



香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG



創新及創業中心
Centre for Innovation
and Entrepreneurship

Press Release

To: Assignment Editor/Editor of Education, Business and Local News Sections

19 April 2024

HSUHK and Institution of Dining Art Foundation Limited's "Food and Beverage Young Entrepreneurship Competition Awards Presentation Ceremony" witnesses the rise of budding entrepreneurs

The Hang Seng University of Hong Kong (HSUHK)'s Centre for Innovation and Entrepreneurship (CIE) and the Institution of Dining Art Foundation (IDAF)'s joint event, the "Food and Beverage Young Entrepreneurship Competition Awards Presentation Ceremony" was held on 17 April 2024. The competition aims to provide start-up opportunities for young people who are passionate about the food and beverage (F&B) industry in Hong Kong and offers them a stepping stone to pursue their business ideas and career.

The competition's grand winner, "Time to Gold", was won by its social innovation concepts and inheriting traditional pastry culture idea. The Merit Award winner "Steam Bliss" conceived the concept of a family restaurant by focusing on light and healthy dishes, and emphasising a high-quality dining experience.

In his opening remarks, Professor Simon S M Ho, President of HSUHK, said "The competition enabled young talent in the F&B industry to realise their start-up dreams and inject innovative ideas. It also provides valuable learning opportunities for young people to use their creativity and demonstrate their talent. The participants were able to conceive entrepreneurial direction and gain a deeper understanding of the operations and business opportunities in the F&B industry. I am pleased to see how they unleashed their potential through the competition."

Mr Maurice Kong, Chairman of Institute of Dining Professionals, expressed his gratitude for the support from CIE, HSUHK, and the esteemed stakeholders, saying "For executing the Food and Beverage Young Entrepreneurship Programmes, including fundraising, Kam Ping Street shop leasing arrangements, interior decoration, catering licenses, opening bank accounts, mentor consultation, and competition issues etc., we have received support from different industries in our society. We hope that everyone will continue to support the development of Hong Kong's F&B realm."

Mr Wong Kam-po, Olympian Hong Kong racing cyclist athlete and Asian Games winner, said "I am thrilled to celebrate the joy and excitement with the winners of the competition. As a budding entrepreneur in the cycling industry, start-ups needs persistence, enthusiasm and maintaining pace with the times. I look forward to seeing their achievements and wish them every success."



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Mr Steven Ma, Chief Operating Officer of Metro Broadcast, also congratulated and encouraged the winners, saying “You have to cherish opportunities. No matter whether you experience success or failure on your entrepreneurial journey, it will make you stronger. I hope that the winning teams can exert their teamwork spirit, collaborate, encourage each other on their entrepreneurial journeys, and contribute to the F&B industry in the future.”

The four finalist teams shared their passion for the F&B industry, as well as their journey in the making of the proposal. The winning teams of the competition are:

The Grand Winner: Time to Gold

The Merit Winner: Steamy Bliss

For more information about the event, please visit the following websites:

<https://www.ida.org.hk/>

<https://cie.hsu.edu.hk/>

Photos:



Photo 1: Group photo of HCUHK, IDAF, and winning teams of the competition.



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Photo 2: The competition's grand winner, "Time to Gold", wins for its social innovation concepts and inheriting traditional pastry culture ideas.



Photo 3: The Merit Award winner "Steam Bliss" wins for conceiving the concept of a family restaurant, focusing on light and healthy dishes, and emphasising a high-quality dining experience.

Photos Download: <https://bit.ly/4b2aIhx>



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About The Hang Seng University of Hong Kong

The Hang Seng University of Hong Kong (HSUHK) is a non-profit private liberal-arts oriented university with five Schools (Business, Communication, Decision Sciences, Humanities and Social Science, and Translation and Foreign Languages) and over 6,000 full-time students. Adopting the unique “Liberal + Professional” education model, HSUHK aims to nurture young talent with critical thinking, innovative minds, caring attitudes, moral values and social responsibility.

Aspiring to be a leading private university in the region, HSUHK features a primary focus on undergraduate education, top-quality faculty members, award-winning green campus facilities, innovative degree programmes, unique residential college system combining living and learning, interactive small class teaching, very close student-teacher relationship, RGC-funded impactful research, and excellent student development/support services. HSUHK is listed the 7th (overall) in the ASEAN+ region, the 1st in the Greater China region, and the 1st in Employability as per the 2023 AppliedHE ASEAN+ private university assessment by the Singapore-based AppliedHE. It is also listed among the top 200 worldwide on “Quality Education” and “Decent Work and Economic Growth” in the Times Higher Education University Impact Rankings 2021.

About Centre for Innovation and Entrepreneurship (CIE), The Hang Seng University of Hong Kong (HSUHK)

The Centre for Innovation and Entrepreneurship aims to cultivate the innovative and entrepreneurial mindset of HSUHK students through a range of functions and activities. It also aims to raise awareness among youth and business executives in Hong Kong about the importance of entrepreneurship, innovative thinking, and creativity.

About Institution of Dining Art Foundation Limited (IDAF)

The IDAF was established in Hong Kong in 2021. Its mission is to cultivate young people, stimulate their creativity and inherit the food and beverage culture to the young generation for future sustainability. The IDAF is a charitable organisation recognised by the Hong Kong Inland Revenue Department for charitable donations (No. 91/15539). It was established by a group of key committee members of the Institution of Dining Professionals who are devoted to charity and F&B cultural inheritance.

IDAF has organised a number of charity events in the past, including catering employees' blood donation day, volunteer services, and the renowned Charity Gala Dinner HK 2023, striving to inject new impetus into the F&B society industry.