

Immediate Release

**Reimagining the HK Tramways Experience:  
Blending Traditions with Innovations to Captivate Tourists  
Narrating a compelling “Ding Ding” and Hong Kong Story via STEAM  
Creatives**

(Hong Kong, June 17 2024) When it comes to unique experiences in Hong Kong, taking a leisure ride on the iconic "Ding Ding" is undoubtedly a popular choice for tourists and locals alike. Hong Kong Tramways (Tramways) has consistently sought out different approaches to enhance the riding experience, ensuring that each journey is an unforgettable one for passengers from all over the world.

This year, tramplus, a sister company of Tramways, join hands with the Academy for Bright Future Young Engineers (ABFYE) of the Hong Kong University of Science and Technology (HKUST) to organize the **“BuildING our Future” Grand Challenge**, with **"Reimagining the HK Tramways Experience: Blending Traditions with Innovations to Captivate Tourists"** as this year’s theme. The theme aligns with the government’s vision to revitalize the local tourism industry and we invite secondary students to unleash their creativity and propose their innovative hospitality ideas.

The explosive growth of the smart city phenomenon is evident in the widespread integration of electronic payments, travel alerts and interactive experiences that aid tourists seamlessly immerse in the local culture. In light of this trend, this year’s Grand Challenge asks students to showcase Hong Kong’s emblematic features by reimagining the 120-year-old Tramways system or journey. This may include collaborations with local brands, cultural institutions and /or tech companies.

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"Discussion on HK tourism has been a heated topic. There is a general consensus to introduce new unique landmarks and cultural experiences to revitalize Hong Kong tourism. With this in mind, trampus aims to inspire students to engage with the community and discover the potential of the tourism industry by integrating STEAM knowledge with Tramways experience." Nixon Cheung, General Manager of trampus, suggested.

"We are grateful for the support and trust from various supporting organizations, which immensely aids us in organizing the citywide STEAM competition once again. We hope to collaborate with different partners in the future to nurture more talents in the field of innovation and technology."



*A wonderful end to Grand Challenge 2023 hosted at M+ The Forum last December*

The Grand Challenge has received generous support from various industry partners, working together to promote the development of local STEAM education, including (in no particular order): **Academy for Bright Future Young Engineers of the HKUST, Office of the Government Chief Information Officer, Hong Kong Tourism Board, Hong Kong Tramways Limited, AiTLE, Alibaba Entrepreneurs Fund, Hong Kong Cyberport Management Company Limited, Hong Kong Science and Technology Parks Corporation, Hong Kong Extra-Curricular Activities Masters' Association, The HKFYG Leadership Institute, Google, ReThink HK, Young Post, VISA.**

"BUILDING Our Future" Grand Challenge is now open for application. F.2 to F.4 (Year 9-11 or equivalent) students are welcome to form teams and participate in the Challenge. The Challenge is divided into Chinese and English divisions. The judging panel will evaluate each submission based on 5 criteria, namely "Innovation and Creativity", "Impact on Tourist Experience", "Feasibility and Practicality", "Presentation and Clarity" and "Collaboration and Community Engagement". 10 teams from each division will be shortlisted and be given an opportunity to attend a complimentary "Grand Challenge Masterclass," a design thinking

workshop to further refine their proposals. Shortlisted teams will also be invited to deliver pitches to judges at the finale to be held at HKUST Shaw Auditorium. The champion team and school of each division will be awarded a cash prize of HK\$10,000 and a 1-month tram body advertisement respectively to highlight their academic achievement.

### Details of the "BUILDING Our Future" Grand Challenge 2024:

**Division:** Chinese Division, English Division

**Eligibility:** Current F.2-4 (Year 9-11) students in the School Year of 2023/2024; form a team of 2 to 4 persons; School nomination is mandatory

### Key Dates:

Briefing Session:	<a href="#">Online review</a>
Submission Deadline:	17 July
Shortlist Announcement:	8 August
Grand Challenge Master Class:	Dates to be announced
Finale & Awards Ceremony @HKUST Shaw Auditorium:	14 December

### Awards and Grand Prizes (for each category)

Champion	Award Trophy (per team) Award Certificate (per student) HK\$10,000 Cash Prize (per team) 1-month Tram Body Advertising (per school)
1st runner-up	Award Trophy (per team) Award Certificate (per student) HK\$8,000 Cash Prize (per team)
2nd runner-up	Award Trophy (per team) Award Certificate (per student) HK\$5,000 Cash Prize (per team)
Best Innovation Award	Award Trophy (per team) Award Certificate (per student)
Best Design Award	Award Trophy (per team) Award Certificate (per student)

Best Presenter Award	Award Trophy (per team) Award Certificate (per student)
All shortlisted teams	Certificate of Merit (per student) Free admission to "Grand Challenge Master Class"

Please visit our official website <https://www.tramplus-grandchallenge.com/en/> or tramplus social media for the latest updates.

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### About tramplus

Founded in 2021, **tramplus** is a sister company of HK Tramways and owned by the RATP Dev Group.

With the vision to advocate local STEM education, **tramplus** teams up with the world's leading institutions and educators to provide easy access to the world-class online and in-curriculum STEM education, by blending in the rich legacy of tram engineering wisdom with modern tech knowledge.

**tramplus** focuses on STEM-related curricula including basic science, mechanical and electrical engineering, coding and urban development. By approaching these topics from a daily life perspective, **tramplus** hopes to inspire students to adopt a radical mindset and equip them with a STEM foundation. Hence, equip them with the knowledge and skills to develop a smarter and a more sustainable future for the city.

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