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HSBC AND IBA AWARD YOUNG TALENTS OF BANGLADESH WITH FUTURE SKILLS

Institute of Business Administration, University of Dhaka, Bangladesh University of Professionals and North South University wins HSBC Business Case Competition 2024

The Hongkong and Shanghai Banking Corporation Limited in Bangladesh in partnership with Institute of Business Administration, University of Dhaka recently organised the finale and award giving ceremony of the “Business Case Competition 2024”. Three teams from Bangladesh were selected as the Champion, Runners-up and Second Runner-up winners from a group of five finalist teams. This year, the local competition featured a total of 160 participants from universities all across Bangladesh.

M. Tofazzel Hossain Miah, Principal Secretary to Honourable Prime Minister, Prime Minister’s Office, was present as the Chief Guest and **Dr. Md Habibur Rahaman**, Deputy Governor, Bangladesh Bank graced the event as a Special Guest. **Md Mahbub ur Rahman**, Chief Executive Officer, HSBC Bangladesh and **Prof. Mohammad A. Momen**, Director, Institute of Business Administration (IBA), University of Dhaka was also attended the programme.

The judging panel of the competition includes **Dan Pasha**, Director, Trade and Investment, British High Commission Dhaka, **Ahmed Reza**, Country Director, Cathay Pacific, and **Kashef Rahman**, Founder, ShareTrip, **Shamima Akhter**, Director, Corporate Affairs, Marketing, Partnership, Unilever Bangladesh Ltd. and **Riad Mamun Prodhani**, Vice President & General Manager at Novo Nordisk Bangladesh.

The qualifying teams consisted of students from the leading universities of Bangladesh. At the finale, the participants were given a business case on airline industry and were asked to present their solutions and recommendations to the judges panel.

Commenting on the programme, **Md Mahbub ur Rahman** said, “The emerging talents of Bangladesh never ceases to step up to the challenges and bring forth innovative solutions, propelling the nation into the international spotlight. Recognising the youth’s aspiration to uphold international standards of excellence, the annual Business Case Competition connects their ambitions to a world of opportunities. Being a partner of progress in Bangladesh, HSBC takes pride in being a part of the journey to fostering future leaders.”

The Business Case Competition is a part of HSBC’s flagship Future Skills activity in Asia Pacific, and aims to enhance university students’ business skills and broaden their global perspectives by taking their education out of the classroom and into a live competition format.

The winning teams of HSBC-IBA Business Case Competition 2024 are:

Award	Team Name/University	Team Members
Champion,	Pixie Dust (IBA)	Hridita Islam Maisha Islam Monamee Syeda Ramisa Munia Al Nafee Ibna Siddique
Runners-up	Pardon us, Coming Through (BUP)	Md. Nahiah Hasan Ridah Tarannum Mehmood Adeeba Rukaiya Hasan Tanzima Tahrim
Second Runner-up	Malta (NSU)	Tawfiqul Wahid Dewan Arifur Rahman S.M. Ridwan Mohammad Shadman Islam

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The Champion, Runners-up and Second Runner-up winners received team development fund of BDT 200,000; BDT 100,000 and BDT 50,000 respectively. In addition to Bangladesh, the following HSBC markets in the Asia Pacific region are also conducting local business case competitions: Hong Kong, India, Indonesia, Mainland China, Japan, Korea, Malaysia and Mauritius. Winning team from Bangladesh will participate in the regional finale to be hosted in Hong Kong, where participants from the other countries will compete.

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The Hongkong and Shanghai Banking Corporation Limited

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