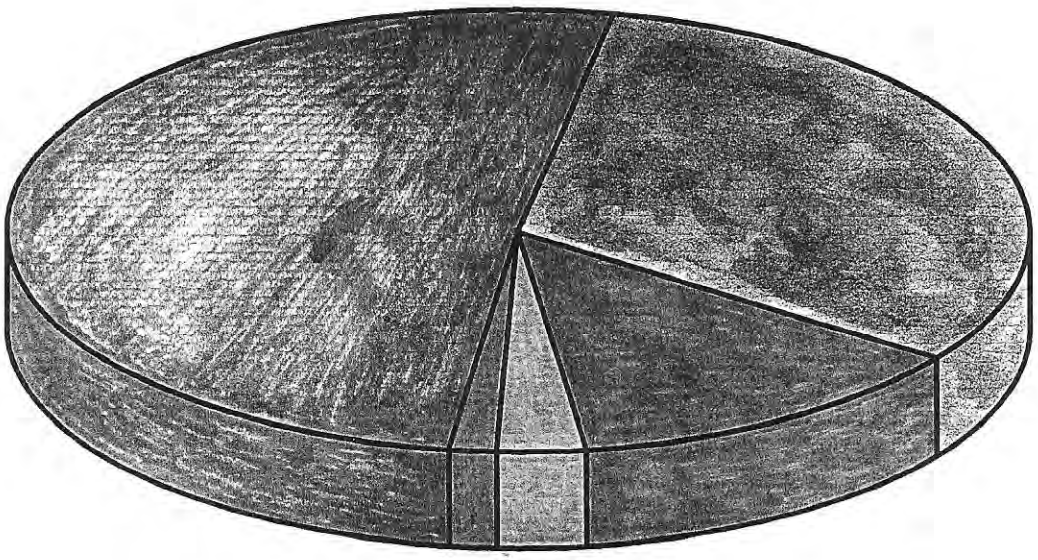
Circulation List

The Harbour Lights was mailed to:

- all full members
- all prospective members
- JC Senators

and .....

- all Executive Council Members of Hong Kong
- all Legislative Council Members of Hong Kong
- all top government officials
- near 400 youth organizations and big corporations of Hong Kong
- Universities and polytechnics of Hong Kong



DISTRIBUTION CHART

	HKJCC MEMBERS	55%
	SENATORS	3.4%
	PROSPECTIVE MEMBERS	30%
	JCI + OTHER NOMs	0.5%
	CORPORATE SPONSORS + GOVERNMENT BODIES + COMMERCIAL FIRMS +	11.1%

JCI Information

JCI news and messages are selected and included in each issue.

JCI Junior Chamber International News

Mottainai Spirit to the Children

Proposal of 1996 Global Mottainai Movement (GMM)

MOTTAINAI SPIRIT TO THE CHILDREN

WHAT IS "MOTTAINAI"

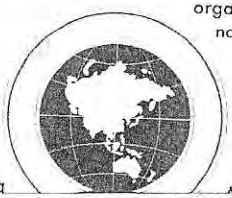
The word Mottainai has many meanings. Mottainai literally means "What a [illegible] has been used quite naturally in daily life for centuries in Japan. It is [illegible]

JCI Junior Chamber International News

Asia Pacific Business Association (APBA)

"What is the APBA ?"

APBA is a new business program of Area B initiated by Korea Junior Chamber, Inc., in which past and current JC members who run or own big businesses join in their national branch from the APBA, exercising their investment contact, exchanging op[illegible] inte[illegible]



On the threshold of 21st century, there has been increasing high demands on establishing a freer and less strict business organization to boost economic edge of Asia Pacific nations over other regions.

Recognizing the call of times, Area B NOMs, leading organization, have set up the plan to develop a new networking service where CEOs, enterprisers and professionals with JC career convene to organize the Asia Pacific Business [illegible]

Protecting the World's Children:

Junior Chambers Against Youth Smoking

In the past couple of years, many Junior Chamber national organizations and chapters have become involved in a new program aimed at protecting the world's children. The new programs start with the same simple premise: that kids shouldn't smoke.

A recent study in the U.S. showed that one in five eighth graders and one in three high school seniors smoke. Because most adult smokers began at a very early age, many as young as 12 or 13, experts on combatting underage smoking recommend educating young people on the dangers of smoking, and limiting access of the underaged to cigarettes. Also recommended are educating parents and retailers, monitoring vending machines, and any steps to reduce the chances of underaged smokers taking those first puffs.



JCI has received sponsorship with objective to launching activities in the "Right Decisions" program to encourage young people to select the "right" option of not smoking as a life choice. The various programs are planned, managed, and operated by Junior Chamber national organizations and chapters along with community involvement. Some examples include : 1) Canadian Junior Chamber has prepared a program kit for members for the years 1995-96, entitled "CJAYS - Canadian Jaycees Against Youth Smoking."; 2) More than 1,000 U.S. Junior Chamber chapters have adopted the JAYS - Jaycees Against Youth Smoking Program - since its inception less than two years ago.

In Hong Kong, the HKJC shall launch a pilot testing program in Sept/Oct to introduce modules of the program such as against child smoking, anti-drug abuse, goal setting, family support, and positive value systems to local educators. Results of the pilot program shall be reviewed at year end, and if proven successful, the program shall be implemented in full gear in 1997.

This column of JCI news is sponsored by Junior Chamber International

NOM Information

The NOM section acts as a channel of communication through which members are well informed of NOM structure and activities.

NOM National Functions

WORLD PRESIDENT'S VISIT

World President Thomas Clear III visited the Hong Kong Junior Chamber of Commerce (HKJCC)



-- World President - Thomas Clear III (Tom) visited the HKJCC during the ... made it clear that he has started his ...

NOM Review In Five Areas of Opportunities

2. Individual and Leadership



Through the tremendous joint efforts made by the Training and Develop... Com...

(almost monthly) and prominent guest speakers were invited to enlighten members on the newest business trends and to share their ... experience on business ...

NOM National Functions

The Hope Library (希望書庫)

The Hope Library (希望書庫) is an extension of the Project Hope (希望工程). This project aims at soliciting donors for producing sets of books to be used by students in China. Each set of books consists 500 books of different ... The donor of each set of

The project is co-ordinated by Dragon Junior Chamber. With the assistance of other chapters and outside organisations including Rotaractors of Kwun Tong, Lingnan University and Chinese University, HKJC made a successful contribution to this meaningful project.

The opening ceremony was held at Kowloon City Plaza on April 4, 96. There were various performances presented by the HKJC. In the exhibition that followed, it was estimated ... a crowd of more than a thousand was attracted.

NOM National Functions

Public Speaking Seminar

The 1996 Public Speaking Seminar was instituted on April 25.

After the opening ceremony, the seminar began with the first speech by our honorable speaker, the Hon. Emily Lau and followed by our friend Mr. Derek Sung. The Hon. Emily Lau gave us a speech on how to speak confidently and right to the point. We all know that the Hon. Emily Lau's speech always been described as the Chinese saying "Sting and bleed". We certainly could experience the sharpness of her speech. By comparison, Mr. Derek Sung's speech was mild but was equally entertaining and enriching. The seminar was finished in a jubilant atmosphere.



The seminar was part of the Major Emphasis Theme project series.

LOMs' Information

Bridging the distance among all 18 LOMs by announcing the coming activities and past projects. Each LOM sent in information and photographs to be included in the LOM Bulletin and Chapter Activities columns.

LOM Bulletin

Mottainai Picture Diary Contest

Award presentation & exhibition

Hong Kong Jayceettes

Date : August 17 (Sat)

Venue : Hong Kong

『筆槍、舌劍擂台大比併』

Bauhinia Junior Chamber

Date : August 18 (Sun)

Venue : Entrance Arena of

LOM Chapter Activities

"Recycling Picture Composition Contest"

To echo the theme of "Year of Combatting Poverty" of the United Nations, Apex Junior Chamber has organised the "Recycling Picture Composition Contest" aiming at arousing the students' awareness on "Caring The Poor, Treasuring The Resources". A heated participation from students all over the territory was received. The entries demonstrated our youths' wonderful techniques in presenting their ideas of recycling. Due to the high quality of the entries, the judges, including Mr. Edward Lam of Environmental Protection Department , Mr. S. O. Chow (a renowned painter) and President of AJC, had to spend a very long time to determine the winners.



Judges, President Mary and Chairman were delighted by the winning entries

Exhibitions of the outstanding entries were arranged in Japan and Hong Kong. The exhibition in Japan would be arranged by AJC and her sister chapter GIFU Junior Chamber. A similar exhibition was held at World Trade Centre in Hong Kong on July 15 & 16. With the continued support from Hong Kong Productivity Council, another exhibition was also arranged at the centre from June 24 to July 6.

The project is one of the Major Emphasis Theme project series.

"Harbour Lights" covered various community development projects organized by the NOM & LOMs.

NOM National Functions

The Hope Library （希望書庫）

The Hope Library（希望書庫）is an extension of the Project Hope（希望工程）. This project aims at soliciting donors for producing sets of books to be used by students in

The project is co-ordinated by Dragon Junior Chamber. With the assistance of other chapters and outside organisations including Rotaractors of Kwun Tong, Lingnan University and Chinese University, HKJC made a successful contribution to this meaningful project.

The opening ceremony was held at Kowloon City Plaza on

NOM National Functions

TEN OUTSTANDING YOUNG PERSONS SELECTION 1996

青年雙手創造未來

The Ten Outstanding Young Persons (TOYP) selection has started to accept nomination since June 23, 1996. A kick off press conference was held at New World Hotel, TST on the same day to announce the details and selection criteria of the Selection. At the press conference, Manulife (International) Ltd., the sole-sponsor of the project, presented a cheque of amount HK$350,000 to HKJC for organizing this Selection. Manulife (International) Ltd. has also sponsored the project inthe past two years. Besides, last years awardees including Dr. Mak Hon Fai, Mr. Chan Man Man, Mr. Thomas Chan shared their feeling on TOYP and their personal philosophy.



Receiving sponsorship from Manulife

Nominations for the TOYP Selection 1996 are invited from

Culture and Arts. The information of all nominees will be screened preliminarily by Arthur Andersen & Co. and shortlisted candidates will be assessed by a Panel of Judges which consists of honourable celebrities. The selection result will be announced on October 21, 1996 and Awards

MET Theme Article

"Care For Youth, Develop Our Future Leaders" is HKJC's major emphasis theme (MET) for the third consecutive year. The theme highlights the purpose of our organization and it forms an umbrella under which many meaningful projects evolve.

"New Arrivals"- The Younger Generation From China



Children having some fun first at the induction programme

Larger circulation in 1996

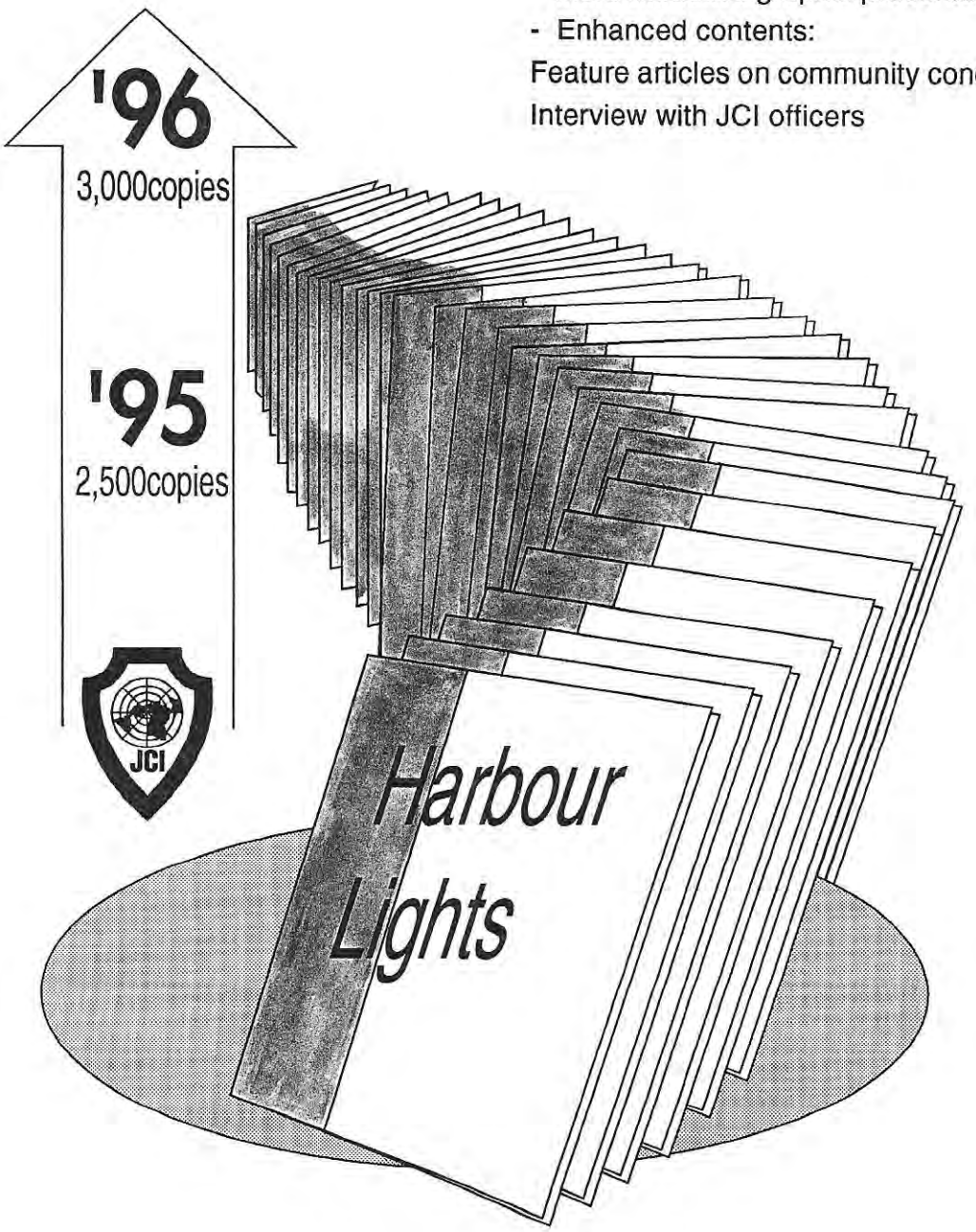
Improved efficiency

All articles are required to be submitted on floppy disc for capturing into the printer's software and save redundant proof-reading.

Improved Presentation

- More attractive graphic presentation.
- Enhanced contents:

Feature articles on community concern
Interview with JCI officers



SEPTEMBER 96

HARBOUR LIGHTS

The Official Publication of Hong Kong Junior Chamber of Commerce

會長的話 — 方向探索交流會

與廉政公署有個約會

指導顧問之旅

Month of the issue

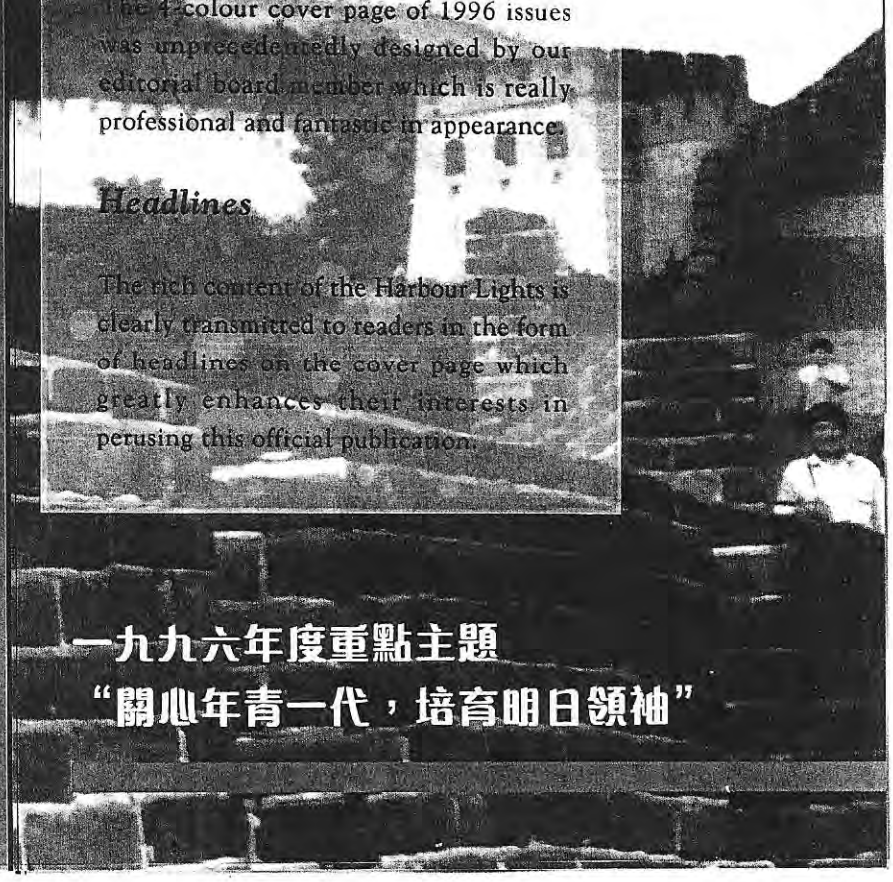
The month of the issue was clearly and nicely placed at the upper right hand corner which provides easy reference for readers in retrieving information from a particular issue.

Cover design

The 4-colour cover page of 1996 issues was unprecedentedly designed by our editorial board member which is really professional and fantastic in appearance.

Headlines

The rich content of the Harbour Lights is clearly transmitted to readers in the form of headlines on the cover page which greatly enhances their interests in perusing this official publication.



一九九六年度重點主題

"關心年青一代，培育明日領袖"

Corporate Sponsor:

S & S CONTRACTING CO.

Junior Chamber International

August 15, 1996

Justin Lui, President
Hong Kong Junior Chamber of Commerce
1/F,60 Bonham Strand East
Sheung Wan
HONG KONG

Dear Justin:

Warmest thanks for our ten copies of your June edition of *Harbour Lights*.

Congratulations on your beautiful cover promoting the Kanazawa JCI Conference as per our request. We also very much appreciate your detailed inside coverage of the conference, article on "Junior Chambers Against Youth Smoking," and use of our sponsorship phrase.

We will be eagerly looking forward to your next edition.

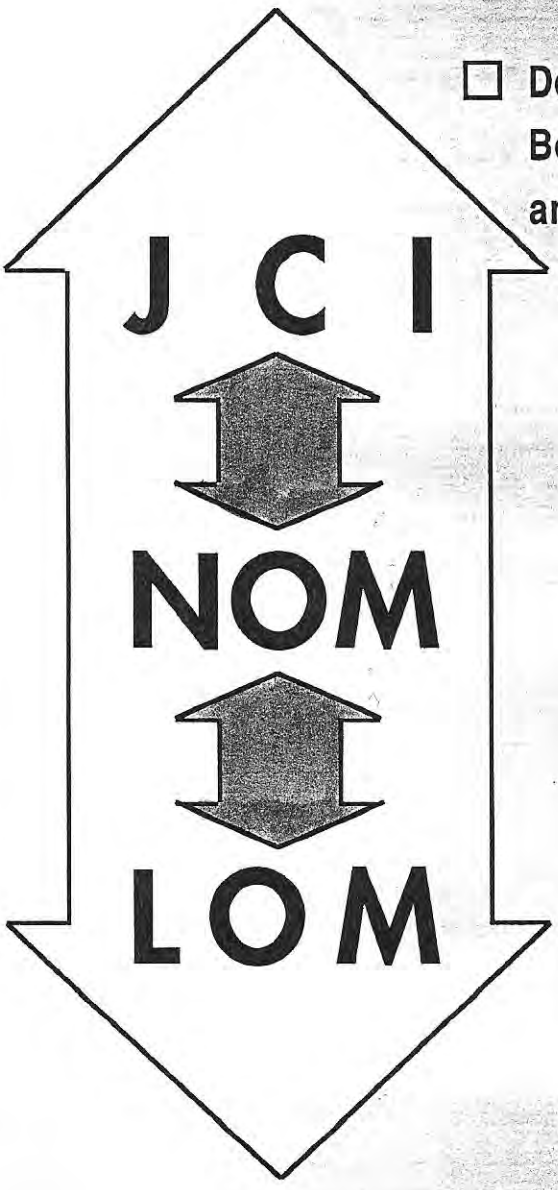
Cordially,

Peggy Fisher

Peggy Fisher
Executive Director of Communications

PF:ls

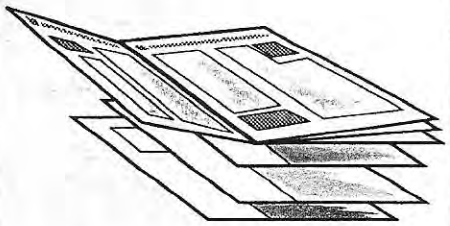
cc: Kim



☐ **Deepen Communication Between JCI, NOM and LOMs**

Good Permanent Record

Important events and messages were incorporated in the **"Harbour Lights"** which made good permanent record for the organization.



Membership Recruitment

A substantial number of prospective members first learnt of HKJCC through "Harbour Lights" which projected a positive image of the organization as a high calibre leadership training organization.

JOIN US NOW
&
BE A LEADER OF TOMORROW!

Sponsorship Attraction

Hong Kong Junior Chamber of Commerce has received substantial community and corporate support.

To certain extent, "Harbour Lights" has played an important role in helping to promote the image of the organization.

Copies of "Harbour Lights" were enclosed with project proposals to potential sponsors to give them a better understanding on the structure and activities of HKJC.

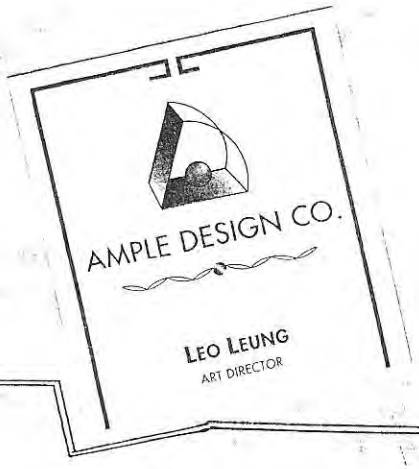




Happy gathering in the Chinese New Year after one year's hard work.

1995 Editorial Board members become very good friends after one year co-operation and team work. Fellowship gatherings were held from time to time. The involvement in the NOM publication enhances the ***Sense of Belongings*** of the individual member to the HKJC.

Editorial Board member Leo became the 1996 National Publication Director after the training received in 1995. All past Editorial Board members commit themselves to assist NPD Leo in 1996 in the publication area.





NPD Leo decided to take on design and publishing as his career in 1996.



Chief Editor 1995 Linda was promoted to be the Senior Marketing Manager in her company and took up the editor role in her company's newsletters.



Cindy was promoted to be the Assistant Team Manager after receiving training as the National Publication Director in 1995.