



HSBC Business Case Competition

Equipping Millennials to Face the Challenges of Working Environment

According to the Central Bureau of Statistics, millennials accounted for 38.8% of Indonesia's workforce in 2016, and this number will continue to grow to around 70% by 2030. The millennial generation is the nation's great hope when it comes to becoming leaders in the future. Therefore, millennials must strive to improve their skills to compete in the working environment.

In response to this challenge, PT Bank HSBC Indonesia is involved in providing students with knowledge and skills to meet various new challenges in the working environment through the HSBC Business Case Competition (BCC) program. The HSBC Business Case Competition is an annual business case competition for students, providing an educational platform for young business minds to enhance their business skills and global perspective. Developing future business leaders, enhancing students' career prospects and employability, bridging the gap between academia and the global business community, promoting diversity and inclusion, and increasing international connectivity.

HSBC BCC has brought together more than 800 students and 80 universities across Indonesia, enabling them to hone their business acumen through real-world case studies. Supported by the Putera Sampoerna Foundation (PSF), HSBC BCC also provides students with the opportunity to build relationships with other participants and industry leaders.

The HSBC BCC program continues to be held year after year and will be held again in 2023 with the participation of 18 teams from 18 universities in Indonesia. This year's competition theme is "Sustainability and Environment, Social, Good Governance (ESG)", which focuses on environmental, social, and governance issues in

business. HSBC BCC's goal remains the same: to provide a platform, raise awareness and educate Indonesian students about the importance of sustainability in business and how it can provide them with future skills that will have a positive impact on the environment, society, and a sustainable economy. The winners of HSBC BCC Indonesia then went on to compete in the HSBC Asia Pacific Business Case Competition, which was held online from May 23 to June 1, 2023.

Each student who participated in this program received training, coaching, and mentoring from professionals in their field from PT Bank HSBC Indonesia employees, business people, and academics, who also served as judges during HSBC BCC to evaluate the students' proposals based on originality, practicality, and sustainability. The competition showcased their analytical skills, creativity, and innovative solutions to real business challenges.

The HSBC BCC 2023 competition was different from last year as it started with a roadshow to various universities outside Jabodetabek, then continued with communication training, case analysis workshop, and competition stages such as preliminary, battle, and final rounds. New cases were given to the participants at each stage of the competition.

The HSBC BCC 2023 winners gave their testimony on the competition, stating that it was a great learning experience and an opportunity to apply classroom knowledge into real-life situations.

"Winning the HSBC Business Case Competition 2023 was a rewarding and exciting experience that challenged me to analyse critically and creatively under 6 hours of time pressure. The competition trained me to think independently, work collaboratively with my teammates, and deliver a compelling presentation to the judges. Along the way, I was exposed to an exponential learning curve about and across different industries in various disciplines and purposes - therefore, I believe that participating in this competition will be beneficial to my future career endeavours. I am very happy that our team was able to represent Indonesia and can't wait for the next stages of the competition! - Philea Evangelista Christy, Team Leader of Nirvana.

The judges and mentors were impressed with the student's creativity and solutions and emphasised the importance of ESG in today's business world.

"In the mentoring process, we helped the teams formulate the right approach to the case study and structured their solutions to be as concrete and meaningful as possible through questions and feedback. We also provided inputs from our professional perspective on the structure of the presentation. Overall, I believe that the quality of the participants also played an important role in the Nirvana team winning this HSBC BCC. Congratulations again to Team Nirvana and good luck for the next round." - Anne Suhandojo & Rahmananda, HSBC BCC Mentors.

"I was very impressed with the quality of the analysis and presentation of each finalist. They demonstrated a thorough understanding of the case in the short time allotted and were able to come up with a novel solution." - Monique Sagita, HSBC BCC final round judge.

In conclusion, the implementation of HSBC BCC from the partnership of PT Bank HSBC Indonesia and PSF will continue to meet the efforts to equip young people to face the challenges of the business world in the future and always provide opportunities for them to continue to develop with international HSBC BCC program participants. As of 2021, the Indonesian team from Gadjah Mada University won the 1st runner-up position in the international Asia Pacific Business Case Competition in Hong Kong. It is expected that the program will continue to support Indonesian students in 2024 and beyond.