

# GEN Z Biotech Challenge 2023

Video  
Contest  
on

Adoption of Biotechnology  
in Agriculture



10/10 - 15/11

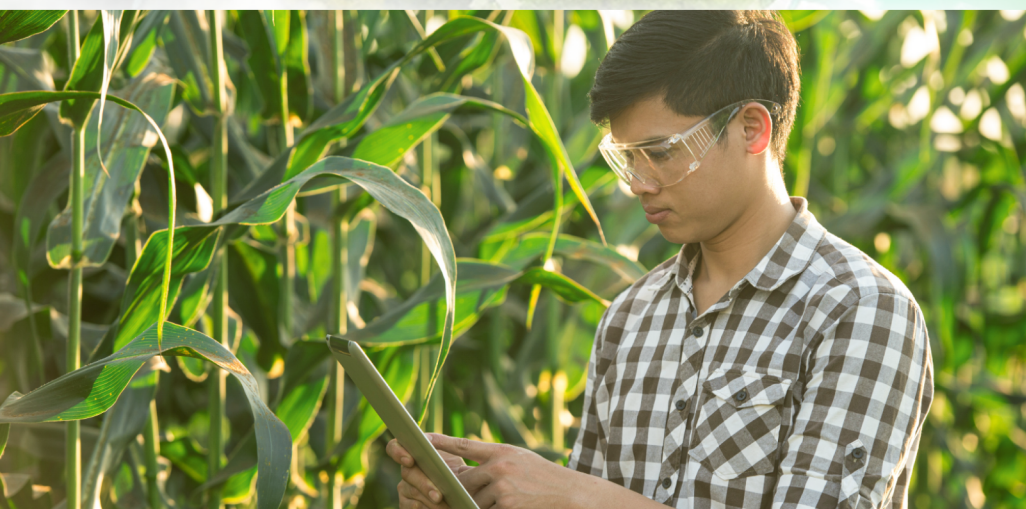


16/11- 15/12



End of Dec

For Vietnamese students aged from 16 to 24  
Submission timeline: 05/10 - 30/10



Agricultural Technology -  
University of Technology -  
Hanoi National University in  
collaboration with CropLife  
Asia and The Office of  
Agricultural Affairs at the U.S.  
Embassy in Hanoi.

This is a content creation video competition on academic topics that addresses broader themes of agriculture and sustainable development.

## SUBMISSION GUIDELINE

Please send us short video clips with duration of max 3 mins on the topic of “Adoption of Biotechnology in Agriculture”

Scan barcode for submission





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All contestants with valid video submission will receive "Certificate of Participation jointly signed by the Faculty of Agricultural Technology - University of Technology - Hanoi National University in collaboration with CropLife Asia and The Office of Agricultural Affairs at the U.S. Embassy in Hanoi.

## PRIZES FOR TOP 20 WINNING VIDEOS\*\*\*

01



1st  
Prize

Gift voucher of  
**10.000.000 vnd**  
and chance to join 1 event  
of Ag Biotech

01



2nd  
Prize

Gift voucher of  
**7.000.000 vnd**

01



3rd  
Prize

Gift voucher of  
**5.000.000 vnd**

03



Consolation  
prize

Gift voucher of  
**2.000.000 vnd**

14



Prize of  
Creativity

Gift voucher of  
**1.000.000 vnd**

Seize the opportunity to connect with leading experts  
in the domestic biotechnology industry

SUBMISSION TIMELINE

**05/10 - 30/10/2023**

Scan barcode for submission





## OFFICIAL LAUNCH OF THE GEN Z BIOTECH CHALLENGE

*On 2nd October 2023, the Faculty of Agricultural Technology - University of Technology – Hanoi National University in collaboration with CropLife Asia and the Office of Agricultural Affairs at the U.S. Embassy in Hanoi officially launches the "GEN Z Biotech Challenge 2023". This is a competition of digital content creation on the topic “Adoption of Biotechnology in Agriculture”. The contest is open for all Vietnamese students aged from 16 to 24 years old with aims to explore views and ideas from the youth on the academic topic that links to the broader theme of sustainable development.*



Biotechnology is considered as one of the most important scientific achievements of humanity and day-by-day has become a high-tech economy sector in the national development plan of many countries around the world in the 21st century, including Vietnam. Orientations on the application of biotechnology in different economic sectors have been clearly expressed in the Government's macro policies and regulations. Vietnam also aims to become one of Asia's top ten manufacturing hubs in terms of biotech production and smart biotech services by 2030.

The contest encourages participation of all students to create and submit short video clips (under 3 minutes) on the topic "Application of Biotechnology in Agriculture". This will be an interactive playground for young people who are passionate about science and eager to explore their personal potential to share personal view on the topic of biotechnology as well as applications of this technology in modern agriculture. As biotech is not a popular topic of

interest for the majority of the local community due to its complex scientific information, the contest is also expected to unlock new ideas and suggest new ways of communication from the way of story-telling of “genZ”.

GenZ Biotech Challenge 2023 is organized by the Faculty of Agricultural Technology – School of Technology - Hanoi National University with sponsorship and collaboration of CropLife Asia and The Office of Agricultural Affairs at the U.S. Embassy in Hanoi. While serving as a digital content creation competition for the students, the contest also gives them chances to meet with leading experts of biotech in the nation. Winning contestants will be offered “tickets” to join related events of Agricultural Biotech sponsored by CropLife Asia or CropLife Vietnam.

Contestants will compete through 3 rounds, respectively: Round 1 (Seed), Round 2 (Grow) and Final Round (Harvest). The timeline for video submission will be from October 5 to October 30, 2023. Entry videos will be evaluated by an advisory panel which includes domestic and international biotechnology experts based on criteria of content angle, story-telling approach and video design. At the same time, all valid videos of Round 1 will be published on the social media platforms for online voting.

20 excellent videos with highest score from the advisory board and highest votes from online audience will be selected to move forward to the second round. Creators of these videos will attend tutorial sessions with video-making professionals and leading experts of biotechnology to receive advice on improving the content and to edit their submission for Round 2. The organizers will select best videos from the 2nd submission for the final round which will be organized in-person in Hanoi, expectedly by end of December 2023. Information about the contest will be updated constantly on all social media channels of the organizers and sponsors.

### **About the organizer**

#### **Faculty of Agricultural Technology - School of Technology - Hanoi National University (FAT)**

*FAT was established in December 2018 that a division under the direct management of the University of Engineering and Technology (UET), Vietnam National University (VNU). FAT is a division that educated undergraduate, and graduate to delivery of the human resources in high-quality technology, and high level. It is a division where studies, improvement, and application of advanced science and technology in the agricultural field to contribute to the development of advance agriculture, produce for goods with high quality, efficiency, and great competitiveness. Thereby, it contributed strongly to the development of the country's economy and increase knowledge in the trend of the 4.0 industrial revolution. More information at <http://fat.uet.vnu.edu.vn/>*

### **About the sponsors**



## **CropLife Asia**

*CropLife Asia is the not-for-profit association and regional organization of CropLife International - representing the voice of the plant science industry. CropLife advocates for a safe and sustainable food industry, and aims to develop the application of scientific innovation in agriculture to ensure food security. CropLife Asia supports the activities of 15 associations across the continent and is led by 6 leading member corporations in the development of pesticides, seeds and/or biotechnology research and development. In Vietnam, CropLife and its members are always committed to supporting and implementing long-term strategies to help more than 25 million farmers effectively apply scientific solutions in agricultural farming to promote growth, improve crop yields, produce high-quality agricultural products while minimizing negative impacts on the environment. More information about CropLife Asia at [www.croplifeasia.org](http://www.croplifeasia.org) and CropLife Vietnam at [www.croplifevietnam.org](http://www.croplifevietnam.org).*

## **The Foreign Agricultural Service – The U.S Embassy in Hanoi ((FAS Hanoi)**

*The Foreign Agricultural Service (FAS) links U.S. agriculture to the world to enhance export opportunities and global food security. FAS expands and maintains access to foreign markets for U.S. agricultural products by removing trade barriers and enforcing U.S. rights under existing trade agreements. FAS partners with more than 70 cooperator groups representing a cross-section of the U.S. food and agricultural industry and manages a toolkit of trade promotion programs to help U.S. exporters develop and maintain markets for hundreds of products. FAS leads USDA's efforts to help developing countries improve their agricultural systems and build their trade capacity. More information at <https://www.fas.usda.gov/about-fas>.*