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928 Challenge startup university competition kicks-off with almost 800 students enrolled

By Nelson Moura



The first edition of the 928 Challenge startup university competition has kicked off today (Monday) with a total of 153 teams and 780 students enrolled, representing a total of 50 universities.

The first competition between university students from China and Portuguese-speaking Countries, the 928 Challenge is jointly organized by the City University of Macau, Forum for Economic and Trade Co-operation between China and Portuguese-speaking Countries (Forum Macao), United Nations University Institute of Macau, Shenzhen University.

The founders of the competition, José Alves and Marco Rizzolio, emphasised that the number of participants had gone “far beyond” their expectations.

“This number includes 48 teams from higher education institutions in Macau and Hong Kong, 63 teams from mainland China, and 42 teams from Portuguese-speaking countries. This is the biggest entrepreneurship competition ever organized in Macau,” the founder indicated in an announcement.

For Alves and Rizzolio the high number of participants shows the potential for international academic cooperation on the Macau-China-Lusophony platform.

The online boot camp will be held between October 4 to 14, the business plan submission deadline on October 18 and the final pitch session on October 23.

The competition will open with a two-week Bootcamp training program which will focus on the business environment in each of the countries and the creation of new companies that focus on international markets and sustainability.

In the first week delegates from Forum Macao, directors of trade and investment promotion agencies, and academics from various universities will be invited speakers, with more than 20 mentors joining in on the second week to support teams to develop the ideas generated in the previous week using business acceleration tools.

The competition final is scheduled for the 23rd of October during the Macau International Fair at the Venetian Convention and Exhibition Center.

The panel of judges for this final will include: António Trindade, CEO CESL Asia; Carlos Alvares, CEO BNU; Kevin Ho, Director KNJ Investments; Arnaldo Ho, Vice President, SJM; Daniel Cheong, VP Juventude International Travel; Eileen Stow, CEO Lord Stow; Celia Lao, CEO Air Asia; and Rui Cunha, C&C Advogados.

This competition is supported by BNU Banco National Ultramarino, Fidelidade Macau, CESL Asia, CEM Companhia de Eletricidade de Macau, Millenium BCP, MdME Lawyers, Luso International Bank, Bank of China and ISA Tantec.

Previously the organisers of the 928 Challenge startup university competition have indicated to Macau New Agency that they hope the event can become an annual fixture.