



University of Toronto Contest for Student Entrepreneurship in China (UT-CSEC)

Presented by
UTACCEL, University of Toronto Association for Canada-China Exchange of Leadership
www.utaccel.org



Our Mission

Globalization, interaction and communication among countries of the world have become increasingly and inevitably more frequent. Consequently, a peacefully rising China requires visionary and innovative citizens to communicate with the rest of the world. UT-CSEC strives to promote the exchange of ideas between the students of the University of Toronto and their peers in China; and to provide opportunities for the Chinese students, both from high schools and universities, to present their entrepreneurial perspectives. Through creating courses that embrace international business elites, UT-CSEC hopes to cultivate the interests of the Chinese students towards commerce and help them develop their leadership and innovative skills.

Event General Information

The UT-CSEC is prepared and executed by UTACCEL, University of Toronto Association for Canada-China Exchange of Leadership, a University of Toronto campus group, and will take place in Shenzhen, China, in August 2009. The 10-day contest will be carried out with two parts.

Part	Events
Part I Day 1 - Day 9	<ul style="list-style-type: none">• Chinese-style welcome ceremony & Leadership Training Camp• Eight-day long preparation workshop<ul style="list-style-type: none">i. Participating seminars facilitate by U of T students and lectures given by scholars and business leaders.ii. Visiting famous local and multinational corporations.iii. Competing in 3 preliminary sessions: “Marketing Design Competition”, “CEO 2009”, “Super Trader”
Part II Day 10	<ul style="list-style-type: none">• Final Competition: “Entrepreneur of Tomorrow”• Semi-formal Gala Dinner

Through nine days of seminars, guest speeches, field trips, and proposal construction, we hope to stimulate contestants' curiosity and broaden their knowledge on economics and commerce. We also hope that contestants will have clearer plans for their university lives or future careers through this intellectual experience. Last but not least, we hope to inspire our contestants with entrepreneurship and to discover potential entrepreneurs in society.

Competitions

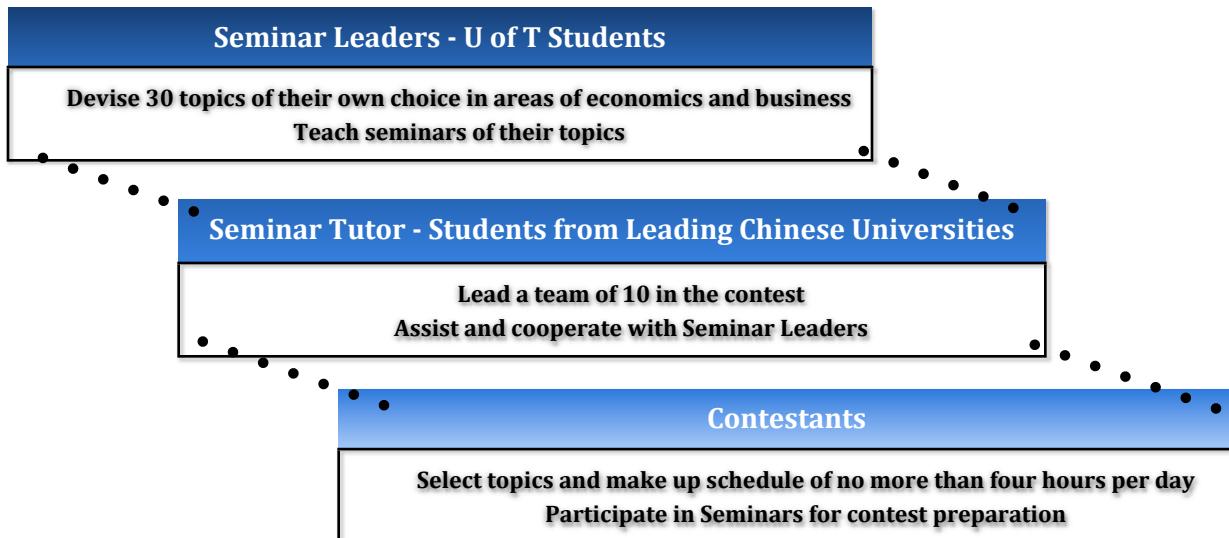
The competitions consist of three preliminary contests "Marketing Design Competition", "CEO 2009", "Super Trader" & one final "Entrepreneur of Tomorrow". In a team of ten contestants, members would be selected to participate in different preliminary competitions. The followings are the abstract of the competitions and their respective schedules. For more details, please refer to the attachment II.

Seminar

At the heart of UT-CSEC's approach to fostering scholarship and providing an enriching intellectual experience for Chinese high schools and universities students is the Seminar Program. Structured after U of T's own First Year Seminar Program, seminars at UT-CSEC are devised and taught by U of T undergraduates who have extensive knowledge in a particular area of economics or commerce, one which they feel confident and enthusiastic about teaching.

Through an extremely selective process conducted at U of T, we will select thirty seminar leaders from Rotman Commerce, Life Sciences, Engineering and other programs. These leaders will devise 30 topics of their own choice in areas of economics and business and share teaching responsibilities with thirty intelligent seminar tutors selected from leading universities in China, such as Beijing University, Tsinghua University, and Hong Kong University. Seminars will cover a diverse range of topics, such as accounting, finance, management, and marketing. The topics concerned can be as popular as the current credit crisis, or the effects on Canada and China of globalization, or as innovative as a history of economics behind the manufacture of chocolate.

Contestants will select their topics of interests and make up their own schedule of no more than four hours per day. Beyond exposing contestants to new perspectives and knowledge, these seminars introduce a new method of learning - through active and collaborative research, critical analysis of sources and ideas, and debates and discussions among peers.



Guest speakers

UT-CSEC is not just a gathering of outstanding high school and university students of China and Canada, we will also invite leaders in academia and business from Mainland China, Hong Kong, and North America to present daily speeches. They will discuss the most popular topics in economics, analyze the background and current circumstances of each industry, and lead all the participants to a vision of economic variation in the future. More significantly, these eminent figures of each industry will share their experience of success with all the participants, and provide entrepreneurial insight to China's future business leaders.

Corporation Visit

Individuals should not be engaged in idle theorizing on the battlefield of business. We will provide a field trip visit to famous local and multinational corporations in Shenzhen and Hong Kong for our contestants to experience the predominant management administration and enterprise culture. We expect that our contestants, with their critical learning attitude, can constructively observe and grasp the essentials of a corporation's culture and unique characteristics, challenges and opportunities facing the industry, and relate their experiences with the innovative proposals presented in the final round of the UT-CSEC.



Extracurricular Activities

During UTCSEC, our diverse group of U of T seminar leaders will showcase their unique talents and interests by offering a variety of activities. These extracurricular activities will allow seminar leaders and students to share their mutual interests and build cross-cultural understanding outside the classroom. Language classes, sports, various types of dancing, arts and music, along with many other recreations activities will be offered. In addition, UTCSEC will feature two multicultural ceremonies/events. On the first evening, U of T seminar leaders will wear traditional Chinese costumes, cheongsam, to present a welcome ceremony in ancient Chinese style to attendees, demonstrating their understanding about Chinese culture and history. And on the last night, all participants will dress up in western way for a semi-formal dinner, which contains the awards ceremony and talent show. In the show, they will freely express themselves and review the joyful moments of the past ten days.

Awards

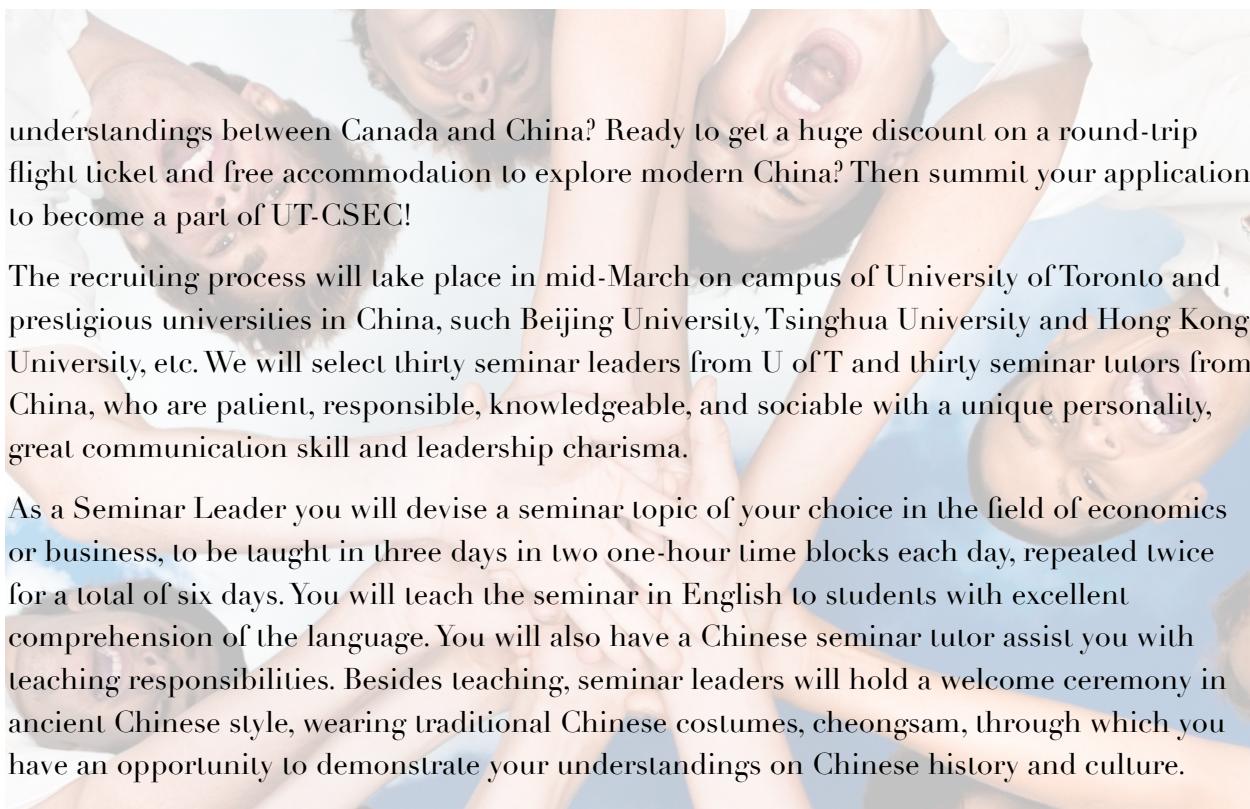
Group	Awards
High School, Top 3 groups with 30 people in total	<ul style="list-style-type: none">Scholarship of CAD \$6000 from sponsorsFree accommodation during visit to the University of Toronto in February of 2010
University, Top 3 groups with 30 people in total	<ul style="list-style-type: none">Great internship opportunities in renowned local and multinational enterprises based in China, including industries as Financial services, Real Estate, Retail, Telecommunication, IT & Internet, Entertainment & Fashion, etc.

Under the global financial crisis, it's extremely valuable to gain experiences from these top corporations from diverse industries. We provide our winners opportunities to develop and build on their specific field-related skills as well as overall functional skills. The more one gain and practice in the real world, the more prepared one will be in his or her career development after college graduation.

Project Planning

Recruitment

Interested in devising your topic of choice in economic or business to discuss with intelligent high school and university students in China? Willing to promote cross-cultural



understandings between Canada and China? Ready to get a huge discount on a round-trip flight ticket and free accommodation to explore modern China? Then submit your application to become a part of UT-CSEC!

The recruiting process will take place in mid-March on campus of University of Toronto and prestigious universities in China, such Beijing University, Tsinghua University and Hong Kong University, etc. We will select thirty seminar leaders from U of T and thirty seminar tutors from China, who are patient, responsible, knowledgeable, and sociable with a unique personality, great communication skill and leadership charisma.

As a Seminar Leader you will devise a seminar topic of your choice in the field of economics or business, to be taught in three days in two one-hour time blocks each day, repeated twice for a total of six days. You will teach the seminar in English to students with excellent comprehension of the language. You will also have a Chinese seminar tutor assist you with teaching responsibilities. Besides teaching, seminar leaders will hold a welcome ceremony in ancient Chinese style, wearing traditional Chinese costumes, cheongsam, through which you have an opportunity to demonstrate your understandings on Chinese history and culture.

	Seminar Leaders	Seminar Tutors
Responsibilities	<ul style="list-style-type: none"> • Devise a seminar topic of your choice in the field of economics or business • Teach the seminar in three days in two one-hour time blocks each day, repeated twice for a total of six days • Teach in English to students with excellent comprehension of the language • Hold welcome ceremony in Ancient Chinese Style 	<ul style="list-style-type: none"> • Assist and cooperated with seminar leaders with teaching responsibility • Lead a team of 10 in the contest and help the contestants prepare for the contest • In charge of the residence and assist organizers with daily administration.
Benefit	<ul style="list-style-type: none"> • Free Accommodation during UT-CSEC • Huge discount on a round-trip flight ticket to China • Exploration excursions to neighboring cities, such as Hong Kong, Guangzhou, Macau, etc. 	<ul style="list-style-type: none"> • Free Accommodation during UT-CSEC • Discounted transportation to Shenzhen • Tutors whose group wins the contest will also be awarded internship opportunities

We will provide seminar leaders with free accommodation during UT-CSEC, a huge discount on a round-trip flight ticket to China, and arrange exploration excursions to neighboring cities, such as Guangzhou, Hong Kong, Macau, etc.

As Seminar Tutors, you will lead a team of ten in the contest. During the seminars, you will assist seminar leaders with teaching responsibility and outside the seminars, you tutor participants, help them prepare for the contests, be in charge of the residence and assist organizers with daily administration. We will provide seminar tutors with free accommodation and discounts on transportation to Shenzhen. Those tutors whose group wins the contest will also be awarded with internship opportunities in successful local and multinational enterprises based in China.

Admission to Contestants

Applications for UT-CSEC participants will be ready by mid-March through our official website. We will promote UT-CSEC by posting invitation messages on BBS of high schools and universities all over China and going to campuses in main cities to hold information sessions, set up booth tables and put up posters.

The application will be as simple as possible but will still help us to identify the future entrepreneurs of China who are innovative, responsible, intelligent, and of unique personality. All applicants must submit one resume and an essay of no more than 1000 words. (The theme will be entrepreneurship and the organizers will decide the topic soon.) We encourage you to submit any materials that will help us understand who you are. Applicants can submit the applications through our official website or by mail to our local office in China, tentatively at Shenzhen University or Hong Kong University. The deadline for application is early May and admission results will be released two weeks after.

We strongly encourage those students who need financial assistance to apply without hesitation. Our generous sponsors will make this event possible for any potential entrepreneur with admission to the contest. We hope our future entrepreneurs will be as socially responsible as our sponsors when they become successful in business one day and give a hand to people in need.

Sponsor

Dear Distinguished Guest:

We enthusiastically invite you, and would be greatly honored, to have you sponsor UT-CSEC, University of Toronto Contest for Student Entrepreneurship in China, an event

organized by a recognized campus group, UTACCEL, University of Toronto Association for Canada-China Exchange of Leadership. The contest will be held in August 2009 in Shenzhen, China for a period of 10 days.

This August, 30 elite students from University of Toronto and 30 excellent students from prestigious Chinese universities, such as Beijing University, Tsinghua University and Hong Kong University, etc., will join 300 contestants from high schools and universities all over China to discuss 30 different seminar topics in the areas of economics and business. UT-CSEC will also invite distinguished guest speakers from government, academia and enterprises to share their perspectives on current economic issues and understandings on entrepreneurship with our "future entrepreneurs."

Our promotion team will deliver the messages of UT-CSEC through our official website or forums at schools, and visit high schools and universities in main cities of China, to put up posters, set up promotion booths and hold information sessions. During UT-CSEC, logos of our sponsors will enjoy prominent exposure and be displayed on UT-CSEC materials, such as stationery, posters, and uniforms. Furthermore, for key aspects of the contest

"Marketing Strategy Contest," "CEO 2009," and "Super Trader" we will invite representative from sponsors to act as judges, using products from sponsors as marketing subjects and discussing business cases related to sponsors.

UT-CSEC strives to promote the exchange of ideas and opportunities between the students of the University of Toronto, and peers in China. As a sponsor, you will gain a charitable reputation, network and potential cooperation opportunities with world leaders, as well as recruitment opportunities for the best and brightest Canadian and Chinese students. We believe that in Shenzhen, a city of strong business backgrounds and a pioneer in leading China open to the world, UT-CSEC will present an unforgettable summer for all participants and inspire them to think about the commencement of their college life or future career.

Whether you share the goals of UT-CSEC or believe in promoting Canada-China communication, we hope you will help us fulfill our mission to promote entrepreneurship and discover more future entrepreneurs for society.

We appreciate your time and consideration.



Sponsor Package

Sponsorship for UT-CSEC is separated into three level of participation, Platinum, Gold and Silver packages.

Platinum

is the highest tier of all sponsorships with supreme level of media exposure and event participation. Sponsor are entitled to present their name with the official name of the Final Competition "Entrepreneur of Tomorrow" and Gala Dinner.

Gold

is the second tier of all sponsorships which receive lower levels benefits but still receive much media exposure and advertising benefits.

Silver

as the basic level of participation receive most of the benefit but on a lower level and with less exposure.

Other include providing internships positions and media support.

Our sponsorship program is adaptable to meet the needs of your organization. We will customize a sponsorship package for you, based on your needs, to create a successful partnership. With an efficient team to assist, you can be confident that your sponsorship will earn the best results for your company.

We look forward to hearing from you.

Summer 2009 Shenzhen, China Contest for Student Entrepreneurship in China (UT-CSEC)

Contribution Level	Platinum	Gold	Silver
Estimate Contribution Amount*	87,272.7 CAD	50,909.1 CAD	32,727.3 CAD
Feature Sponsor	"Entrepreneur of Tomorrow" Gala Dinner	Select from one of the followings: "Leadership Training Camp" "Marketing Design Competition" "CEO 2009" "Super Trader"	
Opening Day Booth	Double Size Choice of Location	Standard Size	Standard Size
Promotional Ad in Handbook & Memories book	Full Page, Inside Front Cover	Full Page, Inside Back Cover	1/2 Inserted Page
Logo Placement on major printed material (excluding on-site banner)	Large	Medium	Small
Logo on onsite event banner	Collateral Logo with UT-CSEC for featured events	Collateral Logo with UT-CSEC for featured events	
Link from UT-CSEC website	✓	✓	✓
Abstract of Sponsor Profile on Website (Within 100 English words & 50 Chinese Character)	✓	✓	✓
Mention of Sponsor on press releases and media exposure	✓	✓	
Prior right of exposure on media of corporation visit, if provided	✓	✓ Only if platinum sponsor waive its right	
Distribution of Sponsor Goods and Stationery with Logo/ Sponsor Name	✓	✓	✓
Sponsor Guest Speaker	During Featured Event & Speech sessions	During Featured Event & Speech sessions	During Featured Event & Speech sessions
Limited VIP Seating for Gala Dinner	✓	✓	✓

* The contribution amount is based on a RMB/CAD currency rate of 5.5 converted from Chinese Yuan. This is subject to change when the rate fluctuates.



Internship

Internships sponsorship constitutes an extremely significant part of UT-CSEC. Considering internship a great interaction opportunity for corporations and our contest winners, we sincerely hope you participate in internships sponsorship, which you might or might not combine with financial support. Our contest is a short-term experience with business education, but you are rather a significant role in helping these contest winners to practice their knowledge and skills in the real world and widen their horizon of the business world.

Requirements and recommendations for positions sponsored:

- Provide 5 positions of varied job functions of at least 3 months
- Interns be paid with salaries or stipends, exact amount decided upon by sponsors
- Provide interns with credible supervisors or mentors
- Provide interns letters of recommendation upon end of internship if needed
- Provide interns with certain formal training and opportunities to join corporation events, strongly recommended

Itinerary

Schedule	Day 1	Day 2	Day 3	Day 4	Day 5
8:00		Breakfast	Breakfast	Breakfast	Breakfast
9:00		Seminar	Seminar	Seminar	Seminar
10:00	Arriving	Seminar	Seminar	Seminar	Seminar
11:00		Speech	Speech	Speech	Speech
12:00	Lunch	Lunch	Lunch	Lunch	Lunch
1:00	Break	Break	Break	Break	Break
2:00	Leadership Camp	Seminar	Seminar	Seminar/ Corporation Visit	Seminar
3:00		Seminar	Seminar	Seminar/ Corporation Visit	Seminar
4:00		Speech	Speech	Speech/Corporation Visit	Speech
5:00	Dinner	Dinner	Dinner	Dinner	Dinner
6:00	Break	Break	Break	Break	Break
7:00	Chinese Welcome Ceremony	EC	EC	Marketing	CEO/ Trading workshop
8:00					
9:00					
10:00	Break	Break	Break	Break	Break

Schedule	Day 6	Day 7	Day 8	Day 9	Day 10	Day 11
8:00	Breakfast	Breakfast	Breakfast	Breakfast		
9:00	Seminar	Seminar	Seminar	Seminar		
10:00	Seminar	Seminar	Seminar	Seminar		Leaving
11:00	Speech	Speech	Speech	Speech		Leaving
12:00	Lunch	Lunch	Lunch	Lunch		
1:00	Break	Break	Break	Break	Lunch	
2:00	Seminar	Seminar	Seminar	Seminar		
3:00	Seminar	Seminar	Seminar	Seminar		
4:00	Speech	Speech	Speech	Speech		
5:00	Dinner	Dinner	Dinner	Dinner	Dinner	
6:00	Break	Break	Break	Break	Break	
7:00	Trading	Final Workshop	EC	EC	Semi-formal	
8:00		Final Workshop			Talent Show	
9:00		Final Workshop			Awards Ceremony	
10:00	Break	Break	Break	Break	Break	

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