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HSBC and PSF Seek Potential Millennial Leaders to Represent Indonesia in HSBC Business Case Competition in Hong Kong

- HSBC is collaborating with the Putera Sampoerna Foundation (PSF) to identify the unique 3C characteristics (*critical, creative, confidence*) in the millennial generation that supports them to become *work-ready* and *world-ready*
- HSBC Business Case Competition is part of the HSBC-PSF strategic steps to prepare future millennial leaders
- The winner of the competition will represent Indonesia against 24 universities from 15 countries at the HSBC Business Case Competition international level in Hong Kong

Jakarta, April 3, 2017 – HSBC Indonesia, together with the Putera Sampoerna Foundation (PSF), is once again holding the HSBC Business Case Competition (BCC), a program assured to motivate the millennial generation in further preparing themselves to become potential leaders who are *work-ready* and *world-ready*.

Data from the Central Statistics Bureau (BPS) in 2016 indicate that the millennial generation made up as much as 38.8 percent of the total workforce in Indonesia. By 2030, it is estimated that 70 percent of future leaders in Indonesia would be from the millennial generation in their productive age. This generation will control the Indonesian economy in the future and are expected to direct the country towards a more progressive and dynamic path.

The HSBC Business Case Competition (BCC) is intended for undergraduate students from leading universities in Indonesia. In the event, participants are given an actual case addressed by modern businesses, and are required to provide a solution based on a series of processes involving problem analysis, strategy formation, and idea delivery.

“HSBC has the long-term commitment to prepare future Indonesian millennial leaders who are tough. In terms of theory, HSBC and the Sampoerna University has prepared modules for business practices and comprehensive banking, which will later be applied in both the class and *workshop*. The HSBC Business Case Competition is one of the concrete steps that offer the opportunity for future leaders to sharpen several theories they learn,” said **HSBC Indonesia Corporate Sustainability Head Nuni Sutyoko**.



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This year marks HSBC's fifth year in holding the HSBC BCC. As many as 15 teams from 15 leading universities in Indonesia will compete. The winning team will eventually represent Indonesia at the *HSBC Business Case* international level held in Hong Kong in June 2017.

HSBC, through its continuous partnership with PSF, has designated the millennial generation as the primary target for several educational empowerment programs. These programs attempt to instill the 3C (*critical, creative, and confidence*) millennial characteristics. "We consider these three main characteristics as part of the primary requirements for the millennial generation in becoming trusted future leaders. Each stage in the BCC competition is designed to examine and sharpen the three characteristics," said Nuni.

"The strategic partnership between HSBC and the Putera Sampoerna Foundation represents a synergy that aims to establish highly-competent human resources, and allow for Indonesia to be further trusted in the international community. The participation of the youth in various prestigious competitions such as the HSBC BCC is an effective initiative to raise the competitive spirit, and develop a mindset that is creative, critical and innovative. These aspects will help them in facing challenges and competition in the future," said **Putera Sampoerna Foundation Senior Director Elan Merdy**.

In the HSBC BCC, each participating team made up of four people will be quarantined and given an actual business case from multinational corporations. They are required to discuss and analyze the business problem prepared by Asia Case Research (ACRC) without assistance from books or other sources of information. Afterward, they will then present their solutions to the jury panel. Three teams will eventually be selected for the final round. To determine the winner, the finalists will again be asked to present their best business strategy. The team discussion process, collective analysis, delivery of creative solutions, as well as unique presentation are all the criteria expected to sharpen the characteristics of potential millennial leaders in the future.

This HSBC BCC features several financial and banking educational programs based on the partnership between HSBC and PSF that was established in 2015. Through this HSBC BCC competition, the participants will have the opportunity to interact with the jury panel made up of business professionals and renowned consultancy firms such as Yulius-Partner & Managing Director Boston Consulting Group, Hasnul Suhaimi-President Commissioner PT Pos Indonesia, and Puti Medina-Programmes Manager Education Camp; Society British Council Indonesia.

"One of the important factors in forming superior business leaders in the future is equipping them with knowledge of real business problems as soon as possible. Therefore, upon graduation from university,



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they will be quality workers ready to face competition on a global scale,” said jury panel member Bryan Tilaar.

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