



**For Immediate Release**

**More Than 1,000 Students Test Their Businesses Acumen at  
Project WeCan Young Innovators Bazaar 2018  
Project WeCan 3 Swinging in Full Speed to Benefit More Students**

*19<sup>th</sup> January, 2018 (Hong Kong)* — Project *WeCan* Young Innovators Bazaar 2018, an annual joint-school event of Project *WeCan*, was launched by The Hon Matthew Cheung, the Chief Secretary for Administration of HKSAR and Mr Stephen Ng, Chairman of Project *WeCan* Committee, at Plaza Hollywood in Kowloon East today, along with over 100 Principals, teachers and students of participating schools, corporates and institution partners.

At the ceremony, Stephen Ng appealed to companies and organisations to join and become partner of the project as to help disadvantaged secondary school students. Project *WeCan* will expand to cover 75 schools from the present 53 from the next school term onwards.

The Hon Matthew Cheung said Project *WeCan* had been a trusted partner in the Government's efforts to promote youth development and a manifestation of cross sector co-operation among citizens, Government, businesses and schools to benefit students.

Project *WeCan* Young Innovators Bazaar, a unique indoor bazaar organized by secondary school students, is held at Plaza Hollywood from 19th to 21st January, 2018. Over 1,000 students from 42 schools will debut to run their businesses from scratch, unleashing their creativity and entrepreneurship to compete for the highest sales award and more. In its sixth year, the 2018 Bazaar is themed Green & Innovation. Students are encouraged to demonstrate their creativity by coming up with business plans, pricing and marketing strategies and sourcing environmental friendly products in their self-designed booths during the three-day event.

Mr Ng also shared tips of running a business with the students. "A successful businessman should possess the ability to understand the market and customers' needs, an unflinching spirit to try, be prepared to accept failure with confidence in succeeding, strong execution power and a good sense in division of labour. As in the real business world, while there is no

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guarantee for profits, but our students could gain valuable experience in starting their own businesses in their secondary school life!” said Mr Ng.

During the three-day bazaar, students will run for several awards including Best Product, Best Theme Presentation, Best Oral Presentation on Business Plan, Best Booth Design, Best Team Spirit, My Most Favourite Booth, Highest Profit, Best Learning Report and Best Salesperson.

**Photos:**

1. The Hon Matthew Cheung, the Chief Secretary for Administration of HKSAR and Mr Stephen Ng, Chairman of Project *WeCan* Committee, along with over 100 Principals, teachers and students of participating schools, corporates and institution partners kick off Project *WeCan* Young Innovators Bazaar 2018.



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2. Mr Matthew Cheung and Mr Stephen Ng talk to a student about his products and business plan at one of the booths.



3. Mr Matthew Cheung, Mr Stephen Ng, Ms Doreen Lee, Project *WeCan* Committee member (1st from right), Mr Addy Wong, CEO, Asia Pacific of Centaline (1st from left) and teachers and students of Ng Yuk Secondary School.



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4. Products reflect students' innovation capability



School Names	Best Products
1. Chiu Chow Association Secondary School	Lai See packets
2. Lions College	Stuffed toy and mosquito-repellent bricks
3. Ng Yuk Secondary School	air purifier
4. Cotton Spinners Association Secondary School	Eco wrap
5. Ko Lui Secondary School	Handmade soap
6. PAOC Ka Chi Secondary School	Chinese herbal cookies
7. Buddhist Ho Nam Kam Colleague	Cutlery set made of wheat straw

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**About Project WeCan**

Project WeCan, a Business-in-Community initiative launched in 2011, aims to provide secondary schools students who are disadvantaged with additional resources and care to empower them for pursuing higher education and future careers. The Project currently has 53 schools participated, benefitting about 50,000 students.

Please visit [www.projectwecan.com](http://www.projectwecan.com) or Facebook page [www.facebook.com/projectwecanhk](http://www.facebook.com/projectwecanhk) for more details.

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