



招商局集團
CHINA MERCHANTS GROUP



招商證券國際



Kerry Logistics Network Limited
嘉里物流聯網有限公司

LEAD TO THE FUTURE

全港大專生商業個案比賽 BUSINESS CASE COMPETITION

Competition Instruction



Future Skills Workshop



Mentorship Program



Business Case Competition

OPPORTUNITY TO RECEIVE INTERNSHIP OFFER

Jun - Aug 2023



香港中文大學商學院
The Chinese University of Hong Kong



HKUST BUSINESS SCHOOL
香港科技大學商學院
WORLD CLASS IN ASIA



CityU College of Business
香港城市大學
City University of Hong Kong



香港都會大學 李兆基商業管理學院
Hong Kong Metropolitan University
Lee Shau Kee School of Business and Administration



HKU BUSINESS SCHOOL
香港大學商學院



Small Business Alliance
中小企業聯盟



HHYEP
香港北部都會區優秀青少年聯會
Hong Kong New North Metropolitan Outstanding Youth Association



HONG KONG CHU HAI COLLEGE
香港珠海學院



FACULTY OF BUSINESS
The Hang Seng University of Hong Kong
A Dynamic School that CARES



HONG KONG SHUE YAN UNIVERSITY
香港樹仁大學
Department of Business Administration

 **Team Registration**

This competition's application period begins on 1 May 2023 and ends on 26 May 2023 11:59:59pm. The competition will be accessible 24 hours a day on the dedicated competition website operated by the organizer at <https://www.jciisland.org.hk/lead-to-the-future-2023> (the "Competition website"), subject to possible IT maintenance operations and malfunctions.

- You should form a team with **4 to 5 members**. A team can consist of students from different universities and colleges at your choice.
- Online registration will be available from **1 May 2023 to 26 May 2023 at 23:59 (HKT)**. Please click <https://forms.gle/zhXrjgdfVQZwqjp99> for the online registration form.
- Each team should **nominate a team leader** for completing the online application on behalf of the team. The team leader should complete the future skills registration for all of their team members.
- Upon completion of the online registration, the team leader will receive a **confirmation email** by 27 May 2022.

 **Competition Format**

Competition rounds. The competition consists of several rounds:

- **Project Submission:** Submissions will be accepted from 11 June to 20 June 2023 11:59:59 pm HKT.
- **Round One:** At the end of this round, total 10 teams will be selected to proceed to the mentoring phase.
- **Final Round:** 10 teams will be selected to enter into the final pitching (as defined in the relevant section below) on 16 July 2023.

 **Eligibility**

Students who are currently **full time students** studying undergraduate, associate degree & high-diploma from 22 higher education institutions in Hong Kong. Individual participants have to form a team of 4 to 5 members, all the team members are not required to be the students of the same school.

 **Internship Opportunity (Past Experience)**

Top ten students can be received different internship opportunities, below are the company reference that offered internship to participants last year.





First Round:

A maximum number of 10 slides presentation of their submission is produced in PowerPoint or PDF format, excluding the cover and reference. The proposal should be presented in English. All Submissions must be received by Sponsor on or before 20 June 2023 11:59:59 pm HKT.

Final Round:

The Final Teams are required to upload their final submission onto the competition website/google link by 14 July 2023 11:59:59pm HKT. For the final round, there would not be any limitation of the slides, but you have only 10 minutes to present your proposal. The result will be announced at the closing ceremony.



Top 10 teams will be granted the opportunity for internship interviews. Also, they will be granted the opportunity to have dinner with our guests in Closing Ceremony. The winner(s) from the LEAD to the FUTURE 2023 Business Case Competition will receive the following:

- Champion team: HKD \$5,000 for the team + Trophy + Certificate + Reference Letter + Opportunity for internship interview
- 1st Runner-up: HKD \$3,000 for the team +Trophy + Certificate + Reference Letter + Opportunity for internship interview
- 2nd Runner-up: HKD \$2,000 for the team +Trophy + Certificate + Reference Letter + Opportunity for internship interview
- 4th-5th awards: HKD \$1000 for the team + Certificate + Reference Letter + Opportunity for internship interview
- 6th-10th awards: HKD \$500 for the team + Certificate + Reference Letter + Opportunity for internship interview

Others:

All the participants should attend all the activities that are not mentioned above, we have the right to not distribute the prize if absent without proper reason. We reserve the right of final decision on the result of this competition.



Dates	Milestones	Time	Location
28 May	Opening Ceremony	2:00pm - 3:30pm	HKMU & Online
4 June	Workshop Day 1 <ul style="list-style-type: none"> Virtualization of Banking & Finance Fundamentals of Data Analytics Digital Marketing Applications 	10:30am - 5:30pm	HKMU & Online
10 Jun	Workshop Day 2 <ul style="list-style-type: none"> Management & Technology Insights from ESG Report Future of Service Industry 	10:30am - 5:30pm	HKMU & Online
11 Jun	Business case Launch		
20 Jun	Deadline of first round submission	11:59pm	
16 Jul	Final Round Competition day	TBC	HKMU
6 Aug	Closing Ceremony	6:00pm - 11:00pm (TBC)	Cordis Hotel

Remarks:

- In the **opening ceremony**, we will invite representatives of our case company to provide some useful and up-to-date information for the case. Due to the limited capability of the venue, we can only guarantee that **at least one person from each team** can attend. Remaining will be on a first-come, first-served basis. If you find any difficulties, please contact us.
- We will organize a total of 6 workshops, everyone who joins our program should attend **at least 2 workshops**. You can choose to attend in virtual or in-person. Each workshop will last for around 1.5 hours.
- The result of the first round will be announced on 4 July. Total 10 teams will be selected into the final round. They must attend the Final Round Competition day and Closing Ceremony. The final result will be announced at the Closing Ceremony.



Requirement of Reference Letters of top-10 teams:

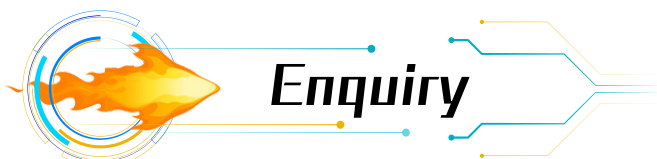
Students should **attend at least 2 future skills workshops**. You can scan the QR code and complete an attendance form for each workshop.

 Judging Criteria

• Judging team will be formed by a panel of judges composed of business leaders in different industries. The 1st round competition will be assessed based on the following criteria:

- Originality and Creativity
- Relevance
- Feasibility
- Analysis in the market
- Data analysis
- Format, language and structure

The judging criteria for the final round competition will be provided to the top 10 teams in due course.

 Enquiry

You may get more detailed information about "Lead to the Future" from our website and social media platforms.



@JCI Island, Hong Kong
<https://www.facebook.com/ijchk>



@jci_island
https://www.instagram.com/jci_island/



LEAD to the Future webpage:
<https://www.jciisland.org.hk/leadtothefuture>

JCI Island - LEAD to the Future - Organizing Committee Team

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JCI Island - LEAD to the Future - Vice Chairman

Jacky Tsang

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