

Hair salon idea a cut above in H.K. contest

The Japan News

Rikkyo University junior Koki Matsumura won the Hong Kong Cup All Japan University Student Ambassadors English Program in Tokyo on Saturday, presenting a business plan to open a hair salon in Hong Kong featuring high-quality Japanese service.

Held this year for the eighth time, the contest chooses students who can serve as a bridge between Hong Kong and Japan. Competitors are required to present their ideas, with visual aids, on one of three designated topics in the fields of business, tourism and culture.

In his presentation, Matsumura said the high standard of service at Japanese hair salons is well known, just like its food and tourism. Explaining that Japanese hair salons in Hong Kong are expensive and outdated due to the fact that many stylists are out of touch with the latest Japanese trends, he proposed bringing young trainee stylists from beauty schools in Japan to Hong Kong on internships.

Matsumura stressed that these students would bring the latest trends from Japan to the Hong Kong salon every quarter or school year, meaning it could offer up-to-date styles at inexpensive prices.

Satoshi Asano, a junior at Tokyo University of Foreign Studies, placed second with his presentation entitled



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Koki Matsumura, right, the winner of this year's Hong Kong Cup All Japan University Student Ambassadors English Program, holds his trophy in Tokyo on Saturday. Next to him is Principal Hong Kong Economic and Trade Representative (Tokyo) Sally Wong.

“Sports Innovation in Hong Kong.” He proposed operating indoor sports facilities in Hong Kong using virtual reality technology from Japan.

The second runner-up was Kyo Hakugyoku, a senior at Musashino University. The Fighting Spirit Prize went to Yu Iwama, a junior at Tokyo Medical University, and Megumi Ikeda, a sophomore at Aoyama Gakuin University.

The top five winners will become student ambassadors and were awarded a study tour to Hong Kong.

Saturday's final round was held at KDDI Hall in Chiyoda Ward, Tokyo, with 15 university students selected from 97 participants. They competed against each other on topics including “What kind of business would you like to set up in Hong Kong?”

The contest was organized by the Hong Kong Economic and Trade Office (Tokyo) and The Japan News, with support from the Foreign Ministry; the Education, Culture, Sports, Science and Technology Ministry; and The Yomiuri Shimbun.

香港杯 松村さん優勝
「香港杯全日本大学学生大使英語プログラム」(香港特別行政区政府駐東京経済貿易代表部主催、ジャパ・ニュース共催)が16日、東京都千代田区で行われ、立教大学学部3年の松村皓貴さんが優勝した。
松村さんは、「香港で起業するとしたら」という課題に、日本人の若手美容師らによる安価で流行に敏感なヘアサロンを提案。2位は東京外国語大3年の麻野智史さん(22)、3位は武蔵野大4年の許白玉さん(23)、敗闘賞には東京医科大3年の岩間優さん(20)と青山学院大2年の池田恵さん(19)が選ばれた。

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