



### **EY Academy CSR Challenge 2018**

Dear University guests,

On behalf of EY, we would like to express our sincere gratitude towards your support to CSR Challenge 2018. We believe CSR Challenge is a memorable and rewarding competition for all our Cadets and will certainly play an important role for their career development.

The theme of CSR Challenge this year is “AI and FinTech”. We have collaborated with the Hong Kong Cyberport and Hong Kong Science and Technology Parks Corporation and identified eight outstanding local entrepreneurs in both AI and FinTech categories to provide real-life case study projects.

By conducting company visits to understand entrepreneurs’ businesses and conducting market research, Cadets are encouraged to utilize their generation’s strength such as creativity and tech-savvy to create videos showcasing entrepreneurs’ businesses and uploaded to Facebook for public voting. At the same time, Cadets also prepared strategic marketing proposals to these entrepreneurs. Each team of Cadets are able to network with students of various disciplines from other local university and institutes, and they are coached by EY Professionals and cadet mentors throughout the competition.

The following students from your university are awarded in the CSR Challenge 2018:

Name	Major	Awards
Ding, Xueru Kellen	Finance	Member of Team Awards (FinTech) – 1 <sup>st</sup> runner Up
Lo, Man Kin Ken	Accountancy	Member of Team Awards (FinTech) – 1 <sup>st</sup> runner Up
Emmanuella, Feline	Finance	Member of Team Awards (FinTech) – Champion & Member of Most Favorite Video (FinTech)
Pan, Minwen Linda	Finance	Member of Team Awards (FinTech) – Champion & Member of Most Favorite Video (FinTech)
Liu, Ying Wo Raymond	Business Analysis	Member of Team Awards (A.I.) – 1 <sup>st</sup> runner Up
Chau, Cheuk Wing	Accountancy	Member of Team Awards (A.I.) – Champion & Member of Most Favorite Video (A.I.)
Wan, Ho Him Tom	Business Analysis	Member of Team Awards (A.I.) – Champion & Member of Most Favorite Video (A.I.)
Wong, Yan Yan Jady	Global Business Systems Management	Top Performing Cadets – 1 <sup>st</sup> runner up

This real-life case competition turned out to be highly regarded by the entrepreneurs and the Cadets. We hope our Cadets will continue to develop themselves to be “Future Leaders” via learning, experience, coaching and mentoring along their three-year *EYAcademy* journey.

Meanwhile, please enjoy some event [highlights](#) in the competition.

There will also be a post-event coverage on Classified Post and Hong Kong Economic Times in April. We shall share with you more media exposure details when published.

Once again, we thank you for your continuous support to EY and look forward to meeting you again in our upcoming campus events.

Thank you.

Best regards  
*EYAcademy* – Future Leaders

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 Website: <http://www.ey.com/CN/en/Careers/Students/EYAcademy>  
*EYAcademy* – We develop leaders of tomorrow