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Winners announced at the HSBC - BRAC University Business Case Competition 2026

*** Prestigious competition continues to empower future business leaders through real-world problem solving ***

The Grand Finale of the Business Case Competition 2026, jointly organised by HSBC and BRAC University, was held at the Multipurpose Hall of BRAC University, marking the conclusion of one of the country's most prestigious and anticipated undergraduate business competitions. Now in its 14th year, the competition has engaged over 70,000 students to date and provided 44 students with the opportunity to represent Bangladesh at the international stage in Hong Kong, accompanied by their coaches.

This year's competition witnessed an impressive participation of over 1600 students from 46 universities across Bangladesh, making it one of the most competitive editions to date. After progressing through multiple rigorous rounds, the top teams advanced to the finale, where they presented strategic solutions to a real-world business case before an esteemed panel of judges.

The event was graced by Chief Guest **H.E. Sarah Cooke, British High Commissioner to Bangladesh**, and Special Guest **Mahmud Hasan Khan, President of the Bangladesh Garment Manufacturers and Exporters Association (BGMEA)**, whose presence underscored the importance of collaboration between academia, industry, and global stakeholders.

The final round was evaluated by a distinguished panel of judges comprising **Shamima Akhter**, Director- Corporate Affairs, Partnerships & Communications, Unilever Bangladesh Limited, **Husne Ara Shikha**, Executive Director, Bangladesh Bank, **Ziaur Rahman**, Regional Country Manager, H&M Bangladesh who brought extensive industry and academic expertise to assess the competing teams.

Following a highly competitive finale, Team Six Seven, from Bangladesh University of Professionals (BUP) emerged as the Champion, while Team Arctic Wolves from North South University (NSU) and Team Rotten MARS from Bangladesh University of Professionals (BUP) secured the positions of 1st and 2nd Runner-up respectively. The winning team received Winner's Trophy, BDT 200,000 and will go on to represent Bangladesh at the Global Finale in Hong Kong, competing against top teams from across the region. The 1st Runner-up got Trophy and BDT 100,000 and the 2nd Runner-up got Trophy and BDT 50,000.

Addressing the audience, Chief Guest, **H.E. Sarah Cooke**, remarked, "*Education is a cornerstone of the UK-Bangladesh partnership. Strong educational links and collaboration between academia and industry will help build the skilled workforce Bangladesh needs for the future. It is highly encouraging to see the remarkable talent and ambition demonstrated by students in Bangladesh, who are well-positioned to contribute meaningfully on the global stage.*"

Special Guest, **Mr Mahmud Hasan Khan**, commented, “Competitions like this are essential in preparing the next generation of leaders for Bangladesh’s evolving economic landscape. As industries, particularly the ready-made garment sector continues to adapt to global demands, we need young minds who can think critically, innovate responsibly, and deliver practical solutions. Platforms like this are instrumental in building future talent.”

Speaking on the occasion, **Md. Mahbub ur Rahman**, the Chief Executive Officer, HSBC Bangladesh said, “True competitiveness in today’s rapidly evolving global economy requires a seamless blend of local insight and international standards. Through this competition, we also aim to bridge the gap between academic brilliance and real-world application. This is not just challenging students to solve business cases; we are equipping them with the global mindset necessary to compete and lead in any boardroom internationally.”

The Dean of BRAC Business School, **Mohammad Mujibul Haque** added “Business case competitions are increasingly important in today’s academic landscape, as they bridge the gap between theory and real-world application. Through strong partnerships between academia and industry, we are engaged in business case development for advancing more effective experiential learning in Bangladesh”. He commended the role of HSBC and its Case Competition in grooming competent future business leaders and entrepreneurs of Bangladesh and beyond.

The Vice Chancellor of BRAC University, **Professor Syed Ferhat Anwar, PhD** was also present.

Over the years, the HSBC Business Case Competition has established itself as a platform for developing future business leaders in Bangladesh. The 2026 edition once again reaffirmed its legacy, highlighting the immense potential of the country’s youth and their ability to deliver impactful solutions to complex business challenges.

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Note to editors:

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