

10 June 2020

**COVID-19 PANDEMIC BRINGS PEOPLE TOGETHER TO SOLVE GLOBAL PROBLEMS, SAYS HSBC***Peking University Named Champion of  
The 13th HSBC/HKU Asia Pacific Business Case Competition*

Peking University clinched the championship in the HSBC/HKU Asia Pacific Business Case Competition 2020, the world's largest business case competition for undergraduate students. Teams from 20 universities in 14 countries and territories matched their business acumen and presentation skills against each other in a competition that demonstrated how remote collaboration tools can bring the world closer together.

Speaking at the virtual prize presentation ceremony, **Mr Peter Wong, Deputy Chairman and Chief Executive, The Hongkong and Shanghai Banking Corporation Limited**, said, "We are finding new ways to collaborate virtually. If we can learn to use technology better to work together across borders, we can create a world that is greater than the sum of its parts; we can tap into the benefits of comparative advantage to make everyone more prosperous; and we will have a much better chance of finding global solutions to global problems like environmental change and pandemics. The collegiate spirit that the students have shown over the past few days is a great example of how we can build deeper cultural understanding among people."

The 13th HSBC/HKU Business Case Competition 2020 was held online due to the halt in international travel caused by the Covid-19 pandemic. Students presented their solutions to an array of real-life business issues during the four-day tournament.

The business case chosen for the final round was a situation faced by Food Angel, a local Hong Kong not-for-profit organisation which utilises food that would otherwise go to waste to cook meals for underprivileged people. The case asked the students to come up with solutions to modify the culture of this social venture to ensure all employees understand the vision and values of the organisation rather than just the role they perform on daily basis.

**Professor Hongbin Cai, Dean of HKU Business School**, said, "Despite the challenges brought forth by the unexpected eruption of the Covid-19 pandemic, we took this as an opportunity and ran this year's case competition online. It enables students to learn remote presentation skills that will benefit

them once they enter the workforce, which involves more teleconferencing or collaborative software. Amidst uncertain market landscape, entrepreneurs are going to be presented with opportunities to experiment with new business models and technologies. The valuable experience learnt from the competition could empower participants to be adaptable and responsive in tackling challenges to be encountered in their future. We believe versatility and resilience, also the strengths shown by participants of the competition, will be the key to excel in the fast-changing economy.”

The Competition is organised by Asia Case Research Centre (ACRC) at HKU Business School. Over 100,000 university students have taken part in the competition since 2008. 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.

HSBC is committed to investing in people, shaping talent and developing future skills for tomorrow’s leaders. In addition to the Competition, HSBC awards more than HKD9.5 million in scholarships every year to over 240 top tertiary education students.

*ends/more*

**Notes to editors:**



**Results of the HSBC/HKU Asia Pacific Business Case Competition 2020**

Champion (USD10,000):	Peking University
First runner-up (USD5,000):	Ateneo de Manila University, the Philippines
Second runner-up (USD2,000):	University of Hawaii at Manoa, USA

During two rounds of intense competition, the teams demonstrated their understanding of business strategies by achieving creative management solutions. On 16 March, Hong Kong Baptist University won the Hong Kong Competition to, together with The University of Hong Kong, represent Hong Kong in the Asia Pacific Competition.

Top teams of this year were the 8 titleholders representing HSBC local competitions in Hong Kong, India, Japan, Mainland China (North and South), and Malaysia, as well as 12 other invited universities from Australia, Canada, Hong Kong, Macau, Mainland China, New Zealand, Serbia, Sri Lanka, the Philippines, USA and Vietnam.

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

Photo	Caption
	<p>Mr Peter Wong, Deputy Chairman and Chief Executive, The Hongkong and Shanghai Banking Corporation Limited (middle), Professor Hongbin Cai, Dean of HKU Business School (left) and Diana Cesar, Chief Executive, Hong Kong, HSBC, officiate at the virtual prize presentation ceremony of the HSBC/HKU Asia Pacific Business Case Competition 2020.</p>
	<p>Students from 20 competing universities participated in the HSBC/HKU Asia Pacific Business Case Competition 2020 via remote collaboration tools.</p>

**The Hongkong and Shanghai Banking Corporation Limited**

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group. HSBC serves customers worldwide from offices in 64 countries and territories in its geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of US\$2,918bn at 31 March 2020, HSBC is one of the world's largest banking and financial services organisations.

**Asia Case Research Centre, HKU Business School**

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 HKU Business School 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 HKU Business School. 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 over 600 business case studies developed in collaboration with many of the region's leading companies.

*ends/all*