

# Global Essay Competition “Asia’s Challenge 2030”

Win the chance to join a virtual fireside chat with a prominent business leader by entering the “Asia’s Challenge 2030” Global Essay Competition! Make an impact on business and public policy by articulating the key challenges and potential solutions for Asia’s continued competitiveness in the next decade.

Young people aged 18 – 22 years old are invited to submit essays on “How would you tackle some of Asia’s biggest challenges in the run-up to 2030?” Contestants from all nationalities and backgrounds are eligible to participate and must choose from one of the three designated categories.

Economy, Trade,  
and Finance

Public Health and  
the Natural Environment

Cities and Urban  
Development



## Adjudicators and Speakers for Virtual Fireside Chat:

**Nobuyoshi (John) Ehara**

Co-founder of Unison Capital; Pioneer in private equity business in Japan; First Japanese national to be elected general partner at Goldman Sachs; Board member of Sumitomo Corporation; Councilor of Asia Pacific Initiative

**George Tahija**

Commissioner and Chairman of the Risk Management Committee at PT Austindo Nusantara Jaya Tbk; Funded the World Mosquito Program’s project to eliminate dengue in Indonesia; Founder of Coral Triangle Center

**Zhang Xin**

Chief Executive Officer of SOHO China Ltd; Celebrated entrepreneur known as “the woman who built Beijing”; Led the development of over 54 million square feet of prime office property in Beijing and Shanghai

## Suggested Topics:

- Globalization and Inequality
- Fintech and Financial Inclusion
- Responsible Finance
- Tax and Fiscal Policy
- Central Banks and Monetary Policy
- Multilateral Economic Institutions

- Pandemics and Emerging Diseases
- Infectious Diseases
- Mental Health and Wellbeing
- Gerontechnology
- Climate Change and Pollution
- Marine and Ocean Conservation

- Inclusive Cities
- Sustainable Cities
- Creative Cities
- Smart Cities
- Urban Governance
- City Diplomacy

## Adjudication Panel, Judging Criteria, and Prizes

The adjudication panel will comprise three judges for each category, including 1 business leader from the Asia Business Council (please refer to preceding page), 1 faculty member from the Blavatnik School of Government, and 1 journalist or editor from Nikkei Asia. Essays will be evaluated based on creativity and innovation (30%), rigor of research and writing (30%), as well as achievability of idea (40%).

For each category, a total of five finalists, including one winner, will be invited to the virtual fireside chat. Only the winner for each category will be awarded a cash prize of U.S.\$1,000. All fifteen essays will be published on the website of the Asia Business Council and the digital version of Nikkei Asia.

## Essay Submission Guidelines

Contestants should be aged 18 – 22 years old as of the submission deadline **30<sup>th</sup> April 2021**. Essays should be submitted electronically by 12 noon Hong Kong time to the email addresses below depending on the category:

<b>Economy, Trade, and Finance:</b>	<a href="mailto:essay-economy@asiabusinesscouncil.org">essay-economy@asiabusinesscouncil.org</a>
<b>Public Health and the Natural Environment:</b>	<a href="mailto:essay-health@asiabusinesscouncil.org">essay-health@asiabusinesscouncil.org</a>
<b>Cities and Urban Development:</b>	<a href="mailto:essay-cities@asiabusinesscouncil.org">essay-cities@asiabusinesscouncil.org</a>

The essay should be written in English by a single author and must not previously have been published. It should not exceed 2,000 words. The use of graphs, diagrams, and other visual elements are encouraged where appropriate. The essay should be submitted in PDF format and be accompanied by a cover page clearly stating the **title, category, and word count**, as well as the candidate's **full name, nationality, date of birth, email, correspondence address, phone number, photo, and university** (if applicable).

Applicants are responsible for submitting original essays and plagiarism will not be tolerated. Copyright of the essays will be assigned to the organizers. Results will be announced in July 2021 and the virtual fireside chats will take place in Fall 2021.

## Organizers



### Asia Business Council

Founded in 2002 and headquartered in Hong Kong, Council members are Chairmen and CEOs of mainly Asian companies that have a combined valuation of nearly \$3 trillion and directly employ around 3 million people. The Council seeks to foster dialogue among business leaders and improve the efficacy of the private sector in promoting economic development in the region. The current Council Chairman is Temasek Chairman Lim Boon Heng.



### Blavatnik School of Government

(Academic Partner)

Founded in 2010, the Blavatnik School of Government is one of the University of Oxford's newest and most vibrant departments that distinguishes itself with a truly international outlook and an applied, real-world focus. The School is home to the highly regarded Master of Public Policy (MPP) program. Professor of Global Economic Governance Ngaire Woods is the Founding Dean.



### Nikkei Asia

(Media Partner)

Published by Nikkei — a world-renowned media brand and a trusted provider of business news and information — Nikkei Asia is an English-language publication that is committed to bringing the voices and heartbeats of Asia to a global audience through quality journalism and sound opinion. The editor-in-chief of Nikkei Asia is Shigesaburo Okumura.

For general enquiries on the essay competition please email [essay@asiabusinesscouncil.org](mailto:essay@asiabusinesscouncil.org).

For partnership opportunities with the Asia Business Council please email Program Director Pauline Yeung at [pauliney@asiabusinesscouncil.org](mailto:pauliney@asiabusinesscouncil.org).