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For Immediate Release

Competition Commission’s “Post to Compete” Comic Creation Advocacy Challenge 2026 concludes on high note as champions unveiled

The “Post to Compete” Comic Creation Advocacy Challenge 2026 – *Empowering Creativity with AI* (Challenge) co-organised by the Competition Commission (Commission) and Junior Achievement Hong Kong has wrapped up with resounding success. A team from St. Francis’ Canossian College won the junior secondary championship with their comic on “Ice manufacturers”, while a team from CUHK FAA Thomas Cheung Secondary School won the senior secondary championship with their comic on “Arrow makers”. The champion teams have each been awarded a cash scholarship of HK\$8,000.

Set in a local Hong Kong style-diner (*cha chaan teng*) where cold drinks were in high demand during summer, the winning comic in the junior secondary category depicted how two ice manufacturers deviously colluded to share the market and fix the price of ice cubes, resulting in absurdly expensive cold drinks that diners could scarcely afford. The team’s enthralling story also won them “The Most Popular Award” in the category.

As for the senior secondary category, the winning team from CUHK FAA Thomas Cheung Secondary School recreated the famous Chinese tale of “Borrowing arrows with straw boats” in the *Romance of the Three Kingdoms*, in which arrow makers colluded to rig bids. The quick-witted strategist Zhuge Liang saw through the bid-riggers’ scheme and, as a way out, approached the enemy, Cao Cao, for “free” arrows instead.

Judges were deeply impressed by the two champions’ creative blend of compelling storylines and lively characters. Both winning comics also displayed the students’ skills in effectively leveraging AI to produce visually stunning illustrations while maintaining a good balance between creativity and accuracy of messages. The two comics also achieved extensive outreach on various social media platforms.

In the junior secondary category, the first runner-up is a team from Hong Kong Teachers’ Association Lee Heng Kwei Secondary School and the second runner-up goes to a team from True Light Girls’ College.

For the senior secondary category, the first runner-up spot is awarded to a team from GCCITKD Lau Pak Lok Secondary School, with the second runner-up award going to a team from Po Leung Kuk No.1 W.H. Cheung College. Meanwhile, a different team from CUHK FAA Thomas Cheung Secondary School scored “The Most Popular Award”.

Connecting with the younger generation has always been one of the core pillars of the Commission’s advocacy work. The Commission launched the Challenge earlier this year, inviting students from all secondary schools in Hong Kong to create comic strips to promote the Competition Ordinance, with a newly-added option for students to use AI in their productions. Over 1,000 participants from 107 schools signed up for the contest, with 18 finalist teams shortlisted for a seven-day online battle to promote their works on various social media platforms.

To view the winning teams' work, please visit posttocompetehk.com.

Photos:



The champion teams received their awards from
Dr Gary Shiu, Executive Director (Policy & Advocacy) of the Competition Commission



競爭事務委員會
COMPETITION
COMMISSION

香港黃竹坑黃竹坑道 8 號 South Island Place 19 樓
19/F, South Island Place, 8 Wong Chuk Hang Road,
Wong Chuk Hang, HONG KONG
T: +852 3462 2118 F: +852 2522 4997
Website: www.compcomm.hk



The finalist teams at the award presentation ceremony



Both winning comics showcased a solid understanding of the Competition Ordinance