

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



- 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

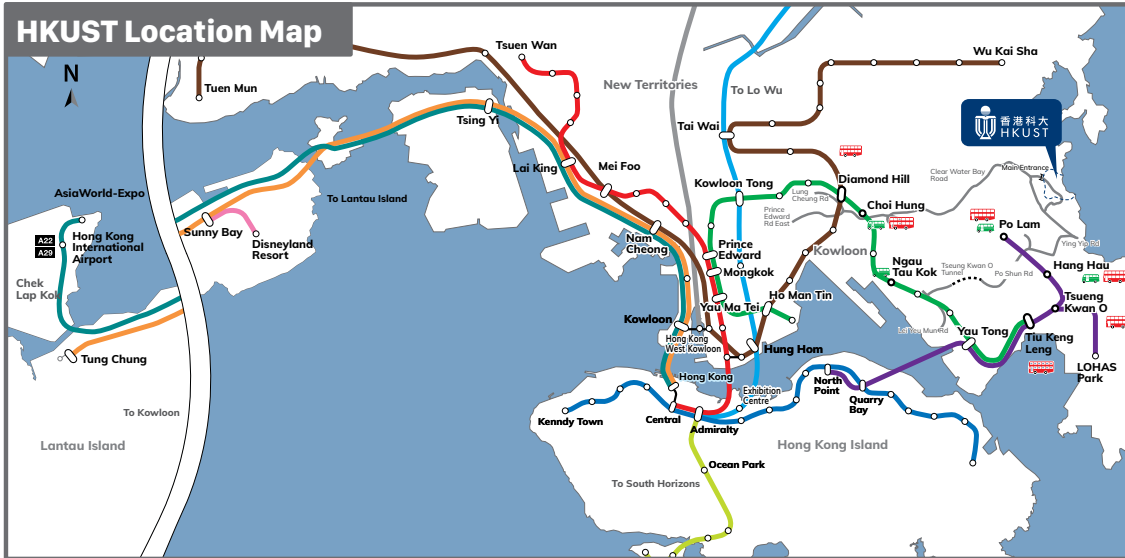
MIDDLE EAST

- American University of Beirut, Lebanon

HKUST MAPS

Mass Transit Railway (MTR) routes

HKUST Location Map

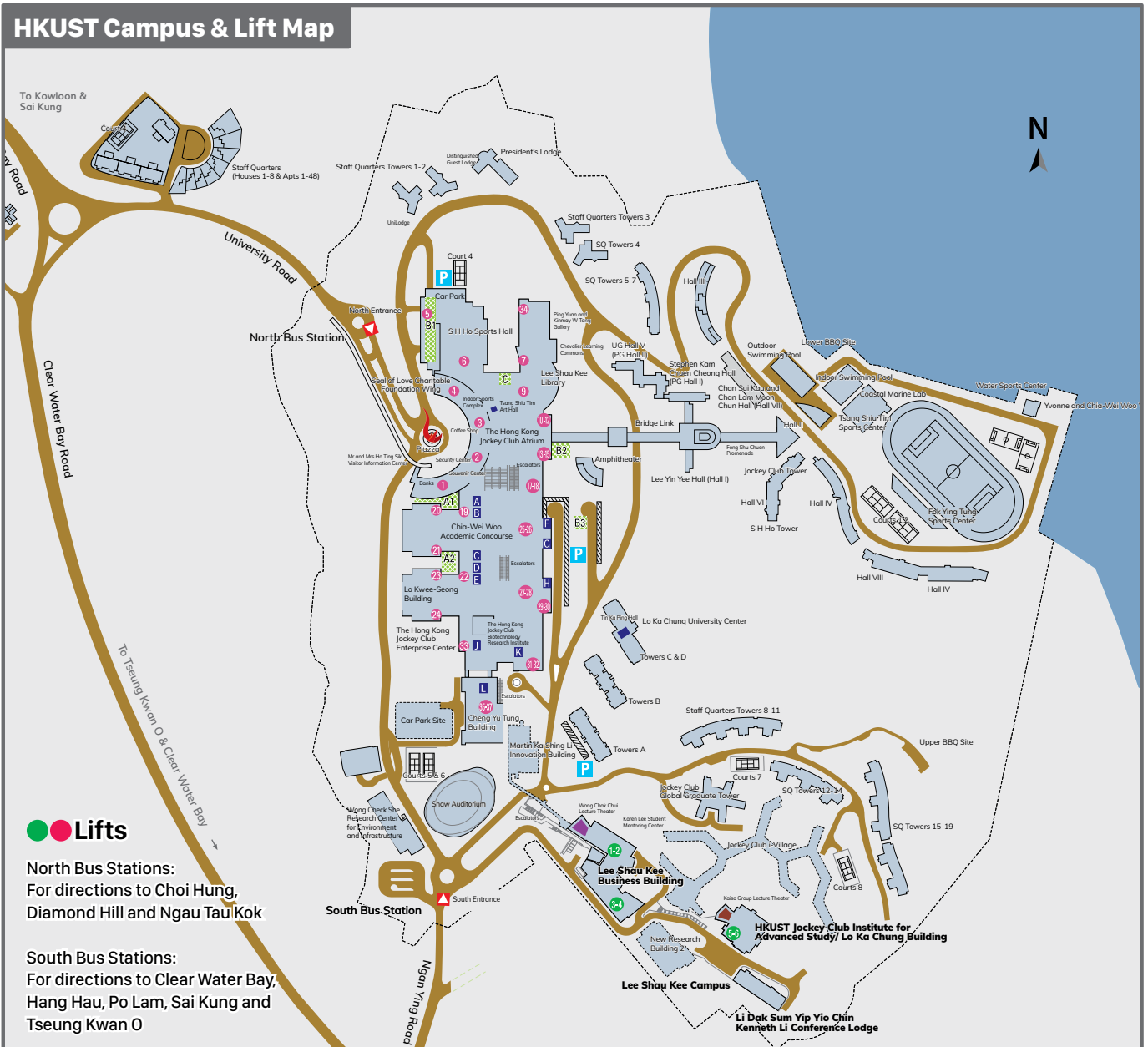


- Airport Express
- Tsuen Wan Line
- Kwun Tong Line
- Tseung Kwan O Line
- Island Line
- South Island Line
- Tung Chung Line
- Disneyland Resort Line
- East Rail Line
- Tuen Ma Line
- High Speed Rail
- O Interchange
- M MTR Station

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 Campus & Lift Map



Lifts

North Bus Stations:
For directions to Choi Hung,
Diamond Hill and Ngau Tau Kok

South Bus Stations:
For directions to Clear Water Bay,
Hang Hau, Po Lam, Sai Kung and
Tseung Kwan O