

# Retail Reimagined Challenge 2024

*Unleash your team's creativity and hack your way to success!*

Programme Details



Apply by **20 Dec**

Open for All University Students



Expert Insights & Retail Trends

Mentorship & Networking with Retail Experts

Business & Future Skills Training

Cash Prizes & Internship

Hackathon for Reinventing the Retail Landscape

Free HKRMA Student Membership

Partner



Member of JA Worldwide

Participating Brands (More to Come)

Diamond Brand



Platinum Brands



Gold Brands



Talent & Media Partner



Under the shifting retail landscape, different stakeholders have dramatically changed their behavior and expectations. Consumers are shopping differently and demanding speed and sustainability. Employees are seeking workplace flexibility, while shareholders expect profitable growth. The pace and magnitude of change have been jarring and calls for a radical rethinking,

offering the new generation tremendous opportunities to discover and thrive through all the changes.



Sustainability



Innovative Experiential Journey



Talent Attraction and Engagement

## The 3-month learning journey will entail:

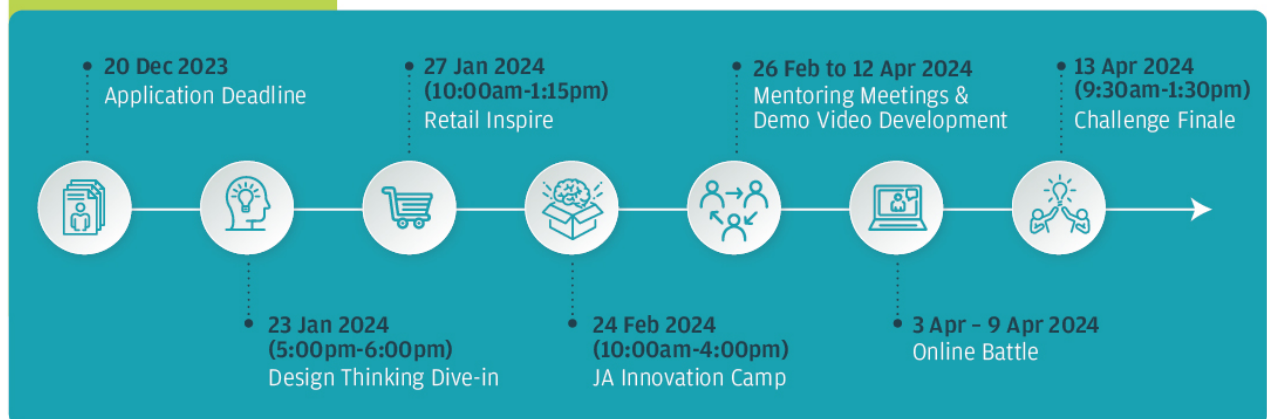
**Retail Inspire:** Leaders will share latest trends on how the retail industry has been transformed after the pandemic, exciting examples of success and innovations, and their passion and career roadmap in retail.

**JA Innovation Camp:** Full-day experiential workshop for teams to be guided by business volunteers and put practice over theory and develop their creative ideas to reinvent the future retail landscape.

**Mentorship:** Shortlisted teams will be matched with an experienced mentor to further develop their videos to visualize their creative retail ideas, and get better prepared for the Challenge.

**“Retail Reimagined” Challenge 2024:** Teams will present their videos in an online battle and in front of a professional judging panel at the Challenge Finale to compete for various awards and recognitions.

## Schedule



## Awards

- ☆ **Champion:** Cash award HK\$25,000
- ☆ **1st Runner-up:** Cash award HK\$15,000
- ☆ **2nd Runner-up:** Cash award HK\$10,000
- ☆ **Most Popular Award:** Cash award HK\$5,000

\* All participants will be granted a free HKRMA Student Membership (1-year) to enjoy exclusive benefits and networking opportunities.

\* All finalist teams will receive a certificate of recognition.

## Eligibility

All university students and alumni in Hong Kong are welcome to form teams to participate. Each team should comprise 6 to 8 students from the same or different institutions.

## Application and Enquiry

Please complete the application form by **20 December 2023 (Wed)** stating the following content:

☆ Ideas on "Retail Reimagined" (100 words)

☆ Aspired learnings from the program (100 words)

Shortlisted teams will receive a confirmation email by **4 January 2024 (Thu)**

For enquiries, please contact Ms. Coco Wan at 3426 3146 or [rrc.ja@jahk.org](mailto:rrc.ja@jahk.org)

