

**Project Final Report for
Professional Services Advancement Support Scheme (“PASS”)**

1. Project Details

1.1 Project Reference No.	: <u>PS222009</u>
1.2 Project Title	: <u>Forum on “Doing Business in Hong Kong in a Rapidly Changing World”</u>
1.3 Grantee	: <u>The Law Society of Hong Kong</u>
1.4 Collaborating Organisation(s)	: <u>N/A</u>
1.5 Implementation Agent(s)	: <u>Lea Communications</u>
1.6 Sponsoring Organisation(s)	: <u>N/A</u>
1.7 Consultant(s)	: <u>N/A</u>
1.8 Project Co-ordinator	: <u>(Name) Ms CHU Kit Peng Heidi (Post title) Secretary General</u>
1.9 Deputy Project Co-ordinator	: <u>(Name) Mr TSE Eric (Post title) Director of Communications and External Affairs</u>
1.10 Project Period (duration)	: <u>from 16/02/2023 to 15/11/2023 (9 months)</u>
1.11 Major Beneficiary Sector(s)	: <u>Legal services</u>
1.12 Approved PASS Grant (HK\$)	: <u>627,000</u>

2. Project Implementation

2.1 Project Summary

(Please give a summary of the project including objectives, deliverables and target professional service sectors within 100 words.)

The one-day forum aimed to promote Hong Kong's legal system and services to the international community including Consulates-General and overseas chambers of commerce; to promote what Hong Kong professional services can offer to overseas enterprises and to assist the Hong Kong professions to explore new markets and business opportunities; and to provide a platform for professional exchanges among the Hong Kong legal practitioners and international community.

2.2 Project Deliverables

(Please compare the actual results achieved with the agreed targets for each item.)

Agreed Targets		Actual Results Achieved <i>(Please submit copies of all relevant supporting materials, e.g. proceedings, attendance records.)</i>	
<i>Date / Deliverables (with quantity)</i>	<i>Beneficiaries (estimated no. of local / non-local participants)</i>	<i>Date / Deliverables (with actual quantity)</i>	<i>Beneficiaries (actual no. of local / non-local participants)</i>
A weekday in July 2023 One 1-day forum in Hong Kong	400 participants (including around 140 representatives from the Consulates-General, around 120 representatives from the overseas chambers of commerce, around 40 guests and accompanying persons, around 100 Hong Kong legal practitioners)	<u>Completed</u> 11/07/2023 One 1-day forum in Hong Kong (hybrid)	1 825 participants (including 1 043 Hong Kong legal practitioners and 782 other participants) (For total participants: 456% of the target met) (For Hong Kong professionals: 1043% of the target met)

2.3 Project Promotion and Dissemination

(Please compare the actual means used / outcomes with the agreed activities for each item.)

Agreed Activities	Actual Means Used / Outcomes <i>(Please submit copies of all relevant supporting materials, e.g. posters, leaflets, invitation letters, publications, website printouts, dissemination e-mails, newsletters, feedback surveys and analysis.)</i>
(a) For Project Promotion:	
<ul style="list-style-type: none"> Conducting promotion campaign 	<ul style="list-style-type: none"> Launched forum website in Mid-May 2023 and online registration began in late-May 2023 (https://www.hklawsoc.org.hk/en/Reach-Out-and-Connect/International-Desk/News-and-Events/Forum-on-Doing-Business-in-Hong-Kong-in-a-Rapidly-Changing-World) Sent invitations to the international community in Hong Kong starting from late-May 2023

Agreed Activities	Actual Means Used / Outcomes <i>(Please submit copies of all relevant supporting materials, e.g. posters, leaflets, invitation letters, publications, website printouts, dissemination e-mails, newsletters, feedback surveys and analysis.)</i>
	<ul style="list-style-type: none"> • Promoted to members of the Law Society through weekly President's Letter and e-circular since mid-May 2023 • Promoted the events on the Law Society's website and social media platforms since mid-May 2023 <ul style="list-style-type: none"> ➢ First social media post published on 30 May 2023: <ul style="list-style-type: none"> • Facebook: https://www.facebook.com/hklawsocMS/posts/pfbid0nWzC17vLvJAhhb8xyrzaqyXW57P8BTHXD3LarBLyeAxxJJBDn679boDjDxstYxyl • Instagram: https://www.instagram.com/p/Cs3llbChmMV/ • LinkedIn: https://www.linkedin.com/feed/update/urn:li:activity:7069235994536923136 ➢ Second social media post published on 26 June 2023: <ul style="list-style-type: none"> • Facebook: https://www.facebook.com/hklawsocMS/posts/pfbid02B8iy6bRux69US9cWxjixppCajRAcQS9mcVaNn9dydBuJnRHSbAo6qsaZ8aY5vFafl • Instagram: https://www.instagram.com/p/Ct8LJhrrMqM/ • LinkedIn: https://www.linkedin.com/feed/update/urn:li:activity:7078952519330136064 • Updating event information and speaker list on forum website from time to time (same links as above)
(b) For Dissemination of Project Deliverables:	
<ul style="list-style-type: none"> • Updating the forum website, Law Society's website and social media platforms • Publishing articles on event summaries 	<ul style="list-style-type: none"> • Uploaded presentation materials onto the forum website (for attendees only): <ul style="list-style-type: none"> ➢ https://www.hklawsoc.org.hk/en/Reach-Out-and-Connect/International-Desk/News-and-Events/Forum-on-Doing-Business-in-Hong-Kong-in-a-Rapidly-Changing-World/2023 • Uploaded event photos and videos onto the forum website: <ul style="list-style-type: none"> ➢ https://www.hklawsoc.org.hk/en/Reach-Out-and-Connect/International-Desk/News-and-Events/Forum-on-Doing-Business-in-Hong-Kong-in-a-Rapidly-Changing-World/2023

Agreed Activities	Actual Means Used / Outcomes <i>(Please submit copies of all relevant supporting materials, e.g. posters, leaflets, invitation letters, publications, website printouts, dissemination e-mails, newsletters, feedback surveys and analysis.)</i>
	<p>Connect/International-Desk/News-and-Events/Forum-on-Doing-Business-in-Hong-Kong-in-a-Rapidly-Changing-World/Photo-Gallery</p> <ul style="list-style-type: none"> ➤ https://www.hklawsoc.org.hk/en/Reach-Out-and-Connect/International-Desk/News-and-Events/Forum-on-Doing-Business-in-Hong-Kong-in-a-Rapidly-Changing-World/Video-Gallery • Uploaded videos onto the Law Society’s YouTube channel: <ul style="list-style-type: none"> ➤ https://www.youtube.com/playlist?list=PLvTaN7hgJVrSnm3lDTgbT5kuw9D4L7fp7 • Arranged post-event article on the Law Society’s social media platforms: <ul style="list-style-type: none"> ➤ Facebook: https://www.facebook.com/100064704339316/posts/pfbid02y7ePdPQitDg1YPoq7EA1FgCycSSKgFUGfQ2sTvEkT9dwR3Gq4nqXir84KZELeErMI/ ➤ Instagram: https://www.instagram.com/p/CurU9xnhzYM/ ➤ LinkedIn: https://www.linkedin.com/posts/hklawsoc_doing-business-in-hong-kong-in-a-rapidly-activity-7085588759697620992-SOCb • Arranged post-event article in “Hong Kong Lawyer” (September 2023 Issue): <ul style="list-style-type: none"> ➤ https://www.hk-lawyer.org/content/forum-%E2%80%9Cdoing-business-hong-kong-rapidly-changing-world%E2%80%9D • Arranged post-event article on Law Society’s website: <ul style="list-style-type: none"> ➤ https://www.hklawsoc.org.hk/en/Reach-Out-and-Connect/International-Desk/News-and-Events/2023/20230711-Doing-Business-in-Hong-Kong

3. Achievements and Grantee's Evaluation of the Project

3.1 Number of participants and eligible beneficiaries

Project Deliverables	Eligible Number of Beneficiaries (if known)
(i) One 1-day forum in Hong Kong	1 043 Hong Kong legal practitioners

3.2 Feedback from participants / users / professional services sectors

In general, respondents provided positive feedbacks on the Forum. Over 90% respondents were satisfied with the performance of the speakers and the moderators (in terms of information, organisation and delivery). They also agreed that the contents of the Forum met their needs/ expectations.

3.3 Dissemination of project deliverables to relevant professionals

Post-event articles were published on various Law Society's platforms:

- Law Society's website
- Law Society's social media platforms
- Law Society's official magazine "Hong Kong Lawyer"

3.4 PASS and other objectives reached *(May choose more than one)*

- ☐ Increasing the exchanges and co-operation of Hong Kong's professional services with their counterparts in external markets
- ☒ Promoting relevant publicity activities
- ☐ Enhancing the standards and external competitiveness of Hong Kong's professional services
- ☐ Others

Please elaborate on how the objective(s) was/were met:

The Law Society successfully promoted Hong Kong's legal system and services to the Forum participants from the international legal and business communities, including Consulates-General and overseas chambers of commerce in Hong Kong, as well as legal professionals and businessmen from diverse jurisdictions, which had enhanced their understanding of Hong Kong's robust legal system and business environment, and hence bolstered their confidence in Hong Kong's long-term economic development and competitiveness in the rapidly changing world.

3.5 Overall achievements of the project

The Forum was successfully concluded with over 1 800 participants from 31 jurisdictions, including the physical attendance of more than 50 representatives from Consulate-Generals and overseas chambers of commerce.

Through open, frank, fact-based discussions and exchange among government officials, business representatives, as well as experts and scholars from the legal sector across the world, the Forum facilitated insightful exchange of experiences and ideas that can strengthen Hong Kong's status as a leading international legal and financial hub and a gateway to the Mainland for doing international businesses in the post-pandemic era.

All in all, the project provided an excellent platform for information exchange and business opportunities for the participants particularly for the local legal practitioners. As a result, it enhanced the standards and external competitiveness of Hong Kong's legal profession and services in the international legal arena.

The Project Final Report is prepared by the Grantee.