



International Business Plan Competition 2024 in Shenzhen

January 02 to 13, 2024



International competition with students from all over the world
(USA, Hong Kong, Germany)

Topic:

“Develop Business Ideas for the Innovative Greater Bay Area around Shenzhen”

- **Work together** on innovative and exciting business ideas
- Learn to **develop** sound **business plans**
 - no prior experience required
- Get **feedback** from experts from all over the world
- Develop your **intercultural** competence
- Support your career by building an **international network**
- Visit one of the most **innovative regions worldwide**



Who ???

Target Group



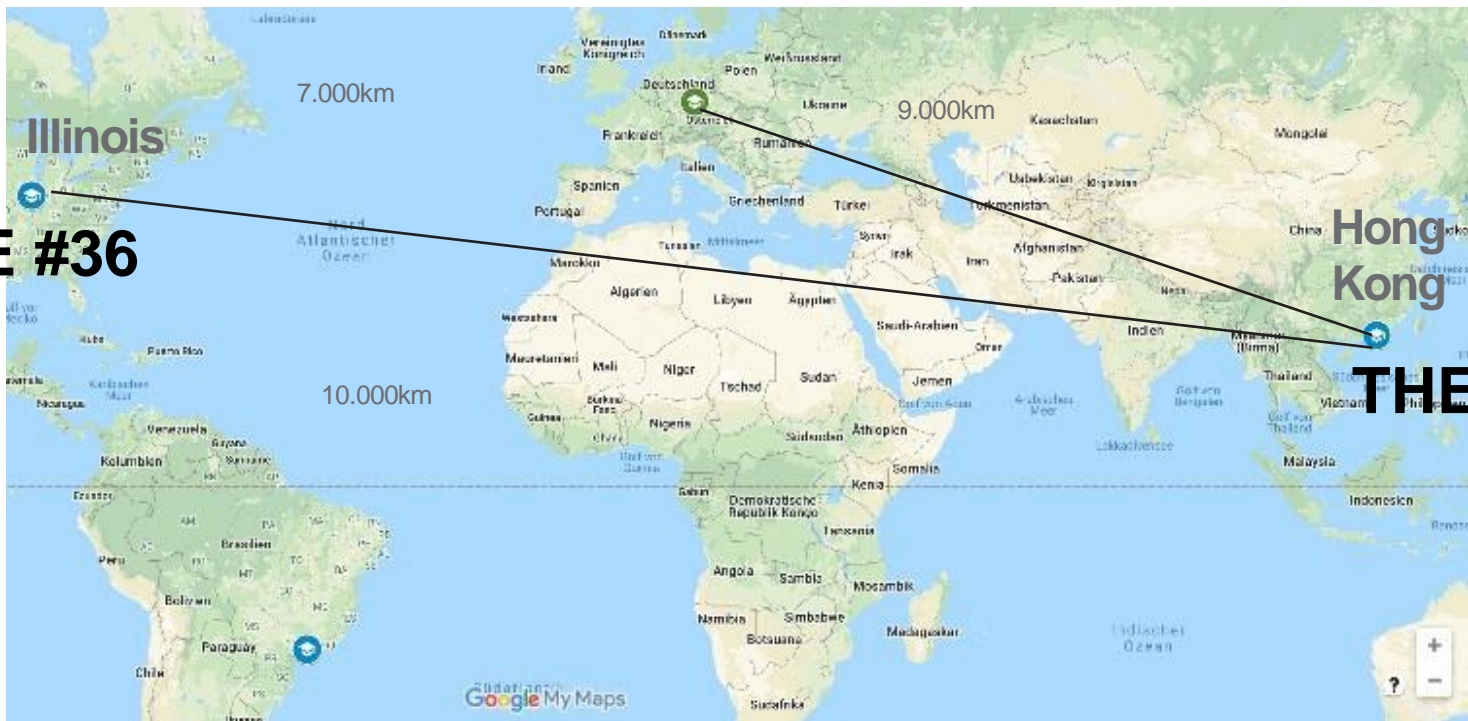
RW and Ing. students
M.Sc. and B.Sc.



Top Ranked

THE #251 - 300

THE #36



THE #48



Participants

Mixed Working Groups



8 international teams

**in each team:
students from all universities**

**12 students from each university
typically studying “Technology & Management”**



Program

During the Day

- Input sessions, work in individual groups, side program and mentoring through experts

Excursions

- One full-day touristic excursion
- At least three excursions to well-known companies
- Tencent, DJI and Huawei (visit of the famous Ox Horn Campus!)

Evening Program

- 3 group dinners
- Business Plan Competition and award ceremony on the last day

Free Time

- Spend time in a group of internationals



Facts

Costs and Application

Costs for Participation

- **400 €**/participant + Flight to Shenzhen / HK (book on your own!)
- Some food and drinks

Included Services

- Accommodation + travel expenses during the competition
- 3 excursions + 3 dinners and lunches + one daily snack

Application

- Send your **CV** and a **short motivation letter** to:
christoph.kretschmer@uni-bayreuth.de

For further questions or a testimonial:

Write a mail: christoph.kretschmer@uni-bayreuth.de

*Mostly
Sponsored by
UBT*



**HKUST Campus in
Guangzhou**

DEADLINE

31.08.2023

*Do not hesitate,
try it out.*



Credits (UBT Students)

BWL and WIng

- Spezialisierungs- / Vertiefungsbereich TIM (BWL XI)
(Bachelor/Master als **Seminar / Hauptseminar**)
- Verzahnungsbereich / Schlüsselqualifikation / Ergänzungsmodulbereich
(Bachelor/Master als **Teamprojekt / Fallstudie**)

MatWerk / Eng. Science

- „Gesellschaftliche und ökonomische Grundlagen“
- „Überfachliche Kompetenzerweiterung“ (Master)

Alternative

- Please coordinate crediting in other areas directly with respective chairs (we will gladly support this)



Artificial Intelligence in Development and Production of Products and Services

Hamburg



Integrating People with Disabilities

São Paulo



Transportation and Communication Technologies



New business opportunities made possible by advancements in transportation and information communication technologies within the San Francisco Bay Area transportation ecosystem

