



The “**HKRMA Retail Reimagined Challenge 2023**” aims to inspire university students and young alumni with the many possibilities and development pathways available in the fast-changing retail industry, through a 3-month learning journey with engaging talks, workshops and mentorship on retail, innovation and essential skills needed for the future.

Students will form teams of 5 and be tasked to develop their creative ideas to reinvent the retail landscape, focusing on one of the themes: **Sustainability**, **Innovation Customer Experience** and **Talent Attraction and Engagement**. The program will conclude with an Online Battle and Challenge Finale.

### Join as a Retail Mentor

You will make a difference by providing students with your valuable advice and guidance throughout the whole program from their idea generation to materializing their concept and visualizing the final solution, in particular to provide business insights and commercial viability advice of the proposed ideas and support students on their presentation.

Retail mentors will inspire and guide through students in a 3-month journey:

#### 1. JA Innovation Camp:

Date & Time	4 March 2023 (Sat), 10:30am - 5:00pm
Venue	8/F, The Wave, Kwun Tong
Role	<ul style="list-style-type: none"> <li>Guide a group of 5 - 6 students on their <b>Retail Innovation Plan</b> to put practice over theory and develop their creative ideas to reinvent the future retail landscape</li> <li>Share your business insight and commercial viability advice to the students</li> <li>Serve as role model, facilitator, motivator and friend to students</li> </ul>
Language	Cantonese
Mentor Briefing	24 February 2023 (Fri), 4:15pm – 5:15pm, Online (Zoom) <ul style="list-style-type: none"> <li>Guidelines and briefing to mentors on how to guide the students to work on the business cases will be provided</li> </ul>

## 2. Mentoring Meeting (if the team proceeds to the top 12 finalist teams):

Date & Duration	5 - 25 March 2023 One 1-hour mentoring meeting bi-weekly x 3
Format	Face to face or virtual as agreed with the team
Role	<ul style="list-style-type: none"><li>Guide your team to further develop their videos to visualize their creative retail ideas through a <b>3-min video of their creative ideas</b> on reinventing the retail landscape and get better prepared for the Challenge Finale</li></ul>
Language	Cantonese

## 3. Challenge Finale (optional):

Date & Duration	15 April 2023 (Sat), 10:00am – 1:30pm
Format	8/F, The Wave, Kwun Tong
Role	<ul style="list-style-type: none"><li>Support and mentor the team on a short presentation to the professional judging panel to compete for various awards and recognitions for the Challenge Finale</li><li>vote for their favourite team for the “Most Popular Award”</li></ul>
Language	Cantonese

## Enroll Now!

It will be a pleasure to have you to join us! If you are interested in this opportunity, please fill out the mentor registration form at: <https://forms.gle/Lod5ik4T4rdC3bJW7> by **14 Feb 2023**. For enquiry, please contact JAHK at (Tel) 3426 3142 or (Email) [rrc.ja@jahk.org](mailto:rrc.ja@jahk.org)