

Press Release

For Immediate Release

**Cyberport Co-organises Four Hackathons with Leading Enterprises and a University in October and November
Events promote corporate digital transformation, identify tech talent**

Hong Kong, 22 October 2019 – Cyberport is co-organising four hackathons with SmarTone, Cathay Pacific, Convoy, and the Hong Kong University of Science and Technology (HKUST) respectively in October and November. In addition to encouraging young people and start-ups to innovate for smarter living, aviation, and finance, the events are designed to identify and nurture promising tech talent, and to promote corporate digital transformation to enhance their competitiveness.

Eric Chan, Cyberport’s Chief Public Mission Officer, said: “In the face of ever-changing market environments and customer demands, traditional businesses are confronted with new operational pain points that hinder growth. Young entrepreneurs have myriad creative business ideas and are equipped with the latest technological know-how to carry out the concepts, yet sometimes their limited understanding of industry domain knowledge encumber the market-readiness of their solutions. To bridge corporations and innovators and allow them to tap one another’s strengths, Cyberport is partnering with multiple leading enterprises to organise the hackathons to offer young people opportunities to innovate and, at the same time offer corporations digital pathways to transform.”

Some of the hackathons will award the winners with fast-track opportunities with the Cyberport Creative Micro Fund (CCMF) or the Cyberport Incubation Programme (CIP), which will allow talented innovators to realise their entrepreneurial dreams.

Smarter living enabled by 5G

Hong Kong’s move into the 5G era is opening up a whole new world for smart city business opportunities. To support this trend, the SmarTone Hackathon, which will be held on 26 and 27 October at Cyberport, has adopted the theme of “5G & Smart City”. The event invites local and overseas tech talent and start-ups to design integrated and sustainable smart living applications, connected and environmentally compatible smart transportation solutions, personalised smart shopping solutions, and 5G-enabled smart IoT applications.

Three Cyberport start-ups will serve as mentors for the event. The winning teams will receive prizes worth more than HK\$120,000, investment and internship opportunities in the SHKP Group and its subsidiaries, and a fast-track interview opportunity with the CCMF.

Hong Kong’s only aviation-themed hackathon

The Cathay Pacific 24-hour Hackathon 2019, which will take place on 9 and 10 November, is Hong Kong’s only aviation-related hackathon. The event welcomes university students and young technology and aviation enthusiasts with expertise in software design, and business development to join. Participants will have 24 hours to develop solutions that enhance the

travel experience and shape the future of travel. The top three teams will receive air tickets and Asia Miles as rewards and a fast-track interview opportunity with the CCMF. In addition, the champion will be able to join an 8-week Cathay Pacific IT internship Programme or granted direct entry to the second-round interview of the Cathay Pacific IT Graduate Trainee Programme. All of the participants will also be invited to attend Cyberport Day on 2 November, during which they can better understand Cyberport's mission, work, and support for start-ups and learn about the latest industry developments from start-ups from the Cyberport community.

Cultivating students' innovative spirit, promoting the FinTech ecosystem's growth

The companies that were granted virtual banking licenses will gradually begin operations later this year and early next year, coinciding with the rise of the banking sector's demand for virtual banking technologies. Targeting the development of virtual banks, the HKUST and Cyberport will co-host the Bizkathon@HKUST on 2 and 3 November and will invite students and alumni of tertiary institutions in Hong Kong to develop solutions that help virtual banks win customer trust, tackle compliance issues, and automate banking operations with FinTech. Three of the virtual banks that have received the licenses, PingAn OneConnect, WeLab, and ZhongAn, will serve as supporting organisations and judges. The top three teams will share a total of HK\$38,000 in cash prizes and fast-track interview opportunities with the CCMF and CIP.

Another FinTech hackathon, the FINSPIRE Hackathon, co-organised by Convoy and Cyberport, will also be held in November. The event invites local and overseas university students to join as teams of up to six people. FinTech training workshops will be offered to the participants prior to the event. From 15 to 17 November, the participants will have 48 hours to design FinTech solutions for individuals or businesses or to address social and environmental needs. They will then pitch their solutions to the judging panel, and answer questions. The champion team will receive HK\$50,000 in prize money and go to the UK to visit FinTech companies, as well as an opportunity to join a 12-week mentorship programme. The first runner-up, second runner-up, and individuals will also receive awards.

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Attachment

Competition	Date	Eligibility	Challenges
SmarTone Hackathon	26-27 October (Application has closed)	Local and overseas individuals and start-ups	<ul style="list-style-type: none"> • Smart Living – Develop ideas and solutions to make life more integrated, productive and sustainable • Smart Transportation – Develop ideas and solutions for intelligent, connected, accessible and more environmentally compatible travel journeys • Smart Shopping – Develop ideas and solutions to disrupt retail experience with personalisation, mobility, digitalization • Smart IoT – Develop ideas and solutions that harness 5G to maximize the power of IoT for connected products and services
Cathay Pacific 24-hour Hackathon	9-10 November (Application has closed)	University students and youth	<ul style="list-style-type: none"> • Create and enhance the travel experience
Bizkathon @HKUST	2-3 November (Application deadline: 25 October)	Students and alumni of local tertiary institutions	<ul style="list-style-type: none"> • How could virtual banks build customer confidence • What could be their best way of dealing with the compliance issues • What manual procedures can be automated or opted out with the help of Fintech
FINSPIRE Hackathon	15-17 November (Application deadline: 10 November)	Local and overseas university students	<ul style="list-style-type: none"> • Youth-centric projects that enable smart, fun, and secure lifestyles • Commercial-centric projects that transform security and operation efficiency • Purpose-driven projects that address social and environmental needs.

About Cyberport

Cyberport is an innovative digital community with around 1,400 start-ups and technology companies. It is managed by Hong Kong Cyberport Management Company Limited, which is wholly owned by the Hong Kong SAR Government. With a vision to be the hub for digital technology thereby creating a new economic driver for Hong Kong, Cyberport is committed to nurturing a vibrant tech ecosystem by cultivating talent, promoting entrepreneurship among youth, supporting start-ups on their growth journey, fostering industry development by promoting strategic collaboration with local and international partners, and integrating new and traditional economies by accelerating digital transformation in the public and private sectors. For more information, please visit www.cyberport.hk

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