

## SPEED Nurtures Creativity among Sub-degree Students

Introduced by SPEED in 2007, Business Innovation Awards (BIA) at first was simply a business plan contest putting sub-degree students' creativity and business acumen to the test. Having completed its fourth annual session in 2010, BIA has now become a key event not only for SPEED, but also for the associate degree and higher diploma students in Hong Kong.

The popularity of BIA is proven by the record high number of participants in 2010. Over 300 students from 15 higher

education institutions had participated in the competition. In groups of two to four members each, the participants came up with business proposals for the title sponsor, MTR Corporation Limited. Participants were required to develop strategies for MTR to create a more exciting brand experience and increase ridership among youngsters. The business proposals offered many innovative ideas, particularly for those using social networking tools and mobile devices as promotional platforms.

The award presentation ceremony held in April 2010 was the highlight of the event. The three shortlisted teams competed for the top prize by delivering a 20-minute on-stage presentation to the panel of judges and other participants. The winning teams for the Gold, Silver and Bronze awards received scholarships from SPEED as well as other cash prizes. The honorary mentions received cash prizes from respective sponsors.

### 專業進修學院讓副學位學生發揮創意

專業進修學院自2007年起舉辦「商業創意大賽」，今年已是第四屆。比賽旨讓就讀副學士及高級文憑課程的學生，透過為知名企業撰寫計劃書，發揮他們的商業觸覺及創意。

「商業創意大賽」已發展成為學院的其中一項重要活動，亦是副學士及高級文憑學生互相切磋的「創意擂台」。

今年「商業創意大賽」共吸引300多名來自15間大專院校的學生參賽，人數達歷屆之冠。各隊伍由二至四人組成，參賽者須為本屆冠名贊助商——香港鐵路有限公司（港鐵）撰寫計劃書，以締造一個獨特的品牌體驗，並吸引更多年青人選乘港鐵。參賽同學為港鐵帶來很多新穎的意念，特別是運用現時流行的社交媒體及手機進行市場推廣。

是次比賽最令人矚目的環節是四月份舉行的決賽及頒獎典禮。典禮當日，三隊晉身決賽的隊伍在台上施展渾身解數，於二十分鐘時限內向評判團及其他參賽者講解其計劃書內容，以競逐金、銀、銅獎。經過嚴格的評分，勝出隊伍可謂實至名歸，他們均獲得專業進修學院獎學金及現金獎。另外，三隊優異獎的得獎隊伍亦獲贊助商頒發現金獎，以表揚他們傑出的表現。



Award 獎項	Institution 院校	Winning Team 得獎隊伍
Gold Award 金獎	Hong Kong Institute of Vocational Education (Sha Tin) 香港專業教育學院 (沙田)	iMarketer
Silver Award 銀獎	School of Continuing and Professional Studies, CUHK 香港中文大學專業進修學院	LAB
Bronze Award 銅獎	Hong Kong Community College, PolyU 香港理工大學香港專上學院	The Dark Side
MTR Award 港鐵優異獎	Hong Kong College of Technology 香港專業進修學校	Flawless
Ngong Ping 360 Award 昂坪360優異獎	School of Continuing and Professional Studies, CUHK 香港中文大學專業進修學院	Mrs Brain
CIM Marketing Award 英國特許市場學會優異獎	School of Continuing and Professional Studies, CUHK 香港中文大學專業進修學院	S.D.U.

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