

News Release

24 April 2016

RMIT UNIVERSITY TO REPRESENT VIETNAM AT HSBC BUSINESS CASE COMPETITION IN HONG KONG

**** Competition part of an Asia-wide program – sponsored by HSBC – that aims to foster undergraduates analytical thinking, creativity, innovation, communication and presentation skills ****

(Ho Chi Minh City) Competing against two other finalists, the Young Buffalo (YB) team from RMIT University Vietnam emerged as the champion of the HSBC Business Case Competition, taking home VND50 million in cash and a championship trophy. The winning team from RMIT, included students Thai Tieu Tuyet, Diep My Xuan Thanh, Ho Thi Quynh Mai and Nguyen Canh Luan, who will all now represent Vietnam at the regional finals in Hong Kong from June 1-3, 2016.

The HSBC Business Case Competition is organised by the RMIT University Vietnam and fully sponsored by HSBC Vietnam. The competition provides students the opportunity to foster analytical thinking, creativity, innovation, communication and presentation skills, which will be valuable assets when they enter the workforce upon graduation. The business case competition has been developed by the renowned Asia Case Research Center of the Faculty of Business and Economics, the University of Hong Kong, the region's largest producer of business cases, which are distributed globally, through institutions such as the Harvard Business School Publishing and the Case Centre in Europe.

The competition saw a total of 44 students from four universities compete in business strategy-making and presentation to earn a spot to compete in Hong Kong against students from top universities in Asia Pacific. After a final round featuring three high-quality presentations from two teams from the RMIT University Vietnam and one team from the Foreign Trade University, the judges of HSBC Business Case Competition had to deliberate long and hard to choose an outright winner. Finishing behind the Young Buffalo team as runners-up were Make New Trend from the Foreign Trade University and RMIT 1 from the RMIT University Vietnam.

"I would like to congratulate the winners and all of the runners up for a fitting finale. The judges were all highly impressed with each of the teams' analysis and the clarity of their arguments," said Karine Colyn, HSBC Chairwoman of Corporate Sustainability Committee. "I believe every team that participated in this year's competition will have gained a valuable experience. Ultimately, our purpose is to encourage analytical thinking, creativity and innovation, and also enhance students' communication and presentation skills – all of which will serve them well upon graduation."

This information is issued by

HSBC Bank (Vietnam) Ltd.

Registered Office and Head Office:
Address: 235 Dong Khoi street, District 1, Ho Chi Minh City, Vietnam
Web: www.hsbc.com.vn



The Regional HSBC - HKU Asia Pacific Business Case Competition will be held at the University of Hong Kong with 24 teams from 19 regional universities pitting their wits against each other to try and land a champion's prize of US\$10,000. "It's an amazing chance to meet, and compete against the top students from right across Asia and impress over 50 senior business executives as volunteer judges," added Colyn. "Along with the other regional champions, our winning team will also join a team-building session on 2 June 2016 that will promote cross-team collaboration and enhance their cross-cultural understanding."

The competition is one of many HSBC education projects aimed at developing students' financial and business knowledge and skills throughout the country. In recent years, HSBC Vietnam has supported a number of innovative education projects, such as, the JA More than Money for primary school students, the open online resource Money Fun, the HSBC Young Financial Planner Competition for university students, and many more far-reaching initiatives, all aimed and boosting financial literacy in various Vietnamese communities. HSBC Business Case Competition is another step to provide a platform for students in Vietnam to utilise their skills and experiences to compete at an international arena.

- ENDS -

Media contacts:

Ly Hoai Anh

+84 8 3520 3483

anh.hoi.ly@hsbc.com.vn

Notes to editors

HSBC Vietnam

HSBC has been in Vietnam for more than 140 years – the bank first opened an office in Saigon (now Ho Chi Minh City) in 1870. HSBC was the first foreign bank to launch its locally incorporated entity on 1 January 2009 as HSBC Bank (Vietnam) Ltd. The bank's current network includes two branches and five transaction offices in Ho Chi Minh City, one branch, three transaction offices and one deposit office in Hanoi, and three full-service branches in Binh Duong, Can Tho, and Da Nang. HSBC is one of the largest foreign banks in the country in terms of investment capital, network, product range, staff and customer base.

The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group, which serves over 47 million customers through four global businesses: Retail Banking and Wealth Management, Commercial Banking, Global Banking and Markets, and Global Private Banking. The Group serves customers worldwide from over 6,000 offices in 71 countries and territories in Asia, Europe, North and Latin America, and the Middle East and North Africa. With assets of US\$2,410bn at 31 December 2015, HSBC is one of the world's largest banking and financial services organisations.