



PRESS RELEASE

Winners of the Napkin Competition found

The four winners of the Napkin Competition 2008 were celebrated at the award ceremony arranged by Øresund Entrepreneurship Academy on Wednesday afternoon. The winners are students from Lund University, Copenhagen Business School and the IT University in Copenhagen. One thing they have in common; they have exciting and creative business ideas.

The four winners were found among the 20 nominees and they all won a ticket to Hong Kong Science and Technology Parks. The prize was presented to the winners by Claus V. Hemmingsen, Denmark-Hong Kong Trade Association. The winning ideas were a new service for mobile telephone subscription, sponsored businesscards for students, interactive billboards, and a new reality game.

"The students have been very creative and innovative. The ideas all have great business potential" says Christian Vintergaard, Managing Director for Øresund Entrepreneurship Academy. "The visit to Hong Kong Science and Technology Parks will hopefully help our winners to develop their ideas further, so that we in the future can use their products and services."

The business idea competition has also this year been a great success. The Academy recieved 216 ideas on napkins – some on physical napkins, some electronic through www.oecademy.org – and all of them were very exciting.

"I am proud and happy for being nominated. It was a creative and fun competition and a challenge to have to explain your idea in only a few lines", says Oluf Swensson, one of the 20 nominees.

The winners Jacob Lönroth, Louice Rosdahl, Katrine Naustdal and Michael Friis will be going to Hong Kong in February together with a representative from the student incubator VentureLab from Lund University. They were the ones who inspired the most students to participate in the competition. As last year, the young entrepreneurs will be introduced to the entrepreneurial and innovative environment in Hong Kong. They will also get the opportunity to build a network and establish contacts that can be useful in the future.

You can find out more about the winners and their ideas on our webpage www.oecademy.org

Contact information

For more information, please contact:

Christian Vinergaard, Managing Director, Øresund Entrepreneurship Academy,
+45 28754191 or Christian.vintergaard@oecademy.org

Kåre Moberg, Projektledare, Øresund Entrepreneurship Academy,
+46 768 955502 or kare.moberg@oecademy.org

Øresund Entrepreneurship Academy är en organisation under Øresundsuniversitetet. Akademien etablerades i september 2006 och har som syfte att skapa en grogrund för tillväxt och entreprenörskap i såväl Øresundsregionens som i hela Danmark och Sverige. Akademien samarbetar med Øresundsregionens tolv universitet och högskolor och erbjuder finansiellt stöd och kompetens till att utveckla nya utbildningar och kurser inom innovation och entreprenörskap. Akademien är finansierad av Erhvervs- og Byggestyrelsen, Näringsdepartementet, Region Skåne, Region Hovedstaden og Øresundsuniversitetet.

Øresund Entrepreneurship Academy
Kilen, Kilevej 14A, 1. sal
DK-2000 Frederiksberg C
Denmark

Øresund Entrepreneurship Academy
Øresundshuset, Ø.Vallgatan 14
Box 117
221 00 Lund
Sweden

Tel. +45 3815 3581
Fax +45 3815 3635
E-mail info@oecademy.org
WWW www.oecademy.org