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For Immediate Release

HKU team named Champion in Competition Commission's "Post To Compete" Social Media Challenge

The 2021 "Post to Compete" Social Media Advocacy Challenge (Challenge) co-organised by the Competition Commission (Commission) and Junior Achievement Hong Kong has ended on a high note. Team "Just Four" from the University of Hong Kong was named champion for their creativity in using cheating in mahjong game as an analogy of anti-competitive practices in the marketplace to showcase the value and importance of fair competition.

Paying homage to the classic Hong Kong comedy, *Fat Choi Spirit*, Team "Just Four" transformed the abstract concepts of four types of anti-competitive conduct in the market, namely *bid-rigging*, *market sharing*, *exchange of sensitive information* and *abuse of substantial market power* into an amusing micro-movie against a mahjong game setting that would resonate with the general public. The team also made excellent use of infographics to explain each conduct and engage the audience with quizzes and giveaways on different social media platforms. Their good balance of creativity and accuracy of messages, as well as their extensive outreach, have earned the team a \$30,000 cash prize and exciting internship opportunities with the Commission and Mr. Law Wing-chung, a seasoned strategy consultant.

The first runner-up of the Challenge is team "Show Hand" from the Hong Kong University of Science and Technology (HKUST) who also won the "Most Creative Award", while the second runner-up goes to team "Four Golden Flowers" formed by students from the Chinese University of Hong Kong and the City University of Hong Kong. Team "Produck King" from the HKUST and Hong Kong Polytechnic University scored "The Most Popular Award".

Promoting the importance of fair competition among the younger generation is a focus of the Commission's education work. The Commission launched the second edition of the Challenge last November inviting students of local universities and tertiary institutions to formulate social media campaigns to promote competition law. Over 180 teams signed up for the contest with 15 finalist teams shortlisted for a nine-day challenge to execute their campaigns.

Please visit posttocompete.hk to see how the winning teams work their magic to promote competition law in social media.

(Photos attached)



Team “Just Four” from HKU



Group photo of the award-winning teams



Team “Just Four” transformed the abstract concepts of anti-competitive conduct in the market into an amusing micro-movie against a mahjong game setting.