

Junior Secondary Business Case Competition 2026/27

Aims / Objectives

This is to invite secondary schools to nominate students to participate in the captioned competition.

Details

2. The “Junior Secondary Business Case Competition” is organised by the Education Bureau (EDB), in association with Centre for Entrepreneurship of the Chinese University of Hong Kong, Centre for Entrepreneurship and Innovation Education of the Education University of Hong Kong and the Hong Kong Association for Business Education. The Competition aims to enhance students’ understanding in Hong Kong business environment, develop innovative ideas for the business, and apply business knowledge learnt in the school curriculum in real business world.

3. Participating students are required to study the case company and propose business ideas. The case company of this year is Hong Kong Tramways Limited. Details of the case and the major issue to study will be released on the EDB website by the end of October 2026 (<https://www.edb.gov.hk/en/business-edu/competition.html>). Interested schools are required to download the application form on the same webpage and return the reply slip on or before 22 December 2026 for enrollment. Details of the Competition are as follows:

Eligibility:

All Secondary 2 and Secondary 3 students (At most 2 groups of 4-5 students from each school)

Schedule:

Item	Key Event*	Event Date
(1)	Online Seminar Cum Briefing Session (enrollment through Teacher Training Calendar in October)	November 2026
(2)	Deadline for enrollment	22 December 2026 (before Christmas holiday)
(3)	Kick-off ceremony cum Workshop (All enrolled schools)	30 January 2027
(4)	First round submission (All enrolled schools)	March 2027
(5)	Announcement of First round results	April 2027
(6)	Free Tram Ride & Depot Tour (6 shortlisted schools)	To be confirmed
(7)	Final Presentation (6 shortlisted schools) & Announcement of Results (Award Presentation ceremony to be confirmed)	8 May 2027

* Details of the above Key Events will be released on the EDB website in due course.

Submissions and Requirement:

First Round** (All enrolled schools)	Final Round (6 shortlisted schools)
Submission of a PowerPoint file - Page limit: 15 pages - File size limit: 10 MB - Texts, diagrams, photos and pictures only - Language: Chinese or English	Presentation - Time limit: 5 mins - Presentation of students' ideas - Language: Cantonese or English

**All enrolled schools should upload their submissions in the first round of the competition. The assessment process consists of two stages, each conducted by a separate panel. In the first stage of assessment, the 20 participating teams with the highest scores will advance to the second stage. From there, the six teams with the top scores will be shortlisted to proceed to the final round of the competition.

Judging Criteria:

Assessment Criteria		Weighting (%)	
		Each Item	Total
Content knowledge	1. Students show their understanding of the business environment.	20%	40%
	2. Students show their awareness of the company's missions and long-term objectives in their ideas.	20%	
Creativity & innovation	3. Students can develop innovative ideas, using resources efficiently and effectively.	20%	30%
	4. Students can include latest technology in their ideas.	10%	
Publicity effectiveness	5. Students can introduce the business to youngsters and sustain the business.	30%	30%

Prizes:

Champion	Certificates, a Trophy and Book Voucher of \$1,500
First runner-up	Certificates, a Trophy and Book Voucher of \$1,000
Second runner-up	Certificates, a Trophy and Book Voucher of \$500
Merit (3 teams)	Certificates and Book Voucher of \$300
Top 20 teams shortlisted for the 2 nd stage of assessment in the first round	Certificate of participation

Contact Person

4. For enquiries, please contact Ms Winky WONG of the Technology Education Section, Innovation Technology Education Division, Education Bureau on 3698 3124 or by email to cdote11@edb.gov.hk.