



RETAIL REIMAGINED CHALLENGE 2025

CONNECTING YOUTH, NURTURING ASPIRATIONS FOR
THE EXCITING AND FAST-CHANGING RETAIL INDUSTRY

Programme Highlights



Inspire university students with tremendous opportunities in retail



Develop students' core skills through a retail case competition



Connect retail leaders and students for idea exchange

Three Challenge Themes



Competitive Retail



Experiential Retail



Sustainable Retail

Sponsors

Platinum



Diamond



Gold



TIMELINE

1 Mar 2025 (Sat),
10:00am - 1:00pm
Retail Inspire
(Kick-off event)

24 Mar-11 Apr 2025
Mentorship Meetings
(12 finalist teams to have weekly
meetings with company mentors)

Nov 2024-Jan 2025
Student Recruitment

9 - 14 Mar 2025
Idea Video Submission
& Shortlisting

12 Apr 2025 (Sat)
9:30am - 1:30pm
Challenge Finale
(Final presentation)

SPONSORSHIP PACKAGES

Sponsoring offers exposure to over 40,000 tertiary students across 10+ institutions, 30,000 JAHK young alumni, and visibility at key events including Retail Inspire & Challenge Finale.

	Silver HK\$10,000	Gold HK\$25,000	Diamond HK\$50,000	Platinum HK\$80,000 (Exclusive)
Media Coverage (am730)	Short Quote	1/6 Page Advertorial	Half Page Advertorial	Full Page Advertorial
Naming right of an award	X	X	✓	✓
Interview at the post-event video	X	X	✓	✓
Sit in the judging panel	X	✓	✓	✓
Logo Exposure	✓	✓	✓	✓
A student team to work on your business case	✓	✓	✓	✓
Connect students for summer internship	✓	✓	✓	✓

Details & Application



For enquiries, please contact
Ms. Yuki LUK (2892 1729/ yuki.luk@hkrma.org)
Ms. Janet MAK (2892 1595/ janet.mak@hkrma.org)