

HSBC/HKU Hong Kong Business Case Competition 2023 – Student Sharing



Experience Sharing by MIRZA Rafiza, BBA in Accountancy, 2020 Cohort

If I had to pick a memorable moment from my time at CityU, one would be winning the HSBC/HKU Hong Kong Business Case Competition in 2023. Alongside my teammates, Gwen, Richard, and Andreas, and under the guidance of Dr. Alvin Leung from the College of Business, we achieved remarkable success.

Our journey began with rigorous preparations, which required us to practice every Sunday for over a month. These dedicated sessions allowed us to improve our communication, problem-solving, and presentation skills. Collaborating with my teammates was a joy; their open-mindedness and strong communication skills made our discussions productive and fruitful. This collaborative spirit shone through in our presentations, setting us apart from the competition.

The Hong Kong round saw us compete against eight other universities in the city. We analyzed complex business cases, brainstormed innovative solutions, and delivered a compelling presentation. In both rounds, the cases pushed us to the limits. In fact, one of the judges was the director of the company in our case! Our hard work paid off when we emerged as the winners, an achievement that filled us with pride.



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Building on our success, we advanced to the APAC round, where we faced formidable teams from across the world: Indonesia, India, the Philippines, China, Japan, and even Canada and Serbia. The competition was fierce, but we embraced the challenges head-on. Leveraging our diverse backgrounds and the lessons learned, we showcased our skills and impressed the judges. As a result, we secured the first runner-up position, cementing our team's exceptional performance.

Beyond the accolades, this competition taught me invaluable skills and life lessons. I learned the significance of effective communication in conveying ideas and the art of problem-solving under pressure. Moreover, I refined my presentation skills so that I could deliver my message confidently, with concision and clarity.

Participating in the HSBC/HKU Hong Kong and APAC Business Case Competition 2023 was a defining moment in my academic journey. It fostered friendships, instilled essential skills, and created lasting memories. I am immensely grateful for the opportunity and excited to see how this experience will shape my future endeavors.

