



News Release

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HSBC/HKU HONG KONG BUSINESS CASE COMPETITION 2021 INSPIRES STUDENTS TO FOSTER TRANSITION TO SUSTAINABLE FUTURE

*The Open University of Hong Kong Clinches Championship
Asia Pacific Final to be Held Later This Year*

HSBC/HKU Hong Kong Business Case Competition 2021 concluded today after two days of online presentation by nine university teams. The Open University of Hong Kong was named the Champion with an innovative proposal to conserve the environment and build a sustainable future in Hong Kong.

Diana CESAR, Chief Executive, Hong Kong, HSBC, said, “It is great to see the next generation of business leaders applying their fresh thinking about sustainability through this competition, which HSBC has proudly supported for 14 years. In this day and age, a good understanding of sustainability has become a key competency of future business leaders. We look forward to joining hands with our students to build a sustainable future – economically, environmentally and socially.”

The winner of the Hong Kong Competition will represent Hong Kong in the HSBC/HKU Asia Pacific Business Case Competition 2021, one of the largest of its kind in the world, to be held later this year. HSBC has sponsored the event since 2008.

HSBC/HKU Hong Kong Business Case Competition, is supported by HSBC and hosted by Asia Case Research Centre (ACRC), HKU Business School, The University of Hong Kong. In the 14th year of the competition, teams from nine 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 Business School, HSBC Professor in Global Economy and Business Strategy, Director of Institute for China & Global Development and Acting Director of the ACRC, said, “Sharing the passion with our partner HSBC to nurture young business leaders, we are glad to co-host this annual business case competition again this year. Same as the last year, the competition was held in online format, offering an opportunity for the

participants to present their creative, innovative business ideas by electronic presentation platforms. This new form of competition allows them to get prepared for a more digitalised commercial environment under the new normal of COVID-19. We hope the students can leverage the valuable experience gained in the competition and apply the problem-solving and interpersonal skills in real business situations, with an ambition to create impact and achieve success on the global stage in the foreseeable future.”

In the online presentation, the participating teams show their creativity and vision in supporting the Hong Kong community to cut down on bottled water consumption and reduce plastic waste. The online competition this year presented a great opportunity for students to equip various remote presentation skills that they can put into practice into 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 2021 are:

Champion (HKD8,000)	The Open University of Hong Kong
First runner-up (HKD5,000)	City University of Hong Kong
Second runner-up (HKD2,000)	The Chinese 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 nine universities: City University of Hong Kong, Hong Kong Baptist University, Hong Kong Shue Yan University, Lingnan University, The Chinese University of Hong Kong, The Hang Seng University of Hong Kong, The Hong Kong Polytechnic University, The Hong Kong University of Science and Technology and The Open University of Hong Kong.

Photo and caption



Diana CESAR, Chief Executive, Hong Kong, HSBC (right), Huifeng ZHANG, Head of Corporate Sustainability, Asia-Pacific, HSBC (left), and Professor Zhigang TAO, Associate Dean (Human Resources) of HKU Business School, HSBC Professor in Global Economy and Business Strategy, Director of Institute for

China & Global Development and Acting Director of the ACRC (second from left, second row on screen), congratulated the students at the virtual prize presentation ceremony of the HSBC/HKU Hong Kong Business Case Competition 2021.



The Open University of Hong Kong was named the Champion in the HSBC/HKU Hong Kong Business Case Competition 2021, supported by HSBC and organised by Asia Case Research Centre, HKU Business School, The University of Hong Kong. Due to precautions

against the COVID-19 pandemic, students from nine local universities participated in the competition via remote collaboration tools.

The Hongkong and Shanghai Banking Corporation Limited

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Asia Case Research Centre (ACRC), HKU Business School, The University of Hong Kong

Tracing its roots back over a century, The University of Hong Kong's ("HKU") 245,000 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 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, just as the School's tagline stated, 'Inspire · Empower · Lead'.

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.

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