



KOWLOON CHAMBER OF COMMERCE NEW CENTURY ELITE DEVELOPMENT PROGRAM

BUSINESS CASE COMPETITION

INTERNATIONAL EXCHANGE TRIP

COMPETITION INSTRUCTION

HOSTING:

CO-HOSTING:

SUPPORTING ORGANIZATIONS:



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 2024, 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 with 4 teammates to attend the competition. In prelim competition, each team should submit a business proposal based on the topic of the business case topic.

Part 2: Final Competition:

Top fifteen 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 15 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.

ELIGIBILIT

Students who are currently **full time students** studying undergraduate **from the Mainland China, Hong Kong, Taiwan and any countries**. 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 1 May 2024 and ends on 19 May 2024 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 **1 May 2024 to 19 May 2024 at 23:59 (HKT)**.
- For Hong Kong and foreign students, please click <https://forms.gle/ZxWXnSrFbQP7w2cM6> 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: kccelite2024@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 20 May 2024.

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

Top 15 teams will have an opportunity to join the exchange trip to Malaysia. **Kowloon Chamber of Commerce will sponsor 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
1st May - 19th May 2024	Registration Period
20th May 2024	Business Case Launching
27th May 2024	Proposal Submission Deadline
21st Jun - 10th Jul 2024	Result of Prelim Competition
15th Aug - 21st Aug 2024	Malaysia Exchange Trip (Final)

HOME AFFAIRS AND YOUTH AFFAIRS BUREAU

The Home Affairs and Youth Affairs Bureau is committed to promoting youth development - cultivating Hong Kong youth to become a new generation that loves the country and Hong Kong. The new generation possesses global vision and professional skills and is active in lifelong learning, and positive thinking. Our bureau creates high-quality opportunities for young people. Different types of development opportunities and support offered will comprehensively enhance the capabilities and competitiveness of young people. Establishing more effective channels to listen to the voices of young people from different backgrounds, provides a platform for young people to participate in social affairs.

The Home Affairs and Youth Affairs Bureau is responsible for coordinating the formulation of the "Youth Development Blueprint", which outlines the goals and specific actions, measures, and effectiveness indicators of Hong Kong's overall youth development work and promotes and coordinates the joint implementation of the relevant policy bureaus.

Detailed information about the Home Affairs and Youth Affairs Bureau is available at www.hyab.gov.hk.

YOUTH DEVELOPMENT COMMITTEE

The Youth Development Committee, chaired by the Chief Secretary for Administration, is responsible for strengthening policy coordination within the government to conduct more comprehensive and effective research and discussion on issues of concern to young people. The Youth Development Committee organizes or sponsors different types of youth development activities to allow young people to show their talents, satisfying the needs of young people in different aspects such as academics, employment, and entrepreneurship. Furthermore, we work hard to cultivate positive thinking in young people such that they can establish positive values and enhance national pride and a sense of ownership. It is hoped that they will become a new generation that is responsible, idealistic, and willing to fight for the country and the future of Hong Kong.

Detailed information about the Youth Development Council is available at www.ydc.gov.hk

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



@kowloon_chamber_of_commerce

Contact Us



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