

EDUCATION BUREAU CIRCULAR MEMORANDUM NO. 139/2025

From : Secretary for Education

To : Heads of Government, Aided (including special schools), Caput and Direct Subsidy Scheme Secondary Schools

Ref. : 1125-2055-8075-9035-00007-P001

Date : 22 September 2025

Junior Secondary Business Case Competition

Purpose

The purpose of this circular memorandum is to inform secondary schools (including special schools) about the details of the “Junior Secondary Business Case Competition” organised by the Education Bureau (EDB), in association with Centre for Entrepreneurship and Centre for Family Business of the Chinese University of Hong Kong (CUHK), as well as the Hong Kong Association for Business Education (HKABE). Schools are encouraged to actively participate in the competition.

Background

2. The world in the 21st century is moving in waves of changing demands and uncertainties. Globalisation, technological advancement and the digital revolution, in particular, have drastically transformed the economic landscape. As economic growth is increasingly driven by the ability to create and innovate, fostering an entrepreneurial spirit across our society becomes more important in enhancing our global competitiveness.

3. To help our students navigate their ways through these changes, understand how rapid technological changes affect the business environment and develop their entrepreneurial spirit, Technology Education Section of the EDB, in association with Centre for Entrepreneurship and Centre for Family Business of the CUHK, as well as the HKABE, jointly launch the “Junior Secondary Business Case Competition” in the 2025/26 school year. Participating in the competition can help students enrich their fundamental business knowledge and skills acquired in the school curriculum, enhance their positive values and attitudes, as well as inspire students to explore different aspects of business in preparation for life, for learning and for employment.

Details of the Junior Secondary Business Case Competition

Aim:

4. The “Junior Secondary Business Case 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.
5. Interested schools are required to fill in and return the reply slip (Appendix 1) **on or before 28 November 2025** for enrollment.

Case Company:

Chow Tai Fook Jewellery Group

Major issues:

Chow Tai Fook Jewellery Group has been fostering innovation and modernisation while maintaining its traditional core values in its development. What strategies might the group pursue to engage younger generations of customers for its sustainable development?

Eligibility:

All Secondary 2 and Secondary 3 students
(A group of 4-5 students from each school)

Schedule:

Item	Key Event	Event Date
(1)	Kick-off ceremony cum briefing session	October 2025
(2)	Deadline for enrollment	November 2025
(3)	Seminar or workshop (All enrolled schools)	January 2026
(4)	First round submission (All enrolled schools)	February 2026
(5)	Second round submission (20 selected schools)	May 2026
(6)	Final presentation (5 selected schools) Announcement of Results & Award Presentation ceremony	June 2026

Submissions and Requirement:

First Round (All enrolled schools)	Second Round (20 schools)	Final Round (5 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	Submission of a video - Time limit: 1.5 mins - Format: MPEG4/WMV - Resolution: 1280x720 (min), 1920x1080 (max) - Language: Chinese or English	Presentation - Time limit: 5 mins - Presentation of students' ideas - Language: Cantonese or English

- All enrolled schools are invited to join the first round of competition. Twenty schools will be selected to join the second round. Five schools will be further selected to enter the final round.

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 (2 teams)	Certificates and Book Voucher of \$300

- The above winning teams will get better understanding of the case company's business through company visit.
- Certificates will be issued to all schools selected for the second round of competition.

Kick-off Ceremony:

A “Junior Secondary Business Case Competition: Unlock Corporate Values & Business Opportunities – Kick-off Ceremony” will be held with the following details:

Date:	25 October 2025 (Saturday)	
Time:	2:30 – 5:00 pm (Registration starts at 2:00 pm)	
Venue:	Lecture Theatre, 4/F, West Block, EDB Kowloon Tong Education Services Centre, 19 Suffolk Road, Kowloon Tong, Kowloon	
Remarks :	If students are nominated to join the kick-off ceremony, please complete and return the “Student Registration Form” by email to cdote13@edb.gov.hk on or before 13 October 2025.	

Enquiry

6. For enquiries, please contact Mr. Rex NG of the Technology Education Section, Innovation Technology Education Division, Education Bureau on 3698 3125.

W. Y. LAM
for Secretary for Education

c.c. Heads of Sections – for information

Technology Education Section
Innovation Technology Education Division, Education Bureau
Attn.: Ms. Julie LO (Tel: 3698 3128)
email: cdote13@edb.gov.hk



Junior Secondary Business Case Competition 2025/26

Reply slip

【Please return this reply slip by 28 November 2025 (Friday) by email】

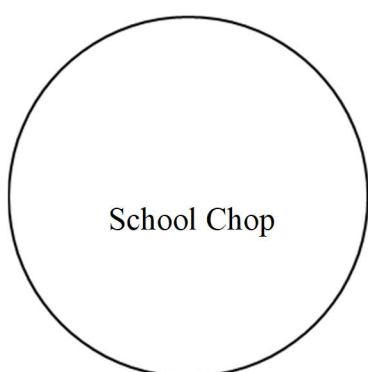
Name of School : _____ (in English)
_____ (in Chinese)

Our school would like to participate in the “**Junior Secondary Business Case Competition**”
2025/26.

Information of the teacher-in-charge: (*Please delete as appropriate.)

Name: Mr / Ms* _____

Contact Tel. No. : _____ Email : _____



Signature of the Principal : _____

Name of the Principal : _____

Tel. No. : _____

Fax No. : _____

Date : _____

主辦機構
Organiser



中華人民共和國
香港特別行政區政府
教育局

協辦機構
Co-organisers



CUHK
Entrepreneurship



CUHK
Family Business



Hong Kong Association for
Business Education Limited
香港商業教育學會有限公司

個案企業
Case Company



CHOW TAI FOOK
周大福

初中商業個案比賽



商業
決策

發展
未來企業家



企業家特點

營商
環境

市場營銷

企業組織
類型

「初中商業個案比賽」旨在加強學生對香港商業環境的了解，為商業發展提供創新意念，並讓學生將學校課程中學到的商業知識應用到實際商業世界中。

The Junior Secondary Business Case 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.

個案公司：

CASE COMPANY :

周大福珠寶集團

Chow Tai Fook Jewellery Group

參賽資格：

ELIGIBILITY :

所有中二及中三學生 (每所學校派出1組由4至5名學生組成的組別)

All Secondary 2 and Secondary 3 students (A group of 4-5 students from each school)

評審準則：

JUDGING CRITERIA :

評審準則 Assessment Criteria	比重 Weighting
知識及內容 Content knowledge	40%
創意與創新 Creativity & innovation	30%
宣傳效能 Publicity effectiveness	30%

獎品：

PRIZES :

冠軍 Champion	證書、獎盃和書券\$1,500 Certificates, a Trophy and Book Voucher of \$1,500
亞軍 First runner-up	證書、獎盃和書券\$1,000 Certificates, a Trophy and Book Voucher of \$1,000
季軍 Second runner-up	證書、獎盃和書券\$500 Certificates, a Trophy and Book Voucher of \$500
優異 (2支隊伍) Merit (2 teams)	證書和書券\$300 Certificates and Book Voucher of \$300

時間表：

SCHEDULE :

2025年10月 Oct 2025	2025年11月 Nov 2025	2026年1月 Jan 2026	2026年2月至5月 Feb - May 2026	2026年6月 Jun 2026
啟動禮暨簡介會 Kick-off ceremony cum briefing session	截止報名 Deadline	研討會或工作坊 Seminar or workshop	作品提交 Submission of work	決賽匯報 結果公布及頒獎典禮 Final presentation Announcement of results & Award presentation ceremony



報名及截止報名日期：2025年11月28日

APPLICATION & DEADLINE : 28 November 2025