Professor Ho Yee Lin

mailto: eylho@hkucc.hku.hk

Department Head
Department of English
The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Professor Ho,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commerical 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

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More information about the HKLNA-Project itself can be obtained at http://homepage.mac.com/moogoonghwa/earth/current/hklna/index.html

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EARTH welcomes you and your feedback!

Sincerely,



R. A. Stegemann HKLNA-Project Director

> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Professor Chris M. Hutton

mailto: chutton@hkucc.hku.hk

Associate Professor
Department of English
The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Professor Hutton,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commerical 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

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R. A. Stegemann HKLNA-Project Director

> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Professor Douglas W. F. Kerr

mailto: kerrdw@hkucc.hku.hk

Associate Professor Department of English The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Professor Kerr,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable 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

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R. A. Stegemann **HKLNA-Project Director**

> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Professor Tong Q. S. mailto: gstong@hkusua.hku.hk

Associate Professor
Department of English
The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Professor Tong,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commerical 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

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> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Professor Hans-Georg Wolf

mailto: hanswolf@hkucc.hku.hk

Associate Professor
Department of English
The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Professor Wolf,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commerical 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

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> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Professor Wendy Gan

mailto: wchgan@hkucc.hku.hk

Assistant Professor Department of English The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Professor Gan.

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable 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

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R. A. Stegemann **HKLNA-Project Director**

> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Professor Otto Heim mailto: otto.heim@hku.hk

Assistant Professor Department of English The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Professor Heim.

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable 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

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R. A. Stegemann **HKLNA-Project Director**

> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Professor M. Agnes Kang

mailto: makang@hkucc.hku.hk

Assistant Professor Department of English The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Professor Kang,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable 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

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> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Professor P. K. Richards mailto:pkerr@hkucc.hku.hk

Assistant Professor
Department of English
The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Professor Richards.

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable 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

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R. A. Stegemann HKLNA-Project Director

> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Professor Paul Smethurst

mailto: paulsmet@hkusua.hku.hk

Assistant Professor
Department of English
The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Professor Smethurst.

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commerical 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

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> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Professor Lim Geok Lin

mailto: sgllim@hkucc.hku.hk

Assistant Professor
Department of English
The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Professor Lim,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable 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

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> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Ms. **Amy Wong** mailto: wmwongf@hkucc.hku.hk

Lecturer
Department of English
The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Ms. Wong,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable 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

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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 Ms. Ruth Hung mailto: ruth@graduate.hku.hk

Demonstrator
Department of English
The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Ms. Hung,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commerical 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

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> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Professor David Nunan

mailto: dcnunan@hkucc.hku.hk

Director and Chair of Applied Linguistics English Centre The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Professor Nunan,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commerical 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

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R. A. Stegemann HKLNA-Project Director

> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Professor Phil Benson mailto:pbenson@hkucc.hku.hk

Assistant Professor
English Centre
The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Professor Benson,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable 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

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> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Dr. Vivien Berry mailto: vberry@hkucc.hku.hk

Lecturer English Centre **The University of Hong Kong**



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Dr. Berry,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable 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

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R. A. Stegemann HKLNA-Project Director

> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Mr. Nigel Bruce mailto: njbruce@hkucc.hku.hk

Principal Language Instructor English Centre

The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Mr. Bruce,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable 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

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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 Ms. Chan S. W. mailto: lswchan@hkucc.hku.hk

Assistant Language Instructor English Centre The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Ms. Chan,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commerical 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

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R. A. Stegemann HKLNA-Project Director

> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Ms. Cheung M. L. mailto: lisa@hkusua.hku.hk

Assistant Language Instructor English Centre The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Ms. Cheung,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commerical 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

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EARTH welcomes you and your feedback!

Sincerely,



R. A. Stegemann HKLNA-Project Director

> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Ms. Linda Cooley mailto: Imcooley@hkucc.hku.hk

Instructor English Centre

English Centre
The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Ms. Cooley,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commerical 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

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> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Mr. Robin D. Corcos

mailto: rdcorcos@hkusua.hku.hk

Senior Language Instructor English Centre **The University of Hong Kong**



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Mr. Corcos,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commerical 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

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> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Mr. Patrick D. Desloge

mailto: pdesloge@hkucc.hku.hk

Language Instructor
English Centre
The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Mr. Desloge,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commerical 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

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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 Ms. Fong Sze Nga mailto: fongsn@hkucc.hku.hk

Assistant Language Instructor English Centre The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Ms. Fong,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable 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

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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

Dr. David Gardner

mailto: dgardner@hkucc.hku.hk

Senior Language Instructor English Centre **The University of Hong Kong**



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Dr. Gardner,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commerical 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

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> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Dr. Hui Bon Hoa mailto: mlhuibon@hkucc.hku.hk

Language Instructor
English Centre
The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Dr. Hui,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commerical 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

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Ms. Nora Anniesha Hussin

mailto: hussinna@hkucc.hku.hk

Assistant Language Instructor English Centre The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Ms. Hussin,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commerical 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

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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 Mr./Ms. Ip Kung Sau mailto: jpks@hkucc.hku.hk

Language Instructor
English Centre
The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Mr./Ms. Ip,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commerical 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

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> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Professor Lam S. L. mailto: agneslam@hkucc.hku.hk

Associate Professor English Centre **The University of Hong Kong**



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Professor Lam,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commerical 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

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> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Dr. Jo A. Lewkowicz

mailto: jolewkow@hkusua.hku.hk

Associate Professor and Associate Director English Centre **The University of Hong Kong**



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Dr. Lewkowicz,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commerical 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

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> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Dr. Elaine Martyn

mailto: emartyn@hku.hk

Language Instructor
English Centre
The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Dr. Martyn,

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Ms. Elizabeth Ann Mueller

mailto: amueller@hkucc.hku.hk

Senior Language Instructor English Centre **The University of Hong Kong**



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Ms. Mueller,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commerical 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

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Ms. Elizabeth Samson

mailto: esamson@hkucc.hku.hk

Senior Language Instructor English Centre **The University of Hong Kong**



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Ms. Samson,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commerical 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

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> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Professor **Geoff Smith** mailto: gpssmith@hkusua.hku.hk

Associate Professor English Centre The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Professor Smith.

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable 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

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Ms. Tse Lai Kun mailto: lktse@hkucc.hku.hk

Language Instructor
English Centre
The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Ms. Tse.

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable 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

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Mr. Peter Voller mailto: pvoller@hkucc.hku.hk

Language Instructor
English Centre
The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Mr. Voller,

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> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Ms. Wong S. Y. mailto: jsywong@hkucc.hku.hk

Assistant Language Instructor English Centre The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Ms. Wong,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commerical 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

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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. Wong L. C. mailto: Iillianwong@hku.hk

Language Instructor
English Centre
The University of Hong Kong



Hong Kong, 03/10/04

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EARTH welcomes you and your feedback!

Sincerely,



R. A. Stegemann HKLNA-Project Director

> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Professor Adams B. Bodomo

mailto: abbodomo@hku.hk

Director
Cognitive Science Programme
The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Professor Bodomo,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commerical 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

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R. A. Stegemann HKLNA-Project Director

> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Professor Stephen Matthews

mailto: matthews@hkucc.hku.hk

Professor
Department of Linguistics
The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Professor Matthews,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commerical 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

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R. A. Stegemann HKLNA-Project Director

> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Professor R. Chen mailto: flchen@hkucc.hku.hk

Professor
Department of Linguistics
The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Professor Chen.

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable 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

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> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Professor Tan Li Hai mailto: tanlh@hkucc.hku.hk

Assistant Professor
Department of Linguistics
The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Professor Tan,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commerical 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

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R. A. Stegemann HKLNA-Project Director

> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Professor Perry Conrad

mailto: conrad@hkucc.hku.hk

Assistant Research Professor Department of Linguistics The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Professor Conrad,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commerical 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

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R. A. Stegemann HKLNA-Project Director

> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Mr. Zhang J. X. mailto: jxzhang@hkucc.hku.hk

Department of Linguistics
The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Mr. Zhang,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commerical 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

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> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Mr. **Fu G. H.** mailto: ghfu@hkucc.hku.hk

Department of Linguistics
The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Mr. Fu,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable 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

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> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Dr. W. Zhang mailto: wzhang@hkucc.hku.hk

Demonstrator
Department of Linguistics
The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Dr. Zhang,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commerical 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

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R. A. Stegemann HKLNA-Project Director

> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Ms. C. Nancarrow mailto: crnancar@hksua.hku.hk

Department of Linguistics

The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Ms. Nancarrow,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commerical 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

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R. A. Stegemann HKLNA-Project Director

> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Professor Liu Ming Wood

mailto: <u>mwliu@hkucc.hku.hk</u>

Reader
Department of Chinese
The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Professor Liu,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commerical 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

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> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Professor Cheng Ngai Lai

mailto: nlcheng@hkucc.hku.hk

Associate Professor Department of Chinese The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Professor Cheng,

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R. A. Stegemann **HKLNA-Project Director**

> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Mr. Fung Kam Wing

mailto: fungkw@hkusua.hku.hk

Lecturer
Department of Chinese
The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Mr. Fung,

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> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Mr. Poon Hon Kwong

mailto: jhkpoon@hkucc.hku.hk

Lecturer
Department of Chinese
The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Mr. Poon,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commerical 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

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> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Professor Tang Chiu Kei

mailto: cktangb@hkusua.hku.hk

Associate Professor Department of Chinese The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Professor Tang,

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> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Professor Tse Yiu Kay mailto:yktse@hkucc.hku.hk

Associate Professor Department of Chinese **The University of Hong Kong**



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Professor Tse,

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> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Professor Wang Ai He mailto: awang@hkucc.hku.hk

Associate Professor Department of Chinese

The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Professor Wang,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commerical 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

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> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Professor Yeung Wing On

mailto: hwoyeung@hkucc.hku.hk

Associate Professor Department of Chinese The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Professor Yeung,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable 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

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> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Mr. Lo Chung Hang

mailto: achlo@hkucc.hku.hk

Assistant Lecturer
Department of Chinese
The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Mr. Lo,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commerical 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

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> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Ms. **Ng N. S.** mailto: nsng@hku.hk

Teaching Consultant
Department of Chinese
The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Ms. Ng,

The HKLNA-Project is a multidisciplinary project that draws on expertise from economics, socio-linguistics, language education, statistics, political science, psychology, and marketing. Its principal objective is to examine the soundness (or more probable unsoundness) of East Asia's universal English language requirement as a means for the promotion of cross-cultural communication, educational enlightenment, technology transfer, and commerical 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 all queries, comments, and knowledge of probable donors directly to me at the contact points provided in the foot of this letter.

EARTH welcomes you and your feedback!

Sincerely,



R. A. Stegemann HKLNA-Project Director

> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Professor Shang Vee Sui

mailto: kvsshang@hkucc.hku.hk

Honorary Assistant Professor Department of Chinese The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

Dear Professor Shang,

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R. A. Stegemann **HKLNA-Project Director**

> East Asian Research and Translation in Hong Kong http://homepage.mac.com/moogoonghwa/earth/

Ms. Lam O. N. mailto: lonlam@hkucc.hku.hk

Language Instructor
English Centre
The University of Hong Kong



Hong Kong, 03/10/04

Re: Introduction to the HKLNA-Project

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