**A greater networking opportunity for finalists of 2011 Lee Kuan Yew Global Business Plan Competition with Poken**

**Singapore, 26 Oct 2011** – Organised for undergraduates and polytechnic students around the world, the sixth biennial Lee Kuan Yew Global Business Plan Competition, named after Singapore’s former Minister Mentor, was held successfully on 25 August 2011. At the event, the winning team, Team Eco$ave from the University of Hong Kong and Hong Kong University of Science & Technology, China, was also announced.

The competition, widely acknowledged as an innovative and pioneering event of its kind globally, continues to be a platform for entrepreneurs of tomorrow, through their participation, to showcase their business plans and entrepreneurial talents on a global stage, attract seed funding to realise their business ambitions, as well as extend their network of friends and business contacts.

This year, the finalists were each issued with a POKENspark, a unique USB device, which will allow them to exchange a social business card with other participants. After the competition, finalists can download all data to their computers and explore future opportunities via the personalized hub, thereby enabling the participants to expand his/her business plans harnessing the ideas of fellow participants on a social media platform.

“The finalists were excited to receive their Pokens as it serves as an excellent networking tool for them to interact readily with one another and extend such engagement beyond the competition,” said Ms Noorlela Abdullah (Layla), Evangelist and Manager of SMU’s Institute of Innovation & Entrepreneurship (IIE).

The Final Round Presentations by the finalists were organised by SMU and the Awards Ceremony dinner was held at the Carlton Hotel.

**About Poken Island**

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