



**For Immediate Release**

## **Project *WeCan* Young Innovators' Bazaar Kicks Off Nearly 1,400 Secondary School Students Experience Entrepreneurship**

**March 13, 2026, Hong Kong** — The annual Project *WeCan* “Young Innovators’ Bazaar” kicks off today (March 13) at Plaza Hollywood, Diamond Hill with Prof. Frederick Ma Si-hang, GBS, JP, Chairman of the Hong Kong Trade Development Council, and Mr Stephen Ng, Committee Chairman of Project *WeCan* Foundation as officiating guests. Principals, teachers and students from 58 participating secondary schools and representatives from partner organisations also attended to celebrate the achievements of our “young innovators”.

Young Innovators’ Bazaar is a large-scale indoor event tailored for secondary school students of humble backgrounds. This year, nearly 1,400 students from 58 schools have participated in the event, which required the students to start their businesses from drafting business plans, setting prices, developing marketing strategies, to sourcing suppliers. These activities enable them to get a real taste of what it is like to run a business.

Prof. Frederick Ma Si-hang, Chairman of the Hong Kong Trade Development Council, shared his experience in launching a Japanese restaurant with a friend years ago. He successfully tapped into the youth market by introducing a brand-new sushi-go-round format. He said, "Entrepreneurs could earn more and have greater freedom, but it's far from easy. Starting up a business requires capital, thorough planning, market insight, quality products, and an excellent team – it can't be impulsive. Entrepreneurship requires resilience even in the face of failure."

Prof. Ma added, "The Young Innovators' Bazaar provides students with hands-on experience in business operation and helps them determine if entrepreneurship is a suitable path for them. I hope to see more creative and energetic young entrepreneurs in Hong Kong, injecting new impetus into our economy."

Mr. Stephen Ng, Committee Chairman of the Project *WeCan* Foundation, said, "Opportunities favour the well-prepared. This year, we have introduced a range of training sessions covering market analysis, financial planning, and product design to help students enhance their leadership skills. Outstanding leaders need not only innovation but also the ability to unify their

teams. I hope students would develop vision and cultivate an entrepreneurial mindset through this activity, embracing innovation, problem-solving, risk-taking and perseverance. Such mindset will distinguish you in any future role you undertake."

The three-day bazaar runs from March 13 to 15 at Plaza Hollywood, featuring 58 booths selling nearly 250 products. With no specific theme set for this year, students are encouraged to unleash their creativity and sharpen their business acumen by combining distinctive products with innovative marketing strategies. They will compete for a total of 13 awards, including: Champion, 1<sup>st</sup> Runner-up and 2<sup>nd</sup> Runner-up in the "3-Minute Sales Challenge", Best On-site Presentation Award (Individual), Most Entertaining Award, Best Promotional Video Award, Best Booth Design Award, Best Team Spirit Award, My Favourite Salesperson (Individual), and Best Product Award. In addition, participating schools will vote for the "My Favourite Booth" and "My Favourite Product" awards.

**Photos (Images can be downloaded [here](#)):**

Photo 1:

Prof. Frederick Ma Si-hang, Chairman of the Hong Kong Trade Development Council (center left), and Mr. Stephen Ng, Committee Chairman of Project *WeCan* (center right), join representatives from partner organisations and corporations and students to officiate the kick-off ceremony.



Photo 2 & 3:

Prof. Ma visits the booths to learn about students' product design concepts and business operations, and shows his support by purchasing some of his favourite products.



Photo 4:

Students and teachers make last-minute adjustments to perfect their booths.



### **About Project *WeCan***

Project *WeCan*, a Business-in-Community initiative started in 2011, aims to provide secondary school students who are disadvantaged in learning with additional resources and care to empower them for pursuing higher education and future careers. Over the past 15 years, more than 80 partners have joined hands to support the initiative, benefitting over 80 secondary schools across Hong Kong.

Please visit the following platforms for more details:

Website: [www.projectwecan.com](http://www.projectwecan.com)

Facebook page: [www.facebook.com/projectwecanhk](http://www.facebook.com/projectwecanhk)

Instagram page: <https://www.instagram.com/projectwecan>

### **Media Enquiry**

Catherine Fu / Kate Pang

Tel : 2118-2196

Email : [media@projectwecan.org](mailto:media@projectwecan.org)