

**MEDIA RELEASE**

## Republic Polytechnic's Digital Business Challenge 2018: Empowering young entrepreneurs to digitalise business ideas



*(Above: Mr Seah Kian Peng, Chief Executive Officer of NTUC Fairprice Co-op, and MP for Marine Parade GRC presenting the 2<sup>nd</sup> Runner Up prize to NorthLight School students)*

**SINGAPORE, 9 SEPTEMBER 2018** – Republic Polytechnic (RP) held its annual Digital Business Challenge (DBC), a nationwide inter-secondary school competition that seeks to showcase the brightest ideas and celebrate the spirit of enterprise among youths in Singapore. The event is organised by students and staff from RP's Diploma in Business & Social Enterprise, and the Diploma in Consumer Behaviour & Research.

This year's challenge garnered the participation of 70 students from 13 secondary schools, who set up booths that proposed solutions to help co-operatives and social enterprises digitalise their businesses through innovation and technology.

Through a partnership with the 99%SME e-marketplace, students worked with Voluntary Welfare Organisations (VWOs) and social enterprises such as Singapore Associate of Mental Health (SAMH) and Singapore Association of the Visually Handicapped (SAVH) to digitalise their business and launch it on the 99%SME digital platform.

The teams then carried out physical retail sales, retailing products that they had developed to raise funds for their co-operatives and social enterprises. The entrepreneurship challenge ended today in a grand finale at Northpoint City, where 14 finalist teams had set up physical retail booths to execute their business plans in a real-life setting.

Mr Seah Kian Peng, Chief Executive Officer of NTUC Fairprice Co-op, and MP for Marine Parade GRC was the Guest-of-Honour for the event and presented the prizes to the winners.

Mr Sim Choon Hou, Acting Director, RP's School of Management and Communication, said, "With more people and businesses communicating, transacting and negotiating via the Internet, the world of digital business is now increasingly relevant. The students participating in this year's Digital Business Challenge have shown us how cooperatives and social enterprises can digitalise their business, providing a seamless integration between the digital and physical space."

The list of winners are:

1. Champion – Junyuan Secondary School (\$1000 cash)
2. 1st Runner-up – St Anthony's Canossian Secondary School (\$700 cash)
3. 2nd Runner-up – NorthLight School (\$500 cash)
4. Merit Prize – Queensway Secondary School
5. Merit Prize – Anglican High School
6. Most Innovative Teams – Raffles Girls' School and Boon Lay Secondary School
7. Best Visual Merchandising Teams – Pei Hwa Secondary School and North Vista Secondary School
8. Best Infographic Poster Design Teams – Raffles Girls' School and Hua Yi Secondary School

Number of participating secondary schools in the event: 13

- Anglican High School
- Boon Lay Secondary School
- Broadrick Secondary School
- Chung Cheng High School (Yishun)
- Holy Innocents' High School
- Hua Yi Secondary School
- Junyuan Secondary School
- North Vista Secondary School
- NorthLight School
- Pei Hwa Secondary School
- Queensway Secondary School
- Raffles Girls' School (**2 teams**)
- St Anthony's Canossian Secondary School

For more information on Republic Polytechnic's School of Management and Communication, please kindly visit: <https://www.rp.edu.sg/smc/home>

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## **About Republic Polytechnic**

The first educational institution in Singapore to leverage the Problem-based Learning approach for all its diploma programmes, Republic Polytechnic (RP) has seven schools and one academic centre offering 39 diplomas in Applied Science, Engineering, Management and Communication, Hospitality, Infocomm, Sports, Health & Leisure, and Technology for the Arts.

Republic Polytechnic is committed to nurturing innovation and entrepreneurial learning in an environment that develops problem-solving skills and lifelong learning opportunities. Its holistic and broad-based curriculum prepares students for an active and meaningful role in society as problem solvers, respected professionals and passionate citizens.

Republic Polytechnic strives for excellence by achieving various international and national accreditations, including ISO 9001, ISO 14001, OHSAS 18001 and ISO 22301.

For more information, visit <http://www.rp.edu.sg>