

03 April 2019

Maximising the potential of the younger generation through HSBC/HKU Asia Pacific Business Case Competition

Four students from the Taylor's University will be representing Malaysia at the HSBC/Hong Kong University (HKU) Asia Pacific Business Case Competition 2019 to be held in Hong Kong from 31 May – 6 June 2019. Under the mentorship of Dr. Nurlida Ismail, Senior Lecturer of Taylor's Business School, students John Ng Chee En, James Chai Wei Ren, Janice Chai Xin Hui and Poh Song Yang from Taylor's University will be competing against 23 top universities from 19 countries.

The students qualified for the regional challenge in Hong Kong after emerging as Champions of the HSBC Malaysia Business Case Competition 2019, organized by Enactus Malaysia and funded by HSBC Bank Malaysia Berhad. The competition is designed to serve as a platform for Malaysian undergraduates to enhance and apply their business knowledge and skills to real life business scenarios.

Arsaalan Ahmed, Chief Executive Officer HSBC Amanah said, "Using business cases as a learning tool enables our local undergraduates to develop their analytical thinking, creativity, innovation and enhance their communication skills which are essential elements to increase their employability. By creating a platform that encourages employment-focused skills development in the community, HSBC aims to maximise the potential of the younger generation while enabling them to make valuable contributions to both the local society and the wider global economy."

For one of the students, James Chai Wei Ren, the competition is different from other business competitions he joined before. "The HSBC Malaysia Business Case Competition really pushed me out of my comfort zone. This experience has broadened my perspective on business cases and has allowed me to develop essential skills for the working world" he said.

The HSBC Malaysia Business Case Competition 2019 saw participation of 96 undergraduates from 19 business schools. The Taylor's University won the local competition and the runners-up were teams from Universiti Tunku Abdul Rahman, Multimedia University and University of Nottingham Malaysia will be measured by UKM through pre and post survey questions.

Ends

Media enquiries to:

Marlene Kaur +603 2075 3351

marlenekaur@hsbc.com.my

Serena Serkawi +603 2075 6477

serenaserkawi@hsbc.com.my

Notes to Editor:

About HSBC Malaysia

HSBC's presence in Malaysia dates back to 1884 when the Hongkong and Shanghai Banking Corporation Limited (a company under the HSBC Group) established its first office in the country, on the island of Penang, with permission to issue currency notes. HSBC Bank Malaysia Berhad was locally incorporated in 1984 and is a wholly-owned subsidiary of The Hongkong and Shanghai Banking Corporation Limited. In 2007, HSBC Bank Malaysia was the first locally incorporated foreign bank to be awarded an Islamic banking subsidiary licence in Malaysia, HSBC Amanah Malaysia Berhad. Today, HSBC in Malaysia has a network of 68 branches nationwide, of which 26 are HSBC Amanah Malaysia Berhad branches. HSBC Bank Malaysia offers a comprehensive range of banking and financial services including Retail Banking and Wealth Management, Commercial Banking, Global Banking and Markets, and Islamic financial solutions. HSBC Bank Malaysia has also led innovation in Malaysia by introducing Malaysia's first ATM and Electronic Touch Banking in the early 1980s. Today, HSBC Bank Malaysia has launched innovative solutions such as HSBCnet for secure banking for businesses, Trade Transaction Tracker and Facial Recognition.

HSBC Holdings plc

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide across 66 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,558bn at 31 December 2018, HSBC is one of the world's largest banking and financial services organisations.