

Monday, 8th April 2019

**RMIT IS NAMED AS THE WINNER OF
HSBC BUSINESS CASE COMPETITION 2019**

*** RMIT is the representative of Vietnam at HSBC Business Case Competition 2019 in HongKong ***

(Ho Chi Minh City, 8th April 2019) – Competing 44 outstanding students of 11 teams from prestigious universities in Vietnam, RMIT University, pitted their wits to excellently become the Champion of HSBC Business Case Competition 2019, organized by HSBC Vietnam and VietSeeds Foundation. This is the national round of the world’s largest business case competition for undergraduates. The winning team will take home VND50 million in cash and represent Vietnam to take part in the international round in HongKong.

Challenges from the real business cases

12 genius teams from National Economics University, Foreign Trade University, Foreign Trade University Ho Chi Minh City, RMIT, etc. took part in the final round in three consecutive days from 6th to 8th April. 6 selected teams continued their race after the first day. Only three of the most excellent teams, including Foreign Trade University (Hanoi), Foreign Trade University (Ho Chi Minh City) and RMIT went though to the last day of the Competition. After receiving a real business case developed by The Asia Case Research Centre (“ACRC”), affiliated with the Faculty of Business and Economics at The University of HongKong, three competitors spent three hours researching and cooperating to devise a strategic solution and map out an implementation plan, which they then presented and defended in a debate with the judges.

This year, the Competition once again received the great support from HSBC Vietnam’s staff, and some of the Bank’s corporate customers who are Chief Executive Officer, General Director and Chief Finance Officer of multinational groups in training, coaching and judging.

The international round of the HSBC/HKU Asia Pacific Business Case Competition will be held at the University of HongKong with the participation of 24 teams from the top universities in Asia Pacific and beyond, from 31st May to 6th June 2019. The winner will stand to receive the prize of US\$10,000.

Employability skill training platform

The HSBC/HKU Asia Pacific Business Case Competition, which started as a local competition in Hong Kong in 2008, applies the case method in teaching and

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researching that has been implemented in all trainings, from technology to social science. Through this advanced academic method, the competitors can improve their analytical and critical thinking, teamwork, presentation skill, etc., which are the practical skills to form solid preparation for students before joining international professional working environment.

Mr. Ngo Dang Khoa, Head of Global Market, HSBC Vietnam cum Project Leader, said: “The problem of Vietnamese students is that although they are very confident and knowledgeable, they cannot put what they learn into practice, and they do not efficiently use soft skills, which are the key factors of success. During the Competition, we are proud to witness the students’ improvement. They have listened and transformed quickly. The students in the final round are very professional and different from themselves before.”

Mr. Pham Hong Hai, CEO and Chairman of Corporate Sustainability Committee of HSBC Vietnam, shared: “Through this competition, we offer the opportunity of equipping students with employability skills as well as experiencing working environment and challenges, preparing themselves for working life. In the intense of working out a complex solution, those students can improve their teamwork skill and enhance their EQ. Those are the essential skills for the technology era when human resources are gradually replaced by machines and robots in all fields. The winning team is the country’s representative at the international competition. I hope you can take advantage of competing with formidable opponents to learn, prove themselves and impress the senior business executives.”

In 2018, HSBC Business Case Competition recognized the best performances of the teams from RMIT, Foreign Trade University, Foreign Trade University Ho Chi Minh City, University of Economics Ho Chi Minh City, etc. especially, RMIT Vietnam’s representative was the first runner up of the Competition in HongKong.

The HSBC Business Case Competition is one of many HSBC’s sustainable education development projects. Recent related projects include the JA More than Money for students of SOS Village Go Vap and Maker Academy project, bringing advanced learning method of STEAM (Science, Technology, Engineering, Arts and Mathematics) to orphans, disadvantaged children in Ben Tre, Vung Tau and Ho Chi Minh City.

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Notes to editors:

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