

ChampionREIT

冠君產業信託

The Real Champion – Entrepreneur in Action

冠君創業營商實戰計劃

Summer 2020

朗豪坊
LANGHAM
PLACE



THREE
GARDEN
ROAD
CENTRAL

Supporting
Organisation:
支持機構



LUBUDS®
FOOD & BEVERAGE GROUP

About Champion REIT

- Champion REIT is a trust formed to own and invest in income producing office and retail properties and is one of the 10 largest REITs by market capitalization in the Asia excluding Japan region. It has been listed on the Hong Kong Stock Exchange since 2006.
- The Trust currently offers investors direct exposure to 2.93 million sq. ft. of prime office and retail floor area by way of two landmark properties in Hong Kong, Three Garden Road and Langham Place.
- While growing our business, we also recognise that sustainability is crucial to our business philosophy and culture. We do our utmost to integrate sustainable development into every facet of our business, creating long-term value for not only our business but also the community in which we operate.



www.championreit.com

Objectives and benefits

Objectives

The Real Champion – Entrepreneur in Action aims to provide tertiary students the opportunities to acquire practical business and marketing tactics through guidance by successful business leaders!

Student benefits

- Gain practical business and retail experiences with guidance by exceptional business leaders
- Nurture entrepreneurship, creativity and marketing tactics
- Each participant will receive **certificate of participation** and **cash coupon**; gain a chance to win **CEO shadowing, mentoring and development opportunities!**

Coupons worth HK\$10,000 for the final winning team of four members!



Prizes

Grand winner

- ✓ HK\$2,500 (coupons) for each student
(ie. total of HK\$10,000 coupons for the winning team of four members)
- ✓ CEO shadowing and mentoring
- ✓ Outstanding performers will potentially gain further development opportunities

First and second runner ups

- ✓ HK\$1,000 (coupons) for each team member
- ✓ CEO shadowing and mentoring

Every participant

- ✓ HK\$100 (coupon)
- ✓ Certificate of participation

Overview

Key Dates	Contents
10 Jun – 26 Jun 2020	Open for application
First week of Jul 2020	<p data-bbox="472 439 1044 479">Online introduction and sharing</p> <ul data-bbox="472 482 1976 1230" style="list-style-type: none"><li data-bbox="472 482 1603 522">• Entrepreneurial skills and marketing tips from business leaders<li data-bbox="567 571 1976 745">✓ Ada Wong, CEO of Champion REIT (stock code: 2778)<ul data-bbox="663 619 1976 745" style="list-style-type: none"><li data-bbox="663 619 1893 659">• Best CEO by FinanceAsia, HKIRA and Corporate Governance Asia<li data-bbox="663 662 1976 745">• The only female CEO of a major HK-listed real estate company without any family ties with the owner or management<li data-bbox="567 793 1955 1011">✓ Eddy Tang, CEO of Union Medical Healthcare (stock code: 2138)<ul data-bbox="663 842 1955 1011" style="list-style-type: none"><li data-bbox="663 842 1852 925">• Proven entrepreneur who owns HK largest non-hospital medical aesthetics service provider<li data-bbox="663 928 1955 1011">• Established trusted brands, such as Dr Reborn which has ranked first in HK by sales for years<li data-bbox="567 1059 1976 1230">✓ Louie Chung, CEO, Lubuds F&B Group (over 25 esteemed F&B outlets)<ul data-bbox="663 1108 1976 1230" style="list-style-type: none"><li data-bbox="663 1108 1769 1148">• Successful entrepreneur with accurate marketing strategies<li data-bbox="663 1150 1976 1230">• Launched over 25 restaurants in HK and Macau, including 鮭之、穴居酒屋、Blooms Coffee, etc.

Overview

Key Dates	Contents
Jul 2020	Competition <ul style="list-style-type: none">• Part 1: Working out a marketing plan (strategy, execution and result)• Part 2: Boosting sales of cash coupons of Langham Place
Mid Jul 2020	Review and get advice from business leaders <ul style="list-style-type: none">• Review of the pricing strategy, marketing channels, sales performance and suggestions for improvement by business leaders
First week of Aug 2020	Presentation <ul style="list-style-type: none">• Three winners will be shortlisted based on participant's marketing plan and quantity of cash coupons sold• These three shortlisted participants will present their marketing plan and results to the judges to win the grand prize

Application and judging

Application

Who can apply

- Tertiary students with valid student cards
- Individual or in a team up to 4 people

How to apply

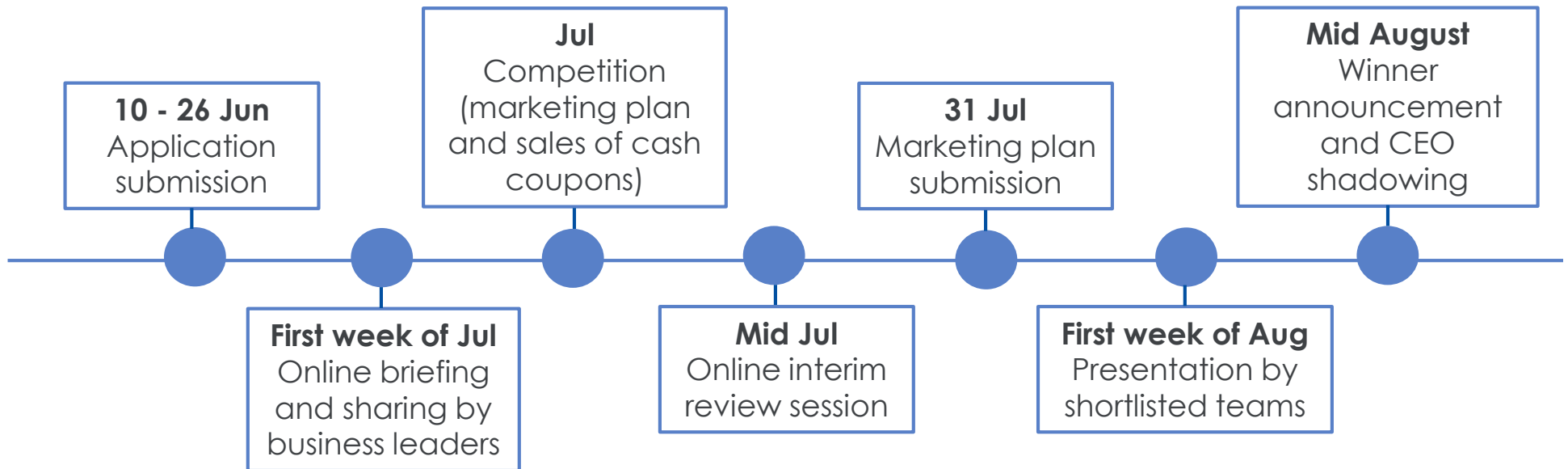
- Please download the [application form](#), and send the complete form to regine.leung@eam.com.hk by **26 Jun 2020 (deadline for submission)**
- Successful applicants will receive an email with a complete set of details

Judging

Judging principles

- **Marketing plan (40%)**
 - Strategy
 - Target audiences and pricing
 - Promotion efforts and creativity
 - Communication channels
 - Execution
 - Challenges during the process and how to overcome
- **Result (50%)**
 - The quantity of cash coupons sold
- **Presentation (10%)**
 - Contents effectiveness
 - Format, style and readability

Timeline



*Details will be explained during the online introduction session

Contact us

If you have any enquires about the programme,
please contact Ms Regine Leung at (852) 2879 1252 or regine.leung@eam.com.hk