



PRESSRELEASE

Idea on napkin in trade for ticket Hong Kong

This is the second year Øresund Entrepreneurship Academy launches its business idea competition, also called the napkin competition. Students of the Øresund Region may win a study trip to Hong Kong Science and Technology Parks by writing their business ideas on a paper napkin.

History has seen several examples of how doodling on a napkin has led to successful business adventures. Last year the Academy received a heap of creative ideas scribbled on paper napkins as part of the business idea competition and is therefore eager to repeat the event this fall.

"We want the students to use their creativity as freely as possible and not to limit themselves by the thought of having to produce a complete business plan," says Christian Vintergaard, Managing Director for Øresund Entrepreneurship Academy. "We would like the students to bring their ideas out in the open or rather onto a napkin. That way their ideas are already one step closer to being realized."

The business ideas will be evaluated according to several criteria, among others originality, whether the product/service meets a need and whether the student can carry out the idea. The jury consists of representatives from Øresund Entrepreneurship Academy, Venture Cup Syd and Venture Cup Denmark.

Last year's winners are very enthusiastic about their inspiring trip to Hong Kong Science and Technology Parks which is a 220 000 m² campus with high-tech businesses of all sizes. Their reports can be downloaded from the Academy homepage.

More information about the competition and a virtual napkin can be found on www.oecademy.org.

Deadline for participating in the competition is **3rd November 2008**.

Contacts

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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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