

Press Release

For Immediate Release

HKSTP and MSD Join Hands to Empower Data-Driven Solutions for the Pharmaceutical Industry

- The "Healthcare Innovation Challenge" organised by HKSTP and MSD help address issues in the healthcare industry and drive positive change in society.
- Participants leveraged open data and first-hand industry knowledge shared by MSD to develop innovative proposals for pharmaceutical sector.
- HKSTP is committed to promoting cross-industry data collaboration and uniting every stakeholder to create new solutions that meet society's evolving needs.

(Hong Kong, 11 August 2023) – The Hong Kong Science and Technology Parks Corporation (HKSTP) partnered with Merck & Co., Inc., Rahway, NJ, USA (MSD) on the "Healthcare Innovation Challenge" to address issues in the healthcare industry and drive positive change in society. The challenge concluded on 7 July 2023, with a participation of over 25 teams, comprising of startups and students.

Leveraging open data and first-hand industry knowledge shared by MSD, the participants developed innovative proposals targeting two real-life business challenges in the pharmaceutical sector: "Increasing HPV Prevention Awareness among Young Adult Men" and "Enhancing Affordability of Oncology Treatment". The final pitch day featured 12 shortlisted teams competing for cash prizes of up to HK\$50,000.

As a member of HKSTP's Data Community – the first citywide platform for cross-industry data collaboration in Hong Kong – MSD supported the competition by enabling young talents to unleash the power of data and apply their solutions to the industry. They provided collaboration opportunities to the winning teams, fostering data-driven innovation that will make Hong Kong's pharmaceutical sector more competitive and resilient amidst evolving market expectations.



Photo 1: HKSTP partnered with MSD on the "Healthcare Innovation Challenge", using open data to tackle pain points in the healthcare industry and create positive social impact.



Photo 2: Dr Crystal Fok, Head of STP Platform, HKSTP said, “It’s inspiring to witness the next generation of innovation and technology talents demonstrating their innovative thinking and applying big data to tackle social problems during the competition. At HKSTP, we are committed to promoting cross-industry data collaboration and uniting every stakeholder to create new solutions that meet society’s evolving needs.”



Photo 3: Mr Vincent Tong, Managing Director, MSD Hong Kong & Macau said, “Hong Kong has great potential to develop big data business and become an international biomedical hub while leveraging GBA opportunities. We look forward to hearing more favourable policy evolution on this topic, and are committed to expand our clinical trial efforts to generate more valuable data to benefit Hong Kong and beyond.”



Photo 4: The Champion and 1st runner-up of “Increase Awareness and Sense of Urgency on HPV Prevention for Young Adult Men”: **Panoptical Limited** (Left) and **WomenX Biotech Limited x Flowsopic Limited** (right).



Photo 5: The Champion and 1st runner-up of “ Increase Affordability of Oncology Treatment”: **Hollo Limited** (Left) and **SCGHealth** (right).



Healthcare Innovation Challenge - List of Winning Teams:

Problem Statements	Awards	Teams
Increase Awareness and Sense of Urgency on HPV Prevention for Young Adult Men	Champion	PanopticAI Limited
	1st runner-up	WomenX Biotech Limited x Flowsophic Limited
Increase Affordability of Oncology Treatment	Champion	Hollo Limited
	1st runner-up	SCGHealth

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About Hong Kong Science and Technology Parks Corporation

Hong Kong Science and Technology Parks Corporation (HKSTP) has for over 20 years committed to building up Hong Kong as an international innovation and technology hub to propel success for local and global pioneers today and tomorrow. HKSTP has established a thriving I&T ecosystem that supported over 10 unicorns and Hong Kong’s leading R&D hub with over 13,000 research professionals and over 1,300 technology companies focused on healthtech, AI and robotics, fintech and smart city technologies.

Established in 2001, we attract and nurture talent, accelerate and commercialise innovation and technology for entrepreneurs on their journey of growth in Hong Kong, to the Greater Bay Area, Asia and beyond. Our growing innovation ecosystem is built around our key locations of Hong Kong Science Park in Shatin, InnoCentre in Kowloon Tong and three modern InnoParks in Tai Po, Tseung Kwan O and Yuen Long. The three InnoParks are realising a vision of new industrialisation for Hong Kong. The goal is sectors like advanced manufacturing, electronics and biotechnology are being reimaged for a new generation of industry.

Through our infrastructure, services, expertise and network of partnerships, HKSTP will help establish innovation and technology as a pillar of growth for Hong Kong, while reinforcing Hong Kong’s international I&T hub status as a launchpad for global growth at the heart of the GBA innovation powerhouse.

More information about HKSTP is available at www.hkstp.org.

About Merck & Co., Inc., Rahway, NJ, USA

At MSD, known as Merck & Co., Inc., Rahway, NJ, USA in the United States and Canada, we are unified around our purpose: We use the power of leading-edge science to save and improve lives around the world. For more than 130 years, we have brought hope to humanity through the development of important medicines and vaccines. We aspire to be the premier research-intensive biopharmaceutical



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company in the world – and today, we are at the forefront of research to deliver innovative health solutions that advance the prevention and treatment of diseases in people and animals. We foster a diverse and inclusive global workforce and operate responsibly every day to enable a safe, sustainable and healthy future for all people and communities.

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