

News Release

06 June 2017

UCSI University to represent Malaysia at the HSBC Business Case Competition in Hong Kong

Competing against 24 other universities, UCSI University emerged as the champion of the annual HSBC Business Case Competition, taking home RM15,000 in cash and a championship trophy. Eric Ling Kaiyue, Kelvin Wong Chun Weng, Sandra Ooi Ping Nyee and Shia Siaw Hui from UCSI University will be representing Malaysia at the regional finals in Hong Kong from 6 – 9 June 2017. At the regional finals, UCSI University will compete against 24 top universities covering 19 countries in Asia Pacific.

The competition saw 96 students from 24 universities compete in business strategy-making and presentation to earn a spot to compete in Hong Kong against students from top universities in Asia-Pacific including University of Malaya, last year's winner. The other 23 universities that participated in the competition were The University of Nottingham, University of Malaya, Universiti Teknologi Mara, Taylor's University, Sunway University, INTI International University, Malaysia University of Science and Technology, Monash University Malaysia, Management and Science University, USCI University, Universiti Tun Abdul Razak, Tunku Abdul Rahman University College, Universiti Kebangsaan Malaysia, University Putra Malaysia, Universiti Utara Malaysia, Universiti Tenaga Nasional, Multimedia University, Universiti Sains Malaysia, International Islamic University Malaysia, Universiti Sains Islam Malaysia, Heriot-Watt University, KDU University College, University Kuala Lumpur Business School and Universiti Tunku Abdul Rahman. Four universities made it into the finals. They were USCI University, Management and Science University, Heriot-Watt University and Multimedia University.

The HSBC business case competition is organised by Enactus Foundation Malaysia and fully sponsored by HSBC Bank Malaysia Berhad. The competition provides student the opportunity to foster analytical thinking, creativity, innovation, communication and presentation skills which will be valuable assets when they enter the workforce upon graduation. The business case is developed by the renowned Asia Case Research Center affiliated with The University of Hong Kong, Faculty of Business and Economics.

Mukhtar Hussain, Chief Executive Officer, HSBC Bank Malaysia said, "Education is key to prosperity. It offers young people the chance to develop their skills, realise their potential and make a meaningful contribution to society. This competition provides the students the opportunity to interact directly with experts and experienced professionals, as well as dealing with real issues in the business world. This would also be useful in building global business insights among students while sharpening their business acumen and analytical skills which are critical when entering into the business world."

Students were judged based on a multi-disciplinary criteria ranging from analysis, feasibility of solutions to even cost and control implications. To ensure that everyone is kept on an equal playing field, all participants did not have web access and had to rely solely on their own creativity and collaboration within the team.

HSBC Malaysia wishes the team from UCSI University success at the regional finals. May the team make Malaysia proud and not only bring the championship trophy and the USD10,000 prize money

This news release is issued by

HSBC Bank Malaysia Berhad

(Company No. 127776-V)

Registered Office and Head Office:
2 Leboh Ampang, 50100 Kuala Lumpur, Malaysia.
Web: www.hsbc.com.my



back but also take this golden opportunity to learn and network with student from around the world. We believe that this is a great avenue for the team to gain exposure on how the real working environment would be.

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Media enquiries:

Marlene Kaur +603 2075 3351

Gerald P A Sim

+603 2075 3597

marlenekaur@hsbc.com.my

gerald.p.a.sim@hsbc.com.my

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