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For immediate release

### **Competition Commission launches "Post to Compete" Social Media Advocacy Challenge**

The Competition Commission (Commission) today launches the "Post to Compete" Social Media Advocacy Challenge (Challenge). All tertiary students are invited to formulate creative and strategic social media advocacy plans to promote how the Competition Ordinance (Ordinance) safeguards a level-playing field for the benefits of businesses and consumers.

Co-organised by the Commission and Junior Achievement Hong Kong, the Challenge aims to promote a better understanding of the concepts, core values and key elements of the Ordinance among the youths. All full-time students of local tertiary institutions are welcome to form teams to participate in this challenge by submitting a proposal on how they will promote competition law via social media.

10 to 15 teams will be shortlisted and proceed to a 9-day final challenge. They will publish posts on Facebook, Instagram and YouTube according to their proposals, in the form of text, images, comics, animations or videos, and compete by getting the most views, "likes" and shares or even interacting with the audience to promote competition law.

In addition to a series of attractive prizes, members of the winning team will also have a rare and valuable summer internship opportunity with the Commission as well as with Mr Law Wing-chung, former political assistant and a seasoned strategy consultant. All teams who register to participate will be invited to attend a workshop where participants will be able to learn the key concepts of competition law and tips on social media advocacy tactics shared by Mr Law Wing-chung and other digital marketing guru.

A spokesman for the Commission said, "Advocacy and education have been a key focus of the Commission's work. Following the advocacy contest targeting secondary students in the first half of 2017, we are reaching out to tertiary students with this new education and advocacy initiative, hoping to instill the value of fair competition into the minds of the younger generation before they join the workforce."

The Challenge is now open for registration until 31 January 2018 with the submission deadline of the proposal on 5 March 2018. Please visit [www.compcomm.hk](http://www.compcomm.hk) for details of the Challenge and registration.

(Photo attached)

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Photo captions



The Competition Commission launches the "Post to Compete" Social Media Advocacy Challenge and invites all tertiary students to formulate creative and strategic social media advocacy plans to promote the Competition Ordinance.