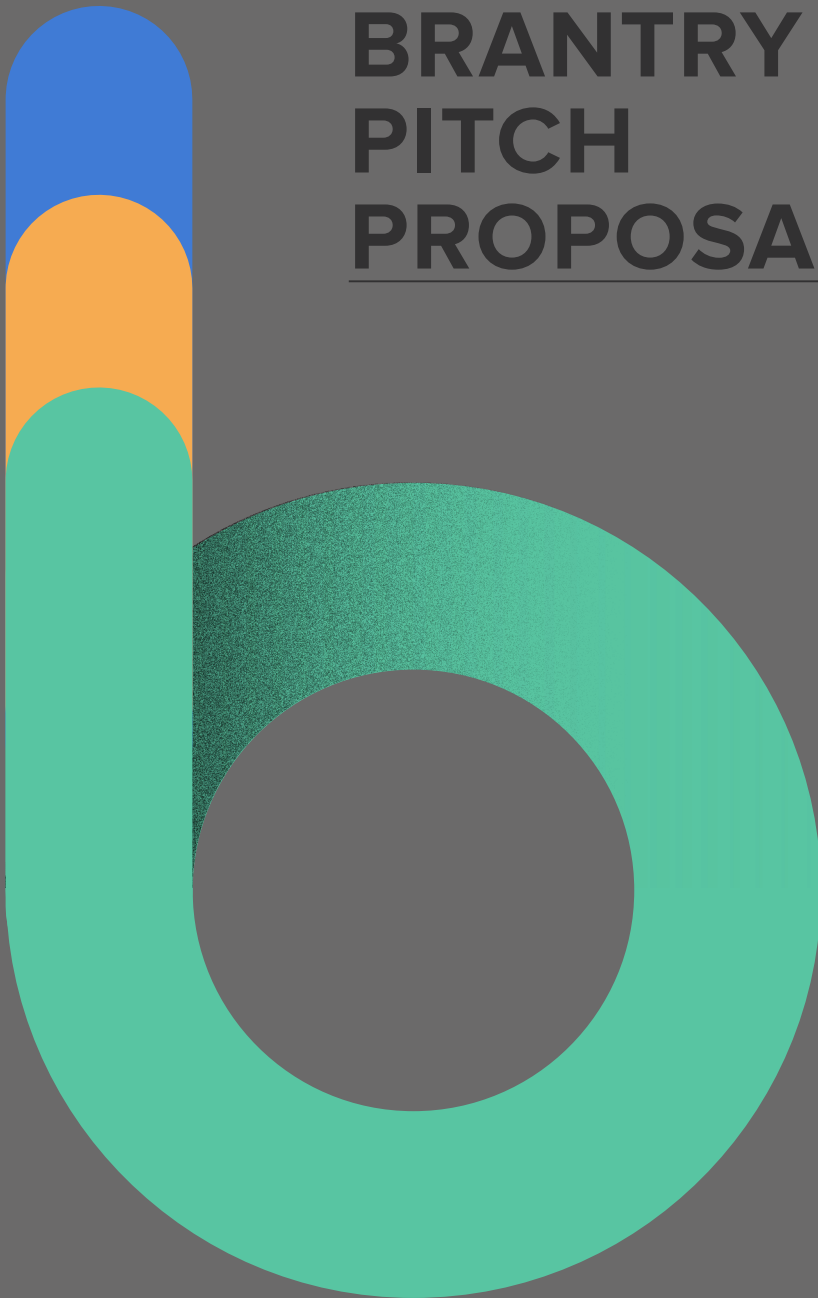


# BRANCH OUT AND BREED OUR FUTURE.

## BRANTRY PITCH PROPOSAL



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Hong Kong Science Park

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+852 2336 9201

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**ONLINE**

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

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**FOLLOW US ON FB**

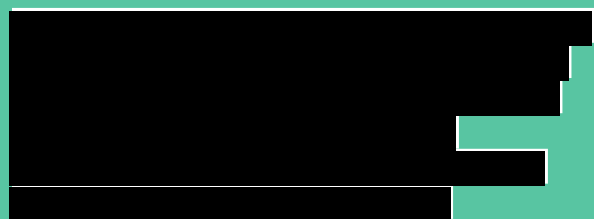
@Brantry

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Group 9



Instructed by:  
Prof. Jeremiah Wong

Course:  
GEYS 4010 Group C

# ABOUT US

## WHO ARE WE



Here at Brantry, our professional workforce is dedicated to enable business corporates and university students to reach out to the world.

In the past few years, we have observed how globalization increased financial and cultural exchange between countries. While corporates branch out their business in other regions, there are also ample opportunities for university students to study or live abroad. As university students ourselves, we understand how overseas experiential learning programmes are invaluable opportunities to foster personal growth, broaden our horizons and promote

Hong Kong and Chinese culture to people all over the world. Following the Belt and Road Initiative launched by the Chinese government in 2015, which span across 79 countries in Asia, Europe, and Africa, corporates and students are able to take a step further and extend their knowledge and effort from a local to international scale.

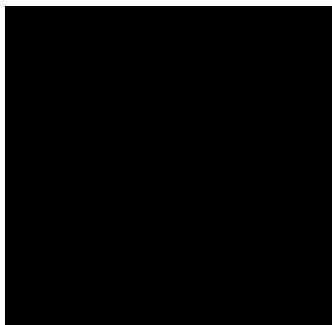
Founded by a group of Wu Yee Sun College students in 2018, Brantry is an agency that cater the need of both corporates and university students. Our language culture school allows corporates to learn the local tongue and understand business culture in the designated country within the Belt and Road region.

Revenue gained from the language culture school will be used to subsidize Hong Kong university students who actively participate in local social services to conduct experiential learning activities in foreign countries.

As you'd expect from an entrepreneur, we never stop seeking creative solutions and reaching for more potential customers - that means we are prepared for a greater scope of business. With our expertise and deep pool of talents, we will continue to provide high-quality services to our clients.

# OUR TEAM

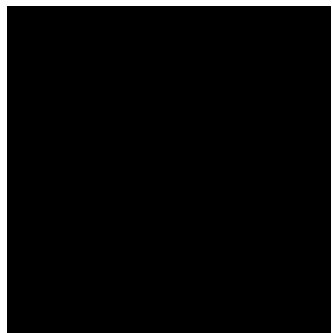
Though the team comes from a vastly diverse background, we all are interested in social services and have participated in different forms of overseas experiential learning programs. Our personal encounters enabled us to design a program which allows more university students to live an adventurous life and equip them with skills that is conducive for their future.



**CEO**

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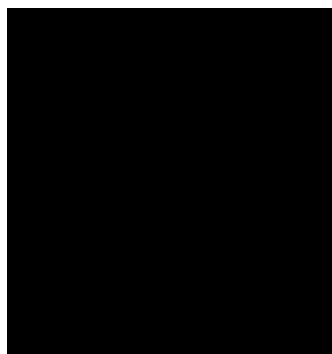
██████████ was an intern at the Community Relations Department of the ICAC and has been actively engaged in community service and education. As the leader of the team, she would govern and maintain growth in project development.



**CFO**

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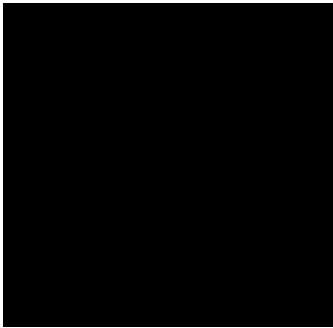
██████████ has worked at the Card Product Development Department, of a key local bank. He has extensive knowledge and experience in profit management and financial forecasts, including capital budget and cash flow projections.



**Operations Manager**

---

██████████ is a graphic and UX/UI designer. She has worked with organizations such as the Hong Kong Film Archives on designing interactive websites and apps. She would lead the team in user experience design and app prototyping.



██████████  
**Branch Out Manager**

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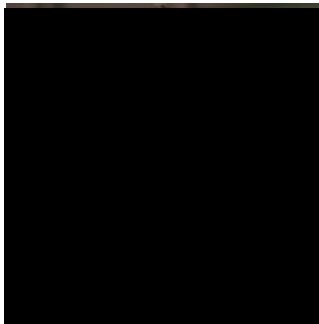
██████████ has worked as Outgoing Global Volunteer Manager at AIESEC and was involved in securing partnership from overseas cooperates. She would work on airline and corporate partnership here.



██████████  
**Try Out Manager**

---

██████████ was one of the organizers of three college student activities and the Vice-Chairperson of the College Student Union. This make her a competent member to be responsible for college and student liaison.



██████████  
**Strategic Manager**

---

██████████ has been active in research fields and market analysis. He will lead the development of campaign and media strategy, digital consumer behaviour, and digital marketing execution.

Legal affairs and accounting would be outsourced to converge all staff power on developing business ideas.

# OUR ADVISORIES

Brantry have also invited social elites to be our advisors. We are able to acquire professional and visionary opinion in the hopes of improving our services.

## THINK TANK



MR. LAU MING WAI & MWYO  
Chairperson of Commission on Youth,  
Local Think Tank on Youth Issues

“

The strongest strength of Brantry is the ability to ensure target audience among SME. The business model of using a core business to support social enterprise is sustainable.

”



## BANKS



**MS VIVIAN TSUI**

Associate Director, Unsecured Lending Product at Standard Chartered Bank

“Our bank welcome innovative and feasible business ideas that respond to **social needs**. Brantry’s has a **huge potential market** given the rapid development of the Belt and Road region.”

”

“

**MR PHILIP FAN**

The Hongkong and Shanghai Banking Corporation

According to my experience, corporates and SME do face language barriers when expanding their businesses. Brantry is **feasible** and capable in providing a solution to this problem. It has a **huge potential market**.

”



**MR JIP LAM**

Assistant Vice President, Cards and Channel Management at Hang Seng Bank

“As an agent linking up professional business language tutor and business practitioners, Branchy **saved corporates’ time and effort** in their branch out projects.”

”

“

**MS BRISCILLA KWOK**

Nanyang Commercial Bank, Limited

This is an excellent and **profitable** idea which allows our colleagues to **upgrade** ourselves while fulfilling corporate social responsibilities.

”



## WU YEE SUN COLLEGE



PROFESSOR CHAN TAK  
CHEUNG, ANTHONY  
College Master

“ Brantry encourages college students to perform experiential learning. College have various funding scheme to support.

”




MR. TANG WAI-HUNG  
College Affiliated Fellow

“ The values of Brantry is in line with college mission. College is willing to accommodate by providing the necessary network and connection.

”



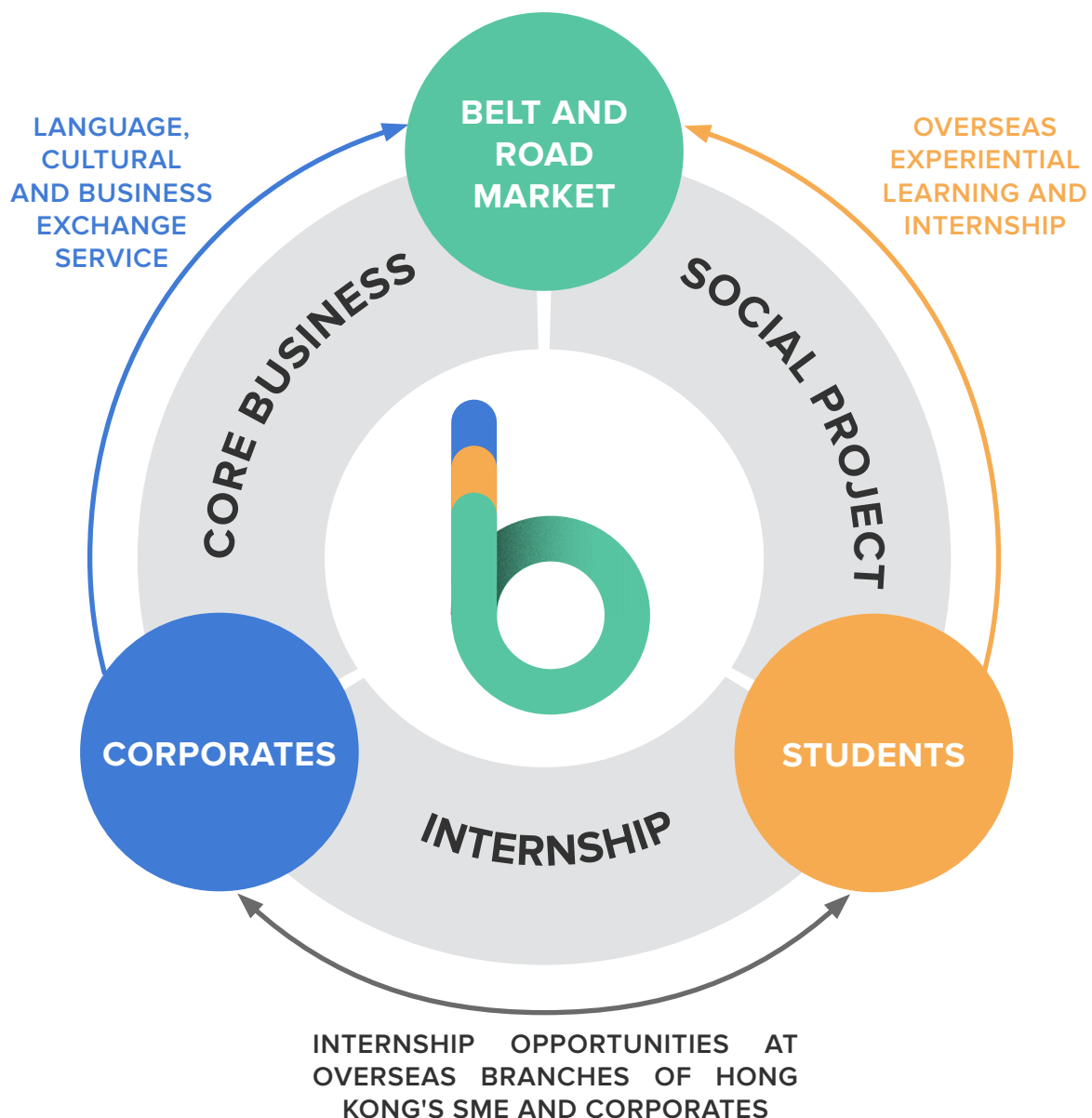
A group of six diverse CUHK students are smiling and posing for a photo in a European city street. The background features historic buildings, including one with a prominent dome and the letters 'ECH' on its facade. The scene is bathed in a warm, golden light, suggesting late afternoon or early morning. The students are dressed in casual attire, and their expressions convey a sense of joy and camaraderie.

**THERE IS SO MUCH  
TO LEARN AND  
EXPERIENCE IN HERE.  
WORKING WITH NEW  
PEOPLE FROM VARIED  
CULTURAL BACKGROUND  
HELPED ME EMBRACE  
AND APPRECIATE  
DIFFERENCES IN US.**

A group of CUHK students  
interning at European  
countries that are part  
of the Belt and Road  
Initiative.

# BUSINESS MODEL

Brantry caters corporates' need for business expansion and students' aspirations to explore the world simultaneously.



## INVESTORS

Brantry is a business with unlimited potential since we have captured a massive business opportunity under the Belt and Road Initiative. Not only can investors acquire material gain, but they can also fulfill their social responsibility by aiding students financially to reach out to the world.

## CORPORATES

The Chinese government aims to foster economic integration between different countries through the Belt and Road Initiative. According to the survey conducted by the Hong Kong Trade Development Council in 2017, over 90% of corporates wish to expand their business in the Belt and Road Region, and over half of these corporates are seeking professional services provided by Hong Kong agency. This implies that Hong Kong's small-to-medium enterprises (SMEs) have a part to play in the Belt and Road Initiative. As Mr Edward Yau Tang-wah, Secretary for Commerce and Economic Development Bureau have pointed out,

SMEs can provide services including urban planning, trading, technology and etc.

However, this huge business opportunity is not without obstacles. Joseph Chan Nap-kee, chairman of Hong Kong-listed Kaisun Energy Group pointed out that "Playing the Belt and Road game is not easy as it is capital-intensive... It costs a lot to travel there, and the cultural difference, language barriers, currency volatility mean it takes a long time to see results." Language, religions and cultural differences between regions have increased the difficulty for corporates to branch out their businesses. Even worse, there are no

business language and cultural school catering the need of SMEs in the current market.

Brantry, therefore, tailor made business language and culture courses for these corporates so as to facilitate their business expansion plan. At the same time, course fees paid by these corporates will subsidize university students' experiential learning journey, which enables our clients to manifest their social responsibility.

OVER  
**90%**  
CORPORATES WANT TO  
EXPAND BUSINESS INTO  
BELT AND ROAD REGION

SERVICE  
TRADING  
PLANNING  
SALES  
FINANCE



## WU YEE SUN COLLEGE

Our social project of subsidizing university students to overseas experiential learning activities is in line with Wu Yee Sun College's mission. College has been encouraging students to participate in internships and exchange programmes in the hopes of allowing students to create innovative ideas and initiatives out of these experiences. In addition, College has been organizing social service activities and overseas service trips regularly. Our schemes are able to reward social-minded students to further their experiential learning journey.

## UNIVERSITY STUDENTS

We firmly believe that exploring the world is immensely conducive to university students. Through our social project, students who actively participate in local social service can extend their effort to an international level, be it volunteerism or internship. Overseas experience is a fruitful opportunity to broaden one's horizon, to become more independent and holistic, and

to create lifelong memories with people you interact on the way. Apart from the participating, overseas experiences is also an asset in today's competitive job market. Having a culturally diverse resume is a plus for students during job hunting as it displays multi-cultural communications and problem-solving skills.



## CASE STUDY



---

**CLIENT**

HSBC

---

**PROGRAMME NAME**More Than Money

---

Investors can benefit from our social project in many ways. We have done a case study with HSBC, and predicted what benefits can the Bank gain from our project. Brantry can be seen as an international version of HSBC's own volunteering programme - More Than Money. Via the programme, the Bank partners with local schools, and sends its team of volunteers to educate students about financial literacy. It aims at nurturing creative motivated entrepreneurs.

Brantry can bring More Than Money outside of Hong Kong and spend HSBC's investments into subsidising university students to perform experiential learnings in the Belt and Road Regions. Our student participants are encouraged to teach their youths basic financial management skills and entrepreneurial thinking.

There are a list of benefits that the Bank can gain from its investments into Brantry. Firstly, Brantry is an expansion of the Bank's corporate social responsibilities to the overseas. On one hand, more people are able to benefit from the Bank's volunteering programmes; on the other, the Bank can maintain its positive image among the international community. In addition, our student participants will indirectly promote the Bank's products in the process of providing education on financial knowledge. Thus the Bank is going to expand its market in these regions.

# HOW TO INVEST?

## EXPECTED RETURN

We strongly believe this project is a lucrative business venture. From our financial plan and future plan, the expected return would double the amount of your investment i.e \$1 million to \$2 million, which is 100% rate of return. We anticipate that this target would be achieved in 5 years. Comparing to depositing your money in a bank for 5 years in which the return rate is roughly 0.45% per annum, your return will be even lower than the inflation rate, which is around 2%. Our business brings about 200% more than just leaving your money with the Bank.

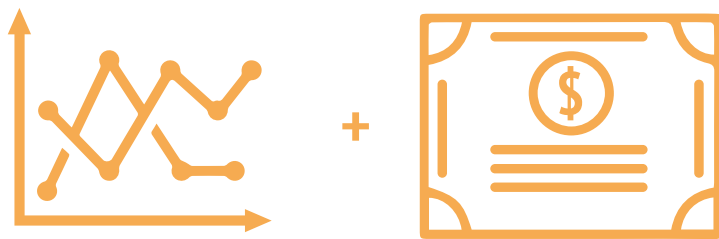
### RETURN RATE

# 100%

**INVEST \$1M AND  
GET \$2M IN 5 YEARS**

## FINANCING METHOD

To support our business, our preliminary plan is to finance \$2 million. 50% are raised by stock and the rest is bond.



**50% STOCK**

**50% BOND**

For shareholders, our target is to generate capital gain which doubles stockholders' investment (100% rate of return). We hope that the capital can be collected in the first year of our business as current asset, and supply liquidity to our company. Dividends would be distributed subject to financial status.

For bondholders, a 7-year bond will be issued in the third year of business. The coupon rate would be set at 8%. Our expansion plan will be launched in the near future depending on the stability of business. There will be a huge financial need. However, issuing share has dilutive effect on the existing shareholders as the more outstanding shares, the less controlling rights the shareholders have. Consequently, we may demand for alternative financial sources. Bond is an ideal solution, shunning this problem and at the same time raising a large amount of capital.

## INSOLVENCY ARRANGEMENT

Risk involves in every business. We cannot promise our business would grow forever. A safety net is prepared for our investors in the hopes for adding the level of confidence and security in case liquidation happens. Half of the capital would be distributed to the investors if the company faces insolvency. We hope that it can offer an impetus to the potential shareholders to join our organization.

# HOW WE PROCEED?

## OUR CORE BUSINESS

Our core business is to launch a business-oriented language culture exchange school based in Hong Kong. By employing experts to deliver business language skills, our courses will encompass a wide range of activities to develop basic skills like reading, speaking, listening, and writing. In addition to covering the general terms, our exercises would also enrich one's

business vocabulary specific to their field of work.

Apart from language barrier, cultural shock is another fundamental hindrance for setting up business in the region. The Belt and Road Region is comprised of 79 countries with varied political system, religion and historical background. Their corporate culture and characteristics is very different from that of

Hong Kong. In light of that, our instructor would also provide information such as local business regulations, cultural and religious taboos, and cultural differences.



Employ professional native expertise to conduct courses.



Equip one with both general vocabs and jargons.



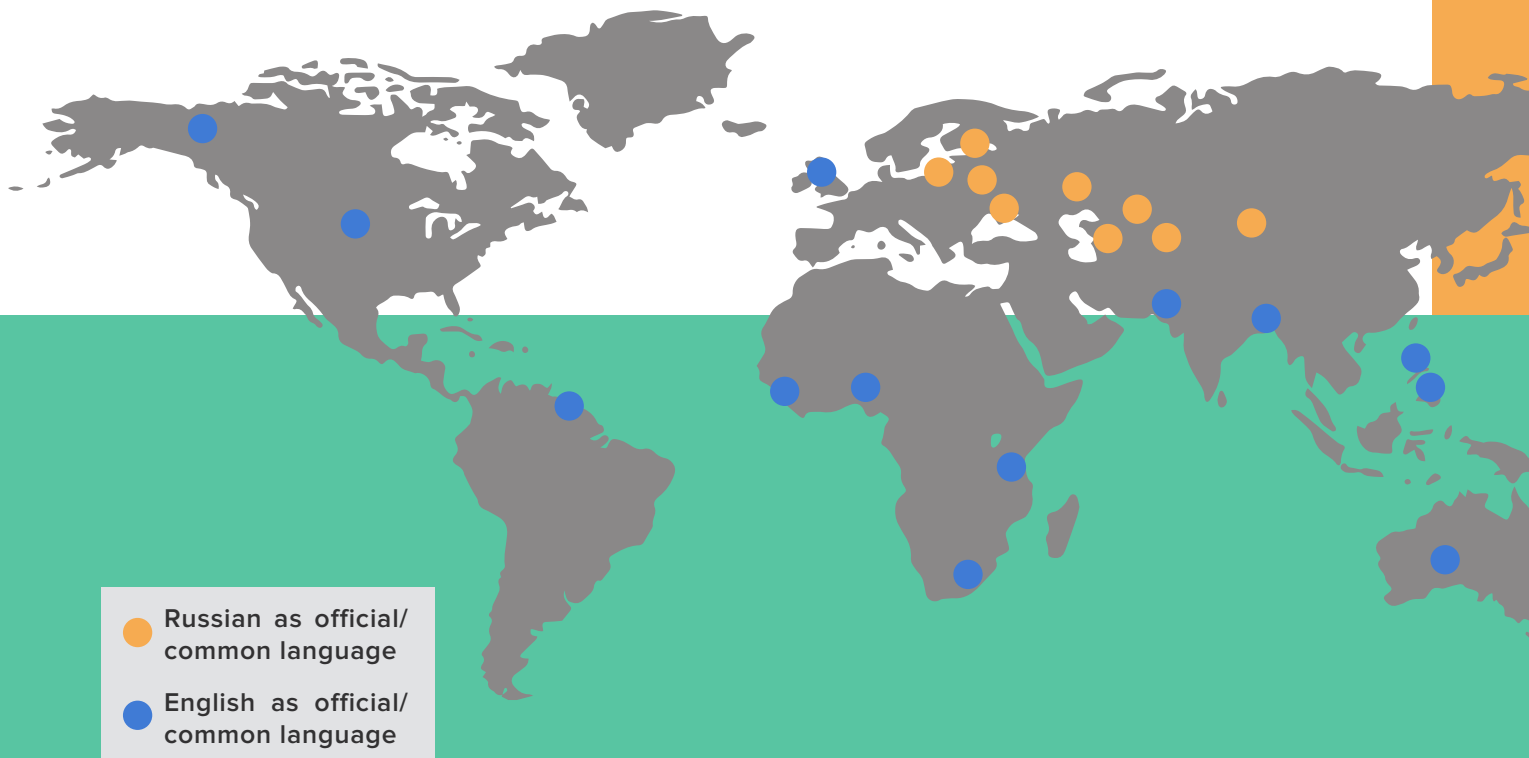
Overcome cultural differences and business taboos .



## TARGET CLIENTS

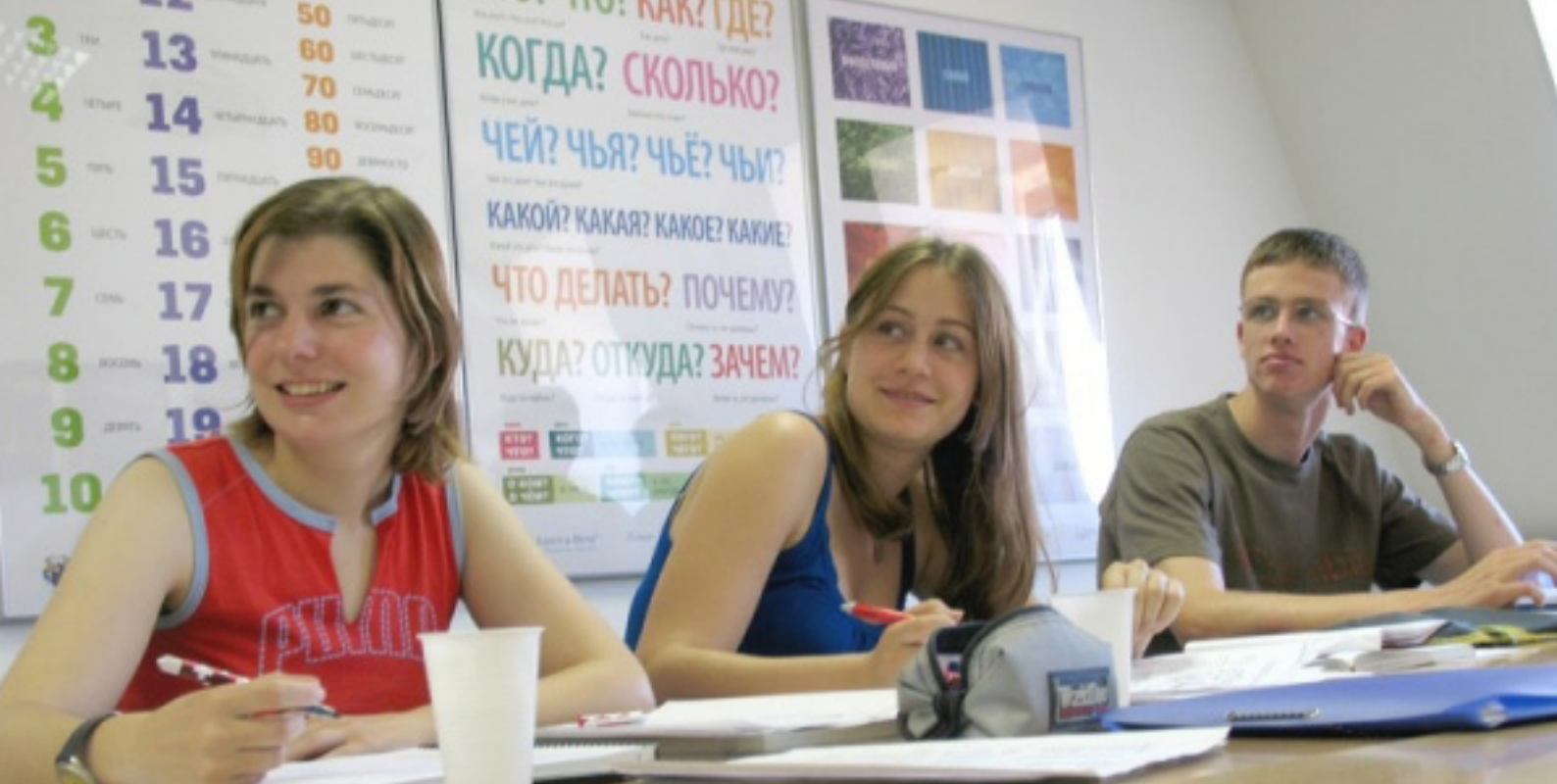
As aforementioned, nearly 90% of small and medium-sized enterprises (SMEs) are interested in moving their business into the Belt and Road Region, especially for those in service, finance, and sales sectors. They have great potential for development and expansion, but lack talents and connection.

As our target customers, Brantry will provide them with knowledge and resources to bring their products to the Belt and Road region.



## OUR COURSES

By 2018, the Belt and Road Region covers as many as 79 countries and cities. Among them, the most common languages are Russian and English. Russian is the official or common language in 11 countries while English is the common language in Southeast Asia and South America. It can help companies to further expand their international market in the future.



## OUR INSTRUCTORS

Not only are our professional instructors native Russian or English speakers, but they have also all been involved in local business sectors. They are familiar with the local business environment and culture, and are experts in professional vocabulary of industries such as service and finance. Former professors, prosecutors and officials at the Foreign Affairs University would form consultant teams to review quality of courses regularly.

## OUR PARTNERS

Our partner from Russia is Educa Language School, a prominent language school stationed in St Petersburg. Founded in 2003, Educa specializes in providing customized courses with flexible class schedule and design.



Our partner from the United Kingdom is St Giles International, a global language school which has overseas centers in the United States, Canada and Brazil. St Giles has over 60 years history and is fully accredited by the British Council.



Our partnered instructors will come to Hong Kong to conduct classes in groups or individual with a carefully designed syllabus that covers general, professional or specific communicative languages.

## OUR STRENGTHS

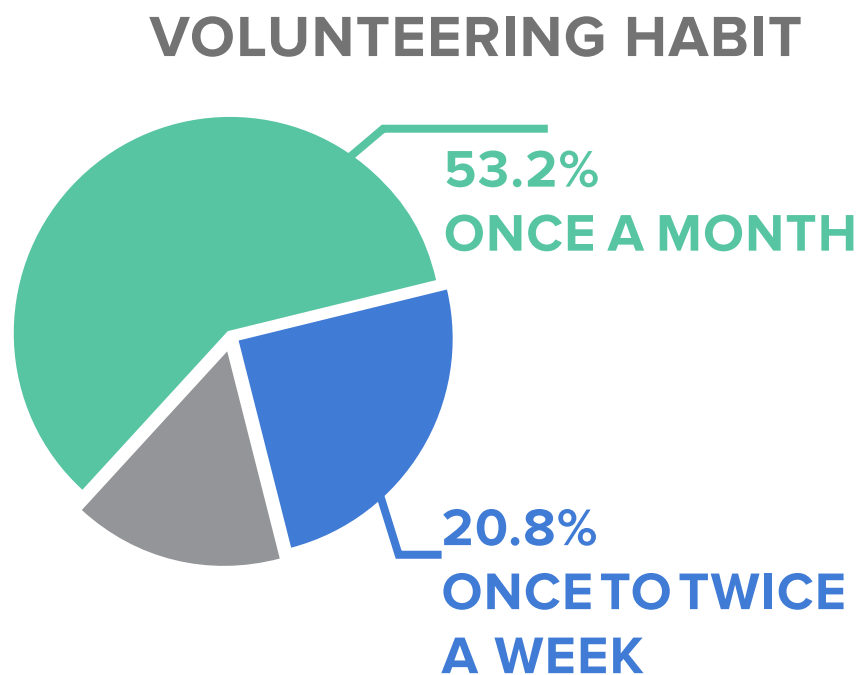
- 1 BUSINESS ORIENTED** Facilitate Corporate expansion
- 2 LINK UP** Connect corporates with professionals
- 3 CUSTOMIZATION** Tailor made for business professionals
- 4 SUPPORT** Backed by government policies
- 5 SOCIAL RESPONSIBILITY** Support students' experiential learning

We firmly believe that businesses and corporates should fulfil their social responsibility and give back to the community. While making profits and expanding business, corporates can also provide resources and support to prompt social, cultural and economical development. Moreover, it helps create bonding between corporates and the community they benefit from, thus building a positive brand image. This is why we decided to use our core business to support our social project -- to fund socially active and responsible students to go onto overseas learning trips with our income.

## OUR SOCIAL PROJECT

We wish to utilize part of our revenue to subsidize university students who actively participate in local social services to conduct experiential learning in the Belt and Road Region. In the past months, we have conducted a survey regarding the habit of voluntary service of university students. According to the result, over 70 % of students have the habit of voluntary services. The survey also shows that a majority of students have a rather low income which is also the primary reason why they cannot conduct experiential learning in overseas countries. To reward their effort and contribution, Brantry will subsidize them in accordance to the number of volunteering hours they engaged in, so that they have greater opportunities for overseas learning experience.

We have also explored students' attitude going to countries in Belt and Road Initiative. It is found that over



90% of students express their willingness to visit Belt and Road countries. Additionally, 91%, 96% and 80% of respondents have declared that they previously have been to Belt and Road countries for exchange, intern or other experiential learning activities respectively. Thus, working in Belt and Road countries is no stranger to students.

OVER  
**90%**

**STUDENTS WANT TO EXPLORE THE BELT AND ROAD REGION**

Aggregating our own statistics and guidelines of the Agency for Volunteer Service, the following table shows the amount of subsidy one receives in accordance to one's annual volunteering hours:

Awards	Required annual volunteering hours	Amounts of Subsidies
Bronze (50%)	50-99 hours	\$3000
Silver (40%)	100-199 hours	\$6000
Gold (10%)	200-499 hours	\$10000
<b>Highest Annual Service Hours</b>		<b>\$15000</b>

## BENEFITS TO STUDENTS

We provide two types of experiential learning programmes: overseas social service and internships. For overseas social service programme, students are free to initiate their own volunteer activities. This includes teaching basic English in local communities, promoting financial management skills, and more. These overseas volunteering opportunities allow students to expand their effort from a local to

an international scale. Our college master Mr. Chan Tak Cheung, Anthony and college affiliated fellow Mr. Tang Wai Hung are willing to offer contact of overseas non-governmental organizations to facilitate students' volunteer services.

In terms of internship opportunities, we have liaised with overseas companies, including large-scale enterprises such as

Alibaba, the Bank of China, and SMEs or start-ups in Hong Kong that have extended their business overseas. Internship programmes set a solid foundation for the future career of university students and also enable them to have a grasp of overseas working environment. We hope our subsidies lessen students' financial burden to travel abroad.

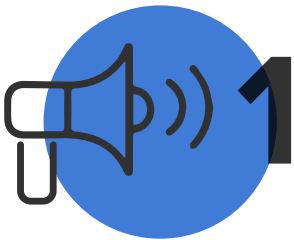
## BENEFITS TO CORPORATES

When corporates finished our language cultural courses, they will launch their business in desired countries at the Belt and Road region. We will then align our clients with university students in Hong Kong who wish to gain overseas working experience. For instance, HSBC has branches in Russia and the Bank of China has branches in Kazakhstan. Alibaba also plans to set up a massive logistics platform

named "Aliexpress" with other local companies. We believe students are able to experience various career options and learn more about the career they are pursuing. Students are energetic labor who provide innovative ideas to companies with a different perspectives. These corporates can at the same time fulfill their social responsibility by providing opportunities to youth in Hong Kong.

# HOW WE SUSTAIN?

## FUTURE PLANS



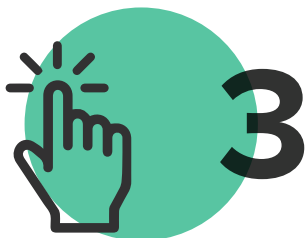
### SERVICE LANGUAGE

First of all, service in different languages will gradually be implemented. Following the Belt and Road Initiative advocated by President Xi, the proposed language options would be that of the participating countries. We recognised providing our service in all the languages spoken in all the countries under the Belt and Road Initiative will be unnecessarily burdensome, hence amongst various spoken languages, we will preferentially select those that are generally more commonly adopted in ordinary commercial transaction.



### OTHER SERVICES

Secondly, we intend to introduce a comprehensive legal education, especially those relating to commercial transactions. Given that a solid legal foundation would be the key to economic development, our plan in enhancing legal education serves to provide a supporting basis on which business conduct their daily affairs with higher efficiency.



### ONE-STOP CONSULTANCY

On the other hand, our long-term aim would be to upgrade our project into a one-stop consultancy firm, to assist our clients from setting up a business to expanding to different countries, especially those in the Belt and Road Initiative.



### NUMBER OF BENEFICIARIES

Lastly, we will increase the number of student recipients and the amount of subsidy in order to expand the beneficiaries of our project.

# FINANCIAL PLAN

	2019	2020	2021	2022	2023
<b>Revenue</b>	1,000,000	1,600,000	2,560,000	3,840,000	3,840,000
Cost of Sales*	844,800	1013760	1216512	1459814.4	1459814.4
Subsidies for foreign tutors	300,000	300,000	300,000	300,000	300,000
Gross Profit	-144,800	286,240	1,043,488	2,080,186	2,080,186
<b>Other Income</b>					
Be Entrepreneurial!	4000	4000	4000	4000	4000
Youth Development Fund	60000	60000	60000	60000	60000
BUD	40000	40000	40000	40000	40000
SME Export Marketing Fund	80000	80000	80000	80000	80000
Corporate Sponsorship	20000	20000	20000	20000	20000
<b>Total Income</b>	<b>59,200</b>	<b>490,240</b>	<b>1,247,488</b>	<b>2,284,186</b>	<b>3,528,223</b>
<b>Total Income (excluding subsidies)</b>	<b>-124,800</b>	<b>306,240</b>	<b>1,063,488</b>	<b>2,100,186</b>	<b>3,344,223</b>
<b>Other Expense</b>					
Rent	240000	240000	240000	240000	240000
Equipment	150,000	10,000	10,000	10000	10,000
Renovation & Office Maintenance	200,000	10,000	10,000	10,000	10,000
Salaries	300,000	308,100	316,419	324,962	333,736
Business Registration	5,950	0	0	5,950	0
Marketing	10,000	10,700	11,449	12,250	13,108
Legal Service	100,000	107,000	114,490	122,504	131,080
Financial Expense (Loans)	0	0	80,000	80,000	80,000
Miscellaneous	10,000	10,000	10,000	10,000	10,000
<b>Total Expenses</b>	<b>1015950</b>	<b>695800</b>	<b>792357.7</b>	<b>815667</b>	<b>827923.5401</b>
<b>Net Profits</b>	<b>-956,750</b>	<b>-205,560</b>	<b>455,130</b>	<b>1,468,519</b>	<b>2,700,299</b>
<b>Student Subsidy</b>	<b>0</b>	<b>0</b>	<b>227,565</b>	<b>734,259</b>	<b>1,350,150</b>
<b>Earning</b>	<b>-956,750</b>	<b>-205,560</b>	<b>227,565</b>	<b>734,259</b>	<b>1,350,150</b>
<b>Total Earning in 5 years</b>	<b>1,149,664</b>				

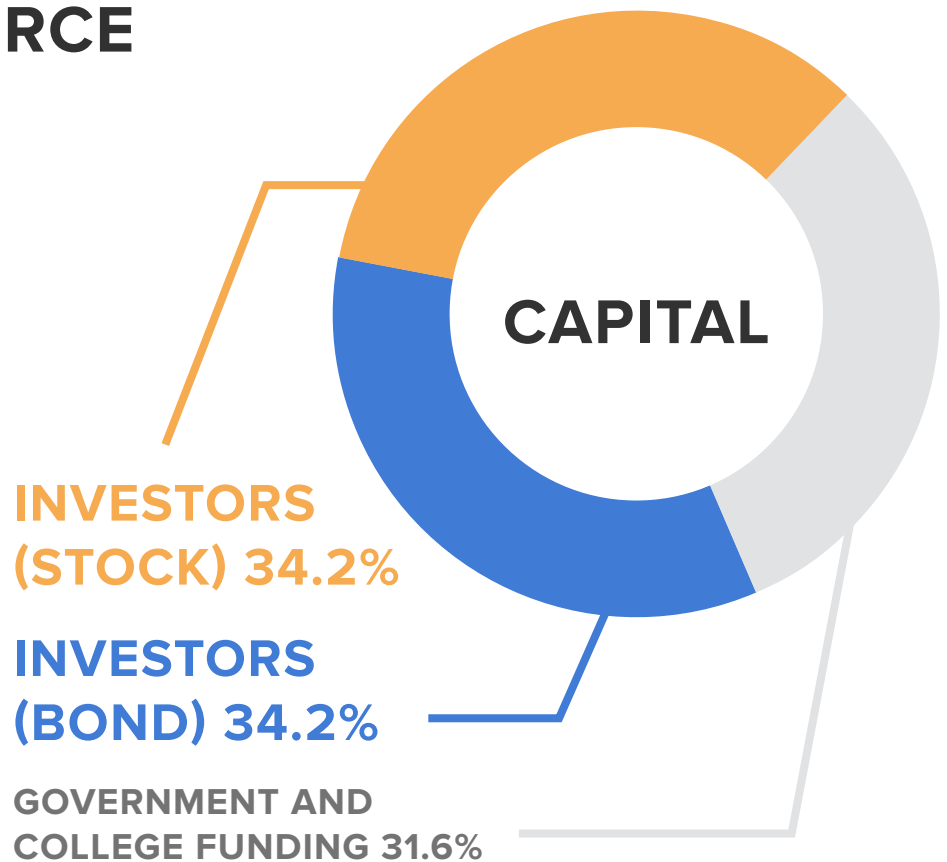
\*Course fees charged by Language Schools

## CAPITAL SOURCE

Investors, as mentioned, are main capital sources. More than 66% of our capital will be collected from issuing shares and bonds. But the bonds are planned to be issued in the third year. The initial outlay needs to be financed by shares and other fundings.

Another source of income comes from government fundings which give support to SMEs and youth entrepreneurs. BUD, SME Export Marketing Fund and Youth Development Fund are part of these funding schemes. These funds would be evenly allocated in the next 5 years to maintain a sustainable cash flow in future.

Additionally, Wu Yee Sun College strongly encourages their students to develop their own innovative business ideas. Be Entrepreneurial! is one of the projects backing students up by granting financial assistance.



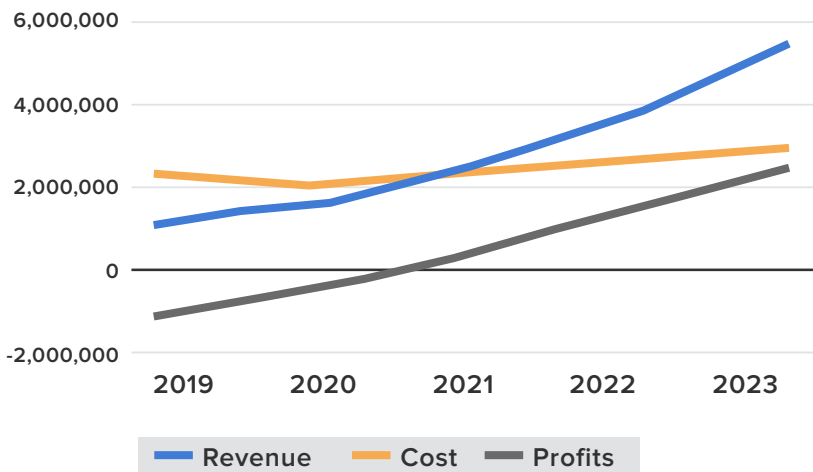
## REVENUE AND COST

To have a reasonable pricing strategy, the cost and the course fees are referred to the existing course fees of different language schools. We estimated that the each month there would be 10 classes for 10 companies. Each class will cost \$7040 per month. Therefore, the total cost of the course fees would be \$844800 ( $=\$7040 \times 10 \text{ companies} \times 12 \text{ months}$ ). The salaries of the tutors are included in the course fees. Apart from that, we would also offer subsidies for the tutors, creating an incentive for them to work in Hong Kong.

To generate the revenue, a 18% markup would be added to the prices of the courses. The markup is also referred to the current pricing strategies in the market in order to set a reasonable price for the customers.



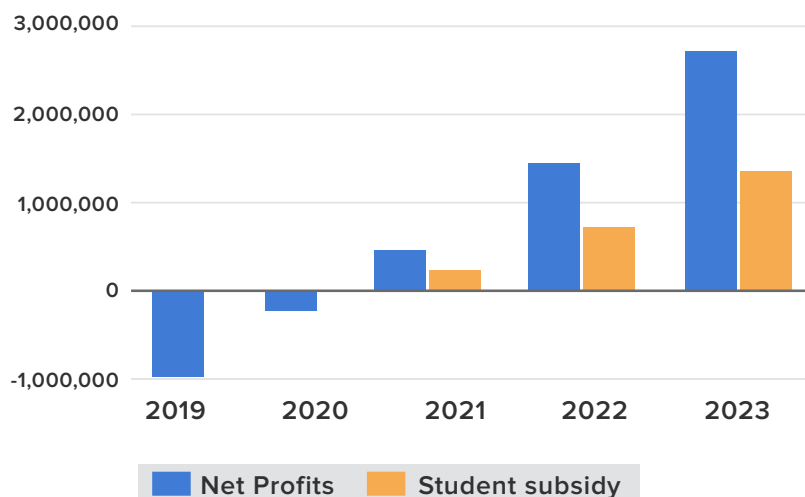
## BREAK-EVEN ANALYSIS



The company might experience a tough time at the beginning. However, our brand could be built up afterwards and entice the potential customers.

Simultaneously, new services and products would be launched in the future and the customer base could also be expanded. There would be a higher potential rise in revenue and profits. We foresee that Brantry would break even in 2021, 3 years later of the establishment.

## STUDENT SUBSIDY PLAN



Student subsidy will increase proportionally to the net profits. If loss occurs, we will not award subsidies to students. With the incremental net profits, more students will be benefitted. As mentioned, break-even would occur around 2021. At that time, our offer will start.

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# APPENDIX

## APPENDIX I: QUESTIONNAIRES

1. 你的月入是?\*

  - A. \$0-\$2,500
  - B. \$2,501-\$5,000
  - C. \$5,001-\$7,500
  - D. \$7,501-\$9,000
  - E. \$9,001或以上

2. 你有多常參與義工服務?\*

  - A. 經常(一至兩星期一次)
  - B. 時常(一個月一次)
  - C. 有時(三個月一次)
  - D. 間中(半年一次)
  - E. 很少(一年一次或不會參與)

3. 你有沒有聽過「一帶一路」計劃?\*

  - A. 有
  - B. 沒有

4. 你有沒有曾經到過以下國家交流、實習或旅遊?\*

亞洲: 柬埔寨、泰國、新加坡、菲律賓、馬來西亞、緬甸  
大洋洲: 紐西蘭  
非洲: 埃及  
歐洲: 西班牙、塞爾維亞、羅馬尼亞、波蘭、土耳其、希臘、德國、意大利、瑞士、比利時、捷克

  - A. 有
  - B. 沒有

5. 你是否願意到以上國家旅遊、交流或實習?\*

  - A. 願意
  - B. 不願意

6. 你是否知道上述國家為「一帶一路」計劃所覆蓋的國家?\*

  - A. 知道
  - B. 不知道

7. 你有沒有參加過「一帶一路」的交流團?\*

  - A. 有
  - B. 沒有

8. 你有沒有到過「一帶一路」的國家實習?\*

  - A. 有
  - B. 沒有

9. 你有沒有到過「一帶一路」的國家旅遊?\*

  - A. 有
  - B. 沒有

10. 你願意到下列那一個國家旅遊、實習或交流?\*

(可選多於一項)

A. 蒙古	N. 埃及
B. 南韓	O. 南非
C. 柬埔寨	P. 奧地利
D. 馬來西亞	Q. 克羅地亞
E. 緬甸	R. 捷克
F. 菲律賓	S. 波蘭
G. 新加坡	T. 羅馬利亞
H. 泰國	U. 俄羅斯
I. 越南	V. 塞爾維亞
J. 印度	W. 土耳其
K. 馬爾代夫	X. 新西蘭
L. 尼泊爾	
M. 斯里蘭卡	

1. 參與問卷人數:231 人

2. 月入:

—59.7% (\$0-\$2500)

—24.7% (\$2,501-\$5,000)

3. 參與義工服務的頻率:

—53.2% 時常 (一個月一次)

—20.8% 經常 (一至兩個星期一次)

關於一帶一路的問題:

—你有沒有聽過「一帶一路」計畫?:94.8% 有;5.2%沒有

—有沒有曾經到過「一帶一路」國家交流、實習或旅遊?:74%有;26%沒有

—是否願意到一帶一路國家旅遊、交流或實習?:98.7%願意;1.3%不願意

—是否知道以下「一帶一路」計劃所覆蓋的國家?:58.4%不知道;41.6%知道

—有沒有參加過「一帶一路」的交流團?:90.9%沒有;9.1%有

—有沒有到過「一帶一路」的國家實習?:96.1%沒有;3.9%有

—有沒有到過「一帶一路」的國家旅遊?:79.2%;20.8%

—願意到那一個國家旅遊、實習、交流?

新西蘭 (76.6%)

新加坡 (70.1%)

捷克 (68.8%)

奧地利、波蘭 (64.9%)

南韓 (62.3%)

俄羅斯 (61%)

馬爾代夫 (59.7%)

## APPENDIX II: CONSULTING RECORDS

1st Meeting: 23 Aug 2018 @ CC Can

2nd Meeting: 03 Sep 2018 @ CC Can

3rd Meeting: 21 Sep 2018 @ CC Can

4th Meeting: 28 Sep 2018 @ LSK

5th Meeting: 05 Nov 2018 @ UCLib

6th Meeting: 12 Nov 2018 @ UCLib

7th Meeting: 05 Dec 2018 @ CC Can

