

# News Release

16 June 2017

## **HSBC/HKU ASIA PACIFIC BUSINESS CASE COMPETITION 2017 24 ELITE UNIVERSITY TEAMS FROM ASIA PACIFIC AND BEYOND COMPETE TO BE THE NEXT TOP BUSINESS LEADERS**

In its 10<sup>th</sup> year in 2017, the HSBC/HKU Asia Pacific Business Case Competition brought together 24 elite university teams from Asia Pacific and beyond to compete for the championship in Hong Kong from 7 to 9 June 2017. Top teams were titleholders from local competitions in Bangladesh, Hong Kong, India, Indonesia, Mainland China, Malaysia, Mauritius, the Philippines, Sri Lanka, Thailand and Vietnam, as well as other university teams from Serbia, Lebanon, Mexico, the USA and Canada.

During the four rounds of intense competition, the winning teams demonstrated their understanding of business strategies by arriving at creative management solutions, as well as fluent presentation skills and quick-wittedness when responding to questions from the panel judges. Students also had a chance to foster their cross-cultural understanding and gain international business exposure through this international event.

Professor Peter Mathieson, President and Vice-Chancellor of The University of Hong Kong, said: "The international, interdisciplinary and innovative approach inherent in this competition is something we share with you at HKU. And impact is the aim of everything we do; we all want our efforts to make a difference to society and humanity."

Mr Peter Wong, Deputy Chairman and Chief Executive, The Hongkong and Shanghai Banking Corporation Limited, said: "At HSBC, we are committed to nurturing young talent through supporting programmes such as the HSBC/HKU Asia Pacific Business Case Competition. The competition provides invaluable opportunities for university students to expand their horizons and network, understand different cultures, and most important of all – learn to collaborate with each other."

Final results of the competition were announced at the prize presentation ceremony in Hong Kong on Friday, 9 June 2017 at the HSBC Main Building.

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| <b>Champion (USD10,000 prize):</b>              | City University of Hong Kong, Hong Kong |
| <b>First runner-up (USD5,000 prize):</b>        | American University of Beirut, Lebanon  |
| <b>Second runner-up (USD2,000 prize):</b>       | The University of Auckland, New Zealand |
| <b>Most Collegial Team (voted by students):</b> | Prasetiya Mulya University, Indonesia   |

This information is issued by

**The Hongkong and Shanghai Banking  
Corporation Limited**

Registered Office and Head Office:  
1 Queen's Road Central, Hong Kong  
Web: [www.hsbc.com.hk](http://www.hsbc.com.hk)  
Incorporated in the Hong Kong SAR with limited liability



The HSBC/HKU Asia Pacific Business Case Competition is sponsored by founding member The Hongkong and Shanghai Banking Corporation Limited (HSBC) and organised by the Asia Case Research Centre (ACRC) of The University of Hong Kong. To date, more than 55,000 students have benefitted from the competition and over 800 volunteer judges from HSBC and the international business community have supported the event.

The competition is the world's largest business case competition for undergraduate students, aiming to enhance business literacy of the students by challenging them to come up with creative and feasible solutions to solve real-life business cases. It nurtures future business leaders by bridging the gap between academia and the real business world. The competition also promotes diversity and inclusion through international exchanges among the participating students.

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**Notes to Editors:**

**The Hongkong and Shanghai Banking Corporation Limited**

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group, which serves more than 37 million customers through four global businesses: Retail Banking and Wealth Management, Commercial Banking, Global Banking and Markets, and Global Private Banking. The Group serves customers worldwide from around 4,000 offices in 70 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,416bn at 31 March 2017, HSBC is one of the world's largest banking and financial services organisations.

**Asia Case Research Centre of The University of Hong Kong**

The Asia Case Research Centre was established in 1997. Its mission is to advance learning and teaching in business education through the development of business cases that are timely, informative and capture the diversity of the regional business context. The ACRC is the region's largest producer of business cases, which are distributed globally through its own website ([www.acrc.hku.hk](http://www.acrc.hku.hk)), Harvard Business Publishing (<https://cb.hbsp.harvard.edu/cbmp/pages/home>) and The Case Centre ([www.thecasecentre.org](http://www.thecasecentre.org)).

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