



KOWLOON CHAMBER OF COMMERCE NEW CENTURY ELITE DEVELOPMENT PROGRAM

WORLDWIDE UNIVERSITY BUSINESS CASE COMPETITION

ELIGIBILITY: FULL-TIME
UNIVERSITY STUDENTS
(A TEAM OF 4 MEMBERS)

COMPETITION INSTRUCTION

HOSTING:



CO-HOSTING:



SUPPORTING ORGANIZATIONS:



學生事務處
STUDENT AFFAIRS OFFICE
香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG



香港教育大學
The Education University
of Hong Kong



PROJECT INTRO

New Century Elite Development Program is hosted by Kowloon Chamber of Commerce (KCC) since 1998. This project provides a platform for elites from universities all over the world, allowing them to learn and understand more about each other's society background, daily habits, and ideas etc.

In 2025, New Century Elite Development Program will be as a format of the business case competition and divided in two major parts as following.

Part 1: Prelim Competition

Students are supposed to form a team of 4 teammates to attend the competition. In the preliminary competition, each team should submit a business proposal based on the topic of the business case and film a 1-minute video executive summary in English by team members.

Part 2: Final Competition:

Top 25 teams with the highest mark will be selected to join the exchange trip in Malaysia. The final competition will be face-to-face presentation and hosted during the exchange trip, hosting organization will rearrange each 25 teams members from different country and a mentor to each new team. During the exchange trip, the top fifteen teams will do business visiting as well as prepare for the final competition.

ELIGIBILITY

Students who are currently **full-time students from universities worldwide**. Individual participants have to form a team of 4 members, all the team members are not required to be the students of the same school.

TEAM REGISTRATION

This competition's application period begins on 6 May 2025 and ends on 20 May 2025 11:59:59pm (HKT) .

- You should form a team with **4 members**. A team can consist of students from different universities and colleges at your choice.
- Online registration will be available from **6 May 2025 to 20 May 2025 at 23:59 (HKT)**.
- For Hong Kong and foreign students, please click <https://forms.gle/D1xEM3q2X8CnA25q8> for the online registration form.
- For students from the Mainland China,
 1. Please click <https://www.kccedp.com/chinastudent> for the online registration; or
 2. Subscribe "九龍總商會" WeChat Official Account and send the information of group leader name and email address by private message; or
 3. send the information of group leader name and email address to the email: kccelite2025@gmail.com
- Each team should **nominate a team leader** for completing the online application on behalf of the team.
- Upon completion of the online registration. the team leader will receive a **confirmation email** by 21 May 2025.

PROJECT OBJECTIVES

- To grow the university students to be the future business leaders.
- To provide a platform as a global network to the university students.
- To explore the international eye-horizon through the oversea exchange trip.

PRIZE

25 teams will participate in the 8-day finals in Malaysia, with **Kowloon Chamber of Commerce sponsoring the expense of flight and accommodations.**

The winner from Business Case Competition will receive the following:

- Champion team: HKD 10,000 for the team
- 1st Runner-up: HKD 6,000 for the team
- 2nd Runner-up: HKD 4,000 for the team

TENTATIVE TIMELINE

Date	Issue
6th May - 20th May 2025	Registration Period
22th May 2025	Business Case Launching
29th May 2025	Proposal Submission Deadline
30th May - 14th Jun 2025	Judging Period
21st Jun - 10th Jul 2025	Result of Prelim Competition
10th Aug - 17th Aug 2025	Malaysia Exchange Trip (Final)

ENQUIRY

You may get more detailed information about New Century Elite Development Program from our website and social media platforms.



www

New Century Elite Development Program webpage:

<https://www.kccedp.com>



[@KCC New Century Elite Development Programme](#)



[@kcc_new_century_elite_dev_prog](#)



Wechat: 九龍總商會

Contact Us



KCC Secretariat

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