



8 June 2011

## **HSBC / MCKINSEY BUSINESS CASE COMPETITION 8 ASIAN ELITE TEAMS JOIN HONG KONG UNDERGRADUATES TO COMPETE FOR SUMMER INTERNSHIPS**

The Hongkong Bank Foundation (HBF), celebrating its 30<sup>th</sup> anniversary, supported the HSBC/McKinsey Business Case Competition 2011. The competition was organised by the Asia Case Research Centre (ACRC), The University of Hong Kong (HKU) and co-sponsored by McKinsey & Company, Hong Kong (McKinsey). A total of 16 teams with eight teams from local universities in Hong Kong and eight teams from mainland China, India, Republic of Korea, Singapore, Taiwan and Thailand competing by analysing unpublished real-life business cases.

After four rounds of vigorous competitions, the winning team was The National University of Singapore. Two of the team members, Grace Teh and Marcus Lim will work as summer interns at HSBC while the other 2 members Endi Asmira and Gok Aik Joon will work at McKinsey & Company.

"The HSBC/McKinsey Business Case Competition has enabled our team to meet and make friends with other business students from top business schools in Asia, including those from mainland China, India, Hong Kong and Republic of Korea. It is indeed a valuable experience and opportunity for us, which we will treasure for a long time. We look forward to working in HSBC and McKinsey as interns this summer," said Grace Teh, team member of the National University of Singapore, champion of the HSBC/McKinsey Business Case Competition 2011.

Mark McCombe, Chief Executive Officer Hong Kong of The Hongkong and Shanghai Banking Corporation Limited said, "HSBC believes that investing in education provides the fundamental building block for both community and economic development. We take the long term view that increasing financial and business literacy is essential to economic growth. We are proud to have the Hongkong Bank Foundation, celebrating its 30th anniversary, sponsoring the HSBC/McKinsey Business Case Competition to enable top business students from six Asian countries competing with the students of the eight local universities in Hong Kong to enhance their business knowledge as well as international connectivity."

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## **HSBC / McKinsey Business Case Competition**

### **8 Asian Elite Teams Join Hong Kong Undergraduates to Compete for Summer Internships / 2**

The co-sponsor of the competition, Joe Ngai, Managing Partner Hong Kong of McKinsey & Company said, "We are delighted to be part of this case competition. It is refreshing to see bright young students from around the region compete in this year's event - their commitment and passion are exceptional."

Team of four business students 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.

Professor Eric C Chang, Dean of the Faculty of Business and Economics HKU said, "HKU FBE is a keen advocate of experiential learning. The ACRC business cases we produced and used at the competition involve critical and analytical thinking. We believe that case competition in a regional setting with business leaders like this one will greatly enhance students' exposure and experience. I am very impressed with the outstanding performance of the students today."

Four rounds of competitions were held from 1 to 2 June 2011. Participating teams from Asia included: top universities in mainland China (Fudan University, Peking University and Tsinghua University), India (Delhi University, Shri Ram College of Commerce), Republic of Korea (Yonsei University), Singapore (National University of Singapore), Taiwan (National Chengchi University) and Thailand (Thammasat University). The Hong Kong teams included The University of Hong Kong, The Chinese University of Hong Kong, Hong Kong Baptist University, City University of Hong Kong, Lingnan University, The Hong Kong University of Science and Technology, The Open University of Hong Kong and The Hong Kong Polytechnic University.

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**Media enquiries to Dora Li at (852) 3663 4849 or [dorali@hsbc.com.hk](mailto:dorali@hsbc.com.hk)**

## **HSBC / McKinsey Business Case Competition**

### **8 Asian Elite Teams Join Hong Kong Undergraduates to Compete for Summer Internships / 3**

#### **Photo captions**

Photo 1: Mark McCombe (2<sup>nd</sup> row centre), CEO Hong Kong, HSBC and Teresa Au (2<sup>nd</sup> row 9<sup>th</sup> from left) Head of Corporate Sustainability, Asia Pacific Region, HSBC, together with Professor Eric Chang (2<sup>nd</sup> row 8<sup>th</sup> from right), Dean of the Faculty of Business and Economics HKU and Joe Ngai (2<sup>nd</sup> row 7<sup>th</sup> from right), Managing Partner Hong Kong of McKinsey & Company, welcomed the 16 teams from Asia's top business schools participating in the HSBC/McKinsey Business Case Competition 2011 at the welcome dinner held on 31 May 2011 at HSBC's Asia Pacific Headquarter in 1 Queen's Central, Hong Kong.

Photo 2: Teresa Au (2<sup>nd</sup> from right), Head of Corporate Sustainability, Asia Pacific Region, HSBC and Joe Ngai (2<sup>nd</sup> from left), Managing Partner Hong Kong of McKinsey & Company, congratulating the winning team of the HSBC/McKinsey Business Case Competition 2011 – The National University of Singapore.

Photo 3: The champion team of the HSBC/McKinsey Business Case Competition 2011, (from left) Marcus Lim, Goh Aik Joon, Grace Teh and Endi Asmira from The National University of Singapore. Mr Lim and Miss Teh won the internship at HSBC, while Mr Joon and Mr Asmira won the internship at McKinsey & Company, on top of the HKD20,000 prize money.

#### **Notes to editors:**

##### **The Hongkong Bank Foundation**

The Hongkong Bank Foundation was established in 1981 to coordinate the many charitable donations of The Hongkong and Shanghai Banking Corporation Limited and since its inception has committed more than HK\$1 billion to charitable causes. The Foundation concentrates its funding in the Hong Kong SAR and areas of mainland China where the Bank operates. The Foundation supports a wide range of community projects but its principal areas of interest are education, environmental protection, community welfare and charitable projects enhancing links between the HKSAR and the Mainland.

<http://www.hongkongbankfoundation.org>

##### **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 around 7,500 properties in 87 countries and territories and assets of US\$2,598 billion at 31 March 2011, is one of the world's largest banking and financial services organisations.

##### **McKinsey & Company Greater China**

With over 8,000 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's Greater China Practice comprises offices in Beijing, Hong Kong, Shanghai and Taipei. McKinsey has completed more than 1,500 projects in Greater China in the past two and a half decades, helping leading local enterprises boost their global competitiveness, as well as assisting multinational companies seeking to expand their business in the region.

[www.china.mckinsey.com](http://www.china.mckinsey.com)

##### **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 460 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.

<http://www.acrc.org.hk/>

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