

Professor **Vivienne Luk**
mailto:vivienne@hkbu.edu.hk

Acting Director
Business Research Centre
Hong Kong Baptist University



Hong Kong, 03/09/25

Introduction and Invitation to the HKLNA-Project

Dear Professor Luk,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, marketing, and other areas. Its principal objective is to examine the soundness (or unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commercial competitiveness in East Asia. As EARTH is a Hong Kong firm the project's natural starting point is Hong Kong -- hence, the name Hong Kong Language Needs Assessment Project. The following provides you with a direct link to the project's first research proposal

<http://homepage.mac.com/moogoonghwa/earth/current/hklna/documents/proposals/030828-1.pdf>

More information about the HKLNA-Project itself can be obtained at

<http://homepage.mac.com/moogoonghwa/earth/current/hklna/index.html>

Once contact among interested parties has been established a general meeting will be held in order to answer questions about the proposed research and allow interested and potential participants an opportunity to meet with one another and me. Certainly your input with regard to the project's first proposal is and will be heartily welcomed. Please direct queries and comments directly to me at any of the contact points provided in the foot of this letter.

EARTH welcomes you and your feedback!

Sincerely,

橋 守

R. A. Stegemann
HKLNA-Project Director

East Asian Research and Translation in Hong Kong

<http://homepage.mac.com/moogoonghwa/earth/>

<mailto:hsmr@pacific.net.hk> • tel/fax: 852 2630 0349

H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Professor **Bill Hung**
mailto:billhung@hkbu.edu.hk

Assistant Director
Business Research Centre
Hong Kong Baptist University



Hong Kong, 03/09/25

Introduction and Invitation to the HKLNA-Project

Dear Professor Hung,

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<http://homepage.mac.com/moogoonghwa/earth/>

<mailto:hsmr@pacific.net.hk> • tel/fax: 852 2630 0349

H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Professor **Siu Wai Sum**

mailto:wssiu@hkbu.edu.hk

Coordinator for Case Studies
Business Research Centre
Hong Kong Baptist University



**E ast
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T ranslation in
H ong Kong**

Hong Kong, 03/09/25

Introduction and Invitation to the HKLNA-Project

Dear Professor Siu,

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HKLNA-Project Director

East Asian Research and Translation in Hong Kong

<http://homepage.mac.com/moogoonghwa/earth/>

<mailto:hsmr@pacific.net.hk> • tel/fax: 852 2630 0349

H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Professor **Cheng Yuk Shing**

mailto:sktsang@hkbu.edu.hk

Coordinator for Papers on China
Business Research Centre
Hong Kong Baptist University



**E ast
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Hong Kong, 03/09/25

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<http://homepage.mac.com/moogoonghwa/earth/>

mailto:hsmr@pacific.net.hk • tel/fax: 852 2630 0349

H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Professor **Jan Selmer**

mailto:selmer@hkbu.edu.hk

Coordinator for Papers on Cross-Cultural Management
Business Research Centre
Hong Kong Baptist University



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Hong Kong, 03/09/25

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<http://homepage.mac.com/moogoonghwa/earth/>

<mailto:hsmr@pacific.net.hk> • tel/fax: 852 2630 0349

H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Professor **Ng Ying Chu**

mailto:ycng@hkbu.edu.hk

Coordinator for Working Papers
Business Research Centre
Hong Kong Baptist University



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<mailto:hsmr@pacific.net.hk> • tel/fax: 852 2630 0349

H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Professor **Gerhold K. Becker**

mailto:gkbecker@hkbu.edu.hk

Research Fellow and Founding Director
Centre for Applied Ethics
Hong Kong Baptist University



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Hong Kong, 03/09/25

Introduction and Invitation to the HKLNA-Project

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<http://homepage.mac.com/moogoonghwa/earth/>

<mailto:hsmr@pacific.net.hk> • tel/fax: 852 2630 0349

H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Professor **Jonathan Chan**

mailto:klchan@hkbu.edu.hk

Research Fellow
Centre for Applied Ethics
Hong Kong Baptist University



Hong Kong, 03/09/25

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Dear Professor Chan,

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<http://homepage.mac.com/moogoonghwa/earth/>

<mailto:hsmr@pacific.net.hk> • tel/fax: 852 2630 0349

H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Professor **Ip King Tak**
mailto:ktip@hkbu.edu.hk

Director
Centre for Applied Ethics
Hong Kong Baptist University



Hong Kong, 03/09/25

Introduction and Invitation to the HKLNA-Project

Dear Professor Ip,

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<http://homepage.mac.com/moogoonghwa/earth/>

<mailto:hsmr@pacific.net.hk> • tel/fax: 852 2630 0349

H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Professor **Lam Kit Chun**

mailto:kclam@hkbu.edu.hk

Research Fellow
Centre for Applied Ethics
Hong Kong Baptist University



**E ast
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Hong Kong, 03/09/25

Introduction and Invitation to the HKLNA-Project

Dear Professor Lam,

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H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Professor **Lo Ping Cheung**

mailto:pclo@hkbu.edu.hk

Research Fellow
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H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Professor **Wong Ngok Sun**
mailto:rns Wong@hkbu.edu.hk

Research Fellow
Centre for Applied Ethics
Hong Kong Baptist University



Hong Kong, 03/09/25

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mailto:hsmr@pacific.net.hk • tel/fax: 852 2630 0349

H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Professor **Yu Xu**
mailto:s32081@hkbu.edu.hk

Research Fellow
Centre for Applied Ethics
Hong Kong Baptist University



Hong Kong, 03/09/25

Introduction and Invitation to the HKLNA-Project

Dear Professor Yu,

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<mailto:hsmr@pacific.net.hk> • tel/fax: 852 2630 0349

H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Professor **Lau Sing**
mailto:lausing@hkbu.edu.hk

Director
Centre for Child Development
Hong Kong Baptist University



Hong Kong, 03/09/25

Introduction and Invitation to the HKLNA-Project

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H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Dr. **Marcus Chiu**

mailto:mchiu@hkbu.edu.hk

Associate Director
Centre for Child Development
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H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
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Ms. **Anna Hui**

mailto:annahui@hkbu.edu.hk

Center Executive
Centre for Child Development
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橋 守

R. A. Stegemann
HKLNA-Project Director

East Asian Research and Translation in Hong Kong

<http://homepage.mac.com/moogoonghwa/earth/>

<mailto:hsmr@pacific.net.hk> • tel/fax: 852 2630 0349

H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Miss **Grace Ng**
mailto:graceng@hkbu.edu.hk

Executive Officer
Centre for Child Development
Hong Kong Baptist University



Hong Kong, 03/09/25

Introduction and Invitation to the HKLNA-Project

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<mailto:hsmr@pacific.net.hk> • tel/fax: 852 2630 0349

H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Miss **Chloe Li**

mailto:chloeli@hkbu.edu.hk

Project Coordinator
Centre for Child Development
Hong Kong Baptist University



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Hong Kong, 03/09/25

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<mailto:hsmr@pacific.net.hk> • tel/fax: 852 2630 0349

H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Ms **Wendy Leung**

mailto:wwyleung@hkbu.edu.hk

Project Coordinator
Centre for Child Development
Hong Kong Baptist University



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R esearch and
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Hong Kong, 03/09/25

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<mailto:hsmr@pacific.net.hk> • tel/fax: 852 2630 0349

H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Miss **Grace Chao**

mailto:graceccn@hkbu.edu.hk

Research Assistant
Centre for Child Development
Hong Kong Baptist University



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<http://homepage.mac.com/moogoonghwa/earth/>

<mailto:hsmr@pacific.net.hk> • tel/fax: 852 2630 0349

H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Mr. **Dennis Chu**

mailto:dc2001@hkbu.edu.hk

Research Assistant
Centre for Child Development
Hong Kong Baptist University



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R esearch and
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H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Ms. **Clara Yam**

mailto:clarayam@hkbu.edu.hk

Research Assistant
Centre for Child Development
Hong Kong Baptist University



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<http://homepage.mac.com/moogoonghwa/earth/>

<mailto:hsmr@pacific.net.hk> • tel/fax: 852 2630 0349

H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Professor **Li Si Ming**

mailto:lisiming@hkbu.edu.hk

Director

Centre for China Urban and Regional Studies

Hong Kong Baptist University



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<http://homepage.mac.com/moogoonghwa/earth/>

<mailto:hsmr@pacific.net.hk> • tel/fax: 852 2630 0349

H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan

Shatin • New Territories

Hong Kong • China 04

Professor **Chiu W. S.**

mailto:wschiu@hkbu.edu.hk

Research Fellow

Centre for China Urban and Regional Studies

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H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan

Shatin • New Territories

Hong Kong • China 04

Professor **Chow C. H.**

mailto:larryc@hkbu.edu.hk

Research Fellow

Centre for China Urban and Regional Studies

Hong Kong Baptist University



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H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan

Shatin • New Territories

Hong Kong • China 04

Professor **Chow Chun Shing**

mailto:cschow@hkbu.edu.hk

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Centre for China Urban and Regional Studies

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H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan

Shatin • New Territories

Hong Kong • China 04

Professor **Chung Him**

mailto:himchung@hkbu.edu.hk

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Centre for China Urban and Regional Studies

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H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan

Shatin • New Territories

Hong Kong • China 04

Professor **Chung P. Y.**

mailto:s53096@hkbu.edu.hk

Research Fellow

Centre for China Urban and Regional Studies

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H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan

Shatin • New Territories

Hong Kong • China 04

Professor **Lai W. F.**

mailto:ginalai@hkbu.edu.hk

Research Fellow

Centre for China Urban and Regional Studies

Hong Kong Baptist University



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A sian
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H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan

Shatin • New Territories

Hong Kong • China 04

Professor **Lee Kam Keung**

mailto:kklee@hkbu.edu.hk

Research Fellow

Centre for China Urban and Regional Studies

Hong Kong Baptist University



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H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Professor **Ruan Dan Ching**

mailto:druan@hkbu.edu.hk

Research Fellow

Centre for China Urban and Regional Studies

Hong Kong Baptist University



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Sincerely,

橋 守

R. A. Stegemann

HKLNA-Project Director

East Asian Research and Translation in Hong Kong

<http://homepage.mac.com/moogoonghwa/earth/>

<mailto:hsmr@pacific.net.hk> • tel/fax: 852 2630 0349

H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Professor **Siu Yat Ming**

mailto:ymsiu@hkbu.edu.hk

Research Fellow

Centre for China Urban and Regional Studies

Hong Kong Baptist University



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Hong Kong, 03/09/25

Introduction and Invitation to the HKLNA-Project

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<http://homepage.mac.com/moogoonghwa/earth/>

<mailto:hsmr@pacific.net.hk> • tel/fax: 852 2630 0349

H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan

Shatin • New Territories

Hong Kong • China 04

Mr. **Tang Wing Shing**

mailto:wstang@hkbu.edu.hk

Research Fellow
Centre for China Urban and Regional Studies
Hong Kong Baptist University



Hong Kong, 03/09/25

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Dear Mr. Tang,

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East Asian Research and Translation in Hong Kong

<http://homepage.mac.com/moogoonghwa/earth/>

<mailto:hsmr@pacific.net.hk> • tel/fax: 852 2630 0349

H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Professor **Wang Dong Gen**

mailto:dgwang@hkbu.edu.hk

Research Fellow

Centre for China Urban and Regional Studies

Hong Kong Baptist University



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<http://homepage.mac.com/moogoonghwa/earth/>

<mailto:hsmr@pacific.net.hk> • tel/fax: 852 2630 0349

H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan

Shatin • New Territories

Hong Kong • China 04

Professor **Wong K. K.**

mailto:kenwong@hkbu.edu.hk

Research Fellow

Centre for China Urban and Regional Studies

Hong Kong Baptist University



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<http://homepage.mac.com/moogoonghwa/earth/>

<mailto:hsmr@pacific.net.hk> • tel/fax: 852 2630 0349

H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan

Shatin • New Territories

Hong Kong • China 04

Professor **Wong C. W.**

mailto:vicwong@hkbu.edu.hk

Research Fellow

Centre for China Urban and Regional Studies

Hong Kong Baptist University



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East Asian Research and Translation in Hong Kong

<http://homepage.mac.com/moogoonghwa/earth/>

<mailto:hsmr@pacific.net.hk> • tel/fax: 852 2630 0349

H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan

Shatin • New Territories

Hong Kong • China 04

Mr. **Woo Tun Oy**

mailto:towoo@hkbu.edu.hk

Research Fellow
Centre for China Urban and Regional Studies
Hong Kong Baptist University



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East Asian Research and Translation in Hong Kong

<http://homepage.mac.com/moogoonghwa/earth/>

<mailto:hsmr@pacific.net.hk> • tel/fax: 852 2630 0349

H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Professor **Zhou Qi Ming**

mailto:giming@hkbu.edu.hk

Research Fellow

Centre for China Urban and Regional Studies

Hong Kong Baptist University



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<http://homepage.mac.com/moogoonghwa/earth/>

<mailto:hsmr@pacific.net.hk> • tel/fax: 852 2630 0349

H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan

Shatin • New Territories

Hong Kong • China 04

Professor **Fang Kai Tai**

mailto:ktfang@hkbu.edu.hk

Director

Statistics Research and Consultancy Centre

Hong Kong Baptist University



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<mailto:hsmr@pacific.net.hk> • tel/fax: 852 2630 0349

H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan

Shatin • New Territories

Hong Kong • China 04

Professor **Chan Ka Wah**

mailto:karachan@hkbu.edu.hk

Member

Statistics Research and Consultancy Centre
Hong Kong Baptist University



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H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Professor **Hung Wan Sing**

mailto:billhung@hkbu.edu.hk

Member

Statistics Research and Consultancy Centre
Hong Kong Baptist University



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H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Professor **Fred J. Hickernell**

mailto:fred@hkbu.edu.hk

Member

Statistics Research and Consultancy Centre
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H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Professor **Lam C. B.**

mailto:cblam@hkbu.edu.hk

Member

Statistics Research and Consultancy Centre
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<mailto:hsmr@pacific.net.hk> • tel/fax: 852 2630 0349

H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Professor **Chiu Sung Nok**

mailto:snchiu@hkbu.edu.hk

Member

Statistics Research and Consultancy Centre
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H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Professor **Wei Gang**

mailto:gwei@hkbu.edu.hk

Member

Statistics Research and Consultancy Centre
Hong Kong Baptist University



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H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Professor **Lai C. C.**
mailto:jlai@hkbu.edu.hk

Director
Centre for Translation
Hong Kong Baptist University



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Introduction and Invitation to the HKLNA-Project

Dear Professor Lai,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, marketing, and other areas. Its principal objective is to examine the soundness (or unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commercial competitiveness in East Asia. As EARTH is a Hong Kong firm the project's natural starting point is Hong Kong -- hence, the name Hong Kong Language Needs Assessment Project. The following provides you with a direct link to the project's first research proposal

<http://homepage.mac.com/moogoonghwa/earth/current/hklna/documents/proposals/030828-1.pdf>

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Once contact among interested parties has been established a general meeting will be held in order to answer questions about the proposed research and allow interested and potential participants an opportunity to meet with one another and me. Certainly your input with regard to the project's first proposal is and will be heartily welcomed. Please direct queries and comments directly to me at any of the contact points provided in the foot of this letter.

EARTH welcomes you and your feedback!

Sincerely,

橋 守

R. A. Stegemann
HKLNA-Project Director

East Asian Research and Translation in Hong Kong

<http://homepage.mac.com/moogoonghwa/earth/>

<mailto:hsmr@pacific.net.hk> • tel/fax: 852 2630 0349

H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Professor **Cheung P. Y.**

mailto:marthach@hkbu.edu.hk

Associate Director
Centre for Translation
Hong Kong Baptist University



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Hong Kong, 03/09/25

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H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Dr. **Chau S. C.**

mailto:sscchau@hkbu.edu.hk

Research Fellow
Centre for Translation
Hong Kong Baptist University



**E ast
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Hong Kong, 03/09/25

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<http://homepage.mac.com/moogoonghwa/earth/>

<mailto:hsmr@pacific.net.hk> • tel/fax: 852 2630 0349

H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Dr. **Leung S. M.**
mailto:engester@hkbu.edu.hk

Research Fellow
Centre for Translation
Hong Kong Baptist University



Hong Kong, 03/09/25

Introduction and Invitation to the HKLNA-Project

Dear Dr. Leung,

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H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Dr. **Tan Zai Xi**

mailto:thtan@hkbu.edu.hk

Research Fellow
Centre for Translation
Hong Kong Baptist University



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Hong Kong, 03/09/25

Introduction and Invitation to the HKLNA-Project

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<http://homepage.mac.com/moogoonghwa/earth/>

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H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Dr. **Yeung W. Y.**

mailto:jyeung@hkbu.edu.hk

Research Fellow
Centre for Translation
Hong Kong Baptist University



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Hong Kong, 03/09/25

Introduction and Invitation to the HKLNA-Project

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H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Miss **Kwok H. S.**

mailto:hskwok@hkbu.edu.hk

Research Fellow
Centre for Translation
Hong Kong Baptist University



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Introduction and Invitation to the HKLNA-Project

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H2-30 Sunshine City • No. 18 On Luk Street • Ma On Shan
Shatin • New Territories
Hong Kong • China 04

Miss **Wong K. K.**
mailto:meigi@hkbu.edu.hk

Research Fellow
Centre for Translation
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