



News Release

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HSBC/HKU ASIA PACIFIC BUSINESS CASE COMPETITION CELEBRATES 15TH ANNIVERSARY

Universiti Malaya Clinches Championship with Fresh Ideas for PayMe

Universiti Malaya has been named the 2022 champion of the HSBC/HKU Asia Pacific Business Case Competition, the world's largest contest of its kind for undergraduate students. Over the past 15 years, 88,000 students from over 180 universities around the world have taken part in the event.

This year's finals were held online, with 24 teams from 20 locations in Asia Pacific and beyond demonstrating innovative approaches to solving real-life business cases in the areas of mobile payment, fintech, digital transformation, marketing and sustainability.

Speaking at the virtual award presentation ceremony, **Mr David LIAO, Co-Chief Executive, The Hongkong and Shanghai Banking Corporation Limited**, said, "Technology and sustainability are the core drivers of today's business and economic development. When we organised the first Competition back in 2008, we wanted to help students acquire hands-on skills, encourage teamwork, build networks across borders, disciplines, and cultures, and become more 'business-ready' by asking them to problem-solve for the future growth trends. The 15th anniversary of the Competition proves that our future is in good hands with a group of emerging young leaders. HSBC is proud to have inspired so many students from around the world in a positive way."

The business case used in the final round of the Competition is the future growth path of PayMe. The winning team from Universiti Malaya, formed by students from diverse cultural backgrounds and disciplines including Law, Finance, and Science and Technology Studies, impressed the judges with their idea of leveraging the popularity of gaming and entertainment among Gen Z to increase user engagement on PayMe. The judges also praised the team for using substantive data to support their ideas and the clarity of their presentation.

The Competition, organised by the Asia Case Research Centre, aims to nurture future business leaders by enhancing international connectivity, building critical skillsets, broadening the perspectives of participants and expanding their career prospects.

Professor Hongbin CAI, Dean of HKU Business School, said, “We are dedicated to providing world-leading business and economics education to the next generation of business leaders. Sharing the same mission, our Asia Case Research Centre has been partnering with HSBC for 15 years to organise this international business case competition. I believe that through this exciting journey, students can be enlightened by great minds and ideas which lays the cornerstone for their future growth and success, contributing to the well-being of society going forward.”

With growing participation, the Competition serves as a platform for students to exchange ideas with their peers as well as with business leaders from different industries. As the host city, Hong Kong opens the door for students from across the globe to gain a better understanding of mainland China and the rest of Asia.

HSBC is committed to investing in people, shaping talent and nurturing tomorrow’s leaders. In addition to the Competition, the Bank offers more than HKD11.1 million (USD1.3 million) in scholarships to over 250 top tertiary education students in 2022.

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Notes to editors:

Results of the HSBC/HKU Asia Pacific Business Case Competition 2022

Champion (USD10,000)	Universiti Malaya, Malaysia
First runner-up (USD5,000)	University of Toronto, Canada
Second runner-up (USD2,000)	Shaheed Sukhdev College of Business Studies, India

Hong Kong was represented by The University of Hong Kong as the host university and City University of Hong Kong won the Hong Kong Local Competition on 9 March.

Top teams of this year were the 12 titleholders representing HSBC local competitions in Bangladesh, mainland China (North and South), Hong Kong, India (two teams from the North), Indonesia, Japan, Korea, Malaysia,

Mauritius, Thailand and Vietnam, as well as 12 other invited universities from Australia, Canada (East and West), Hong Kong, Japan, Macau, New Zealand, Serbia, Sri Lanka, Taiwan, the Philippines and the USA.

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

Photo caption



At the virtual award presentation ceremony of the HSBC/HKU Asia Pacific Business Case Competition 2022, Mr David LIAO, Co-Chief Executive, The Hongkong and Shanghai Banking Corporation Limited (middle), Professor Hongbin CAI, Dean of HKU Business School (left) and Ms Dharini KANNAN HEMANT, Head of PayMe, HSBC, (right) congratulated the students for their accomplishments.

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The Hongkong and Shanghai Banking Corporation Limited

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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") 256,000 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 650 business case studies developed in collaboration with many of the region’s leading companies.

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