

## Four Japanese students selected as ambassadors to promote Hong Kong (with photos)

Four Japanese university students were selected as Hong Kong student ambassadors at the finals of the Hong Kong Cup All Japan University Student Ambassadors English Programme 2018-2019 held in Tokyo today (January 19).

This was the 11th edition of the contest, organised by the Hong Kong Economic and Trade Office (Tokyo) and The Japan News, which aims to encourage university students in Japan to explore the dynamism and rich diversity of Hong Kong.

About 140 students from universities across Japan participated in the first round of the contest, and 15 outstanding students were selected to present their thoughts on three themes at the finals today. The three themes were "Introducing a Hong Kong product/food/service/custom to Japan", "Joint school event or programme to promote cultural exchanges", and "Hong Kong tour program for Japanese university students".

Kunihiro Kodoma of Ritsumeikan University emerged as the champion, with his presentation entitled "Collaboration of Culture in Hong Kong and Japan to Keep Health and Community".

The other winners were Niina Nomura of Kobe City University of Foreign Studies, Akino Shirane of Mukogawa Women's University and Aiko Yamashita of Hokkaido University.

The four winners will serve as Hong Kong student ambassadors to promote a better understanding of Hong Kong among university students in Japan. They will go to Hong Kong this year for a familiarisation visit and attend a 10-day exchange programme at the Chinese University of Hong Kong. They will also be offered internships and invited to join various events related to Hong Kong held in Japan.

The Principal Hong Kong Economic and Trade Representative (Tokyo), Ms Shirley Yung, who was also one of the panel judges, said, "Through this programme, the ambassadors will be able to see Hong Kong at first hand, experience our university life and see what it is like working in a Hong Kong-related organisation."

The programme is supported by Japan's Ministry of Foreign Affairs and Ministry of Education, Culture, Sports, Science and Technology; Cathay Pacific Airways; Dah Chong Hong (Japan) Ltd; the Hong Kong Tourism Board; the Hong Kong Trade Development Council; the Chinese University of Hong Kong; and the Japan Hong Kong Society.

The panel of judges comprised Ms Yung; Professor Kenneth Pechter of

Hosei University Business School; the Deputy Editor of The Japan News, Kenichi Okumura; and the Regional Director of Japan of the Hong Kong Tourism Board, Mr Kazunori Hori.

