HARBOUR LIGHTS

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HONG KONG JUNIOR CHAMBER
The Fiftieth Anniversary

Major Emphasis Theme: " Develop our Future Leaders, Excel to New Millennium"



World President Visit to Hong Kong

Opinion on 2000/2001 Finance Budget

Buzzword

Ways to make a Press Supplement Ticks



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宏利在港擁有超過百年歷史，我們協助客戶成立僱員福利計劃亦有超過六十年經驗。現時是我們全力推廣強積金及團體醫療計劃的高峰期，而宏利的龍子明分區更是連續四年蟬聯公司公積金及團體醫療計劃的銷售冠軍。在此種種有利因素之下，正是您創立保險事業的黃金機會！



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查詢請與宏利龍子明分區甘小姐聯絡，
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理想事業及前途，盡在您掌握。請抓緊會，加入我們的保險行銷行列。

Message From National President





THE Hong Kong Junior Chamber marked its 50th Anniversary on May 6, 2000. It is glad to invite Ms Elsie Leung, JP, Secretary for Justice to be our guest of honour in 50th Anniversary Ball. Of course, it is our important moment for our members to share glories and experience with our thirty-two 32 past National Presidents.



National President
Senator Spencer Li

Fifty years ago, a group of dynamic young men were inspired by Junior Chamber International to form the Hong Kong Junior Chamber. With unbounded enthusiasm and tireless efforts, those pioneer Jaycees worked hard in different community projects, training programmes and attended in a series of international conferences.

During these few months, I am lucky enough to meet with these pioneer Jaycees who gave me a lot of advice and assistance. I can feel their happiness, passion and enthusiasm on Jaycee movement from those pioneer Jaycees, past and present members.

For the past half-century, Hong Kong Junior Chamber has trained a lot of members to be the community leaders. These leaders are inspired by Jaycee movement and made positive change to the society with full commitment. Finally, we have built friendship and global citizenship around the world.

50th anniversary means our organization has laid down a good foundation by our senior members. It signifies our importance of being Jaycee and motivates us to put our ideas into action.

"Develop our future leaders, Excel to new millennium" is our emphasis theme and Hong Kong Junior Chamber continues to be an international elite leadership organization. This year JCI President theme is "Attitude determines altitude", I am sure that our members of Hong Kong Junior Chamber has a good attitude and I am proud of being member of our beloved organization of fifty years of history and achievements.

After the event of 50th Anniversary Ball, I received a lot of congratulation from our past National Presidents, guests and members. I can only say my sincere thanks to everyone who gave us advice and support during the past few months.

Now, our National Board is filled with energy and encouragement, I wish every member can support us to upgrade JC image and celebrate 50th anniversary (two objectives in this year). Let us to celebrate again during Hong Kong Night in ASPAC Conference.

Cheers !

Senator Spencer Li
National President

JCI

WELCOME JCI PRESIDENT KARYN BISDEE TO HONG KONG

JCI World President Karyn Bisdee had her official visit to Hong Kong from March 26 to 29, 2000. National Board and International Affairs Commission set up a welcoming series for World President and here are the highlights of the busy schedule.

On March 26, Sunday afternoon, we were very excited to gather at Hong Kong International Airport to welcome World President Karyn Bisdee to Hong Kong. After checked in the hotel, World President Karyn immediately started the program to meet Hong Kong JC members at Hong Kong Convention and Exhibition Centre in "Sunday Focus", the sharing session of Attitude Determines Altitude. Over 50 JCs attended and all admired her charming public speaking and devotion to the organization. National Officers was glad to have the privilege to meet World President again right after the "Sunday Focus". During this one- hour meeting, we knew her and JCI more. World President attended Island JC fellowship Gathering afterwards.

On March 27, World President Karyn was scheduled to visit New Zealand Consulate, China Representative in Hong Kong previously known as Xin Hua News Agency, and Home affair Bureau Director. World President on-lives interview by "show 8.com" was started at 3:00 pm. JC members and non-JC members could talk to her on web. Interview by LOMs and members were taken and a welcoming dinner at Banker's Club was followed. 84 JC members attended. Chapters Presidents were able to present the souvenirs to her.



▲ Visit to Liaison Office of The Central, People's Government in The HKSAR



▲ Visit to New Zealand Consulate

WP Karyn left for Macau on March 28 and officially visited Macau Junior Chamber. NVP Ellen and LRJC President Jacky accompanied World President to Macau.

We said good-bye to our 2000 JCI President Karyn on March 29 who returned to her home country New Zealand.

During the period of World President visit, IA Team members and I would like to thank all helpers and LOMs who have given most support and assistance.





Kelly To
National International Affairs Director

ASIA PACIFIC DEVELOPMENT COUNCIL (APDC)

"**THERE** are three kinds of people in the world. The first kind is to make it happen. The second is to wait what will happen and the rest is to wonder what happening. APDC councilor or official is the one to make something happen." This is what Senator Mukhinder Singh, President of India Junior Chamber addressed in the reception to all delegates in the 2nd APDC Meeting which was held in New Delhi on 18th of March 2000.

Asia Pacific Development Council (APDC) was founded by Senator David Chua-Unsu from Philippines in 1974. Since then APDC has dedicated itself to assist some developing NOMs and nurture new NOM in the Asia-Pacific region.



There are 3 APDC meetings thru the year. During the meeting in Bali Area Conference, our National Immediate Past President Senator Louise Chan was elected as the Chairman in Year 2000. APDC this year will focus on ensuring the growth and development of the NOM of Mongolia, Jordan, Uzbekistan, Vanuatu, Indonesia, Pacific, Thailand, and Bangladesh. Under the strong support from Japan Junior Chamber, APDC has maintained her Permanent Secretariat in Tokyo, Japan. There are 5 councilors includes 1) Louise Jones from Australia JC, 2) Koichi Washizawa from Japan JC, 3) Tae-Eun Jang from Korea JC, 4) Mustansir Bandukwala from Pakistan JC, & 5) Rukmal De Silva from Sri Lanka JC. With the assistance of their officials, 5 councilors would pay various visits to her assigned NOMs. During the visits APDC councilors & officers would conduct training and have meeting with National Officers. Report has to be submitted in each of the APDC meetings to govern the progress.



Joseph Ho
APDC Officer

Those were the days 1980-1989



1980 – East Kowloon Jaycees, sponsored by Kowloon Jaycees, was affiliated as 12th chapter in Hong Kong.

1980 – Dragon Jaycees, an English speaking male chapter was affiliated as the 11th chapter.



1981 – City Jaycees, the 13th chapter in Hong Kong, was formed and affiliated.

1984 – Queensway Jaycees was formed and affiliated as the 14th chapter.



1984 – Macau Jaycees, the first Jaycee Chapter in Macau, was formed and affiliated as the 15th chapter.

1986 – North District Jaycees was formed and affiliated as the 16th chapter.



1987 – Ocean Jaycees, being mostly formed from the young and energetic delegation of the Young Leaders' Voyage 1986, was affiliated as the 17th chapter.



1988 – Sha Tin Jaycees was affiliated to the Hong Kong Junior Chamber of Commerce as the 17th chapter.

1988 – Senator Jennifer Yu was elected as World President, the first lady JCI President in the history of JCI.



1988 – Macau Jaycees was accepted as a full NOM at the JCI Sydney Congress. Both Pan-Mac Jaycees (formerly called Macau Jaycees) and Hou Kong Jaycees departed from Hong Kong Junior Chamber of Commerce.

APOLOGY FOR ERRORS

1993 The Hong Kong Junior Chamber of Commerce signed cooperation agreement with AIESEC at JCI Hong Kong Congress INSTEAD OF 1990.

COMING ISSUE
1970 – 1979

City Focus





香港青年商會社會關注組
對2000/2001年度財政預算案之意見

隨著一九九七年尾的亞洲金融風暴及連續三年的財政赤字影響下，本年度財政預算案對我們的民生及社會經濟發展有著重要的影響，香港各階層市民均表關注。

今年，香港青年商會轄下之社會關注組繼續積極關注社會事務，特別就「2000 / 2001 香港財政預算案」向會員作出問卷調查及討論，並對香港政府發表本會的意見。



總會會長李榮貴及社會關注組主席彭玉萍於記者會發表報告

(一) 問卷調查

本組在今年二月初向會員進行了「2000 / 2001 香港財政預算案公佈前」之問卷調查，目的是讓會員對於三月八日公佈的財政預算案表達意見及關注。就著一百六十八份收回的問卷，現輯錄意見如下：

(1) 99% 認為香港應該保持一個簡單及低稅環境，以保持競爭力強的位置及吸引多些外國投資者來香港投資。

(2) 59% 同意香港需要擴闊稅基，以增加收入及提供較穩定的收入基礎，應付政府龐大的開支。但同時有 41% 表示不同意，認為擴闊稅基會影響香港歷年來建立的簡單稅制模樣及減低香港的競爭能力。

(3) 13% 認為應推行「銷售稅」來擴闊稅基，而 24% 認為「環境保護稅」及 29% 認為政府應對某些政府資助的社會福利加快引入「用者自付」制度，藉此增加收入。

(4) 若不同意擴闊稅基，政府應如何達至健康的財政狀況？37% 會員認為政府應對外來投資者推行多些商業稅務優惠，使其增加在香港的商務投資。同時 28% 會員提議政府必需減少政府支出及 22% 認為政府要加快「私營」步伐。

(5) 65% 覺得政府應免卻「預繳稅」及保留 1998/99 年度之稅率及個人稅務優惠。這反映著大部份的會員仍受著經濟不景，年來的凍薪或減薪情況的影響，預繳稅難免增加他們的負擔。

(6) 假設政府在來年要推行「銷售稅」，87% 調查人士包括不同意推行者在內，均認為稅率應低於 3%。

(7) 此外，推行「銷售稅」會影響會員的消費模式。63% 會減少購買高價值貨品，而 15% 會員會同時減少購買高價值品及生活必需品。祇有 18% 會員認為沒有影響。

(8) 59% 及 69% 會員覺得現有的薪俸稅及所得稅的標準稅率。已經非常低，與其他高經濟增長國家比較，亦非常具競爭能力，固此認為政府應保持現有稅率，減低稅率祇會減少收入及削弱政府維持平衡財政狀況的能力。

調查亦發現本會會員對 以下項目尤其關注 ：

(1) 龐大的政府開支問題，特別是公務員薪俸支出。
(2) 控制政府開支的政策。
(3) 如何穩定物業市場，尤其是商業物業方面。
(4) 香港特別行政區持續性的赤字。
(5) 教育、環境保護及房屋各方面的支出預算。
(6) 有效的資源運用。
(7) 香港稅制的改變。
(8) 開源節流。

(二) 記者發佈會

二零零零年三月十一日（星期六）

財政司司長曾蔭權先生於星期三公佈「2000/2001年財政預算案」，本組立即於星期四晚上舉行討論會及透過問卷調查，廣泛收集會員對預算案的意見：

增值未必創富 • 節流不足裕民

1. 約九成回應會員滿意這份財政預算案，主要原因是：
   - 不加稅及不增稅 —— 香港可繼續維持經濟復甦現象，並沒有影響民生及窒礙商業及經濟活動。
   - 積極不干預經濟市場。

2. 少部份會員卻覺得這預算案「了無新意」、「沒有實質協助解決香港困境的方案」，「沒有就協助解決失業問題有任何具體建議」。

3. 開源 —— 本會認為雖然有龐大的財政儲備，連續四年的赤字預算對香港財政是一個不健康的現象。長期依賴賣地收入及不可預計股票收入是「不可能」及「不正確」的財政管理方法。我們絕對贊成「新的稅源是需要的」，同時我們認為一個稅率低於3%的間接稅是可以考慮的，但這需要經過詳細諮詢及研究，考慮完善的硬件配合及時間表。

   本會非常贊同現行稅制及稅網需要重新檢討，以配合香港經濟轉型、全球經濟一體化及電子商貿的趨勢，尤其有關現行「以地域來源徵收稅」的制度是否過時或不足？

4. 節流 —— 本會贊成「節流」是政府控制支出的一個重要方向，政府亦致力推行「資源增值計劃」，但是指標是否定得「低」或步伐「慢」了？未能達至指標的部門，政府可有報告讓市民了解箇中原因？

5. 公務員體制改革 —— 我們認為政府實應加快步伐進行改革，令公務員體制更靈活及改變以往類聚及繁複的服務文化。

6. 資源分配 —— 香港青年商會的會員都是屬於中產階層，我們很樂意遵守繳納稅款，以維持政府提供社會建設及福利，及達至財政健全的原則，但同時，我們亦希望政府能為中產階層提供應有的福利及生活水準，我們不希望香港成為「福利國家」，但卻認為應「物有所值」。

7. 環境保護 —— 我們特別覺得政府在環境保護工作方面，步伐緩慢及支持不足。預計的三十九億支出用在環保工作上，對生活環境日益惡劣的香港又是否足夠呢？

8. 促進就業 —— 本會很認同政府應該在促進就業及自力更生方面，提供多些資源及推行實質援助計劃。

9. 教育 —— 我們亦贊成政府增撥資源於改善教育方面，培育下一代青少年健康成長，對香港是非常重要的，至於教統會的教育制度改革藍圖，本會定必繼續留意及提供意見。

10. 離港稅 —— 本會贊同離港旅客在公平原則下，無論經過海、陸或空離港，都應繳稅。但我們亦認為某類人仕，例如日常往返香港、深圳間的學生應獲豁免安排。至於徵收稅款，應以不影響民生及在港幣十五元以下限額。但同時，我們亦希望政府研究陸路離港方面，探討九廣鐵路有限公司及現行鐵路收費是否有強民之疑。

11. 青少年發展 —— 青年人是社會未來的棟樑，明日的希望，特首在去年的施政報告中指出的有二萬名十五至十九歲的青少年失業，卻未有提出具體計劃協助這些年青人盡快就業，現在財政司在經常開支中，預留三億撥款去推行一系列培訓，再培訓和與就業有關的服務，我們非常高興及支持。但亦希望政府能有效地運用及監察這些「展翅計劃」、「培訓計劃」、「學習銜接計劃」等，能實際有效地協助他們提升知識及技能、投身社會工作。

總括

整體而言，本會覺得今年的財政預算案是「四平八穩」的，沒有令普遍市民及政黨反對或失望。我們冀望一個高瞻遠足的理財政策，以及真正能「增值以致創富、節流足以裕民」的財政管理。



▲ 記者及各分會踴出席記者發佈會

Buzzword



Interview With Mr. David Mak, Managing Director of Vtech Computer Systems Ltd.



BUSINESS Opportunity was adopted as one of 4 opportunities in JC for many years. It is highly emphasized this decade. In the coming issues, we will interview some JC members who are not only JC leaders but also the corporation leaders, so as to know their views in business opportunity.

Hence, we are very pleased to interview Mr. David Mak, Managing Director of Vtech Computers Systems Ltd. and Past President of Victoria Junior Chamber in 1993.

Vtech Computers Systems Ltd is a member of Vtech Holdings Ltd. Vtech is a hi-tech electronic manufacturing company. It focuses in two main product segments. First is self-learning education computing products and we are the market leader. Second is the telecommunication device mainly in indoor telephone.



▲ NPD Joanne Li & Mr. David Mak.

NPD: What do you view about JC's Business Opportunity?

DM: Business was not one of the opportunities in JC in my time. It is definitely an art and needs talent to define nicely what business opportunity is. It is not an easy task for a voluntary organization like us to advocate this new opportunity of development. In my opinion, JC is a people organization. All areas of opportunity should base on human-bond, through which we could learn how to deal with people and apply it to our daily life as well as in career. I did not see any JC member who could succeed if he joined JC purely because of business.

National should play a more active role to fine-tone the direction and guidelines for LOM in promoting Business Opportunity. But I can see that what we are doing is in right track. Activities and projects are emphasized on the enhancement of economic infrastructure. Economic progress can be achieved by visiting successful companies to learn how they conduct their business and by inviting successful entrepreneurs to speak at monthly meetings.

PND: As a senior executive of hi-tech company, what do you suggest JC in utilizing IT in future development?

DM: Information technology in a board sense is not restricted to computer usage. IT includes mobile phone, PDA and all kinds of device that can help you to communicate to the rest of the world.

As a leading leadership organization, JC should make use of IT to upkeep its competitive edges. IT is timeless & boundary less and can make the world much smaller. Members can communicate with each other freely at anytime and anywhere.

First of all, we should educate member to accept e-mail as main communication means. It can save more time and avoid misunderstanding. Through which we can select what kind of information we want to get.

Secondly, we can develop some kind of software in membership management. With the aid of program we can align more easily membership profile and member's preference in designing activities and training for them.

NPD: What would you feel and react if you know that your staff is a JC member?

DM: That is an interesting question. First of all, I will ask which chapter he/she belongs to and what position he/she take up. I believe that more he/she involves in JC, more he/she would like to accomplish in his/her personal life. I would like to have a staff with vision and mission, which would enhance his/her quality. I don't think if someone joins JC and likes to become only a happy member is an aggressive staff. But he/she should know how to balance his/her life in JC, career and family. He/she should plan well in time management before he commits to JC position. Money is also a consideration.

Many enterprises spend a huge expense in staff training. JC is a training organization that provides an ideal training arena for young people in career advancement. My company supported me a lot when I was a Chapter President in 1993. I would surely do the same to my staff when they got the vision.

NPD: How did your experience in Chapter Presidency benefit to your career?

DM: It was more challenging as Chapter President. In commercial world you would pay less concern of your sub-ordinate feeling about their jobs. They got their pay of what their companies want them to do. As chapter president you have to counter balance the interest of Chapter, the feeling of your Ex-Com member and committee members.

Actually I have to wait 8 years from member to become Chapter President. Through 8 years playing different roles in my chapter, it made me more crystal and skillful to deal with different people. I would become more considerate because I have experienced to deal with same case in different roles as member, as Ex-com and finally as chapter president. Because I know - as member I would think what more I can get from Chapter; as Ex-com I would think what support I can get from board; as Chapter President, I would think how I can get respect from members and how to optimize the resources to get something better.

After all, Chapter President is the valuable experience that any member should treasure and head for.

NPD: Please say something for a new member?

DM: I would say to treasure your every opportunity in JC. Think no matter what, just treat it as your only chance in your life. You would become more proactive and positive.

***DM:** Mr. David Mak*

***NPD:** Joanne Li*

Reported by: NPD Joanne Li

2000十大傑出青年選舉

青年雙手 創造未來

Ten Outstanding Young Persons Selection 2000

Event :

FIRST PRESS CONFERENCE
11th June 2000 (Sun), 2:30 p.m. - 5:00 p.m.
Room 406, Hong Kong Convention and Exhibition Centre, HK (Free Admission)

NOMINATION PERIOD
11th June - 13th August 2000

JUDGING PERIOD
13th August - 15th October 2000

SECOND PRESS CONFERENCE
22nd October 2000 (Sun), 2:30 p.m. - 5:30 p.m.
Room 606-7, Hong Kong Convention and Exhibition Centre, HK (Free Admission)

AWARDS PRESENTATION BANQUET
25th November 2000 (Sat), 7:30 p.m.

Enquiry : JC Patrick Lai (Tel : 9456 8895)
JC Susanna Kwok (Tel : 9632 9238, Fax : 2480 5557)

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香港青年商會

十大傑出青年選舉

標語創作比賽

"一句吸引標語・傑青選舉更添色彩"
"一句創意標語・青商旅程倍添樂趣"

參賽詳情

標語形式 ：必須為中文對聯，以精簡、富有創意，並能配合大會主題為佳
參加資格 ：香港青年商會會員／準會員／資深會員
參加辦法 ：參加者可將作品傳真、電子郵寄或郵寄到香港青年商會總會（註明交本屆籌委對內宣傳主委郭淑貞青商），並請寫上姓名、所屬分會，聯絡電話及地址。
傳真號碼 ：2480-5557
電子郵箱 ：toyp2000@hotmail.com
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『十大傑出青年選舉』是由香港青年商會主辦。目的為：

1. 表彰 在工作上有卓越表現及對社會作出貢獻的青年；
2. 鼓勵青年積極參予社會服務，從而為改進社會擔當更重要的責任；
3. 激發青年於個人事業及公眾服務方面銳意進取。

十大傑出青年選舉
標語創作比賽

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National Convention

I am privileged to greet you all in my position as the Convention Director of the 35th National Convention of the Hong Kong Junior Chamber.

On behalf of Dragon Junior Chamber, the hosting chapter of this Convention, I extend my sincerest invitation to you all to submit your registration for the Convention without delay.

The theme of this year is "TECHVOLUTION, MAKING IT HAPPEN". To echo this theme, the Convention organising committee endeavors to present every aspects of the Convention is an innovative way, ranging from the theme seminars, trade show to souvenir items of the Convention. To name a few of such innovations, we will organise an International Night on the first night in which overseas delegates from Japan, Korea and Philippines will come for hosting mini-international nights for our Hong Kong JC delegates. A large scale trade show (with cyber feels) targeting more than 30 exhibitors from the technological fields will be held as one of our major programmes. CR Rom containing the highlights of the National and LOMs activities in the year of 2000 and the Convention reports of the National Officers and LOM Presidents will be presented to each delegates. A cyber look souvenir watch specially designed for this Convention will be sold at competitive price. Renowned speakers will be invited to share with us their valuable experience on how to position our selves in this digital age.

In addition to these enjoyable events, we have numerous assemblies and forums for us to get together for reviewing the progress Hong Kong Junior Chamber has made this year and to plan ahead for future growth and development. Of course, we should not miss the most important event of the Convention, the election of 2001 National Officers.

I can assure you all the every programme of the Convention will be fun-filled and enlightening. So, action now and join us for this marvelous event in September.

Arthur Lui
Convention Director
35 National Convention
Hong Kong Junior Chamber

"知多一點點……"

中央人民政府駐香港特別行政區聯絡辦公室

自二零零零年一月十八日，新華通訊社香港分社正式更名為「中央人民政府駐香港特別行政區聯絡辦公室辦」，其職責是：

1) 聯繫外交部駐香港特別行政區特派員公署和中國人民解放軍駐香港部隊。
2) 聯繫並協助內地有關部門管理在香港的中資機構。
3) 促進香港與內地之間的經濟、教育、科學、文化、體育等領域的交流與合作。聯繫香港社會各界人士，增進內地與香港之間的交往。反影香港居民對內地的意見。
4) 處理有關涉臺事務。
5) 承辦中央人民政府交辦其他事項。

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祖國事務委員會主席
潘海天

National Activities

5-STAR PROGRAM I

It's a fine day that about 50 energetic young people gathered at Lei Yue Mun Park & Holiday Village (鯉魚門公園渡假村) early in the morning and prepared themselves to attend "5 Star Program (1)" on April 9.

This program was organized by Hong Kong Junior Chamber. Organizing committees came from City JC, Victoria JC, Lion Rock JC and Bauhinia JC and NLDD Patrick Au Yeung together with NLDO Shirley Chan as project advisors. This program was a very special one. By spending one day, they could learn as much as "Project Management", "Time Management", "JC Protocal", "Presentation Skill" and "Goal Setting". Usually each of these topics takes one day for presentation. It is very difficult for a member to complete the 5 topics consequently. This time the training was condensed and the presentation was interactive and well planned. There were stretches for members to refresh their mind before moving onto another topic. The exercises were specially designed to let the participants learned from it. Special thanks went to coaches Senator Tony Chan and JC Welsey Chau who spent their time and effort arranging these programs. I liked to thank also the organizing committee members who were very initiative and cooperative to make this program smooth and successful.

Before the program finished, all coaches, participants and organizing committees grouped together into a big circle - sat down on the playground, enjoyed the birds singing, with wind brushing onto their faces and under the shadow of clouds, they shared their feeling on this program. Special opinions were collected from participants as "we can understand how to make use of our valuable time.....", "we know more about the letters 'NOM', 'EXCOM', 'LOM', 'NOM', 'VP'.....", "that's why there are so many rules and regulations on organizing a project or in JC functions..... ". "we had a very valuable lesson on presentation, which give us great help on our daily job.....", "by setting goal, we can reach our objective very soon....., that's why I'm still here.....". Participants even requested the training time to be extended. As the advisors, we could see that they really enjoyed and got something out from this program. "We look forward to attending the 5 star program (2)" when they gave thanks to each other, and shared the happiness.

One, two, three, cheers ... group picture was taken to end this memorable training.

Patrick Au Yeung
National Leadership Development Director







▲ Group photo of all co-organizers and speakers

IT Entrepreneurship Seminar was succesfully held on Feb 26 with an attendance of 180, out of which 26 of them were JC.



NP Spencer presented souvenir to guest speaker Mr. Man Chiu, CEO of Quam (HK) Ltd. ▶



▲ Past National President Dinner Gathering



▲ Visit to Hon Life President A de O Sales



◀ Visit to Mr. Andrew Lee Assistant to Chief Executive Tung Che Hwa



◀ Senior Members Club Gathering

LOM Activities

城市青年商會 網。博覽。二千



「網。博覽。二千」為全港首個有關網站的大規模展覽會，吸引超過三萬人參加，集合了五十多家各式各樣的網站及相關業務公司，讓他們得以與業內人士及市民作互動性的接觸。由城市青年商會、香港生產力促進局及雋傑國際展覽有限公司合辦的「網。博覽。二千」展覽會已於 2 月 25 日 至 27 日順利舉行。

Harbour Junior Chamber Dancing Contest – Champion of the Champions Program



The 2nd Champion of Champions Program Dancing Contest hosted by Harbour Junior Chamber was held on March 25. Congratulations to the Champion from Lion Rock JC, 1st runner-up from Yuen Long JC and 2nd runner up from Harbour JC.

浩洋青年商會 十三週年會慶



1001 前傳： 浩洋 13 篇之〔神龍再現記〕由於得到各路英雄包括總會及各分會會長拔刀相助，終能於三月十 日將浩洋小公主救出，繼續再創青商偉業。

Hong Kong Jayceettes Junior Chamber Easter Fantasy



The Fund Raising Project Easter Fantasy attracted participation not only from JC members but also their families. See the cheerful and happy faces from National President Senator Spencer and Kowloon JC President Yury, the project was carried out with a big success.

HARBOUR LIGHTS SURVEY RESULTS

(Conducted in No. 1/200 Info X'press)

This survey was conducted to know JC members' area of interest in reading Harbour Lights.

Total questions received : 200

QUESTIONS	Average Score
HKJC	(1 most favourable 5 least favourable)
Important events of the year	1.6
Activities held	2.2
Upcoming events	2.2
Others	Nil
JCI	
Area Conference	2.1
Congress	2.0
Board of Directors	2.7
APDC Council	2.7
Others	Nil
HKJC 50th Anniversary	
Past events snapshots	2.0
Others	2.2
Membership	
Members' profile	1.9
Membership benefits	2.2
Others	3.3
Leadership Development	
Training in JC	1.8
Training trends in HK	2.2
Others	3.0
Public Relations	
TOYP Project	1.9
RDP Project	2.4
Relationship with the public	2.0
Others	2.7
Community	
Community issue	2.1
Others	1.5
Business	
Business trends	1.9
Opportunities in JC	1.9
Mainland business explorer	2.8
Useful Information	
JC Knowledge	2.4
Management skills	2.6
Business success sharing	2.6
Self improvement program	2.3
Know email technique	3.5
Useful web site	3.1

Thank you for your participation!

UPCOMING EVENTS

Ten Outstanding Young Persons Selection 2000
1st Press Conference
11 Jun 2000 (Sun)

Executive Development Program II
25 Jun 200 (Sun)

Prospective Members Orientation III
14 Jul 2000 (Fri)

President Academy
22-23 Jul 2000 (Sat-Sun)

Tip Of This Issue



Ways To Make A Press Supplement Ticks

When an organization designs a publicity campaign, it has the freedom to choose from a list of tools to achieve the objectives. It has the option of issuing a short press statement citing merely the facts. Or, it could launch a marketing event, host an exhibition, sponsor a charity project, engage in speaking opportunities to promote the organization, its products or its services. The list will not be exhaustive, but experience shows that printed material turns out to be the most common and effective tool used for publicity purpose.

Printed material take many forms, such as news releases, leaflets, flyers, feature articles and press supplement. While each of these printed matters serves a different purpose to suit different publicity campaigns, press supplement has become an increasingly popular publicity tool. Some companies are using the supplement pages to launch new products or services, to promote their corporate image, to recognize the outstanding achievements of their staff, to commemorate a special corporate event, or to recruit members as in the case of the Hong Kong Jaycees. Whatever purposes press supplements would serve, those who design, write or produce press supplements must ask themselves these basic questions to effectively use this publicity tool :

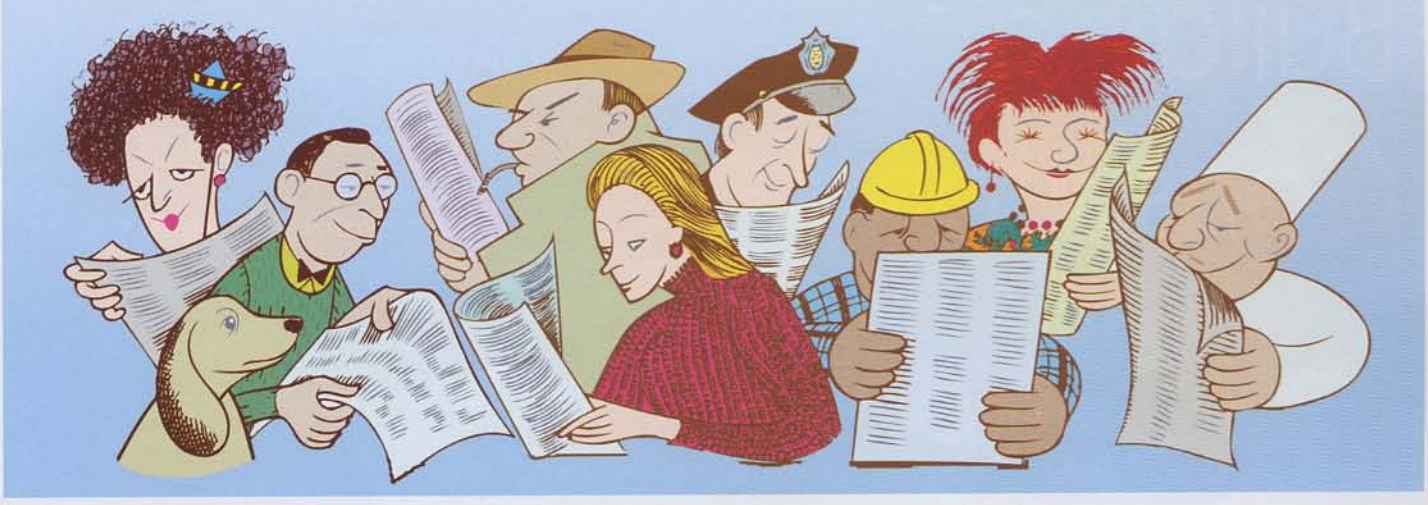
- ***Why do you want to produce a press supplement?*** There is always a reason or motive behind an action. Does a press supplement really serve your purpose? Are there any alternate ways to achieve the same purpose? If you cannot justify the use of a press supplement, it is better to drop the idea.
- ***What is the 'key message'?*** Every press supplement must carry a key message highlighted with a 'catchy' headline on the top of the supplement page. Articles promoting the key message must also take prominence over other less important messages in order to hold readers captive. Samples of press supplements previously published by NOM or LOM gave the impression that they are more of a collage of events whilst the key messages were somehow blurred.
- ***Who are the 'target audience'?*** Does the press supplement intend to reach the mass, particularly those who are unfamiliar with the works of the organization? Or, does it meant to cater for a selected section of the community, like young men and women between the age of 20 and 40 who would likely become members of the Hong Kong Junior Chamber? Only by identifying your target audience, you will be able to determine placement of the press supplement in the appropriate newspapers to reach the group of desired readers.
- ***When is the best time to publish the press supplement?*** Press supplement only forms part of a newspaper, and can be easily missed by readers if other more interesting stories were featured in the main pages. A press supplement does not necessary have to be published on the same day the organization celebrates its anniversary when the Government also promote a community-wide healthy living campaign by way of a press supplement. If that happens, the supplement might lose its appeal.
- ***Where to place the press supplement?*** Placement of a press supplement depends on a number of factors, namely the key message, profile and size of readership, and the cost. Do some research on these factors before drawing any conclusions? If a press supplement is too costly to justify the effort, opt for other publicity tools.

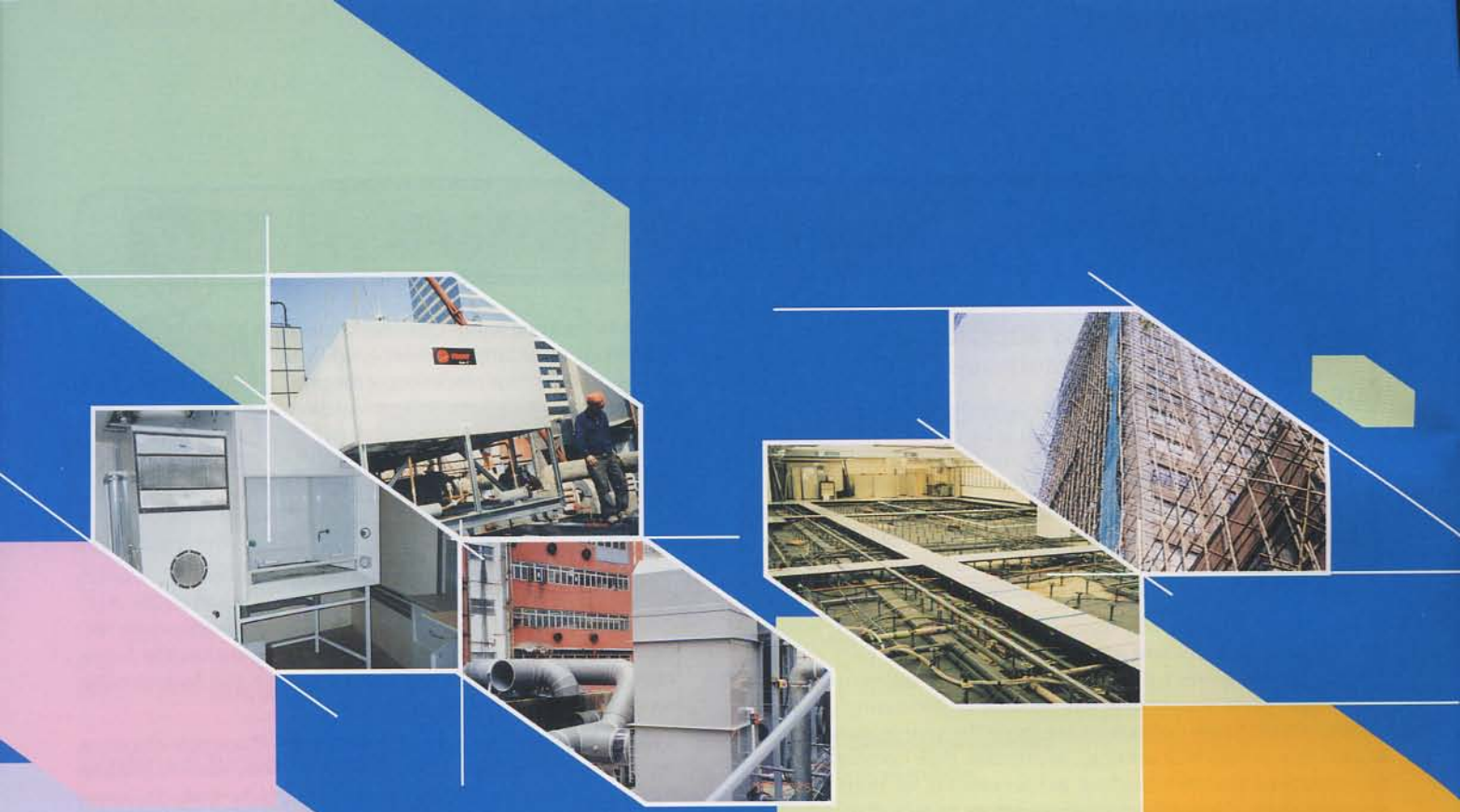
Apart from asking the above questions, we must also pay attention to the technical aspects of producing a press supplement. To make a press supplement ticks, here are some suggestions:

- write stories in simple and precise language;
- use short and snappy headlines to attract readers' attention;
- use 'sub-headings' to support the main message, and 'leads' in the first sentences of each story to entice readers into the story;
- profile those people who would best represent the organization and who would appeal to the target audience;
- avoid the use of photos of groups of people when the people in these pictures could hardly be identified; and
- provide brief and informative captions for photos.

There is no short cut or hard and fast rules to produce a good press supplement. However, thorough preparation and practice would always guarantee the best result.

Valerie Cheung
Hong Kong Jayceettes Junior Chamber





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I would like to know/join Hong Kong Junior Chamber, please send me information/contact me.

Name : _____

Tel : _____ Email : _____

Address : _____

_____

Fax to: 25436271 or Email to: hkjc@hkjc.org
Or Mail to:
1/F, 60 Bonham Strand East, Sheung Wan, HK
Attention: National Membership Director

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We like to thank and acknowledge the support and assistance to those who had rendered articles, photos and useful information to Harbour Lights. We apologize for any errors and omission. Email to joanne.li@hongkong.com for enquiries.

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