

BOCHK Youth Entrepreneurs Support Project 中銀香港青年創業啟動金計劃

Realizing business ambitions
成就新一代企業家



Sponsor Bank of China (Hong Kong) Limited –
“Caring Hong Kong – A Heart Warming Campaign”

*business acumen, financial planning
and independence*

In response to the high unemployment rate among young people, this programme is to help those aged between 18 and 35 to realize their ambitions in starting and developing their own businesses.

Launched in October 2009 the aim is to provide interest-free start-up loans of HK\$80,000, voluntary business mentors, access to a business network and professional consultancy. Over 70 young people attended the business writing workshop in December 2009 to equip themselves with the skills necessary for starting a business.

贊助機構 中銀香港暖心愛港計劃

商業觸覺、財務策劃與獨立處事能力

青協積極回應青年的失業和低收入問題，並於2009年10月，為有創業理想而又缺乏資源的18至35歲待業青年，特別推出是項計劃。

每個成功獲選拔的青年創業計劃，最高可獲定額港幣八萬元免息貸款；同時可獲安排義務創業導師、商業網絡及專業營商指導，協助他們開拓及發展業務。為鼓勵更多青年積極創業，本計劃於2009年12月舉辦了撰寫創業計劃書工作坊，有逾70名青年參與。



“It’s our pleasure to provide advice and mentorship to youngsters, assisting them to create and run their own businesses. Beside serving our community and creating more entrepreneurs, the project also connects our members of all levels. Having our members participating in various events of the project, the bonding between us is tightened. Our members also learn from the project, through mentoring and solving problems with the youngsters. We highly recommend this project.”

Roy Tang, Mentor from Dragon Junior Chamber

「我們很高興能為青年人提供意見和指導，扶助他們開創及發展業務。本計劃除了讓我們得以回饋社會和培育更多企業家，也讓我們在參與計劃的活動過程中，建立更緊密的連繫。在指導和協助青年應付不同挑戰的過程中，各會員均獲益良多。我們誠摯向各位推介是項計劃。」

騰龍青年商會義務導師 鄧顯懷





Sponsor and Co-organizer Shell Hong Kong Limited

decision-making, team work and independence

A social investment programme first founded by the Shell Group in 1982, LiveWIRE was introduced to Hong Kong in 2002 with HKFYG as the sole partner. The project aims to help young people aged between 18 and 30 to explore business concepts, and learn how to plan, execute and manage a business. It provides one-stop service including enquiry services, Bright Ideas Workshops, seminars and an award scheme, benefiting more than 4,300 young people in seven years who want the option of working for themselves as a career.

The project's "Lunar New Year Bazaar Award Scheme" encourages young people to set up a business at the Lunar New Year Flower Market and compete with each other. 23 teams with more than 173 young people had a taste of doing business at the bazaar in 2009. It was not the profit made, but the experience of putting business ideas into practice, reacting to the changing business environment with new strategies, and interacting with business partners and customers, that benefited the participants most.

贊助及合辦機構 香港蜆殼有限公司

決策能力、團隊合作與獨立處事

本項國際性社會投資計劃於1982年由蜆殼集團創立，2002年引入香港，與青協一同籌辦。計劃幫助18至30歲青年探索營商概念、學習創業技能和業務實踐，以培養創業精神，並讓青年了解創業是事業發展其中一個選擇。計劃提供一站式的創業支援服務，並不斷增加新元素豐富內容，包括熱線查詢、創意工作坊、專題講座和獎勵計劃等，至今共4,300名青年受惠。

本計劃更舉辦「營『宵』有道獎勵計劃」，鼓勵青年在農曆新年年宵市場累積創業經驗。比賽反應熱烈，逾173名青年組成23支隊伍參加2009年度比賽。對參加者來說，實踐營商意念、學習應付不斷轉變的營商環境，同時與伙伴、顧客溝通互動的經驗，較參賽所得盈利更顯彌足珍貴。

"Our revenue was unexpected, when we made 50% over the costs at the bazaar! While our goal had been to earn invaluable business experience, the fact that we were able to earn a profit was a bonus reward! This experience allowed us the opportunity to put into practice what we had learnt and strengthened our abilities to do business, while also helping us to develop people-skills."

Cheung Chuk Shan College, Winning Team of Secondary School Division (2009)

「我們在是次年宵市場賺得五成以上利潤，實屬意料之外！我們的主要目的是賺取營商經驗而非利潤，所以是次成功對我們來說已是莫大鼓勵。這個實踐所學的機會，讓我們汲取足夠的營商經驗及紮好穩健根基，亦令我們對待人接物之道有更深入的了解。」

中學組優勝隊伍(2009) 張祝珊英文中學

