

Dear Rectors, Vice-Chancellors and Presidents,

Please publicize the **Rising Star Agri-Food Innovation Challenge**, the largest Agri-FoodTech-focused student competition in Southeast Asia.

(<https://thoughtforfood.org/rising-star-agrifood-innovation-challenge/>).

**A chance to win the Grand Prize of US\$5,000 and the Runner-Up Prize of US\$2,500 awarded per country.**

**A chance to be named as the National Semi-Finalists in the Thought For Food Global Challenge.**

**Sign-ups now open to your students! Submit by March 31, 2021.**

Students at registered institutions of higher learning in Indonesia, Malaysia and Thailand are invited to design innovative solutions that transform food systems.

The Rising Star Agri-Food Innovation Challenge is exclusively brought to life by Indonesia Malaysia Thailand, Growth Triangle University Network (IMT-GT UNINET) and Green Growth Asia Foundation (GGAF), and powered by the global Thought For Food (TFF) Foundation.

**Who can participate?** The Challenge call is open to all undergraduate and graduate students, across all disciplines, at registered institutions of higher learning, including Universities, University Colleges, Colleges, and Vocational & Technical Colleges in Indonesia, Malaysia and Thailand. From science and engineering, to computer science and design, from agriculture to architecture, and everything in between.

We are calling on the most committed and passionate students to join us on a journey to “uproot the status quo” and build sustainable and inclusive food systems that are healthy for society and the planet.

Students are encouraged to tap into their expertise and next-gen skillset, unleash their creativity, and apply their digital savviness and purpose-driven mindsets to address the urgent challenges facing the agri-food sector by following the step-by-step guide and sign up at [www.tffdigitalabs.org](http://www.tffdigitalabs.org) before you submit your pitch (video & slides).

Please address any questions to **Melissa ONG**, CEO, South East Asia Thought For Food® Foundation [melissa@thoughtforfood.org](mailto:melissa@thoughtforfood.org) +6012-3069289 [LinkedIn Profile](#) **TFF South East Asia Regional Hub** [www.thoughtforfood.org](http://www.thoughtforfood.org) and [www.tffdigitalabs.org](http://www.tffdigitalabs.org)

Have a nice day,



Dr. Ninnat Olanvoravuth  
Secretary-General

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