



## PRESS RELEASE

## Four entrepreneurs go to Hong Kong - Winners in the napkin competition are announced Wednesday

Øresund Entrepreneurship Academy have elected the winners in the business idea competition: Write your idea on a napkin. The four winners of a trip to Hong Kong Science and Technology Parks will be celebrated at the award ceremony on 19 November.

The business idea competition has proved a success again this year with a doubling of the number of ideas entering the competition compared to last year. The Academy has received 216 extremely interesting ideas from 159 contestants, of which 40% are women.

The four ideas that win the competition will be announced at the event TRAVEL2LEARN which is taking place in connection with the campaign "Start virksomhed – start vækst", the Danish contribution to Global Entrepreneurship Week.

*"The great number of very creative ideas shows the enthusiasm of the students," says Christian Vintergaard, Managing Director of Øresund Entrepreneurship Academy. "It has been hard and exciting to pick out the 20 nominated ideas for the final. Now we are looking forward to reveal the absolute best four ideas and to send the winners off to Hong Kong in February."*

The ideas cover a wide field from products to services and within all sectors. The business ideas have been evaluated according to several criteria, i.e. originality, whether the product/service fulfills a need and whether the student can carry the idea through in practice. The jury is composed of representatives from Øresund Entrepreneurship Academy, Venture Cup Syd and Venture Cup Danmark.

The award ceremony in which mr. Claus V. Hemmingsen, Denmark-Hong Kong Trade Association, will be presenting the winners, is the festive opening of an event which focuses on travel and learning. Øresund Entrepreneurship Academy has assembled a number of business people, students and student counsellors to inform and give advice on the possibilities of travelling with your ideas or studies.

Read more about the award ceremony and TRAVEL2LEARN on [www.oecademy.org](http://www.oecademy.org).

The winners and their ideas will also be presented on [www.oecademy.org](http://www.oecademy.org) on Thursday, 20 November.

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*Øresund Entrepreneurship Academy is an organisation under Øresund University. The Academy was established in September 2006 and its objective is to open possibilities for increased growth and more entrepreneurship in all of Denmark and Sweden. The Academy cooperates with the twelve universities in the region and supports financially the establishment of new innovation and entrepreneurship study programs and courses. The Academy is financed by the Danish Enterprise and Construction Authority, the Swedish Ministry of Enterprise, Energy and Communications, Scania Region, and The Greater Copenhagen Authority.*

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