



Press Release
For Immediate Release

HSBC Business Case Competition 2019 Preparing Millennials for Business Challenges in the New Era

Jakarta, 29 April 2019 – PT Bank HSBC Indonesia (HSBC Indonesia) and Putra Sampoerna Foundation (PSF) held another HSBC Business Case Competition. This sixth annual event cements the commitment to build innovative future talents with the skill to solve real management cases in the corporate life.

The young generation as the nation's successor has an important role in tackling business challenges in the new era. World Bank data in October 2018 regarding the Human Capital Index (HCI) ranks Indonesia 87th out of 157 countries, while neighboring countries such as Singapore and Malaysia are ranked 11th and 33th. The World Bank also considers the need to strengthen the human capital quality to strengthen the nation's potential.

As part of its sustainability efforts and to ensure long-term business continuity, HSBC Indonesia understands the importance of improving the quality of human capital, as the future leaders. The cooperation with PSF in holding this competition serves as one of the effort towards that goal.

President Director PT Bank HSBC Indonesia Sumit Dutta said, "With technology developing at a rapid pace, a range of skills are now needed to succeed in the workplace. HSBC Business Case Competition bridges the academic world faced by students with the real problems of the corporate world. The goal is that they understand and are better prepared to face corporate challenges in the new era. Through this competition the participants will be guided and developed to be able to think critically so that they can provide solutions to real global-scale case studies of the business world."

He added that a key part of HSBC's sustainability strategy is now focused on future skills, to provide industry-leading learning and development for the young generation to help them thrive now and in the future.

Meanwhile **Head of Corporate Sustainability Nuni Sutyo** said, "More than just a competition, this programme is a learning series that is beneficial for all participants. They will go through sequences of activities during the implementation of the programme. From the quarantine, coaching classes, brainstorming to presentations for problem solving, we provide comprehensive coaching."

She added, "The participants will be trained to improve special skills useful for future roles in the employment world. These skills include the ability to think critically, analytically, creatively, innovatively and communicatively, with adequate presentation skills."

HSBC Business Case Competition is a prestigious event for undergraduate students from economics and business faculties from various leading universities in Indonesia. This year, there will be 15 university representative teams from the Greater Jakarta area, Yogyakarta, Bandung and Surabaya, involving judges from the corporate executives and experts. The winner of the HSBC Business Case



Competition will represent Indonesia against winning teams from Asia Pacific countries and beyond in the international Business Case Competition in Hong Kong in June 2019.

2019 HSBC Business Case Competition is also enriched with a seminar entitled "Recognizing Innovative Ways of Working". **Wahyoe Soedarmono as Project Manager of the HSBC-PSF Cooperation Program** explained that this seminar will discuss the current trends and work culture found not only in progressive new companies, but are now also applied in corporations and banking industry. "We hope that this seminar can paint a real picture of the corporate world the culture that's adjusted to the preferences of today's workforce," Wahyoe explained.

This is supported by McKinsey Global Institute research which shows that innovation in the work environment can increase productivity by 20-25%. "Therefore, a company must be able to adapt and understand current trends and work culture with a variety of interesting innovations." It covers a comfortable, flexible, relaxed and attractive working atmosphere with an open work space as a new working approach that boosts employee productivity, especially millennials," Wahyoe said.
