

Organized by



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HKUST INTERNATIONAL CASE COMPETITION

2024

PROGRAMME



MESSAGE FROM THE ACTING DEAN

Professor Kai-Lung Hui

Acting Dean of HKUST Business School

We are delighted to extend a warm welcome to all participants of the HKUST International Case Competition (HKICC) 2024!

Addressing real business challenges demands the integration of diverse viewpoints, innovative problem-solving skills, and a strong foundation in financial analysis and feasibility assessment. Case competitions provide an interactive and inquiry-driven learning platform, enabling students to sharpen their critical thinking abilities and unleash their potential within tight time constraints. We are thrilled to announce the continuation of HKICC this year with an expanded scope of participants and cases to be solved, offering a stage for international competition in the dynamic city of Hong Kong at our HKUST campus.

Our heartfelt gratitude goes to HSBC for their generous sponsorship of this year's competition. As a driving force for nurturing innovative thinking, HKICC will continue to play a pivotal role in equipping young talents with the skills to tackle real-world business complexities.

I trust that our participants will find the upcoming competition both enriching and enjoyable, and I eagerly anticipate the valuable insights and inspirations they will bring to light through their presentations.



MESSAGE FROM THE SPONSOR

Mr. David Grimme

Chief Operating Officer, Asia-Pacific, HSBC

HSBC is honoured to be partnering with HKUST Business School once again for the HKUST International Case Competition (HKICC) 2024! This is the second year of our collaboration, as we are deeply committed to supporting the development of Hong Kong's future business leaders.

The HKICC invites you to explore real-world business complexities through strategic analysis, innovative problem-solving, and effective teamwork – skills that are essential for your future success. This case competition provides a unique platform for you, the students from leading business schools around the world, to showcase your capabilities, exchange ideas, and forge valuable connections.

I encourage you to embrace the spirit of collaboration and the thrill of competition. The insights and experiences you gain from this competition will be invaluable as you navigate the dynamic business landscape of the future.

I would like to thank HKUST Business School for this valuable partnership. On behalf of HSBC, I wish you all the best of luck and look forward to seeing your innovative ideas.

▶ ABOUT HKICC ◀

Where Ideas Ignite

The HKUST International Case Competition (HKICC) stands out as a premier business case competition in Asia, a tradition upheld by HKUST Business School since 2003. This esteemed competition unites adept teams from renowned global business schools, converging in Hong Kong for an ultimate showdown to claim the championship title.

Each team, comprising four talented undergraduates, strategically navigates through intricate business cases meticulously crafted by The Thompson Center for Business Case Studies. These cases offer a deep dive into specific organizations, presenting a spectrum of critical business challenges demanding attention from senior management. Complementing the scenarios are vital data sets and supplementary materials like annual reports, financial data, and market research studies, fostering comprehensive analysis and strategic decision-making.

The competition's core objectives encompass shedding light on real-world business dilemmas, cultivating a spirit of collaboration among teams, and fostering cross-cultural interactions. Serving as a vibrant arena for the exchange of ideas and experiences among student and faculty participants, the event not only showcases academic prowess but also serves as a platform to showcase Hong Kong, both through the compelling cases presented and the event itself.

HKICC 2024 PARTICIPANTS



ASIA PACIFIC

- Chulalongkorn University, Thailand
- National University of Singapore, Singapore
- Singapore Management University, Singapore
- The Hong Kong University of Science and Technology, HKSAR, China
- Tsinghua University, China
- University of New South Wales, Australia
- University of Sydney, Australia

GALA DINNER PROGRAMME ▶

Wednesday, October 2, 2024

Cordis Hong Kong

555 Shanghai Street, Mongkok, Kowloon, Hong Kong

6:45pm – 7:15pm **Cocktail Reception & Photo Booth**

7:15pm – 8:15pm **Award Presentation Ceremony**

Welcome remarks
Award presentation
Sharing by champion team
Group Photo

8:15pm – 9:30pm **Gala Dinner**

Performances
Dinner

EUROPE

- Copenhagen Business School, Denmark
- Corvinus University of Budapest, Hungary
- University of Navarra, Spain

NORTH AMERICA

- University of British Columbia, Canada
- University of California, Berkeley, USA
- University of South Carolina, USA
- University of Southern California, USA
- University of Toronto, Canada

MIDDLE EAST

- American University of Beirut, Lebanon

SCHEDULE OF EVENTS

September 27 - October 3, 2024

HKUST Business School reserves the right to make changes in the schedule. Please check our website for the most updated version. Student teams are expected to attend ALL events during the competition period unless otherwise specified.

Date & Time	FRIDAY SEP 27, 2024	SATURDAY SEP 28, 2024	SUNDAY SEP 29, 2024	MONDAY SEP 30, 2024	TUESDAY OCT 1, 2024	WEDNESDAY OCT 2, 2024	THURSDAY OCT 3, 2024	Date & Time
8:00 AM				7:30am - 9:30am Breakfast				8:00 AM
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9:00am - 10:30am
Kick-off Briefing
Venue: LSK 1003
Dress Code: HKICC T-Shirt

9:30am - 10:30am
Pre-Case Briefing &
Draw Order for 5-hour Mini Case & Preparation Room
Venue: LSK 1003

9:30am - 11:00am
Online Case Distribution for
Division Round
Division Round 1 - 9:30am
Division Round 2 - 10:00am
Division Round 3 - 10:30am
Division Round 4 - 11:00am

Case Preparation for Division Round (continued)
Online Case Submission Deadline
Division Round 1 - 9:30am
Division Round 2 - 10:00am
Division Round 3 - 10:30am
Division Round 4 - 11:00am
Self-arranged Lunch with Octopus Card

Free Time for Advisors
Self-arranged Lunch with Octopus Card

Checkout before 11:00am

10:30am - 11:00am
Settle in Preparation Room

11:00am - 12:00nn
Online Mini Case Distribution
Mini Case Round 1 - 11:00am
Mini Case Round 2 - 11:20am
Mini Case Round 3 - 11:40am
Mini Case Round 4 - 12:00nn
Lunch will be delivered to Preparation Room

Free Time for Advisors
Self-arranged Lunch with Octopus Card

Starts from 11:00am
Case Preparation for 5-hour Mini Case
Online Case Submission Deadline
Mini Case Round 1 - 4:00pm
Mini Case Round 2 - 4:20pm
Mini Case Round 3 - 4:40pm
Mini Case Round 4 - 5:00pm
Venue: G/F or 3/F LSK Building

10:30am - 6:00pm
City Excursion
Dress Code: HKICC T-Shirt

12:00pm - 2:00pm
Division Round Case Presentation
Division Round 1 - 12:00pm
Division Round 2 - 12:30pm
Division Round 3 - 1:00pm
Division Round 4 - 1:30pm
Venue: 3/F, LSK
Room 3001/3003/3005/3028
Dress Code: Business Attire

9:30am - 2:00pm
Free Time
Self-arranged Lunch with Octopus Card

2:00pm - 2:40pm
Division Round Judges' Deliberation & Break
Venue: 3/F, LSK Building

2:40pm - 3:20pm
Judges' Feedback (8 minutes + 2 minutes set-up)
Division Round 1 - 2:40pm | Division Round 2 - 2:50pm
Division Round 3 - 3:00pm | Division Round 4 - 3:10pm
Venue: 3/F, LSK, Room 3001/3003/3005/3028

3:20pm - 3:40pm
Announcement of Finalists and Challengers & Draw Order
Venue: 3/F, LSK 3028

3:40pm - 4:30pm
Tea Break
Venue: 3/F, LSK Building

2:00pm - 5:00pm
Final Round Case Presentation
Venue: IAS, HKUST
Final Round 1 - 2:00pm
Final Round 2 - 2:30pm
Final Round 3 - 3:00pm
30-min Coffee Break - 3:30pm
Final Round 4 - 4:00pm
Final Round 5 - 4:30pm
Dress Code: Business Attire

4:30pm - 6:30pm
Challenge Round Presentation
Challenge Round 1 - 4:30pm
Challenge Round 2 - 5:00pm
Challenge Round 3 - 5:30pm
Challenge Round 4 - 6:00pm
Venue: 3/F, LSK 3003
Dress Code: Business Attire

5:00pm - 5:30pm
Final Round Judges Deliberation

6:00pm
Coach to Cordis Hotel

6:30pm - 6:50pm
Challenge Round Judges' Deliberation
6:50pm - 7:00pm
Finalists Announcement, Venue: 3/F, LSK 3028

6:00pm - 8:00pm
Welcome Tram Party
Dress Code: HKICC T-Shirt
(Dismissed at Central; self-transport to the hotel)

6:35pm - 6:50pm
Result Announcement & Draw order for Division Round
Venue: 3/F, LSK 3028

7:00pm - 8:30pm
Dinner with Advisors
Venue: Feather & Bone Bar & Grill

6:45pm - 9:30pm
Award Presentation Ceremony & Gala Dinner
Venue: The Ballroom, Level 7, Cordis Hotel
Dress Code: Business or Evening Attire

Free Time

Self-arranged Dinner with Octopus Card

Self-arranged Dinner with Octopus Card

HKUST MAPS

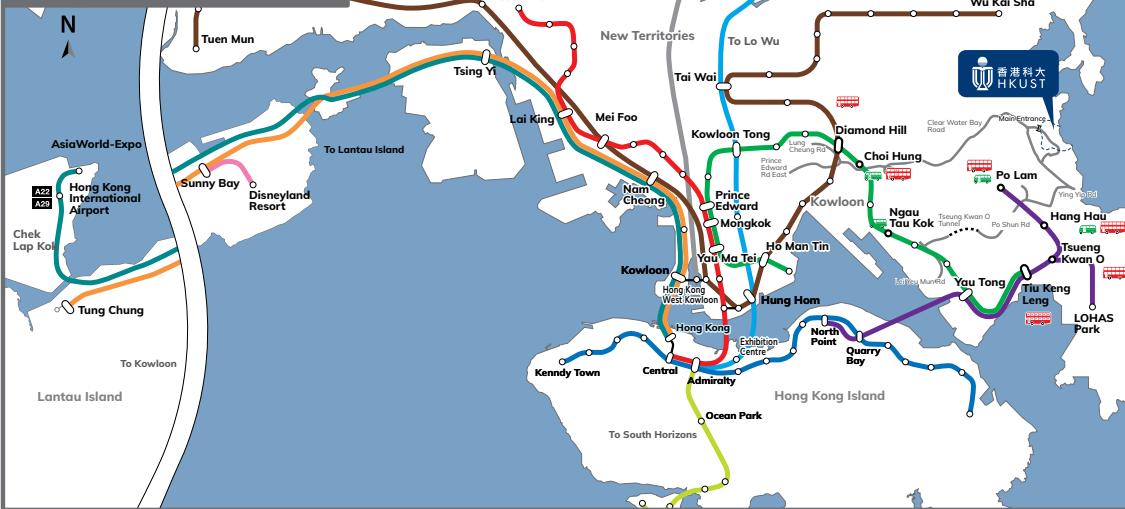
Mass Transit Railway (MTR) routes

- Airport Express
- Tsuen Wan Line
- Kwun Tong Line
- Tseung Kwan O Line
- Island Line
- South Island Line
- Tung Chung Line
- Disneyland Resort Line
- East Rail Line
- Tuen Ma Line
- High Speed Rail
- Interchange
- MTR Station

MTR Stations with bus or green minibus service to HKUST

Diamond Hill	91, 91M, 91P	11, 11S
Choi Hung	91, 91M, 91P	104
Ngau Tau Kok	782M	
Tiu Keng Leng	782M	
Hang Hau	91M	11, 11M, 11S
Po Lam	91M	11S, 12
Tseung Kwan O	782M	

HKUST Location Map



HKUST Campus & Lift Map

