



17 May 2021

RMIT HCMC named winner of HSBC Business Case Competition 2021

RMIT in HCMC becomes the representative of Vietnam at HSBC Business Case Competition in Asia - Pacific

Ho Chi Minh City - On 14 May 2021, competing 20 outstanding students of five teams from prestigious universities in Vietnam, RMIT from Ho Chi Minh City pitted their wits to excellently become the Champion of HSBC Business Case Competition 2021, organized by HSBC Bank (Vietnam) Ltd. (HSBC Vietnam) and VietSeeds Foundation. This is the national round of the world's largest and prestigious business case competition for undergraduates.

The winning team will take home VND50 million in cash and represent Vietnam to take part in the Asia - Pacific round. Unlike previous years, with the complicated situation of the COVID-19 pandemic, this year's final round is held on online platform, helping participants get familiar with the new competition format based on modern technology platforms, while domestic and overseas audiences can easily follow the competition anywhere in the safest way.

Challenges from the real business situations

Five genius teams from RMIT Hanoi, National Economics University, Da Nang University of Economics, RMIT University - Saigon South Campus, and Foreign Trade University in Ho Chi Minh City took part in the final round. The teams received a real business case developed by The Asia Case Research Centre ("ACRC"), the Faculty of Business and Economics at The University of HongKong. They then spent six hours on working online together to devise a strategic solution and map out an implementation plan, which they presented and defended in front of a judging panel.

This year, the competition once again received the great support from HSBC Vietnam's staff and corporate customers and VietSeeds Foundation. Chief Executive Officer, General Director and Chief Finance Officer of multinational groups, along with co-founders of VietSeeds Foundation joined in organizing, training, coaching and judging.

The international round of the HSBC/HKU Asia - Pacific Business Case Competition will be held on online platform with the participation of teams from the top universities in Asia - Pacific and beyond, from 31 May 2021. 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 in Hong Kong in 2008, applies the business case method in teaching and researching that has been implemented in all trainings, from technology to social science. Through this advanced academic method, the contestants can improve their analytical and

critical thinking, teamwork, presentation skills, etc., which are practical and essential skills to form solid preparation for students before joining international professional working environment.

Cases which have been used in the competition are real business cases, collected, built and distributed by Asia Case Research Centre, Faculty of Business and Economics, one of the region's premier institutes. Therefore, these business cases are directly relevant to those who want to learn about doing business internationally. The cases have been used by hundreds of universities across the globe, including most prestigious business schools, or the leading consultancy firms and global multinationals looking for a local perspective, including McKinsey & Co, Bain & Co, Boston Consulting Group, Cadbury, Cisco, Innosight, General Motors, Pfizer, Wyeth, PepsiCo.

Tim Evans, CEO of HSBC Vietnam, said "I have always believed in the positive impact of bringing the HSBC Business Case Competition to Vietnam. It is a wonderful forum where Vietnamese students can experience an international business environment and the challenges that it presents. This is especially true over the past 18 months, where the challenges of the external environment have encouraged participants to adapt to new ways of working, such as virtual meetings and pitching remotely. It has also meant that the participants have had to adapt to a tougher reality and new challenges that the whole world is experiencing given the Covid-19 pandemic. The competition also has the added advantage that it will allow Vietnamese students to highlight their ability to think creatively, to come up with new ideas and solutions while developing their business mindset. The competition is also part of HSBC's long term goal of supporting Vietnam's future generations to develop themselves and thereby ultimately help Vietnam to thrive in the years ahead."

Representing VietSeeds Foundation, Ms. Huyen Ton Nu Cat Tuong, Co-Founder, affirmed "With the companionship in organizing as well as coaching and training young people in the competition, we wish to continue to spread our vision and mission: Supporting Vietnamese young people to pursue a rich intellectual life and a solid career; as a result, change their own life, serve the community and become a generation of active citizens and future leaders. Throughout the competition and coming to the final round, seeing the changes in the students' mindset and bravery compared to the initial days, we feel very happy that our contribution is bringing the promising "seeds" for society. With the foundation created, we expect the competition will continue to be expanded nationwide in the coming years, creating opportunities for talented young people to define themselves."

Since its start in Vietnam in 2016, the HSBC Business Case Competition has so far recognized the outstanding performance of teams from prestigious universities such as RMIT University, Foreign Trade University in Hanoi, Foreign Trade University in Ho Chi Minh City, University of Economics Ho Chi Minh City, etc. The Vietnamese students had the opportunities to interact with specific business cases, prove themselves and learn from senior leaders at multinational corporations, as well as learn from international contestants. The outstanding students, after the competition, have also leveraged their experience and knowledge to participate in international business organizations in different sectors or realize their entrepreneurial dreams.

ends/more

Media enquiries to:

Mach Nguyen Phuong Uyen

+028 35206205

uyen.n.p.mach@hsbc.com.vn

Notes to Editors:**HSBC Holdings plc**

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 64 countries and territories in its geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of \$2,959bn at 31 March 2021, HSBC is one of the world's largest banking and financial services organisations.

HSBC Bank (Vietnam) Ltd.

HSBC has been in Vietnam for 150 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 and four transaction offices in Hanoi, and two full-service branches in Binh Duong and Da Nang. HSBC is one of the largest foreign banks in the country in terms of investment capital, product range, and customer base.

VietSeeds

VietSeeds is a non-profit organization, which was founded in 2011 and officially licensed in Vietnam in 2015, committed to bringing equal access to college education for all students in Vietnam, regardless of economic conditions, geographic locations or backgrounds. Our graduates are the seeds who are breaking the cycle of poverty within their own families to change their lives, serving their communities, providing a new generation of active citizen and future leaders from diverse backgrounds, and fostering positive social changes.

Each VietSeeds student will be awarded a scholarship worth \$1,500/school year, along with a personal mentor and training program. We believe that investing in potential but underprivileged students, who have demonstrated a deep commitment to continuing their education, will help them find their core values and beyond.

More information of VietSeeds: <https://vietseeds.org>

ends/all