Camp Hill Girls School wins 2013 Eureka-ROCKET Challenge

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Would-be entrepreneurs from seven schools pitched to business professionals as part of a business challenge to test their enterprising acumen at Birmingham Business School.

Now in its fifth year, the Eureka-ROCKET Challenge 2013 was unveiled at the University of Birmingham Business School in June to see more than 200 Year 11 and 12 pupils take part in a three-week business event.

Organised by the Women's Business Development Agency (WBDA) West Midlands Enterprise Laboratory - a specialist hub launched to support high-growth women's enterprise and academic and practitioner based research on Women's Enterprise - the competition aims to enthuse teenagers about business.

This year's challenge focused on global business with participants asked to market new ideas and products in different countries. They had to consider the increasing demands placed on businesses and individuals because of globalisation and the implications for business and enterprise.

The finalists were invited back to Birmingham Business School to present their business ideas to the panel of professionals on July 11, where Sabirul Islam, a teen-entrepreneur from the age of just 14 and a global motivational speaker, gave a guest talk to enthuse and inspire the students.

This year's delighted winners were a team from Camp Hill Girls School, for their presentation on introducing Jacob's crackers into Thailand.

Professor Simon Collinson (/staff/profiles/business/collinson-simon.aspx) , Dean of Birmingham Business School, said:

> The Eureka challenge shows that there is a huge amount of interest in innovation, entrepreneurship and new business development in schools across the region. We are keen to nurture the enthusiasm and develop the talent for enterprise in students of all ages. It is particularly appropriate to focus this year on the international dimensions of business, as today's student will need to cope with an increasingly global competitive environment when they enter the workplace".

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