



# IGNITE

moving ideas

# Contest Intro

**IGNITE: moving ideas** is a Contest of Ideas addressed to welcome teams of Italian and Chinese Students/Young Professionals (S/YP), resident in China for at least one semester during the ongoing academic year, it aims to award the most creative and innovative ideas of the year 2018-2019.

**IGNITE: moving ideas** is open to S/YP who are registered members of the *China-Italy Chamber of Commerce (CICC)* and the *Association of Italian Young Professionals in China (AGIC)* for the ongoing academic year.





## Contest Intro

**IGNITE: moving ideas** wishes to activate the regenerative thinking of S/YP in China and to give those ideas opportunities to be listened, discussed and, hopefully, become real projects.

Via **IGNITE: moving ideas**, S/YP are given the opportunity to present their ideas and be sure those ideas are intellectually protected by an officially recognized Contest of Ideas; furthermore, the chosen teams will be tutored by professionals and scholars in China, sponsored by well-established enterprises and judged by China's experts. The most outstanding ideas will be awarded at the Golden Panda Award (Panda d'Oro) in June 2019 in Shanghai, China.





## Contest Logo

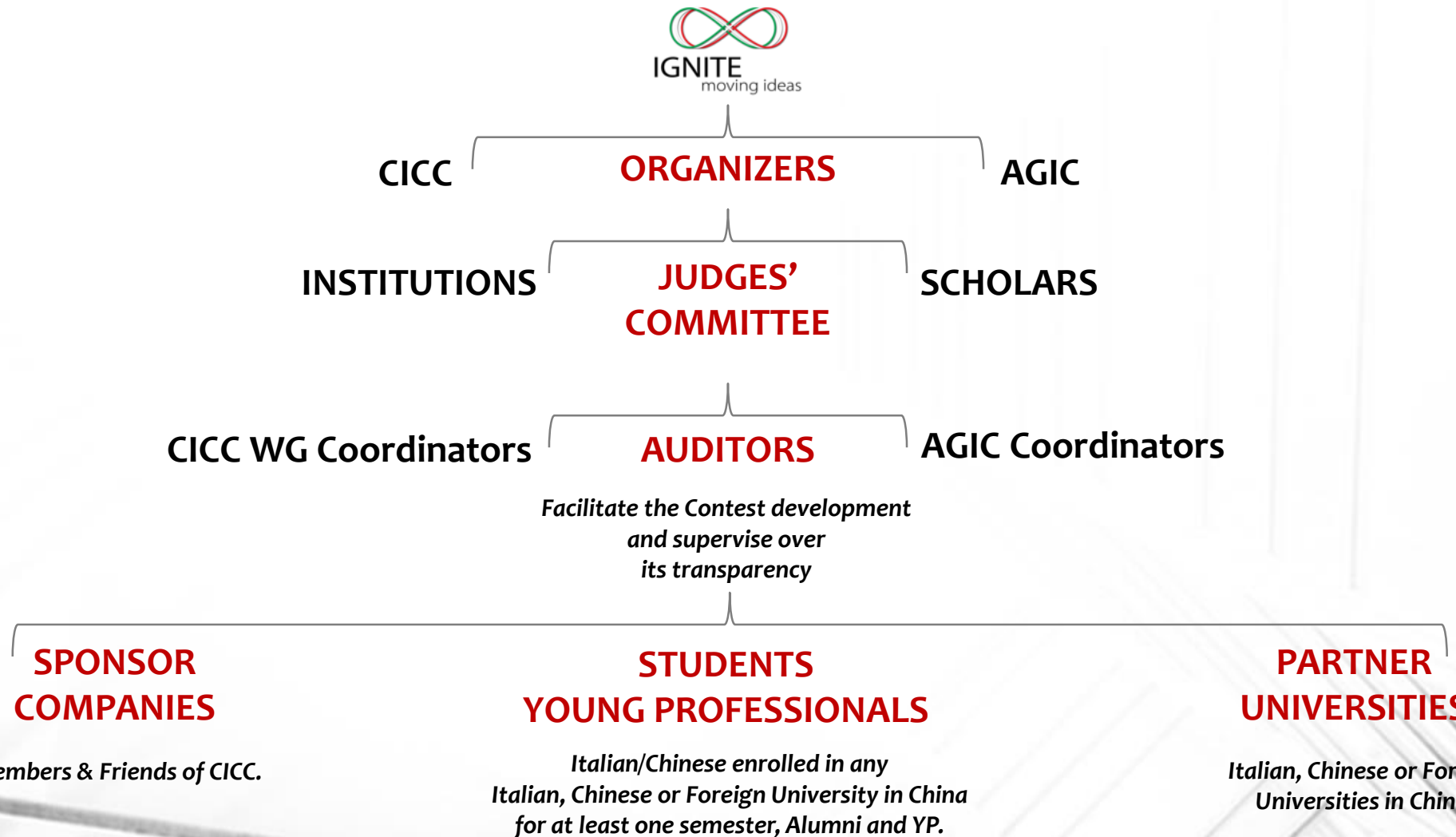
The logo of **IGNITE: moving ideas** reminds the Infinity of Zeno di Elea, a pre-Socratic Greek philosopher from Italy.

The logo concept wishes at first to describe force beyond any natural element; and then to recall the harmonious circular shapes which are commonly used in China, as a tribute to the Country where the ideas were conceived in this celebration of creativity and innovation.

As a result, **IGNITE: moving ideas** aims to empower millennials, the future movers and shakers, in activating ideas that are rooted in our traditions and overlook the future.



# Contest Main Players

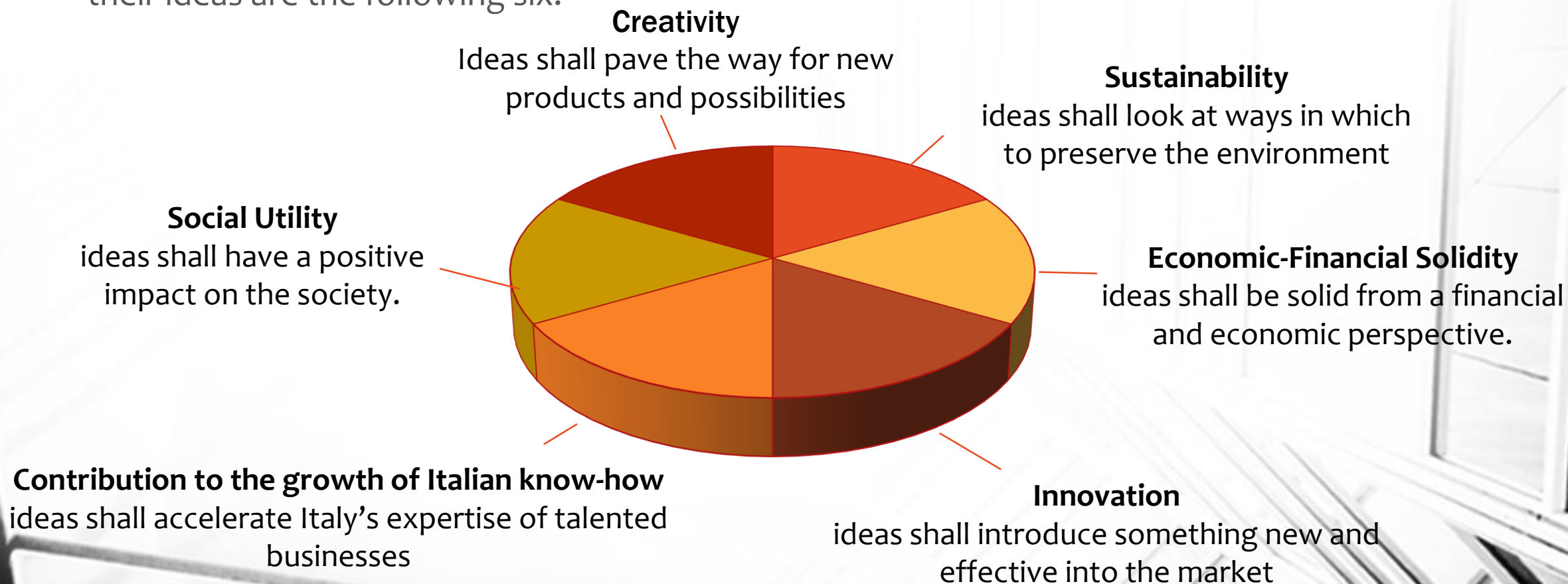


# Contest Milestones



# Contest Evaluation Parameters

The parameters that the Contest' participants shall follow when presenting and developing their ideas are the following six:







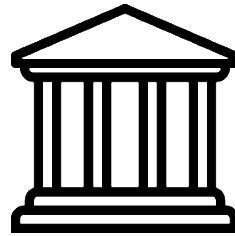


# How To Participate?

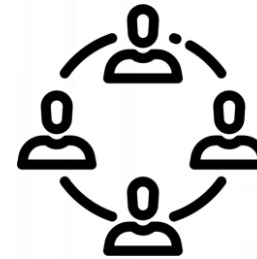
Select your participation category among the ones available within **IGNITE: moving ideas**



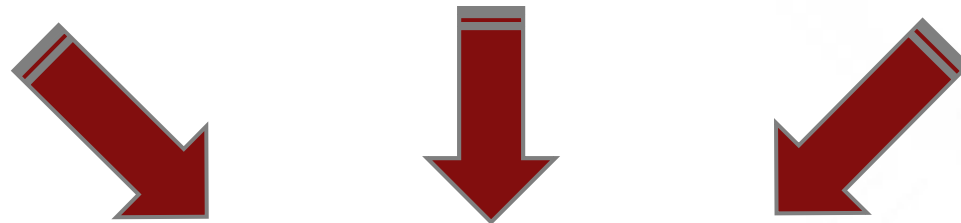
**SPONSOR  
COMPANY**



**UNIVERSITY  
PARTNER**



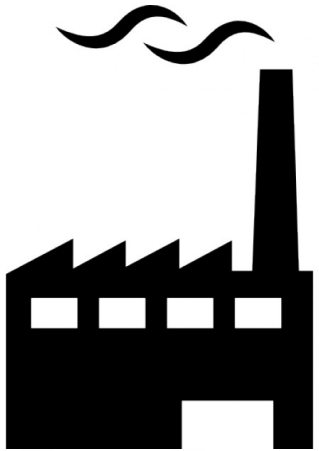
**STUDENT  
YOUNG PROFESSIONAL**



Fill in the Registration Form

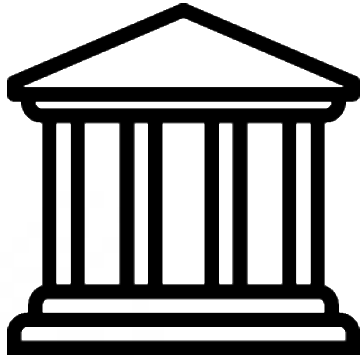
Submit it by January 31<sup>st</sup> 2019 to [ignite@cameraitacina.com](mailto:ignite@cameraitacina.com) or [ignite@assogic.com](mailto:ignite@assogic.com)

# Why do Companies Sponsor the Contest?



- ✓ Stay close to S/YP.
- ✓ Tutor S/YP's ideas development.
- ✓ Gain company exposure and visibility at events and on selected media.
- ✓ Hunt talents and talented ideas.
- ✓ Be the first to know about those ideas.
- ✓ Invest in ideas that will shape our future.
- ✓ Be involved with CSR and philanthropic activities, at reasonable fees:
  - RMB 10.000,00: Small-size business;
  - RMB 20.000,00: Medium-size business;
  - RMB 50.000,00: Large-size business.

# Why do Universities Partner-Up?

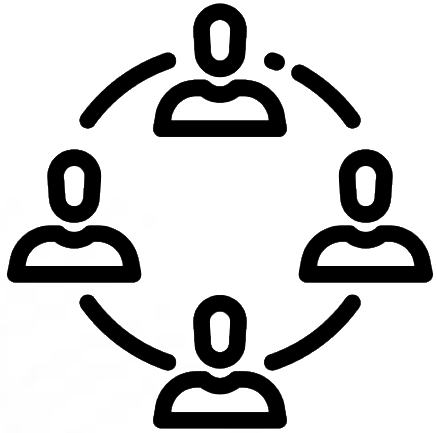


- ✓ Involve their Students and Alumni into the Contest.
- ✓ Promote the Contest among their stakeholders.
- ✓ Cooperate with CICC and AGIC.
- ✓ Host Contest activities and events.
- ✓ Gain visibility and exposure at Contest' events.
- ✓ Expand their networks of institutional and business relations.

*Note: Universities are welcome to sponsor under the category of “Sponsor Company”. Therefore, Universities can be both Partners and Sponsors.*



# What do S/YP Need to Do?



- ✓ An innovative and creative idea, which can respect the 6 parameters at its best.
- ✓ A team, composed of at least 2 individuals (1 Italian + 1 Chinese), <30 years' old, resident in China for at least one semester during the ongoing academic year.
- ✓ A team name.
- ✓ Enough time (4-6 hours per week) to dedicate to the Contest during “out-of-class” moments.
- ✓ The Registration Form to be filled in and submitted by February 17<sup>th</sup> 2019.
- ✓ An introductory written abstract about your idea.
- ✓ A video-pitch to present your idea and be accepted as a Contest Participant.
- ✓ A valid membership to AGIC (RMB 100) and CICC (RMB 800).



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**CICC**

[ignite@cameraitacina.com](mailto:ignite@cameraitacina.com)

**AGIC**

[ignite@assogic.com](mailto:ignite@assogic.com)