

# News Release

15 February 2017

## **HSBC – IBA Business Case Competition 2017 Launched**

The Hongkong and Shanghai Banking Corporation Limited (HSBC) Bangladesh and Institute of Business Administration (IBA), University of Dhaka officially launched the “HSBC - IBA Business Case Competition 2017”. Francois de Maricourt, Chief Executive Officer, HSBC Bangladesh and Professor Dr. A. K. M. Saiful Majid, Director, IBA, University of Dhaka jointly launched the competition.

The competition was first launched in 2013 and is open to all undergraduate Business School students of Bangladesh. It aims to provide a platform for the students to utilise their theoretical and analytical skills in solving practical business scenarios. Undergraduate business school students of any university based in Bangladesh can participate in this competition.

In Bangladesh, undergraduate Business School students from the same university/institution can form a group of four team members and submit their names to the university to send to the organisers. A university can have maximum of four teams participating. The registration for the first round is open from 16 Feb – 23 Feb 2017.

Throughout the following rounds, the participating teams will be provided with unpublished business cases to solve. Details of the competition are available in HSBC website [www.hsbc.com.bd/bcc](http://www.hsbc.com.bd/bcc)

Locally three teams will be selected as the Champion, First Runner-up and Second Runner-up, and receive trophies of honour and cash prizes. Local champion team will also receive the chance to compete at the regional finale in Hong Kong. The regional competition further extends the opportunity for each champion team to develop networking skills, have international exposure and win attractive rewards.

‘The HSBC Business Case Competition’ is currently being participated by the students from Hong Kong, Australia, India, Indonesia, Japan, Korea, Macau, Mainland China, Malaysia, New Zealand, Philippines, Singapore, Taiwan and Thailand.

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