



1 June 2023

**HSBC/HKU ASIA PACIFIC BUSINESS CASE COMPETITION:  
PREPARING THE NEXT GENERATION OF LEADERS FOR A  
TECHNOLOGY DRIVEN WORLD**

*Ateneo de Manila University Triumphs with Innovative Proposal for a Blockchain Product  
Opportunities in MNCs and Tech Innovation: Top Priorities for Students to  
Consider Working in Hong Kong*

The team representing Ateneo de Manila University, the Philippines, has been named the 2023 champion of the HSBC/HKU Asia Pacific Business Case Competition, the world's largest contest of its kind for undergraduate students with 24 teams from 19 locations in Asia Pacific and beyond. At this year's competition, over 1,000 students benefitted from solving a real-world business case in blockchain technology. Given the transformative impact blockchain is having in the business community, the experience has put the students at the forefront of the future.

This year, the contestants demonstrated creative and innovative approaches to solve a business case for a leading pharmaceutical distribution firm in Asia. The company had developed a blockchain product for tracking medical products and the students were required to develop a proposal to help the company grow internationally and increase industry adoption for the technology. The business case was selected for the competition given its exposure to one of the key technologies driving business transformation and the unique experience it would provide for the contestants.

Speaking at the awards presentation ceremony, **Dr Peter WONG, Chairman, The Hongkong and Shanghai Banking Corporation Limited, and The Hongkong Bank Foundation**, said, "Technology is transforming businesses around the world, including the banking industry. Keeping ahead of these trends will help make our younger generations stronger as our business leaders of tomorrow. HSBC is proud to offer continuous support to the HSBC/HKU Asia Pacific Business Case competition, which provides undergraduates across Asia Pacific the opportunity to step out of an academic setting and develop solutions to real-world problems. This Competition has had a positive impact on close to 90,000 students since its inception, giving back to many of the markets where we operate."

As the host city for the Competition, Hong Kong is also home to many multinational organisations that link the international and mainland markets. Hong Kong is becoming an important technology and innovation hub, that will continue to attract overseas talent.

To provide more effective and appropriate assistance to students and to understand their expectations for future career development in overseas markets, a survey was conducted among the participants. Results showed that an overwhelming majority (88%) were keen to work in Hong Kong if they were offered an internship/graduate programme with a multinational company and 43% would do so for an opportunity in technology and innovation. The survey also revealed that “better career prospects and exposure”, along with “personal development” outweighed “better remuneration” as important motivators for participants to work overseas.

The Competition, organised by the Asia Case Research Centre of HKU Business School, aims to nurture future business leaders by enhancing international connectivity, building critical skillsets, broadening the perspectives of participants and expanding their career prospects. Previous business cases used in the Competition have focused on areas such as mobile payment, fintech, global supply chain, marketing and sustainability.

**Professor Hongbin CAI, Dean of HKU Business School**, said, “For 16 years, HKU Business School’s Asia Case Research Centre has been partnering with HSBC to organise this prestigious international business case competition. Our goal is to equip young individuals with crucial professional skills, prepare them to overcome the challenges of the business world, and pave the way for their future growth and success. This year’s competition has showcased how diverse cultural perspectives can ignite creativity and foster innovation. This is important, because it is crucial for future business leaders to have a global perspective and the ability to work well with people from diverse backgrounds.”

Celebrating its sixteenth year, the Competition serves as a platform for students to exchange ideas with their peers as well as with business leaders from different industries. By hosting the Competition, Hong Kong also opens the door for students from across the globe to gain a better understanding of mainland China and the rest of Asia.

Over the years, more than 1,400 HSBC executives have volunteered as judges. The Competition reinforces HSBC's commitments to investing in people, shaping talent and nurturing tomorrow's leaders.

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**Notes to editors:**

**Results of the HSBC/HKU Asia Pacific Business Case Competition 2023**

Champion (USD10,000)	Ateneo de Manila University
First runner-up (USD5,000)	City University of Hong Kong
Second runner-up (USD2,000)	RMIT University Vietnam

The University of Hong Kong as the host, along with City University of Hong Kong and The Chinese University of Hong Kong, the winner and first runner-up of the local competition held on 22 April, will represent Hong Kong at the Asia Pacific Competition.

In addition, there are 21 teams representing Australia, Canada (two teams), Bangladesh, mainland China (two teams), India (two teams), Indonesia, Japan, Macau, Malaysia, Mauritius, Serbia, Singapore, South Korea, Sri Lanka, Taiwan, Thailand, the Philippines and Vietnam.

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

**Photo caption**



### **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 62 countries and territories. With assets of US\$2,990bn at 31 March 2023, HSBC is one of the world's largest banking and financial services organisations.

### **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") 270,000 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 700 business case studies developed in collaboration with many of the region's leading companies.

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