



2 June 2022

**HSBC/HKU ASIA PACIFIC BUSINESS CASE COMPETITION
CELEBRATES 15TH ANNIVERSARY**

Universiti Malaya Clinches Championship with Fresh Ideas for PayMe

Universiti Malaya has been named the 2022 champion of the HSBC/HKU Asia Pacific Business Case Competition, the world's largest contest of its kind for undergraduate students. Over the past 15 years, 88,000 students from over 180 universities around the world have taken part in the event.

This year's finals were held online, with 24 teams from 20 locations in Asia Pacific and beyond demonstrating innovative approaches to solving real-life business cases in the areas of mobile payment, fintech, digital transformation, marketing and sustainability.

Speaking at the virtual award presentation ceremony, **Mr David LIAO, Co-Chief Executive, The Hongkong and Shanghai Banking Corporation Limited**, said, "Technology and sustainability are the core drivers of today's business and economic development. When we organised the first Competition back in 2008, we wanted to help students acquire hands-on skills, encourage teamwork, build networks across borders, disciplines, and cultures, and become more 'business-ready' by asking them to problem-solve for the future growth trends. The 15th anniversary of the Competition proves that our future is in good hands with a group of emerging young leaders. HSBC is proud to have inspired so many students from around the world in a positive way."

The business case used in the final round of the Competition is the future growth path of PayMe. The winning team from Universiti Malaya, formed by students from diverse cultural backgrounds and disciplines including Law, Finance, and Science and Technology Studies, impressed the judges with their idea of leveraging the popularity of gaming and entertainment among Gen Z to increase user engagement on PayMe. The judges also praised the team for using substantive data to support their ideas and the clarity of their presentation.

The Competition, organised by the Asia Case Research Centre, aims to nurture future business leaders by enhancing international connectivity, building critical skillsets, broadening the perspectives of participants and expanding their career prospects.

Professor Hongbin CAI, Dean of HKU Business School, said, “We are dedicated to providing world-leading business and economics education to the next generation of business leaders. Sharing the same mission, our Asia Case Research Centre has been partnering with HSBC for 15 years to organise this international business case competition. I believe that through this exciting journey, students can be enlightened by great minds and ideas which lays the cornerstone for their future growth and success, contributing to the well-being of society going forward.”

With growing participation, the Competition serves as a platform for students to exchange ideas with their peers as well as with business leaders from different industries. As the host city, Hong Kong opens the door for students from across the globe to gain a better understanding of mainland China and the rest of Asia.

HSBC is committed to investing in people, shaping talent and nurturing tomorrow’s leaders. In addition to the Competition, the Bank offers more than HKD11.1 million (USD1.3 million) in scholarships to over 250 top tertiary education students in 2022.

ends/more

Notes to editors:

Results of the HSBC/HKU Asia Pacific Business Case Competition 2022

Champion (USD10,000)	Universiti Malaya, Malaysia
First runner-up (USD5,000)	University of Toronto, Canada
Second runner-up (USD2,000)	Shaheed Sukhdev College of Business Studies, India

Hong Kong was represented by The University of Hong Kong as the host university and City University of Hong Kong won the Hong Kong Local Competition on 9 March.

Top teams of this year were the 12 titleholders representing HSBC local competitions in Bangladesh, mainland China (North and South), Hong Kong, India (two teams from the North), Indonesia, Japan, Korea, Malaysia, Mauritius, Thailand and Vietnam, as well as 12 other invited universities from

Australia, Canada (East and West), Hong Kong, Japan, Macau, New Zealand, Serbia, Sri Lanka, Taiwan, the Philippines and the USA.

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

Photo caption



At the virtual award presentation ceremony of the HSBC/HKU Asia Pacific Business Case Competition 2022, Mr David LIAO, Co-Chief Executive, The Hongkong and Shanghai Banking Corporation Limited (middle), Professor Hongbin CAI, Dean of HKU Business School (left) and Ms Dharini KANNAN HEMANT, Head of PayMe, HSBC, (right) congratulated the students for their accomplishments.

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 USD3,022 billion at 31 March 2022, HSBC is one of the largest banking and financial services organisations in the world.

ends/all