



Camera di Commercio Italiana in Cina
中国意大利商会
China-Italy Chamber of Commerce

in cooperation with



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

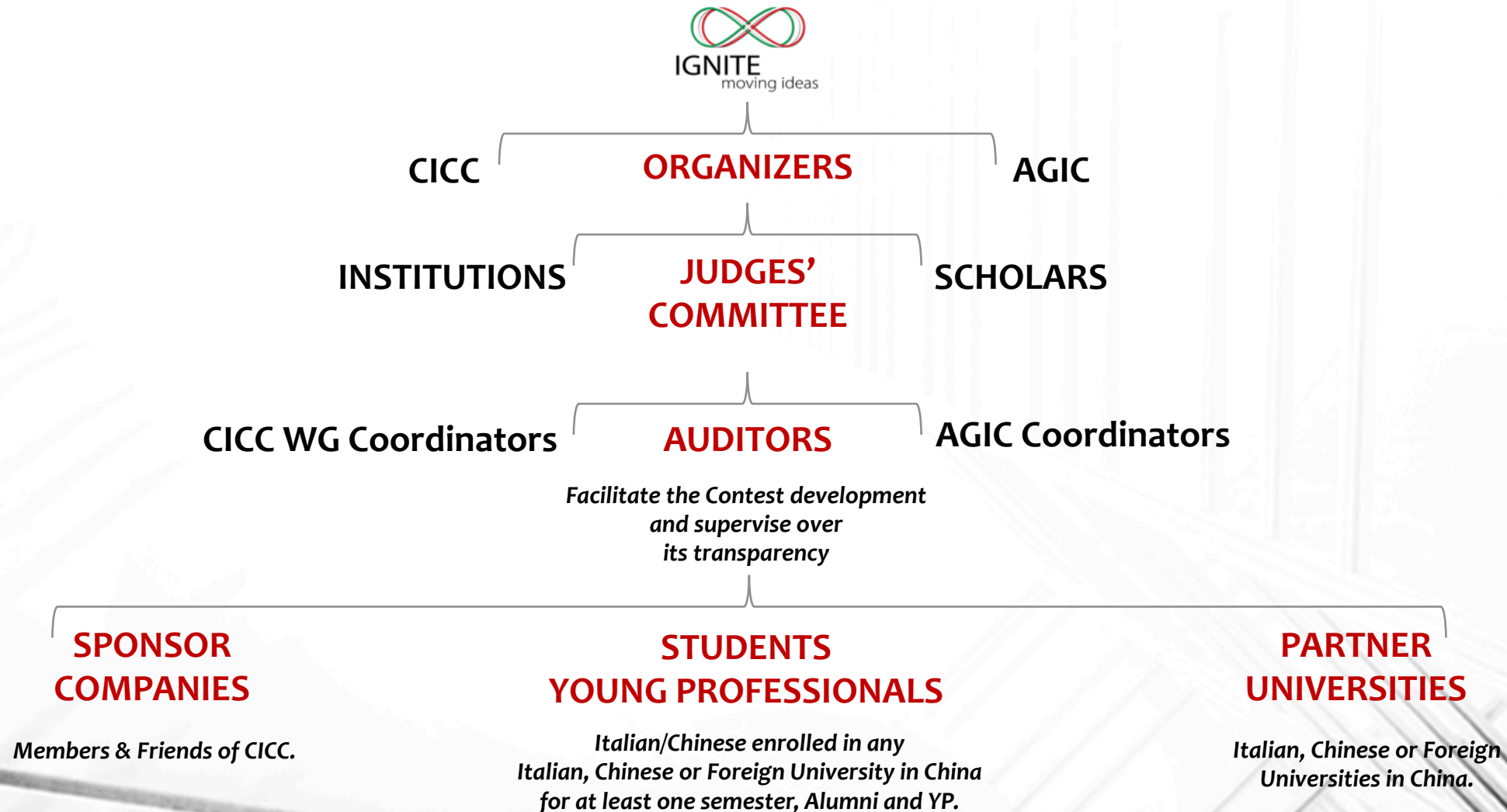
The logo of **IGNITE: moving ideas** reminds the Infinity of Zeno di Elea, a pre-Socratic Greek philosopher from Italy.

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:

Creativity

Ideas shall pave the way for new products and possibilities

Sustainability

ideas shall look at ways in which to preserve the environment

Economic-Financial Solidity

ideas shall be solid from a financial and economic perspective.

Innovation

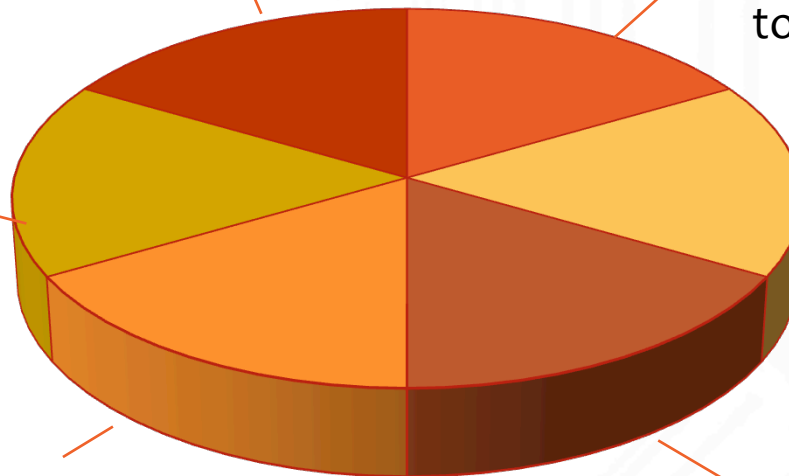
ideas shall introduce something new and effective into the market

Contribution to the growth of Italian know-how

ideas shall accelerate Italy's expertise of talented businesses

Social Utility

ideas shall have a positive impact on the society.

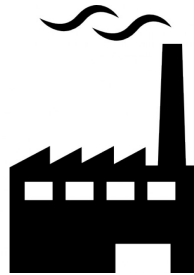


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- The image displays six identical horizontal number lines, each representing a scale from 0 to 10. Each line has 11 tick marks labeled with integers from 0 to 10. A large red 'X' is positioned at the 0 mark, and a large green checkmark is positioned at the 10 mark. The number lines are arranged in a vertical stack, separated by thin green horizontal lines.

How To Participate?

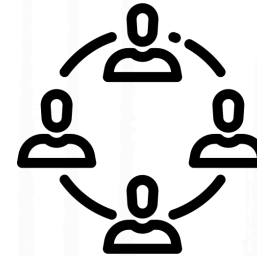
Select your participation category among the ones available within **IGNITE: moving ideas**



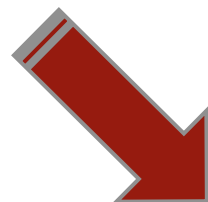
**SPONSOR
COMPANY**



**UNIVERSITY
PARTNER**



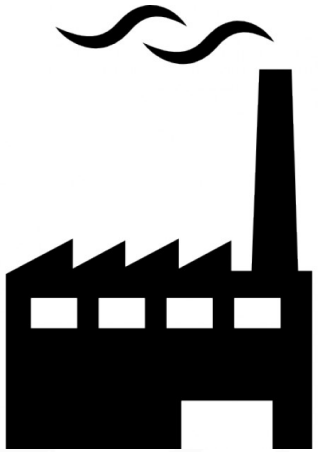
**STUDENT
YOUNG PROFESSIONAL**



Fill in the Registration Form

Submit it by January 31st 2019 to ignite@cameraitacina.com or 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.

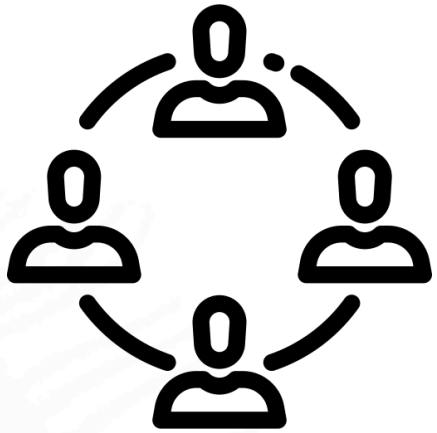
Why do Universities Partner-Up?



- ✓ 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 January 31st 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

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AGIC

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