MEDIA ADVISORY

Firing the Imagination of Singapore's Youth Entrepreneurs at the National Pushcart Challenge 2008

Republic Polytechnic (RP), the Singapore tertiary institution that approaches learning with a difference, would like to invite your journalist and photographer/camera crew to the official launch of the National Pushcart Challenge 2008 organized by its Centre for Innovation and Enterprise on 17 November 2008. Please note the final judging of the Challenge will be conducted on 18th November between 10.00 am and 1.30 pm.

The National Pushcart Challenge was initiated as a platform for all secondary schools who have participated in the Entrepreneurship Education Programme (EEP). Through this competition, 132 students from 22 secondary schools will be given the opportunity to pit their entrepreneurial skills against each other in a two-day nationwide competition. There will be a variety of unique products sold by the schools from customized shoes to herbal plants.

This competition seeks to raise the profile of the EEP as well as to bring together schools on a common entrepreneurial platform to enhance students' learning. Seven categories of cash prizes will be awarded: National Pushcart Challenge Champion ($3,000), First Runner Up ($2,000), Second Runner Up ($1,000), Most Creative Business Idea ($500), Most Promising Business Idea ($500), Best Visual Display Pushcart ($500), and Most Patronized Pushcart ($500).

Teams in the Challenge are judged in five key areas: Sales, Product, Creativity, Services and Marketing & Promotion.

Building on last year's success, Republic Polytechnic National Pushcart Challenge 2008 has been invited to be part of a global entrepreneurship initiative titled Global Entrepreneurship Week (GEW). Concurrently with various institutions/organizations in 74 countries around the world, National Pushcart Challenge will be the key highlight for the opening ceremony of GEW in Singapore where President SR Nathan has been invited to hand out prizes to the winners of the competition.

For media RSVPs and interview opportunities, please contact the following by Friday, 14 November 2008:

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About Republic Polytechnic

The first educational institution in Singapore to adopt the Problem-Based Learning approach for all its diploma programmes, Republic Polytechnic has six schools and one centre offering thirty diploma courses in Information and Communications Technology, Engineering, Applied Science, Technology for the Arts, Sports, Health and Leisure, Events and Hospitality, Innovation and Enterprise, and Culture and Communication. Republic Polytechnic is committed to nurturing innovation and entrepreneurial learning in an environment that develops problem-solving process skills and a life-long learning attitude. Its holistic, broad-based curriculum, covering culture, enterprise development and cognitive processes, prepares students for an active and meaningful role in society. Republic Polytechnic strives for excellence by achieving various national and international accreditations, including People Developer Standards, ISO9001, ISO14001, OHSAS 18001, Singapore Quality Class, Singapore Innovation Class, and the Singapore Health Awards (Gold). For more information, visit http://www.rp.sg.