

17 March 2020

**HSBC/HKU HONG KONG BUSINESS CASE
COMPETITION 2020 STAGES FINAL IN ONLINE FORMAT***Hong Kong Baptist University Clinches Championship
Asia Pacific Final to be Held Later This Year*

HSBC would like to congratulate Hong Kong Baptist University, winner of the HSBC/HKU Hong Kong Business Case Competition 2020, which concluded yesterday. Due to precautions against the spread of COVID-19, the seven teams of students presented their projects online rather than face-to-face.

The winner of the Hong Kong Competition will represent Hong Kong in the HSBC/HKU Asia Pacific Business Case Competition 2020, one of the largest of its kind in the world, to be held later this year. HSBC is proud to sponsor the event for the 13th year.

Representing HSBC in the judging panel, **Kerrienne LIM JOON, Global Head of Talent Attraction and Recruitment Marketing, HSBC**, said, “This years’ Competition attracted a strong field of students who demonstrated not only their business acumen, but also their mastery of virtual presentation, a skill especially relevant today and one that is likely to remain so as we make better use of technology in the increasingly globalised business environment. The experience of collaborating virtually to achieve a common business goal, together with learning to present and influence others via video conferencing will put all of these students in good stead as they embark on their new careers after university.”

The HSBC/HKU Business Case Competition is organised by Asia Case Research Centre (ACRC), Faculty of Business and Economics, The University of Hong Kong. In the 13th year of the competition, teams from seven universities demonstrated their understanding of business strategies through creative management solutions, fluent presentation skills and quick-wittedness when responding to questions from the panel judges.

Professor Zhigang TAO, Associate Dean (Human Resources) of HKU Faculty of Business and Economics, HSBC Professor in Global Economy and Business Strategy and Acting Director of the ACRC, said, “The case competition is the perfect marriage of academia and practice. By taking the competition online we are showcasing the resilience of Hong Kong and our ability to turn a challenge into an opportunity for learning. Once our students enter the work force, much of their career will be in meetings and discussions with colleagues working remotely, analysing business situations and forming plans together. What we have taught these future business leaders in the classroom and what they learnt by participating in this online competition will benefit society for years to come.”

Students presented their innovative ideas on how retailers can transform their business model from relying on physical stores to merging online/offline channels to provide an all-new shopping experience. The online presentation introduced by the competition this year presented a great opportunity for students to exercise new skills that will benefit them in their future workplace, as the current business environment places more importance on utilising digital technology to facilitate meetings, and to analyse business situations, form plans and execute them virtually.

Winners of the HSBC/HKU Hong Kong Business Case Competition are:

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|-----------------------------|--------------------------------------|
| Champion (HKD8,000) | Hong Kong Baptist University |
| First runner-up (HKD5,000) | The Hong Kong Polytechnic University |
| Second runner-up (HKD2,000) | City University of Hong Kong |

The HSBC/HKU Asia Pacific Business Case Competition is HSBC's flagship Future Skills project in Asia Pacific, a programme designed to enhance university students' business skills and global perspectives, nurture future business leaders, broaden students' career prospects and enhance their employability, bridge the gap between academia and the global business community, promote diversity and inclusion, as well as enhance international connectivity.

To understand more about the Hong Kong and Asia Pacific Business Case Competitions: <https://competition.acrc.hku.hk/>

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Note to editors:

Students in the Hong Kong competition come from seven universities: City University of Hong Kong, Hong Kong Baptist University, Hong Kong Shue Yan University, Lingnan University, The Chinese University of Hong Kong, The Hong Kong Polytechnic University, and The Hong Kong University of Science and Technology.

The Hongkong and Shanghai Banking Corporation Limited

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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") 230,000 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. The aspiration at the Faculty of Business and Economics is just as ambitious: to leverage its deep root in Hong Kong and strong engagement with China to extend our international presence, to nurture first-class business leaders and cultivate their global perspective with Asian focus, as well as to foster both academic and applied research endeavours to serve the needs of Hong Kong, China and the rest of the world in the fast-changing global economy.

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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