



**AIA**  
THE ASSOCIATION  
OF INTERNATIONAL  
ACCOUNTANTS

# AIA 求職王 語文比賽

The AIA - Quest for the Champion Communicator Contest

Guangdong, Hong Kong & Macau (PRD round) 2012  
2012 AIA「求職王」語文比賽-粵港澳(珠三角區)比賽

## Competition Schedule

比賽日期及時間

Friday, 10<sup>th</sup> February, 2012 (Friday)

二零一二年二月十日(星期五)

Sunday, 26<sup>th</sup> February 2012

二零一二年二月二十六日(星期日)

10:00am to 5:00pm

上午十時正至下午五時

## Competition Details

比賽詳情

Provide the name of Contestant(s) of each University

被邀大學提交參賽者名單

The AIA Quest for the Champion Communicator Contest

2012 AIA「求職王」語文比賽 - 粵港澳(珠三角區)比賽

Leighton Hill Community Hall

銅鑼灣禮頓山社區會堂

**Joint Organizer 合辦機構**



國際會計師公會

A.I.A Charity & Education Trust Fund  
A.I.A 慈善及教育基金

**Diamond Sponsor 鑽石贊助機構**



香港賽馬會

The Hong Kong Jockey Club

**Sponsors & Supporting Organizations 贊助與支持機構**



GreaterChina Professional Services Limited  
漢華專業服務有限公司  
Stock Code: 8193.HK



# AIA 求職王 語文比賽

The AIA – Quest for the Champion Communicator Contest

Guangdong, Hong Kong & Macau (PRD round) 2012  
2012 AIA「求職王」語文比賽-粵港澳(珠三角區)比賽

## 比賽題目

### English

Kodak filed for bankruptcy protection in January 2012. The 132-year-old American company's stock, which topped US\$94 in 1997, hit an all-time closing low of 37 cents on 6 January 2012. It has sliced its global payroll to 18,800 from a peak of 145,300 in 1988. Do you think the bankruptcy reorganization can save Kodak? Why?

### 普通話

首批人民幣合格境外投資者 (RQFII) 產品於 2011 年 12 月 30 日正式獲得香港證監會批准，在香港通過幾大銀行管道向投資者公開募集。RQFII 放開股市投資，人民幣國際化“出得去，回得來”的目標已愈發清晰。你認為人民幣何時實現可完全自由兌換？

### 廣東話

港珠澳大橋正式建成後，港珠、港澳之間駕車時間將從目前的 3 個多小時，縮短到約半個小時。珠海高速公路網與港珠澳大橋的完美接駁，大橋的建設支援了橫琴島的發展地位，也利於珠海建設珠江口西岸核心城市。請舉例及說明港珠澳大橋如何推動以下 4 方面的發展？

- 教育
- 地區交通
- 旅遊業
- 房地產業

## The AIA Quest for the Champion Communicator 2012

The AIA Quest for the Champion Communicator Competition (QCCC) is an exciting and established language competition that highlights the importance of English and Putonghua skills to students embarking on their chosen career. AIA is currently looking for entrants in the competition. Entrants can demonstrate their language skills and compete against the best students from Hong Kong, Macau, Beijing, Shanghai, Jinan and other major cities in China.

During the process of regional integration, it is of crucial importance to cultivate more bi-literate and tri-lingual students who can serve in the cosmopolitan cities and also communicate effectively in multi-national corporations. A unique language contest linking Guangdong, Hong Kong and Macau (PRD) will be held in Hong Kong on Sunday, 26 February, 2012, and the best three university students from the PRD Region will join the top-tier university students in Mainland China in the QCCC 2012 Final Round to be held in Beijing on Sunday, 8 April 2012.

### Eligibilities

Universities and Higher Education Institutions in Guangdong, Hong Kong and Macau (PRD) invited to participate in the PRD Round held in Hong Kong include:

- The University of Hong Kong
- The Chinese University of Hong Kong
- The Hong Kong University of Science and Technology
- The Hong Kong Polytechnic University
- The City University of Hong Kong
- The Hong Kong Baptist University
- Lingnan University
- The Open University of Hong Kong
- The Hong Kong Institute of Education
- Hong Kong Shue Yan University
- University of Macau
- University of Saint Joseph
- Beijing Normal University (Zhuhai campus)
- Sun Yat-sen University (Zhuhai campus)
- Beijing Institute of Technology, Zhuhai Campus
- Guangdong University of Foreign Studies
- Guangdong University of Business Studies
- Shenzhen University

All of the above universities/ higher education institutions can nominate up to two student(s) chosen from their internal competitions to participate in the PRD Round of the contest. The names of universities/colleges are not in any order of priority.

### Awards

- Certificate for all Participant
- Champion: Internship Interview, Trophy, cash prize of HK\$3,000 & Eligible to the Final Round
- 1<sup>st</sup> Runner-up: Trophy, cash prize of HK\$2,000 & Eligible to the Final Round
- 2<sup>nd</sup> Runner-up: Trophy, cash prize of HK\$1,000 & Eligible to the Final Round
- Outstanding (3): Trophy

### Format of the Competition

1. The AIA Quest for the Champion Communicator Contest – Guangdong, Hong Kong and Macau (PRD) 2012 is a tri-lingual contest.
2. The PRD round, held in Hong Kong requires each participant to deliver three speeches; one in English, one in Putonghua and one in Cantonese, on different designated topics which are given to participants in advance.
3. The Panel of Judges will choose the best three performers to go through to the Final Round in Beijing.
4. The participant with the highest score will be the Champion of the AIA Champion Communicator Contest PRD Round 2012.

## AIA求職王語文比賽 2012

自 2002 年起，AIA 國際會計師公會「求職王」語文比賽已成功連續舉辦了十屆，這是一項全國賽事，目的是鼓勵大學生提高英語及普通話能力，為未來的就業及個人發展增添優勢。「求職王」語文比賽為學生們提供了這個平臺，旨讓每年來自香港、澳門、北京、上海、濟南及中國其他主要城市的精英彙聚一堂，以相互學習交流。而 2012 年的決賽將於上海舉行。

另外，由於香港政府推行“兩文三語”教學以及內地赴港就讀學生增多，使兩地學生的交流更加頻繁。2012 年粵港澳（珠三角區）AIA「求職王」語文比賽將實行新的規則，即邀請廣東、香港、澳門等地的學生進行比賽，參賽者需用英文、普通話及廣東話演講已預先通知的指定題目，成績最優秀的三位參賽者，將赴北京，與內地其他大學中精挑出來的優秀選手進行決賽。

### 參加資格

被邀請參賽的港澳高等院校如下：

- 香港大學
- 香港中文大學
- 香港科技大學
- 香港理工大學
- 香港城市大學
- 香港浸會大學
- 香港嶺南大學
- 香港公開大學
- 香港教育學院
- 香港樹仁大學
- 澳門大學
- 澳門聖若瑟大學
- 北京師範大學珠海分校
- 中山大學珠海分校
- 北京理工大學珠海學院
- 廣東外語外貿大學
- 廣東商學院
- 深圳大學

以上所有被邀請的大學及高等院校可委派最多二位同學參與此語文演講比賽（英語、普通話及廣東話）。參賽院校之排名不分先後。

### 獎項

- 證書給予所有參賽學生
- 冠軍：暑期實習面試，獎杯，HK\$3,000 及進身決賽
- 亞軍：獎杯，HK\$2,000 及進身決賽
- 季軍：獎杯，HK\$1,000 及進身決賽
- 優異獎(3名)：獎杯

### 比賽方式

1. 2012 粵港澳（珠三角區）AIA「求職王」語文比賽三語演講比賽。
2. 珠三角區比賽於香港舉行，參賽之學生須就預先給予的題目（英語、普通話及廣東話題目各一）進行演講比賽。
3. 珠三角區比賽表現最佳的三位同學與國內主要省市，前往北京進行決賽。
4. 珠三角區比賽表現最佳及得分最高者將成為二零一二年粵港澳（珠三角區）AIA「求職王」語文比賽冠軍。

## Organizing Committee 比賽組委會

### Chairman 主席



Dr. Tommy H L Tam, PhD, JP  
Past President, AIA UK Council Member  
譚學林博士太平紳士  
AIA 前會長

### Honorary Advisors 名譽顧問



Mrs. Rita Fan Hsu  
Lai-tai, GBM JP  
范徐麗泰太平紳士



Mr. Joseph Lee, SBS  
JP  
李宗德太平紳士



Prof. Ted Chen  
陳天佑教授



Mr. George Ricketts

### Vice Chairmen 副主席

Mr. K S Jong

President of AIA HK Branch

莊冠生先生, AIA 香港分會會長

Mr. Kenny N S Chan

Vice President of AIA HK Branch

陳毅生先生, AIA 香港分會副會長

Mr. Patrick Y K Yuen

Vice President of AIA HK Branch

袁耀坤先生, AIA 香港分會副會長

### Secretary 秘書

Mr. William H C Hui

Hon. Secretary of AIA HK Branch

許漢忠先生, AIA 香港分會秘書

### Treasurer 司庫

Mr. Ebony H M Chiu

Hon. Treasurer of AIA HK Branch

趙豪文先生, AIA 香港分會司庫

### Committee Members 委員

Dr. Y K Chan, Committee Member of AIA HK Branch

陳應國博士, AIA 香港分會理事

Mr. Tommy T M Lok, Committee Member of AIA HK Branch

陸崇文先生, AIA 香港分會理事

Ms. Anna C W Cheung, Committee Member of AIA HK Branch

張智慧小姐, AIA 香港分會理事

### Panel of Judges 評委

Dr. William M L Ho, Immediate Past President of AIA Hong Kong Branch

何沐霖博士, AIA 香港分會前任會長

Mr. Jackson K S Yeung, Chairman of CPD and Past President of AIA Hong Kong Branch

楊傑聖先生, AIA 香港分會持續專業進修小組主席及前任會長

Mr. Stanley W H Lo, Committee Member of AIA HK Branch

勞永雄先生, AIA 香港分會理事

Representative(s) from Berlitz International, Inc.

貝立茲語言中心之代表

### PRD Round – Guests of Honour

#### 珠三角區比賽 – 主禮嘉賓

#### Officiate the Opening Ceremony

主持開幕典禮嘉賓

Dr. P. M. Kam

甘博文博士

#### Announce Results & Prizes Presentation

頒獎嘉賓及公佈得獎名單嘉賓

Dr. Kim K W Mak, BBS JP

麥建華博士太平紳士

### Organizer 主辦機構:

The Association of International Accountants 國際會計師公會

[www.aiaworldwide.com](http://www.aiaworldwide.com)

### Further Information 詳情

For further information about the competition and competition rules, please visit

有關比賽資料及規則，請瀏覽網址 [www.aiaworldwide/China](http://www.aiaworldwide/China)