

SPRG Proudly Serves as PR Sponsor for AIA's Quest for the Champion Communicator Competition

HONG KONG (15 March 2011) – Strategic Public Relations Group is proud to be the PR Sponsor for the AIA - Quest for the Champion Communicator Competition (“QCCC”). There are two rounds in the QCCC this year: the PRD round which was held on 27 February 2011 and the final round which will be held on 17 April 2011, both rounds taking place at the Hong Kong University of Science and Technology.



AIA 求職王 語文比賽

The AIA – Quest for the Champion Communicator Competition

Association of International Accountants – Hong Kong Branch Announces the Winners of Quest for the Champion Communicator Competition (PRD round)

(27 February 2011 – Hong Kong) Organised by the Association of International Accountants (“AIA”), the AIA - Quest for the Champion Communicator Competition (“QCCC”) – Guangdong, Hong Kong & Macau (PRD round) 2011 was held today at the Hong Kong University of Science and Technology.

From 13 participants, Ms Chan Yuen On Alice from the University of Hong Kong has been crowned overall winner of the AIA Champion Communicator Contest (PRD round) 2011, she has also been named the champion of the English and Cantonese categories, while Ms Liu Mei Ting from University of Macau has been named champion of the Putonghua category. Ms Chan Yuen On Alice received a trophy and cash prize of HK\$5,000, and will also be interviewed by Greater China Appraisal Limited for a potential internship position. The champion of each language category each received a trophy and cash prize of HK\$3,000 in honour of their excellent performance.

QCCC is a language competition for university students, encouraging them to advance their proficiency in English/Chinese and enhance overall skills, including communications, public speaking and analysis. AIA also hopes, by organising the competition, to raise university students' competitiveness – being critical for their future career and personal development.

This year, a total of 13 universities took part in the competition, namely, The University of Hong Kong, City University of Hong Kong, Hong Kong Baptist University, The Hong Kong Polytechnic University, Lingnan University, The Hong Kong Institute of Education, Hong Kong Shue Yan University, University of Macau, University of Saint Joseph, Beijing Normal University Zhuhai Campus, Guangdong University of Foreign Studies, Zengcheng College of South China Normal University and Guangdong University of Business Studies.

During the PRD round of QCCC, the panel of judges assigned each contestant with three topics, corresponding with the three languages of English, Putonghua and Cantonese in which the speeches had to be composed and delivered. Maximum length of each speech is five minutes with the minimum being three minutes. Topics relate to global events or economic/social issues, requiring students to possess in-depth knowledge of the subject and demonstrate analytical thinking. Apart from language proficiency, students were also scored according to content, logic of argument and the completeness of his/her speech.

Panel of judges for the PRD round included Dr William ML Ho, Immediate Past President of AIA Hong Kong Branch; Mr Jackson K S Yeung, Chairman of CPD and Past President of AIA Hong Kong Branch; Mr Stanley W H Lo, Committee Member of AIA Hong Kong Branch; and representative(s) from the Berlitz International, Inc. Prof. Wei Shyy, Provost of the Hong Kong University of Science and Technology; Mr Cliff Sun, BBS JP, Chairman of the Federation of Hong Kong Industries; Mr David Fong, JP, Vice Chairman of The Chinese General Chamber of Commerce; Ms Winnie Fan, Vice President of the Association of Women Accountants HK; Mr Samuel Chan, Head of Business and Intangible Asset Valuation of Greater China Appraisal Limited; and Ms. Christina Lee, Standing Committee Member of the Hong Kong Chinese Importers' & Exporters' Association also attended the competition. AIA is privileged to have The Honourable Mrs Rita Fan Hsu Lai-tai, GBS JP; Mr Joseph Lee, SBS JP; Prof. Ted Chen and Mr George Ricketts to serve as Honorary Advisors of the competition.

"Hong Kong is an international city that also maintains close ties with China, making English and Putonghua equally important when conducting business or simply communicating in daily life. We hope that students can benefit from this competition and realise the importance of language proficiency, and will continue to equip themselves with better language skills. AIA will continue to organise quality language competitions for elite students to participate in, as well as honour their outstanding achievements," said Dr Tommy H K Tam, PhD, JP, Chairman of the Organising Committee of QCCC, Past President of AIA UK Council.

The final round of QCCC will be held on 17 April 2011 (Sunday) at the Hong Kong University of Science and Technology. The rules are similar to the PRD round, however, each student will only be required to deliver a speech in English and Putonghua on a topic assigned to them, and answer a question relating to the topic from the panel of judges using the same language the topic is delivered. The top performer will subsequently be named "AIA Champion Communicator".

About the AIA-Quest for the Champion Communicator Competition

The Association of International Accountants (“AIA”) was founded in the UK in 1928 as an international accountancy body, and has continuously contributed to the development of the accounting industry around the world. Realising that good language skills are essential for professional development, AIA launched the Quest for the Champion Communicator Competition (“QCCC”) in 2002, and has become a key event in the AIA calendar ever since. The annual language skills competition is open to university students from Hong Kong, Macau and China, providing a platform for friendly rivalry, social exchange and learning. AIA launched its first nation-wide QCCC in Beijing in 2004, followed by Shanghai and Nanjing in 2005 and 2006 respectively. With the 10th anniversary of Hong Kong’s handover to China in 2007, the QCCC was held in the Territory as part of commemorative activities. In 2008, the QCCC was held in Beijing to coincide with the Olympic Games, and received support from many prominent institutions in China. By 2009, the QCCC was organised in Shandong. Most recently, the QCCC took place in Shanghai, corresponding with the World Expo 2010.

About the Association of International Accountants

AIA is recognised by the UK Government as a Recognised Qualifying Body for statutory auditors under the Companies Act 2006.

AIA examinations cover a wide range of subjects in accounting, and provide a practical learning process for students. While the syllabuses and test papers are entirely developed by AIA, assessments are made by professional third parties, thus ensuring impartiality and upholding of the highest standards. Holders of AIA qualifications can develop their career in the accounting industry and commerce sector or play a key role in public/private organisations.

The founding of AIA provides an international organisation for accountants to exchange ideas. It will continue to expand, reaching more parts of the world and offering support and guidelines to students and members. AIA’s worldwide network covers the Republic of Cyprus, Europe, Malaysia, Hong Kong, Singapore, Canada, Africa and across the Caribbean.

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About Strategic Public Relations Group

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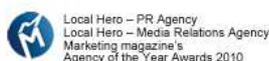
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