

Congratulations on the
25th Anniversary
of the Establishment of the
Hong Kong Special Administrative Region



香港明天更好基金
The Better Hong Kong Foundation
(Incorporated with limited liability)

Better Hong Kong story tellers to inspire confidence in our beautiful city



Dario Pong (right), the Foundation's Council Member shared his experiences in China with Turkey's business community

In the year 1995 a group of influential Hong Kong business and community leaders decided to establish the Foundation to deal with what they viewed as misconceptions about the future of Hong Kong being expressed by various international sources. A case in point was *Fortune* magazine's 1995 article titled *The Death of Hong Kong*.

"It is against such a backdrop that the founders of The Better Hong Kong Foundation made the solemn pledge to introduce the 'one country, two systems' and the Basic Law to the global community," says Karen Tang, Executive Director of The Better Hong Kong Foundation.

"And as investors themselves, the founders cast their vote of confidence at those challenging times," Tang adds.

As a privately-funded, non-profit making organisation, with no political affiliation, the Better Hong Kong Foundation aims to build greater international understanding between East and West by facilitating communications between Hong Kong, the Mainland China and the global community.

Engage with opinion leaders

To this end, the Foundation frequently organises high-level delegation visits to overseas countries, such as the US, Israel, Turkey and Russia, to keep the international community updated on the latest developments concerning Hong Kong and China. At the same time, the Foundation welcome overseas political and economic leaders for their Hong Kong visits with open arms. These dialogues have encouraged exchanges between leaders in Hong Kong, the Mainland China and the West.

Thanks to the Foundation's effort in facilitating communication, a delegation to the US in 2007 managed to meet with a *Fortune* journalist. Keeping her open mind she learnt about the excellent progress made since the return of Hong Kong to China. Before long, the journalist penned an article "*Oops! Hong Kong is Hardly Dead*" to recognise "the city is thriving more than ever."

The Foundation recognises the importance of storytelling by responsible people. As such, it hosts overseas visiting journalists who are keen to learn more about China and Hong Kong first hand. In 1996 the Foundation ran the first journalism programme. Since then, it has invited six to eight American journalists each year to visit China and Hong Kong in an effort

to enhance the understanding of American media on the country and the Special Administration Region. These journalists have come from some of the most celebrated American media outlets—including Bloomberg News, POLITICO, NBC News, *Time Magazine* and *The Washington Post*, to name a few. They were able to meet with Chinese government officials, think-tanks, community and business leaders, as well as local journalists, to gain insights on diverse issues.

Gain insights from renowned research institutes

Furthermore, guided by the principal objective of building a better Hong Kong, The Foundation regularly works with local and international academic institutions and research organisations in conducting surveys and studies. These initiatives help the Foundation to keep its fingers on the pulse of Hong Kong's socio-economic performance.

One example of this work was the annual *China Urban Competitiveness Report* co-organised with the Centre for City and Competitiveness of the Chinese Academy of Social Sciences and the Hong Kong Institute of Asia-Pacific Studies of the Chinese University of Hong Kong since 2007. The reports have allowed the Foundation to make informed advice to the government and the community, and hence to play a positive role in assisting in Hong Kong's long-term development. As early in 2018 the Foundation already encouraged Hong Kong to participate in the construction of the Guangzhou-Hong Kong-Macao Bay Area and strive for the leading role in the region.

Hong Kong can make the best of its 'super-connector' role for China and the global community. "The people of Hong Kong can be more active in sharing with the world the China opportunities. After meeting with overseas leaders in various visits, I have come to realise that a lot of overseas entrepreneurs are attracted by the prospects of China, especially those in the Greater Bay Area", the Foundation's Tang opines.

Broaden horizon of young people

Meanwhile, to raise awareness among Hong Kong people, in particular the younger generation, on the development of China as it relates to world

The Better Hong Kong Foundation was founded at a time when the world was about to come to grips with an expected and significant global event in two years' time. That historic event was the transfer of sovereignty over Hong Kong to China.



In 2008, Foreign Minister Yang Jiechi (front row, 6th right) received the winning teams of the 2nd Hong Kong Cup Diplomatic Knowledge Contest

diplomacy, the Foundation has, since 2007, jointly organised the Hong Kong Cup Diplomatic Knowledge Contest with the Office of Commissioner of China's Ministry of Foreign Affairs in Hong Kong and the Education Bureau of the Hong Kong Government. The Contest is recognised as one of the three major public diplomacy initiatives by the Ministry of Foreign Affairs.

The Contest aims to raise students' interest in international affairs and knowledge of the country's foreign policy. More than 340,000 students from 213 primary and secondary schools have participated in the Contest. Over the years, study tours to Beijing and other Mainland cities have been organised for the winning teams. An eye-opening experience would be the visit to the Ministry of Foreign Affairs where students were able to observe the press conference hosted by the Ministry's spokesman at the Blue Hall.

The Foundation steadfastly stays true to its core mission, which is to enhance public confidence in Hong Kong—economically and socially, locally and globally. It spares no effort to bring Hong Kong, the Mainland China and the rest of the world closer together, and fosters mutual understanding. Together, the Foundation and the people of Hong Kong could be the proud narrators of Hong Kong's many beautiful stories.



The Foundation received and exchanged ideas with the US Congressional Delegation during their visit in Hong Kong



American journalists exchanged views with Chinese experts when visited Beijing