



9 June 2009

## **INSPIRING FUTURE LEADERS: THE MCKINSEY/HSBC BUSINESS CASE COMPETITION**

HSBC supported the second McKinsey/HSBC Business Case Competition organised by The University of Hong Kong Asia Case Research Centre (ACRC) to inspire Hong Kong students' entrepreneurial potential with real-life business cases.

Teams from eight universities across Hong Kong fiercely competed in this year's competition held on 1 June 2009. Top students who entered the competition had to analyse unpublished business cases developed by a team of professional researchers from the ACRC and to present their findings to a panel of executives from HSBC, McKinsey and other members of the business community in Hong Kong. Teams must demonstrate a sound understanding of business strategies and management solutions to move through to the next round.

The selection of cases used in the competition aims to give students exposure to some of today's most critical business issues. Topics covered this year included: corporate sustainability, cultural diversity, entrepreneurship and innovation. Miss Fang Yuan Elaine, Bachelor of Business Administration in Accounting and Finance, The University of Hong Kong said: "It was an unforgettable experience for all of us and we learnt a lot from the discussion, presentations and exchange of ideas."

After three rounds of intense competition, the team from The University of Hong Kong won; securing a cash prize of HK\$20,000 and summer internships with either HSBC or McKinsey & Company, Hong Kong. The first runner-up was the team from Hong Kong Baptist University who were also awarded HK\$10,000 for their outstanding performance.

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## **Inspiring Future Leaders: The McKinsey/HSBC Business Case Competition/2**

Teresa Au, HSBC Head of Corporate Sustainability Asia Pacific Region said at the awards ceremony: “Since the onset of the financial crisis at the end of last year, the strength of business cases have been tested everywhere and the wider challenges of what it means to be sustainable businesses have been brought sharply into focus. Events like these have an important role to play in bridging the gap between academia and business. This competition is a superb demonstration of the business skills possessed by students who may well be our business leaders of the future!”

Allen Fung, Managing Partner of McKinsey & Company’s Hong Kong said: “Understanding how to solve complex business issues is an essential skill for any business leader. We are very impressed with the talented individuals who participated in this year’s competition, and we hope that it will continue to provide a platform for nurturing the business leaders of tomorrow.”

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### **Notes to editors**

#### **Photo captions**

Photo 1 – Teresa Au (second from the left), HSBC Head of Corporate Sustainability, Asia Pacific Region pictured with members of the winning team from The University of Hong Kong, Dr. Allen Fung, Managing Partner, McKinsey & Company, Hong Kong (far left), Professor Ali Farhoomand, Director, Asia Case Research Centre, The University of Hong Kong (second from the right) and Dean Gary Biddle, Faculty of Business and Economics, The University of Hong Kong (far right).

Photo 2 – Members of the Panel in the final round, including Dr. Allen Fung, Managing Partner, McKinsey & Company, Hong Kong ((not featured) then from left to right): Evan Auyang, Associate Principal and Anna Yip, Partner, from McKinsey & Company, Hong Kong; and Mark Kennedy, Chief Operating Officer, Asia Pacific, Global Banking, Christina Ong, Division Director, Commercial Banking, Loretta Tam, Director, Director, Multinationals, Global Banking and Teresa Au, HSBC Head of Corporate Sustainability Asia Pacific Region.

#### **The Hongkong and Shanghai Banking Corporation Limited**

The Hongkong and Shanghai Banking Corporation Limited is the founding and a principal member of the HSBC Group which, with over 9,500 offices in 86 countries and territories and assets of US\$2,527 billion at 31 December 2008, is one of the world’s largest banking and financial services organisations.

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## **Inspiring Future Leaders: The McKinsey/HSBC Business Case Competition/3**

### **McKinsey & Company**

With over 8000 consultants deployed from over 90 offices in 50 countries, McKinsey & Company is a global management consulting firm that advises companies and public institutions on issues concerning strategy, organization, operations, and technology. McKinsey has completed more than 1000 projects in Greater China in the past two decades, helping leading local enterprises boost their global competitiveness, as well as advising multinational companies seeking to expand their business in the region.

### **The University of Hong Kong Asia Case Research Centre**

The Asia Case Research Centre was established in 1997 and is part of the Faculty of Business and Economics at The University of Hong Kong. Its mission is to advance learning and teaching in business education through the development of context-rich Asian case studies. To date, they have published over 400 case studies which are used in business training and education. Customers include over 400 universities and 350 companies composing all the world's top universities and most Fortune 100 companies.

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