

The series of seminars offered students a comprehensive training encompassing various topics such as personal brand building, pitching oneself and business ideas, entrepreneurial opportunities and challenges, as well as exemplary cases from the Greater Bay Area (GBA). This diverse curriculum equipped students with a broad spectrum of experiences and knowledge to better equip them for upcoming challenges.



Prior to the competition, students underwent comprehensive training through 11 workshops covering essential topics such as Analyzing and Research Techniques, Digital Marketing for Start-up Businesses, the Business Environment of the GBA, and Legal Aspects between the GBA and Hong Kong. Subsequently, more than 20 groups of students participated in the competition, engaging in a stimulating exchange of ideas and knowledge with the students from GBA's universities.



A GBA Symposium was convened to attract scholars, industry practitioners, and government representatives to share the latest trends in the GBA and introduce the current support systems and opportunities available in the region. This symposium drew the participation of over a hundred students, making it a highly engaging and informative event.



Beyond theoretical knowledge support, the project also facilitated direct experiential learning opportunities for students to broaden their horizons. 4 GBA tours were organized, offering students the chance to visit prominent local enterprises and gain insights into their business and operational strategies, thereby inspiring entrepreneurial ideas and nurturing a practical understanding of business dynamics.