

25 March 2024

**HSBC/HKU HK BUSINESS CASE COMPETITION:
EMPOWERING FUTURE BUSINESS LEADERS TO BOLSTER
HONG KONG'S ROLE AS A REGIONAL INNOVATION HUB**

The Hong Kong University of Science and Technology Clinches Hong Kong Competition

The Hong Kong University of Science and Technology emerged victorious in the HSBC/HKU Hong Kong Business Case Competition 2024. The winning team will represent Hong Kong and compete against 23 other university teams from around the world in the HSBC/HKU Asia Pacific Business Case Competition 2024, to be held from 26 to 29 May.

This year, thirty-six students from nine university teams took part in the Hong Kong competition that concluded on 23 March 2024. They were tasked to provide consultation to a top airline on the adoption of design thinking-based solutions to cope with industry changes and unforeseen disruptions. The winning team's proposal impressed the judges with its innovative ideas on improving customer experience and achieving broader business transformation goals.

Luanne LIM, Chief Executive, Hong Kong, HSBC, said, "Driving innovation and cultivating talent are pivotal to fostering high-quality economic development in Hong Kong. We are truly impressed to witness the innovative mindset of tomorrow's business leaders as they apply their forward-thinking approaches to assist Hong Kong's leading airline company. Their initiative to incorporate emerging technologies puts the company at the vanguard of industry advancement. At HSBC, we embrace digital innovation. We hope to inspire the participating students to do the same through this competition."

HSBC has supported the competition since 2008. This year marks the 17th annual round of the competition, providing students with an opportunity to gain valuable experience in a real business setting. This experience helps to fuel their ambition to become future business leaders.

Prior to the competition, students from nine university teams visited a tech education company to better understand real-world business operations. Furthermore, to boost students' confidence and enhance their presentation

skills, members of HSBC's Wayfoong Toastmasters Club provided the teams with public speaking training ahead of the competition.

Professor Hongbin CAI, Dean of HKU Business School, said, "Over the past 17 years, HKU Business School and HSBC have been working hand-in-hand to nurture future leaders for Hong Kong and beyond. This Competition provides a valuable platform for students to collaborate in groups to address real-world business challenges first-hand, enhancing their professional skills and fostering innovative thinking and leadership abilities. I am delighted to witness the Competition continues to serve as a bridge between academia and the global business community, playing a significant role in grooming Hong Kong's next generation of business leaders."

The winners of the HSBC/HKU Hong Kong Business Case Competition 2024 are:

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

Organised by the Asia Case Research Centre, HKU Business School and The University of Hong Kong, the HSBC/HKU Hong Kong Business Case Competition is HSBC's flagship philanthropic project in Asia Pacific, designed to enrich the business skills and global perspectives of university students, as well as broaden their career prospects.

Learn more about the Hong Kong and Asia Pacific business case competitions: <https://competition.acrc.hku.hk/>

ends/more

Note to editors:

Participating students in the Hong Kong competition came 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.

Photo caption	
	Luanne LIM, Chief Executive, Hong Kong, HSBC (far left) presented the award to The Hong Kong University of Science and Technology, winner of the HSBC/HKU Hong Kong Business Case Competition 2024.
	Thirty-six students from nine university teams took part in the HSBC/HKU Hong Kong Business Case Competition 2024 that concluded on 23 March.

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 USD3,039bn at 31 December 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") 280,000 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.

ends/all