



Press Release

HSBC Held Business Case Competition for the 6th time to Help Build Skills of Indonesia's Future Leaders

The Sustainable Commitment between Putera Sampoerna Foundation (PSF) and HSBC Indonesia in preparing the work-ready young generation to tackle the new challenges of business in the future

Jakarta, 5 April 2021 - The young generation as the nation's future leaders plays a vital role in the growth of business and the economy in the future. Moreover, various new challenges continue to hit the business world and at the same time, the ongoing COVID-19 pandemic weakens economic development. As part of an integrated effort to prepare human resources that are capable of responding to the challenges of future global economy, PT Bank HSBC Indonesia (HSBC Indonesia) with the Putera Sampoerna Foundation (PSF) held an annual business competition for students with a new spirit of innovation, namely HSBC BEST (Business Case Education for Student at the Tertiary level).

President Director of PT Bank HSBC Indonesia François de Maricourt "As a bank that focuses on sustainable future, HSBC understands the importance of having the next generation that is capable of becoming leaders with the ability to tackle any challenges ahead. These are what we call the Future Skills and the business case competition is one of our contributions to produce that generation."

This is the fifth time Putera Sampoerna Foundation (PSF) partnered with HSBC Indonesia to run HSBC Business Case Competition, out of the six competitions that have been held. The aim is to prepare university students with skills that are needed to lead in the future, such as adaptability, competitive, and responsive to changes. Especially for this year, HSBC Business Case Competition highlights soft skills by combining analytical thinking skills and effective communication skills through a series of intensive and comprehensive training programs; from quarantine, coaching classes, brainstorming to presentations for problem-solving.

Head of Corporate Sustainability PT Bank HSBC Indonesia Nuni Sutyoko said, we can't ignore the fact that the pandemic has forced our society to adopt technology quickly. "This reflects the adaptability skills which as important as the thinking skill that critical, analytical, creative, innovative and communicative, as well as the presentation skills. The generation who owns all of these skills can successfully overcome any challenge and become a very valuable future asset."

HSBC Business Case Competition is a prestigious event for undergraduate (S1) students in the faculty of economics and business from the leading universities in Indonesia. This year, there are 14 university representative teams from Jakarta, Yogyakarta, Bandung, and Surabaya, involving judges from corporate executives and experts in the business and corporate fields. The winners of HSBC Business Case Competition will represent Indonesia against teams from the Asia Pacific and surrounding countries in the international Business Case Competition.



Wahyoe Soedarmono as Project Manager for the HSBC-PSF Cooperation Program explained skill adjustment for the young generation must be prepared properly, especially since Indonesia will enter the demographic bonus period in 2020-2035. "We hope this event can build awareness of various parties in order to prepare the young generation who are competent and ready to answer the business challenges, both in Indonesia and globally," explained Wahyoe.

Realizing that communicating effectively through online media is a new habit that must be adapted quickly, HSBC Business Case Competition 2021 will be presented through the online conference medium (Zoom). "To make sure the competition runs well, participants have received intensive training related to business case analysis. In addition, the participants also received public communication training, especially online communication using the NLP (neuro-linguistic programming) method to improve presentation skills, which are useful, both in academics and professional life. This year's event was also enriched with a seminar "Are You Fit for The Future's Job Demand?", that brought speakers from the top management of various companies and open for the public," added Wahyoe.

After undergoing a series of training and preliminary rounds, the Gajah Mada University representative team successfully achieved the first winner of HSBC Business Case Competition, followed by teams from President University (2nd winner) and Padjajaran University (3rd winner). Aside from that, the implementation of HSBC Business Case 2021 also complemented with the Most Motivated Team category which was won by the Binus University team, and the Best Presenter category won by the President University (Female Presenter) and Sampoerna University (Male Presenter).

About Sustainability in HSBC

At HSBC, sustainability is defined as an effort to build a long-term business by always taking into social, environmental, and economic considerations in doing business. This also spurs business activities while contributing to the growth and sustainability of the community. HSBC contributes to various community programs around the world and engages thousands of employees around the world to contribute their time and skills to volunteer programs. The focus of PT Bank HSBC Indonesia's community investment is work skills, environmental sustainability, and sustainable finance programs. For further details, click [here](#).

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