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For immediate release

Competition Commission’s “Post to Compete” Social Media Advocacy Challenge 2024
CCC Ming Kei College team named Champion

The “Post to Compete” Social Media Advocacy Challenge 2024 (Challenge) co-organised by the Competition Commission (Commission) and Junior Achievement Hong Kong has concluded with great success. Using a hypothetical example of market sharing between street food stalls, a team of three Form 5 students from CCC Ming Kei College dazzled the judges and won the championship with their creative and relatable portrayal of how anti-competitive practices affect people’s daily lives.

The winning team created an animated comical video that depicts two street food stalls allocating the sale of dumplings (siu mai) and fish balls, two of the most popular kinds of street food in Hong Kong among themselves. Blending originality, trending topics and funny characters, the video brings to life how market sharing, a serious anti-competitive conduct under the Competition Ordinance, harms consumers. The winning team’s ability to balance creativity and accuracy of messages, and achieve extensive outreach on Instagram, have earned it a cash scholarship of HK\$8,000 and exciting job shadowing opportunities with renowned social media influencer Smiling Boris.

The first runner-up of the Challenge is a team from PLK Centenary Li Shiu Chung Memorial College, while the second runner-up goes to the teams from SKH Leung Kwai Yee Secondary School and Shatin Tsung Tsin Secondary School. Two teams from Cognitio College (Kowloon) scored “The Most Popular Award”.

Instilling the importance of fair competition into the minds of the younger generation is an integral part of the Commission’s advocacy work. The Commission launched the Challenge in February this year, inviting students from secondary schools in Hong Kong to formulate social media campaigns to promote the Competition Ordinance. Close to 200 teams from over 80 schools signed up for the contest, with 15 finalist teams shortlisted for a five-day battle to execute their campaigns.

To view the winning teams’ work, please visit posttocompete.hk.

(Photos on the next page)

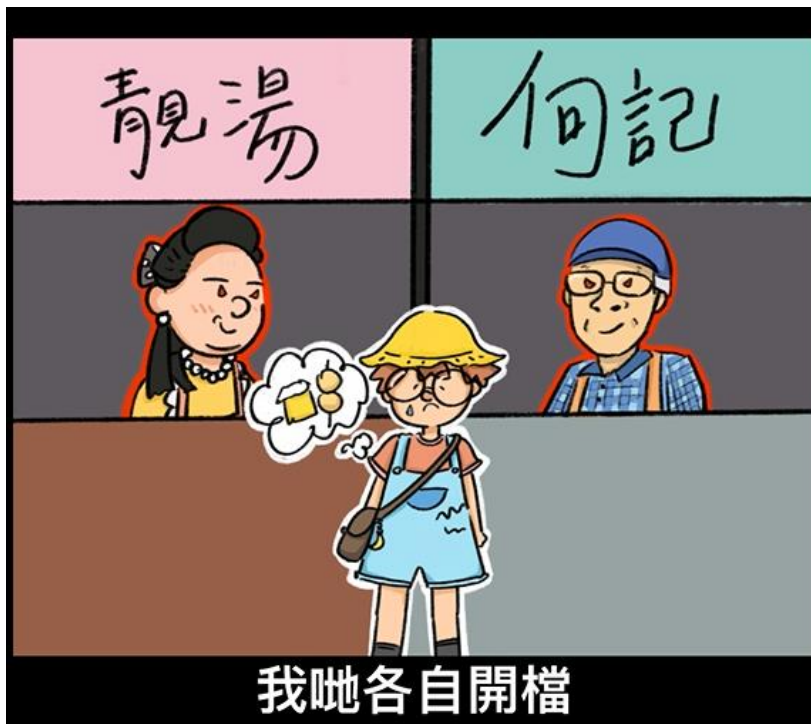
Photo captions:



Mr. Samuel Chan, Chairman of the Competition Commission, presented the award to the Champion.



Finalist teams with guests



The Champion's animated video brings to life how market sharing harms consumers.