

Organiser



Retail Reimagined Challenge 2023

Unleash your team's creativity and hack your way to success!

<https://bit.ly/3Be3s2n>



**Apply by
18 Jan**

**Open for All
University Students**

**Expert Insights
& Retail Trends**



**Hackathon for
Reinventing the
Retail Landscape**

**Mentorship &
Networking with
Retail Experts**



**Free HKRMA
Student
Membership**

**Business &
Future Skills
Training**



**Cash Prizes
& Internship**



Partner



Member of
JA Worldwide

Participating Brands (More to Come)

Gold Brands



watsons

Silver Brands



The retail industry has been reshaped the rise of e-commerce and omnichannel, changing customer behaviour and hyper-personalization, and growing supply chain complexity. All has offered a new generation of innovative retail professionals unprecedented opportunities to thrive through radical transformations of the technological architecture and business model.

University students will form teams of 5-6 and be tasked to develop their creative ideas to reinvent the retail landscape, focusing on one of the following themes:



The 3-month learning journey will entail:

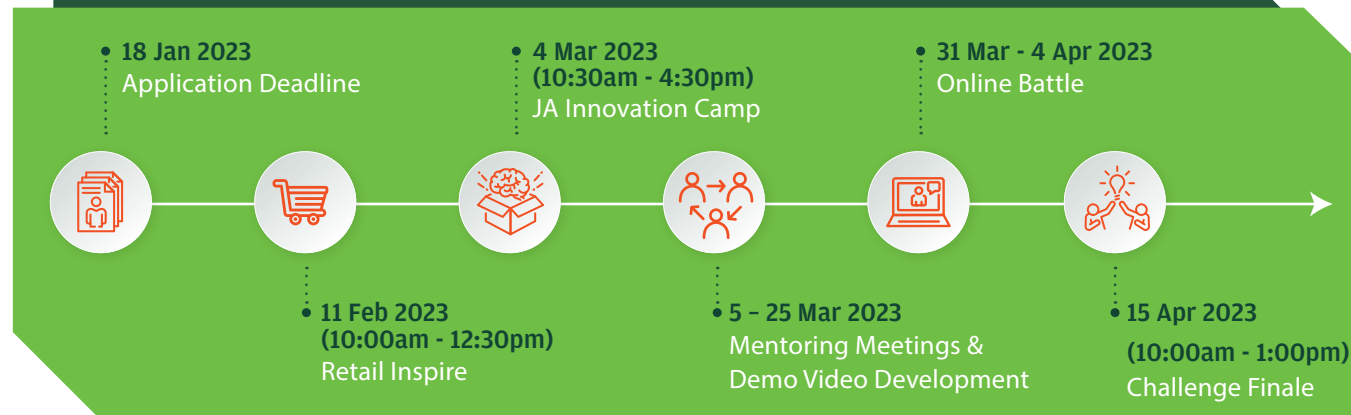
Retail Inspire: Leaders will share latest trends on how the retail industry has been transformed under the pandemic challenge, exciting examples of success and innovations, and their passion and career roadmap in retail.

JA Innovation Camp: Full-day experiential workshop for teams to be guided by business volunteers and put practice over theory and develop their creative ideas to reinvent the future retail landscape.

Mentorship: Shortlisted teams will be matched with an experienced mentor to further develop their videos to visualize their creative retail ideas, and get better prepared for the Challenge.

“Retail Reimagined” Challenge 2023: Teams will present their videos in an online battle and in front of a professional judging panel at the Challenge Finale to compete for various awards and recognitions.

Schedule



Awards

- ☆ **Champion:** Cash award HK\$25,000
- ☆ **1st Runner-up:** Cash award HK\$15,000
- ☆ **2nd Runner-up:** Cash award HK\$10,000
- ☆ **Most Popular Awards**

*All participants will be granted a free HKRMA Student Membership (1-year) to enjoy exclusive benefits and networking opportunities.

*All finalist teams will receive a certificate of recognition.

Eligibility

All university students in Hong Kong are welcome to form teams to participate. Each team should comprise 5-6 students from the same or different institutions.

Application and Enquiry

Please complete the application form by **18 Jan 2023 (Wed)** stating the following content:

☆ **Ideas on "Retail Reimagined" (100 words)**

☆ **Apsired learning from the program (100 words)**

Shortlisted teams will receive a confirmation email by **3 Feb 2023 (Fri)**.

For enquiries, please contact
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