

# “Asia’s Challenge 2020” Essay Prize

## DESCRIPTION

What is the most important challenge facing Asia over the next decade? Why? What should be done about it?

The best answer in 3,000 words or less will win a prize of S\$2,500. Two runners-up will be awarded prizes of S\$1,000 each. These three prize winners will be invited to Singapore for an expenses-paid awards ceremony. The winning articles will be posted on Time.com.

## PURPOSE

The main purpose of the essay prize is to generate fresh ideas for tackling key challenges to Asia’s continued competitiveness and development, as well as encourage young professionals to make an impact on public policy and business in Asia.

## SELECTION CRITERIA

The essay will be judged according to creativity, innovation, rigor of research and writing, as well as achievability of idea. It can be focused on one or more areas relevant to Asia, such as macroeconomics, business, international relations, trade and investment, education, healthcare, urban development, science and technology, and energy and the environment. The essay must be written in English. It should not have been previously published in English in a publication with broad international circulation.

## JUDGES

Judging panel includes: Zoher Abdoolcarim (Asia Editor, TIME, Hong Kong), Michael Elliott (Deputy Managing Editor, TIME, United States), Nobuyuki Idei (CEO, Quantum Leaps Corp., Japan), Kishore Mahbubani (Dean, Lee Kuan Yew School of Public Policy, National University of Singapore), Lubna Olayan (Deputy Chairman and CEO, Olayan Financing Co., Saudi Arabia), and Astrid Tuminez (Assistant Dean and Director, Lee Kuan Yew School of Public Policy, National University of Singapore).

## CANDIDATE REQUIREMENTS

The candidate authoring the essay must be under 32 years of age as of December 31, 2010. The candidate must be an Asian national (for the purposes of this essay, Asia includes all of the area from Japan to the Suez Canal and the Bosphorus; it excludes Russia and Australia).

## SUBMISSION REQUIREMENTS

The essay should be submitted electronically to [prize@asiabusinesscouncil.org](mailto:prize@asiabusinesscouncil.org) by August 31, 2010. Prize winners will be announced in September 2010.

The submission should contain the candidate’s full name, nationality, and month and year of birth (more detailed biographical information may later be requested from shortlisted candidates). The essay should include a title and word count.

For more information, visit [www.AsiaBusinessCouncil.org](http://www.AsiaBusinessCouncil.org)