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For Immediate Release

**Competition Commission’s “Post to Compete” Comic Creation Advocacy Challenge
receives overwhelming response**
Over 1,000 students from 107 schools compete for championship

The Competition Commission (“Commission”) launched a new edition of its flagship youth education programme: the “Post to Compete” Comic Creation Advocacy Challenge 2026 – *Empowering Creativity with AI* (“the Challenge”) earlier this year, inviting local secondary school students to create comic strips to promote fair competition and the Competition Ordinance. The Challenge has received an overwhelming response with over 1,000 secondary school students from 107 schools in Hong Kong signed up to participate.

As a prelude to the Challenge, a workshop was held last Saturday (11 April 2026) whereby students were equipped with knowledge on the Competition Ordinance (“Ordinance”) as well as strategies and insights shared by KOL Heiri Jun and illustrator Big Y on content development and storytelling. Another highlight of the workshop was a live demonstration of how to use AI effectively and responsibly in the creation process, delivered by the Vice Chairman of the Hong Kong Designers Association Mr. Eddy Hui. The workshop was well received by the students overall, who showed great interest in the various topics covered, as reflected in their thoughtful questions and active engagement with speakers and fellow participants.

A spokesperson for the Commission said, “Connecting with the younger generation has always been one of the core pillars of the Commission’s advocacy work, and the Challenge is one of its key initiatives through which students can learn about the importance of fair competition at an early age and steer clear of any anti-competitive practices in their future careers or entrepreneurial pursuits. Building on the success of previous editions of the Challenge, the Commission once again partnered with Junior Achievement Hong Kong to roll out this year’s comic creation competition.”

“A new element introduced in this year’s Challenge is the option for students to use AI in their productions. Leveraging the increasing popularity of using AI among youngsters, the Challenge serves as a platform for fostering students’ understanding of competition law on one hand, while enhancing their AI application skills and ethics on the other. By integrating both elements, the Commission aims to enhance the appeal of the initiative, thereby encouraging greater student participation.”

This innovative approach has indeed garnered tremendous support from many schools and teachers, who strongly encouraged their students to participate, with some schools making the Challenge a part of the coursework for the entire grade / form.

Having benefited from the workshop, the teams are now geared up to enter the first round of the Challenge, which requires them to create one comic strip to illustrate how the Ordinance safeguards market competition for the benefit of businesses and consumers. In the final round, shortlisted teams will compete in a seven-day online battle, in which they will widely promote

their works on different social media platforms. The entries will be evaluated on their creativity and understanding of the Ordinance, as well as their social media reach and engagement.

In addition to the championship and the first and second runners-up, “The Most Popular Award” will also be presented in the junior secondary and senior secondary categories respectively. Each winning team will receive cash scholarships and trophies, with the top prize of HK\$8,000 in cash scholarships going to the champion teams.

Please stay tuned to the event website posttocompete.hk for updates and more details.



The Competition Commission kicked off the “Post to Compete” Comic Creation Advocacy Challenge 2026 with a new AI element.





The Challenge's preparatory workshop was well received by students and teachers.