



Press Release – For Immediate Release

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

30 June 2025

HSUHK teams up with PARKnSHOP of AS Watson Group for HSUHK Marketing Hackathon

Unleashing fresh and trend-forward digital marketing solutions for PARKnSHOP

The Department of Marketing at The Hang Seng University of Hong Kong (HSUHK) organised the HSUHK Marketing Hackathon in collaboration with PARKnSHOP of AS Watson Group and the Hong Kong Education Equipment Industry Association on 27 June. Students were required to submit innovative and feasible digital marketing proposals for PARKnSHOP's new marketing initiative in under an hour. Students then presented and explained their plans to a judging panel composed of scholars and industry experts.

The competition aims to cultivate creativity and innovation among younger generations in digital marketing. Nearly 40 secondary school students from various schools in Hong Kong, including Tsang Pik Shan (Sung Lan) Secondary School; TWGHs Sun Hoi Directors' College; Diocesan Girls' School; S.W.C.S Chan Pak Sha School; Shatin Tsung Tsin Secondary School; Heep Yunn School; Heung To Middle School; Law Ting Pong Secondary School; and Hong Kong Teachers' Association Lee Heng Kwei Secondary School participated in the competition.

Professor Joshua Mok, Provost and Vice-President (Academic and Research) at HSUHK thanked the co-organisers, PARKnSHOP and the Hong Kong Education Equipment Industry Association, for their strong support, which made the competition a success. He said "Our School of Business is committed to cultivating talent with a global mindset, national aspirations, and the ability to leverage technological innovation and entrepreneurship. In addition to actively equipping our students with these attributes inside and outside the classroom, we provide a platform for Hong Kong secondary school students to exercise their creative thinking, while increasing their opportunities to engage with the business world and enrich their practical experience. This is the goal for hosting the Marketing Hackathon."

HSUHK signed a memorandum of understanding (MoU) with AS Watson Group to provide HSUHK students with diverse learning support, including scholarships, internship opportunities, early career programmes, applied research projects, etc. The first cooperation project was held with PARKnSHOP Supermarket last year, where HSUHK students were invited to participate in a marketing strategy competition.



Ms Freda Ng, Managing Director of PARKnSHOP (Hong Kong & Macau) stated “We are delighted that following the signing of the MoU between AS Watson Group and HSUHK, PARKnSHOP has been able to collaborate with the University for the second consecutive year to co-organise the Marketing Hackathon. This year, the competition was expanded to include secondary school students. Through this hands-on competition, we have witnessed the boundless creativity of the students. We are also very pleased that PARKnSHOP was able to provide students with valuable learning opportunities and practical business experience, allowing them to gain deeper insights into the retail industry and become the future leaders of the sector.”

Dr Marco Wan, Founding Chairman of the Hong Kong Education Equipment Industry Association, was very pleased to see the high level of performance of the students. He said “Students were able to prepare marketing proposals and presentations in real time, immediately after the topic was announced-- without prior knowledge of the topic -- and within less than an hour. This was really a challenging task.”

The competition was fierce, the champion, representatives of Diocesan Girls' School said “We are grateful for the opportunity to participate in the Marketing Hackathon hosted by HSUHK. This was our first time in such a competition, and we gained significant practical skills and learned a lot throughout the process. We are honoured to have won the championship and sincerely appreciate the judges' insightful feedback and recognition. We hope our proposed digital marketing plan will prove useful to PARKnSHOP. A special thank you also goes to DGS for the Principal's and teachers' exceptional guidance, which was instrumental in our success today.”

-END-

Photos:



Photo 1: Professor Joshua Mok thanks the co-organisers, PARKnSHOP and the Hong Kong Education Equipment Industry Association, for their strong support.



Photo 2: HSUHK Marketing Hackathon attracts nearly 40 secondary school students across various schools in Hong Kong.



Photo 3 and 4: Students were required to submit innovative and feasible digital marketing proposals within a very short time and present them to a judging panel composed of scholars and industry experts.

Photo Download: [Link](#)



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 six Schools (Business, Communication, Decision Sciences, Humanities and Social Science, Translation and Foreign Languages, and Transdisciplinary Studies) and over 6,700 full-time undergraduate and postgraduate 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 PARKnSHOP

Established in 1972, PARKnSHOP is a retail brand of AS Watson Group, as well as the leading O+O supermarket chain and one of the most trusted brands in Hong Kong, currently operating nearly 250 stores in both Hong Kong and Macau, featuring several renowned retail brands such as TASTE, TASTE x FRESH, FUSION, food le parc, GOURMET, GREAT FOOD HALL and more.

At PARKnSHOP, we constantly strive for innovation, delivering the best, easiest, and most valuable experience for our customers today and tomorrow. Guided by the vision of “Eat Better · Live Better”, we continuously ensure food freshness, safety, and hygiene standards. To meet the diverse needs of our customers, we create unique concept stores and offer the convenience of effortless online shopping through our eShop and mobile application. Also, PARKnSHOP is leading the market in sustainability development from store design, store operation, to customer engagement.

Introducing the first MoneyBack member reward programme since 2007, PARKnSHOP provides extra savings to members in the form of exclusive discounts, a bonus point scheme, and free premium redemption, revolutionising shopping experiences while our innovative and forward-thinking strategies have earned us widespread recognition in the retail industry and among the community.



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



About Hong Kong Education Equipment Industry Association

The Hong Kong Education Equipment Industry Association (HKEEIA) is a professional organization jointly initiated and established by a group of passionate and ambitious education industry enterprises and educators. The mission is to enhance the competitiveness and creativity of Hong Kong's education industry to cooperate with Hong Kong's education development and planning, provide schools and enterprises with more effective and appropriate education solutions and products, and promote innovation in educational technology.