

**Press Release**  
**For Immediate Release**

## **Cyberport University Partnership Programme 2023 Launched**

*Students to participate in entrepreneurship bootcamp held at University of Cambridge*

**Hong Kong, 12 June 2023** – Cyberport University Partnership Programme (CUPP) 2023 organised by the Cyberport Academy was launched on 10 June. For the eighth edition of the programme, Cyberport is partnering with [Cambridge Judge Business School](#) (CJBS) of the University of Cambridge for the second consecutive year. Students admitted into CUPP will have the opportunity to travel to the University of Cambridge to participate in an entrepreneurship bootcamp conducted by CJBS. This year, The Education University of Hong Kong has also joined CUPP as one of the co-organising universities. Over 65 students from nine local universities have formed 20 teams to participate in a series of training related to FinTech, entrepreneurship, as well as designing innovative business solutions to compete for a HK\$100,000 per team funding provided by the Cyberport Creative Micro Fund (CCMF).

CUPP aims to nurture more FinTech talents for Hong Kong. Since its inception in 2015, the Programme has provided professional FinTech training for around 420 local university students and funded 77 teams through the CCMF to help them with their start-up journeys. The FinTech business solutions developed by previous CUPP teams have been adopted in the market and received various industry awards.

The participating teams of CUPP 2023 have submitted their initial FinTech business proposals and will receive a total of 138 hours of training including pre-camp nurturing mentoring sessions, and a five-day entrepreneurship bootcamp held at the University of Cambridge covering FinTech, entrepreneurship, regulatory trends, pitching skills, and more, to equip participants with the necessary skills in commercialising their FinTech innovations and laying a solid foundation for future entrepreneurship. CJBS is one of the oldest business schools in the United Kingdom with its MBA programme enjoying good reputation in both academia and business sectors.

**Lillian Cheong, Under Secretary for Innovation, Technology and Industry**, remarked, “The Government is committed to supporting young entrepreneurs on their journey in creating innovation and technology (I&T) business. The National 14th Five-Year Plan continues to support Hong Kong to enhance its status as an international financial centre and indicates clear support for Hong Kong's development into an international I&T hub. FinTech is now of paramount importance and will be the key to Hong Kong competitive edge in maintaining its status as an international financial centre and as an international I&T centre.”

**Simon Chan, Chairman of Cyberport**, said, “As Hong Kong’s digital technology flagship, Cyberport is committed to cultivating young entrepreneurs and enlarging the I&T talent pool to create strong impetus for growth, so as to optimise talent support for Hong Kong’s



development into an international I&T centre, echoing the Hong Kong I&T Development Blueprint. This is the first year our CUPPers will be participating in an in-person bootcamp at the University of Cambridge, the expert guidance by CJBS will no doubt widen the students' global horizon and equip them to embark on their entrepreneurial journey."

**Professor Matthew Grimes, Co-Director of the Entrepreneurship Centre at Cambridge Judge Business School**, said, "Here at the CJBS, we are delighted to host the CUPP for the second year in a row. The quality of the student teams in this year's cohort is exceptional. We are particularly excited to introduce the students in this year's programme to the vibrant entrepreneurial ecosystem within the historic University of Cambridge and surrounding region."

CUPP 2023 is sponsored by the Hong Kong Monetary Authority and with the Insurance Authority and Securities and Futures Commission as supporting regulators. The Programme is also supported by FinTech Association Hong Kong, Hong Kong Digital Asset Society, Hong Kong Green Finance Association, Hong Kong Internet Registration Corporation Limited, and the Hong Kong Institute of Bankers. These organisations will be introducing to the participating students at the pre-camp training sessions the challenges, opportunities and vision of FinTech and the trend and applications of Web3 and blockchain, enabling them to have a better understanding of the current situation and future development of Hong Kong's FinTech market. Representatives from Cyberport community start-ups also shared with the CUPPers their entrepreneurship journey.

The 20 participating teams from nine local universities, including the City University of Hong Kong, Hong Kong Baptist University, Hong Kong Metropolitan University, Lingnan University, The Chinese University of Hong Kong, The Education University of Hong Kong, The Hong Kong Polytechnic University, The Hong Kong University of Science and Technology, and University of Hong Kong, will leverage the FinTech and entrepreneurship knowledge obtained from the pre-camp training and entrepreneurship bootcamp to refine their business proposals for pitching to a judging panel on Demo Day in August. Outstanding teams will each receive HK\$100,000 funding from the CCMF.

The CUPP is a key initiative of the Cyberport Academy to nurture young entrepreneurs. The Cyberport Academy was established in 2020. Through collaborating with leading technology companies, business organisations and tertiary institutions, the Academy provides various technology and entrepreneurial activities and training programmes, with the aim of further enriching Hong Kong's technological talent pool and enhancing the city's overall I&T competitiveness. The Cyberport Academy has launched various entrepreneurship and internship programmes such as the Cyberport Financial Practitioners FinTech Training Programme to provide internship and employment opportunities for youths and add value to practitioners and talents in various industries. The Academy also collaborates with faculties in various tertiary institutions and encourages university students to participate in multi-disciplinary credit-bearing externship programmes to gain hands-on experience in managing start-ups. Along with the provision of accredited courses covering six areas including

FinTech, Blockchain, Smart Living, Cybersecurity, Entrepreneurship and general technology knowledge, the Cyberport Academy has already benefitted over 12,800 participants.

For details of CUPP, please visit <https://cyberport.hk/en/cyberport-university-partnership-programme>

###

For high-resolution photos, please download via this [link](#).



Cyberport University Partnership Programme (CUPP) 2023 was launched on 10 June. Students from nine local universities have formed 20 teams to participate in a series of FinTech and entrepreneurship training.



**Cheong Man Lei, Lillian, Under Secretary for Innovation, Technology and Industry** remarks that the Government is committed to supporting young entrepreneurs on their journey in creating innovation and technology (I&T) business.



**Simon Chan, Chairman of Cyberport** says that Cyberport is committed to cultivating young entrepreneurs and enlarging the I&T talent pool to create strong impetus for growth, so as to optimise talent support for Hong Kong’s development into an international I&T centre, echoing the Hong Kong I&T Development Blueprint.



**Professor Matthew Grimes, Co-Director of the Entrepreneurship Centre at Cambridge Judge Business School** says that the quality of the student teams in this year’s cohort is exceptional and are particularly excited to introduce the students to the vibrant entrepreneurial ecosystem within the historic Cambridge University and surrounding region.

