

9 June 2019

**GREATER BAY AREA AND BELT AND ROAD INITIATIVE
TO BE GLOBAL SUPER-CONNECTORS,
SAID HSBC**

*The University of Hong Kong Won the Championship of
The 12th HSBC/HKU Asia Pacific Business Case Competition*

A team of Faculty of Business and Economics undergraduate students from The University of Hong Kong (HKU) came out top among 24 competing teams in the world's largest business case competition jointly presented by HSBC and HKU.

Speaking at the prize presentation ceremony of the 12th HSBC/HKU Asia Pacific Business Case Competition ("The Competition") held on 6 June, **Mr Peter Wong, Deputy Chairman and Chief Executive, The Hongkong and Shanghai Banking Corporation Limited**, told the students to keep an open mind and think globally.

"The future is about connectivity. It is about people coming together and markets opening. The Greater Bay Area's integration and the Belt and Road Initiative are key drivers of this direction – they will serve the world as global super-connectors. The people, connections and the flow of ideas is how we make these initiatives a success. The best international talent is needed to connect the world and solve business, environmental and social challenges. At HSBC, the culture of a globally connected community is part of our DNA, and that is why we have been supporting this competition, which connects Asia to the rest of the world."

The Competition is organised by Asia Case Research Centre (ACRC), Faculty of Business and Economics, HKU. Since 2008, it has attracted over 130,000 university students to participate. The Competition aims to bridge the gap between the real business world and the classroom by challenging students to apply problem-solving, analysis and presentation skills to an actual business situation.

Professor Hongbin Cai, Dean of Faculty of Business and Economics, HKU, said, "It is a pleasure to see some of the brightest business leaders of tomorrow at the 12th edition of this unique competition. Throughout the week, students have had the opportunity to interact with their peers and seasoned business executives from around the world. We are confident that

the skills, knowledge and networks gained during their stay will benefit them and the society in the years to come!”

The Competition, took place in Hong Kong from 31 May to 6 June, brought together 24 teams from universities globally and more than 60 senior HSBC executives and international business leaders who volunteered as judges. On 30 May, City University of Hong Kong won the Hong Kong Competition and represented the city in the Asia Pacific Competition.

HSBC is committed to investing in people, shaping talent and nurturing tomorrow’s leaders. In addition to the Competition, HSBC awards more than HKD10 million in scholarships every year to over 200 top tertiary education students. This summer, the Bank will hire about 140 university students as interns in Hong Kong so that they can gain practical industry experience and start building their network while at university.

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Notes to editors:

Results of the HSBC/HKU Asia Pacific Business Case Competition 2019

Champion (USD10,000): The University of Hong Kong
First runner-up (USD5,000): Yonsei University (Korea)
Second runner-up (USD2,000): University of Belgrade (Serbia)

During four rounds of intense competition, the teams demonstrated their understanding of business strategies by achieving creative management solutions. They also participated in team-building and training sessions. Top teams of this year were the 12 titleholders representing HSBC local competitions in Bangladesh, Hong Kong, India, Indonesia, Mainland China (North and South), Malaysia, Mauritius, Taiwan, Thailand, Vietnam and France, as well as other invited universities from Canada, Korea, Lebanon, Macau, New Zealand, the Philippines, Serbia, Singapore, Sri Lanka and the USA.

For more information, please refer to: <http://competition.acrc.hku.hk/>

Photo captions:



Photo 1

Mr Peter Wong (the fifth from the left, front row), Deputy Chairman and Chief Executive, The Hongkong and Shanghai Banking Corporation Limited and Professor Terry Au (the fourth from the left, front row), Vice-President and Pro-Vice-Chancellor (Academic Staffing

and Resources), The University of Hong Kong with the university teams at the HSBC/HKU Asia Pacific Business Case Competition prize presentation ceremony.



Photo 2

Mr Peter Wong (middle) and Professor Terry Au (the third from the left) present the Championship Award to the winning team from The University of Hong Kong.



Photo 3

Mr Peter Wong chats with students from Tsinghua University on the sideline of the HSBC/HKU Asia Pacific Business Case Competition.

The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group, which serves our 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 in 66 countries and territories in our geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of USD2,659bn at 31 March 2019, HSBC is one of the world's largest banking and financial services organisations.

Asia Case Research Centre, Faculty of Business and Economics, The University of Hong Kong

Tracing its roots back over a century, The University of Hong Kong's ("HKU") 210,000 alumni have been at the forefront of community life, providing leadership in government, in commerce and industry, in education, and in the arts, sciences and culture. Globally, HKU has established a solid reputation as a premier international university and a member of the global family of universities. HKU strives to be Asia's Global University. Our aspiration at the

Faculty of Business and Economics is just as ambitious: to be a premier business school in Asia with significant local, regional and global influence.

The Asia Case Research Centre (“ACRC”) is affiliated with the Faculty of Business and Economics at HKU. It was founded in 1997 to address the need for rich business cases with an Asian focus. The ACRC is committed to the advancement of learning and teaching in business education and strives to promote leading management thinking through research on the latest practices in the Asia Pacific business environment. The ACRC is a major producer of quality business cases. It boasts a repository of nearly 600 business case studies developed in collaboration with many of the region’s leading companies.

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