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COVID-19 PANDEMIC BRINGS PEOPLE TOGETHER TO SOLVE GLOBAL PROBLEMS, SAYS HSBC**Sunway University named third runner-up of The 13th HSBC/HKU Asia Pacific Business Case Competition**

Sunway University made Malaysia proud by clinching the fourth spot in the final round of the HSBC/Hong Kong University (HKU) Asia Pacific Business Case Competition 2020, the world's largest business case competition for undergraduate students. Teams from 20 universities in 14 countries and territories matched their business acumen and presentation skills against each other in a competition that demonstrated how remote collaboration tools can bring the world closer together.

Peking University bagged the championship title of the competition that was held online due to the halt in international travel caused by the Covid-19 pandemic. Students presented their solutions to an array of real-life business issues during the four-day tournament.

Speaking at the virtual prize presentation ceremony, **Peter Wong, Deputy Chairman and Chief Executive, The Hongkong and Shanghai Banking Corporation Limited**, said, "We are finding new ways to collaborate virtually. If we can learn to use technology better to work together across borders, we can create a world that is greater than the sum of its parts; we can tap into the benefits of comparative advantage to make everyone more prosperous; and we will have a much better chance of finding global solutions to global problems like environmental change and pandemics. The collegiate spirit that the students have shown over the past few days is a great example of how we can build deeper cultural understanding among people."

Stuart Milne, Chief Executive Officer, HSBC Bank Malaysia said "This competition is another example of our commitment to creating a better future for our youth. By giving them a platform that encourages employment-focused skills, we help broaden the students perspective on business cases and enable them to realise their full potential in making a real impact and valuable contribution to the communities. I would also like to commend the spirit showcased by the participants who rallied through the constraints and impressed the judges with their virtual presentations. We are really proud to have Sunway University represent Malaysia in the finals, and to have been able to help the students enhance their analytical thinking, creativity, innovation and communication skills through this competition; equipping them with essential elements needed to thrive today and in the future"

The business case chosen for the final round was a situation faced by Food Angel, a local Hong Kong not-for-profit organisation which utilises food that would otherwise go to waste to cook meals for underprivileged people. The case asked the students to come up with solutions to modify the culture of this social venture to ensure all employees understand the vision and values of the organisation rather than just the role they perform on daily basis.

Professor Hongbin Cai, Dean of HKU Business School, said, "Despite the challenges brought forth by the unexpected eruption of the Covid-19 pandemic, we took this as an opportunity and ran this year's case competition online. It enables

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students to learn remote presentation skills that will benefit them once they enter the workforce, which involves more teleconferencing or collaborative software. Amidst uncertain market landscape, entrepreneurs are going to be presented with opportunities to experiment with new business models and technologies. The valuable experience learnt from the competition could empower participants to be adaptable and responsive in tackling challenges to be encountered in their future. We believe versatility and resilience, also the strengths shown by participants of the competition, will be the key to excel in the fast-changing economy.”

The Competition is organised by Asia Case Research Centre (ACRC) at HKU Business School. Over 100,000 university students have taken part in the competition since 2008. The Competition aims to bridge the gap between the real business world and the classroom by challenging students to apply problem-solving, analysis and presentation skills to an actual business situation. In Malaysia, the country level competition for this year was organised by Enactus Malaysia and saw a total of 76 participants from 19 universities.

HSBC is committed to investing in people, shaping talent and developing future skills for tomorrow's leaders. HSBC Malaysia has been in the forefront supporting corporate sustainability initiatives for youth and undergraduates. The Bank recently funded more than half a million to support an employability programme for unemployed and physically challenged youth via our collaboration with the Malaysian Youth Council (MBM). In addition, HSBC Malaysia is also funding financial literacy programmes for under graduates targeting close to 4,000 university students across Malaysia.

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Note to editors:

Results of the HSBC/HKU Asia Pacific Business Case Competition 2020:

Champion (USD10,000):	Peking University
First runner-up (USD5,000):	Ateneo de Manila University, the Philippines
Second runner-up (USD2,000):	University of Hawaii at Manoa, USA

During two rounds of intense competition, the teams demonstrated their understanding of business strategies by achieving creative management solutions.

Top teams of this year were the 8 titleholders representing HSBC local competitions in Hong Kong, India, Japan, Mainland China (North and South), and Malaysia, as well as 12 other invited universities from Australia, Canada, Hong Kong, Macau, Mainland China, New Zealand, Serbia, Sri Lanka, the Philippines, USA and Vietnam.

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

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