

9 March 2022

**HSBC/HKU HONG KONG BUSINESS CASE
COMPETITION CELEBRATES 15 YEARS OF INSPIRING
YOUNG BUSINESS LEADERS**

City University of Hong Kong Crowned Champion in 2022 edition

The HSBC/HKU Hong Kong Business Case Competition 2022 concluded today after two days of online presentations by nine university teams. City University of Hong Kong was named the Champion with an innovative and unique proposal to an education technology company.

Speaking in the virtual award presentation ceremony, **Luanne LIM, Chief Executive, Hong Kong, HSBC**, said, “It is great to see our next generation of business leaders showing off their creativity and entrepreneurial spirit in this competition. I am particularly impressed by their fresh views on how to help a Hong Kong business realise its ambition on a regional scale. At HSBC, helping our customers grow internationally is a strategic focus – it’s what we do best, with our unique reach and expertise across all regions. We would also like to thank HKU Business School, our partner for the last 15 years, for making the competition to be one of the largest of its kind globally.”

HSBC has supported the competition since 2008. Winner of the Hong Kong Competition will represent Hong Kong in the HSBC/HKU Asia Pacific Business Case Competition 2022, one of the largest of its kind in the world, to be held from 24 May to 2 June this year.

This year, teams from nine universities demonstrated their understanding of business strategies through creative management solutions, effective presentation skills and quick-wittedness when responding to questions from the panel of HSBC judges.

Professor Hongbin CAI, Dean of HKU Business School, said, “Now is the time for businesses to seize opportunities emerging under this unprecedented situation. To stay ahead of the curve, companies across the globe are addressing the challenges posed by the pandemic in an agile and strategic manner. As technology advances, various industries are talking off in new paths. I believe students will sharpen their essential skills through this journey, empowering them to excel in the new digital age.”

Through the online presentation, the participating teams show their creativity in helping an education technology company to expand into South East Asia. The online competition presented a great opportunity for students to equip various remote presentation skills that they can put into practice 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 2022 are:

Champion (HKD8,000)	City University of Hong Kong
First runner-up (HKD5,000)	The Hong Kong University of Science and Technology
Second runner-up (HKD2,000)	Hong Kong Metropolitan University

Organised by Asia Case Research Centre (ACRC), HKU Business School, The University of Hong Kong, the HSBC/HKU Hong Kong 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 by enhancing 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 Metropolitan 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 and The Hong Kong University of Science and Technology.

<p>Photo caption</p> 	<p>Luanne Lim, Chief Executive, Hong Kong, HSBC (second row, centre), announced the team from City University of Hong Kong was named the Champion in the HSBC/HKU Hong Kong Business Case Competition 2022.</p>
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