

HKGCC Business Case Competition 2020

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My experience during the competition and engaging with mentors was extremely worthwhile, and my team was fortunate enough to win the Sino Group track. Thank you to HKGCC and the Sino Group for organizing this excellent competition, which expanded my horizons on business and enhanced my personal development.

This year's theme was "Wellness Living for the Community." This is an interesting topic, especially given the events of the pandemic. The teams proposed creative practical solutions to fix problems related to being forced to stay at home. As a teenager, I used to brainstorm about future construction, ranging from interior design to outdoor facilities. The competition inspired me to use modern technology to achieve the wellness-promoting living environments that I had envisioned as a youth.

We proposed a new housing community project, The Halcyon. The project originated from our observations regarding the design of desirable living places made during our research. Our group appreciated the seamless connections between the outdoor and indoor environments. By combining advanced technology with an innovative indoor design and connective outdoor facilities, we aim to promote residents' physical and mental wellness and build relationships between the members of the whole housing community.

The competition included various stages, including in-person coaching by the organizers and a virtual tour of the Sino Inno Lab. Each of these activities enhanced our understanding of housing design and improved our outcomes. The mentoring session and Sino Inno Lab tour helped me realize that the housing environment need not be elegant and luxurious, but it must meet the needs and expectations of residents of different ages. What we create could be beyond our imagination. As a designer, drafting user-friendly facilities is what I think about most.

Our team members come from different disciplines and have various perspectives that enable multiple solutions to be proposed. In addition, the pandemic has provided us with extensive hands-on experience in creating clean and interactive living environments, which facilitated our discussion process and contributed to our insights. During this process, I learned how to coordinate with others more effectively to come up with results that worked for everyone.

Overall, the competition gave our group opportunities to provide value in a real-life situation. It was extremely beneficial for me to interact with others to develop a comprehensive idea. I am grateful for the expert support provided by the HKGCC and Sino Group, which enabled me to share and learn from others and to contribute to outstanding wellness living. It was an unforgettable experience.

