



Academy of International Business Southeast Asia Regional Chapter (AIBSEARC)

Introduction

This is an application to the AIB Executive Board to fund a project in sustaining membership in the AIB Southeast Asia Regional (AIBSEAR) Chapter for the next two years. The funding requested is US\$3,600 to cover for a 24-month period of membership drive and retention initiatives.

To prepare for the reality of new regional chair taking office in the near future, the ability to operate effectively in membership recruitment and retention is on the center of discussion at the last Regional Board held on December 8, 2006 in Bangkok, Thailand. The key issues discussed at the meeting included:

- To raise recruitment of members in the Southeast Asia Region
- To retain current members
- To set up a database for the Chapter
- To improve communication between members and the Chapter

Current Situations

- 1.1 Membership: The number of AIB members listed amongst the countries within Southeast Asia stands at around 185.
- 1.2 Records of regional conferences during recent years (2002-2006):

During these 5 years, there were 4 regional conferences held in Shanghai, Macau, Manila and Bangkok in 2002, 2004, 2005 and 2006 respectively. The 2003 regional conference was cancelled due to the outbreak of SARS. Statistics have been summarized in Appendix 1.

In each annual regional conference, more than half of the participants were newly registered members.

- 1.3 Issues/concerns:

We used to attract a significant number of members from Mainland China as well as Australia/New Zealand. As a matter of fact, we had held several regional conferences in these areas. However, there is strong evidence to show that the newly launch chapters in Mainland China and Australia/New Zealand pulled membership involvement from the AIBSEAR Chapter.

Membership renewal is another major concern. With every regional conference, we added around 35 to 60 new members to AIB, but renewals of membership have not been consistent. In order to improve membership retention, we would like to track these new members and send reminder plus other news and relevant information.

Tactics and Strategies

We have not been able to achieve steady growth, and we hope that we could get more help in deliverables for our membership drive. Membership benefits and affordability are important as a high percentage of new members are classified under the Low Income Category.

AIBSEAR Chapter wishes to request project funding from AIB for the following initiatives:

- to develop and maintain a database of members in the Regional Chapter;
- to set up a Formal Chapter Website as an active communication channel between members and the Chapter;
- to come up with new initiatives in attracting contributors to submit papers to our annual regional meetings.

Funding Requested

Item	Description	Funding Requested (annum, HK\$)	Funding Requested (annum, US\$)
Staff Cost	To set up and maintain the database and website HK\$150 per hour, 5 hours per month (HK\$200/hr x 5 hrs x 24 months)	18,000.00	2,310.00
Postage	Mailing out promotion materials	4,000.00	515.00
IDD/Fax		1,000.00	130.00
Printing & Publication	Printing promotion materials and publication of Regional Newsletter	4,000.00	515.00
Others	Other <i>ad hoc</i> promotional initiatives	1,000.00	130.00

Total: HK\$28,000.00 US\$3,600.00

Concluding Remarks

The AIBSEAR Chapter is unique in the composition of countries and regions it represents, making it much more difficult to bring about the needed momentum for membership drive and retention. Since we are not able to provide funding for travel, it has been difficult to expand the involvement of active members from different countries/regions in the activities of the Regional Executive Board.

We sincerely hope that the AIB Board will help us to get started on this important initiative in search for better membership development and retention opportunities for the AIBSEAR Chapter.

Appendix 1

Statistics of AIBSEA Regional Conference in the past 4 years **

Year	Conference Venue	No. of Papers Received	No. of Participants			Country of Participants
			Total	AIB Current Members	New ## Members	
2002	Shanghai, China	87	93	43	50	Australia, Canada, China, Denmark, Finland, Germany, HK, Indonesia, Japan, Korea, Malaysia, New Zealand, Sweden, Taiwan, Thailand, United Arab Emirates, UK, USA
2004	Macau, China	72	71	34	37	Australia, HK, Japan, Korea, Malaysia, the Philippines, Singapore, Taiwan, Thailand, UK, USA
2005	Manila, the Philippines	64	63	28	35	Australia, Germany, HK, Indonesia, Japan, Korea, Macau, Malaysia, New Zealand, the Philippines, Singapore, Taiwan, Thailand, UK, USA
2006	Bangkok, Thailand	104	112	52	60	Australia, China, Germany, HK, India, Indonesia, Japan, Macau, Malaysia, Taiwan, Thailand, United Arab Emirates, UK, USA

** The 2003 conference (originally scheduled to be held in Macau during the Summer of 2003) was cancelled due to the outbreak of SARS in Hong Kong.

New members' dues were submitted every year after the Regional Conference to the AIB Head Office.