



Press Release

For Immediate Release

Prepare Millennials to Face Disruption Technology in the Business World

- Technology disruption presents opportunities and challenges, business leader required to adapt
- HSBC Business Case Competition, HSBC Indonesia and Putera Sampoerna Foundation's strategy to prepare millennial facing global business challenges
- The winner will represent Indonesia against 24 teams from Asia Pacific countries and beyond in HSBC Business Case Competition international level in Hong Kong

JAKARTA, April 9, 2018 - Technology disruption successfully transforms the industrial order and the global economy. Digital innovation can change the business model more efficient. But on the other hand, technology disruption becomes a challenge for those who unable to adapt.

Answering those challenges, PT. Bank HSBC Indonesia in cooperation with Putera Sampoerna Foundation (PSF) held HSBC Business Case Competition (BCC) 2018. HSBC BCC this year is the seventh competition held in Indonesia, BCC is a prestigious event for undergraduate students from faculty of economics and business. Participants from various leading universities in Indonesia are challenged to face and provide solutions to cases from the global business world. The winner of the BCC will represent Indonesia against 24 teams from Asia Pacific countries and surrounding areas in the international BCC event in Hong Kong in June 2018.

Head of Corporate Sustainability PT Bank HSBC Indonesia, Nuni Sutyo explained, "The rapid digital development nowadays has brought disruption to the world's business practices. Business leader are required to adapt, adjust business strategy with conditions and needs in the business field."

Nuni added, to be able to adapt, the young generation who will become future leaders need to be continued to improve capacity and capabilities. "Through our partnership with Putera Sampoerna Foundation, we have a long-term commitment in the future that is constantly adapting to the rapid global economy. HSBC Business Case Competition is one of the efforts to train students to apply the theories used to drive real-world challenges," Nuni added.

Based on the McKinsey Global Institute, within the next 15 years, conventional business models that absorb a lot of manpower will be replaced with business models based on digital automation. The standard skills and specifications required in the future will be much higher than today. Millennials, as energy that will be directed towards the future must be prepared in order to face the digital world.

Wahyoe Soedarmono as Project Manager of HSBC-PSF Cooperation Program explained "Specifically, Business Case Competition 2018 international pillar of HSBC-PSF which has been ongoing since 2015. In 2018, HSBC-PSF cooperation succeeded in internationalization phase after previously focusing on strengthening of literacy and financial inclusion in the community."

"Through this competition, the internationalization of HSBC-PSF strategic cooperation is expected to expose the deepening aspects of professional experience in conducting real global case analysis. From the academic perspective, HSBC and PSF program as a whole is expected to produce research quality and academic publication capability that is internationally reputable for students and does not rule out the aspect of community service at national level," added Wahyoe

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In BCC 2018, participants will be exposed with the panel of judges who are business professionals and consulting firms such as PricewaterhouseCooper (PwC), Unilever Indonesia, Indonesia Business Group, The Nielsen Company, Home Credit, and others.

One of the judges in the competition, Mila Lubis Director of Marketing and Communications Nielsen Indonesia said, HSBC Business Case Competition is a very good activity to be followed by Indonesian students. "I am very sure with joining this competition participants can build confidence, develop insight and network, work together at the same time and learn to provide business solutions, and the most important is prepare young generation of Indonesia to become part of the global business community." Mila added, "I was very honored to be part of the HSBC Business Case Competition panel of judges and take part in building a young generation of Indonesian quality and ready to go global," he concluded.
