



Message from National President

Junior Chamber International Hong Kong

First of all, I would like to welcome all of you to attend the Inauguration Ceremony of Junior Chamber International Hong Kong in 2006. I trusted our entire office bearer members are prepared to take the oath of office wholeheartedly for the determination to strive for the better achievement of our beloved organization.

For the past 56 years, our organization have trained up million of young members and entrepreneurs for the economic development and stability of the local society. Its achievement has laid down a good ladder for the JC development in the new century. With all these reputation image and strong foundation from the past, I strongly believe that we should further enhance our corporate brand as a "Worldwide Federation of Young Leaders and Entrepreneurs" as well as echoed by Junior Chamber International. Hence, we chose "We are the Brand, You are the Brand" to excel the presidential theme - Entrepreneurs in Action.

"Branding" is the one of the most important successful sales and marketing strategies around the world for business entities and non-voluntary organizations. There have 100 clues of successful business stories in the world. You will find 99% clues are most of them having a good marketing, good branding even though they do not have a prominent product. Hence, creating corporate and personal brands are most important in today management. Its helps the business sectors in increasing sales. It also helps our organization in increasing membership and status in the society.

With this aims, we will have few major focus of development to enhance the corporate brand: Entrepreneurship, Leadership, Management and Membership. We plan to organize a joint program with HK Productivity Council, namely "Entrepreneurs in Action Program for the New Era Leaders". It aims to provide an entrepreneurship and leadership training for both JC and outsiders. The newly formed Training Institute will formulate a series of JC specialized training program for the public so as to marketing out our label as a "Worldwide Federation of Young Leaders and Entrepreneurs". Keeping close relationship with the All China Youth Federation, government officials, non-governmental bodies and commercial sectors is also one of our major focuses in 2006. For our chapters, we strive to improve our chapter management effectiveness through various means.

I trusted our overall membership would be increased with all the above marketing strategy, clear corporate image, prominent projects and well management of our organization.

Lastly, I truly swear that I will faithfully execute the office of National President and present a prominent brand of JCIHK to the society.

James Tsui