



Think Ahead

70
YEARS
HONG KONG

ACCA HONG KONG
BUSINESS COMPETITION 2020-21

Rewiring
our **future**



LEADING DIGITAL
INNOVATION AND
SUSTAINABLE SUCCESS

www.accaglobal.com/hk/bizcomp

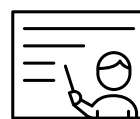
KEY DATES



1

Online Application Deadline

Wednesday
28 October 2020, 4.00pm



2

Briefing Session

Saturday
31 October 2020



3

Professional Skills Workshop cum Coach Meeting

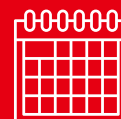
Saturday
5 December 2020



4

Final Competition

Saturday
23 January 2021



**MARK YOUR
CALENDAR WITH
THESE IMPORTANT
DATES NOW!**



ELIGIBILITY FOR ENTRY

The competition is open to all **full-time students (degree and sub-degree) in any disciplines from local institutions in Hong Kong and Macau**. Each team shall consist of 3 to 4 students from the same institution.



ABOUT THIS YEAR'S COMPETITION

In 2020 we have seen a world shaken by a series of global crises, paralysing the global economy and pushing everyone into deep retreat. As the world is striving to transcend the crisis and turn retreat into recovery, a new business normal is beginning to take shape. Black swan events like the Covid-19 pandemic shall bring lessons to entrepreneurs and business leaders today on fostering disruptive innovations as business landscapes and our lifestyles deeply transformed. In this new era of uncertainty, it is vital for businesses and strategic leaders to emerge stronger and fitter in order to move towards a sustainable recovery.

Businesses and organisations are striving to survive and recover, leading changes and preparing for the future that has been changed dramatically by Covid-19. In every sector and corner of the world organisations are adapting and adopting digital solutions to stay afloat and ahead. As the adoption of technologies advances at pace, it's becoming increasingly essential for finance professionals to keep ahead of the emerging trends – having the advanced digital knowledge and skills to harness and use new technologies and to guide digital investment and decision making.

ACCA professionals are bringing the unique blend of digital, analytical and wider business perspective that's so vital to strategic decision making and sustainable business outcomes.

Enroll now to showcase your innovative mind, and help shape a better future for all!

To encourage students to equip themselves with a blend of skills and qualities required for the future world, **the Seven Professional Quotients 7Qs** will continue to be used to evaluate the business proposals and students' performance.



BENEFITS

Opportunity to learn from elites and experienced industry professionals

Each of the Top 20 Teams will be randomly assigned an ACCA-qualified member as coach who will offer professional advices and share their experience. This will create an exceptional learning experience and benefit the students during the Competition and in the long-run.

Challenge yourselves with creativity, digital capability and agility in business transformation with social impact


Contesting teams will be taking up the challenges demonstrating creativity and digital capability to transform a business with strong sense of social mission. An opportunity for you to step into big leadership shoes and think from an executive perspective. Showcase your agility in business transformation, build your strategic leadership and enhance your employability in the digital age.

Gain recognition to enrich your CV

Participants who have submitted business proposals will each be awarded a Participating Certificate from ACCA Hong Kong. Among all, 20 teams will be shortlisted, of which 12 teams shall be awarded with Judges Commendation, while the Top 8 Finalist Teams will advance to the Final Competition to compete for the championship.



RECOGNITION AND AWARDS

CHAMPION * Trophy, cash prize of HK\$10,000 Vision (VQ) Digital (DQ) Intelligence (IQ) Technical & Ethical (TEQ)	1ST RUNNER-UP * Trophy, cash prize of HK\$6,000 Vision (VQ) Digital (DQ) Intelligence (IQ) Technical & Ethical (TEQ)	2ND RUNNER-UP * Trophy, cash prize of HK\$4,000 Vision (VQ) Digital (DQ) Intelligence (IQ) Technical & Ethical (TEQ)	MERITS AWARD Cash prize of HK\$1,000 each for other 5 Finalist Teams Vision (VQ) Digital (DQ) Intelligence (IQ) Technical & Ethical (TEQ)
BEST PROPOSAL Cash prize of HK\$1,000 Vision (VQ)	BEST BUDGETING Cash prize of HK\$1,000 Technical (TQ)	CREATIVE EXCELLENCE AWARD Cash prize of HK\$1,000 Creative (CQ)	DIGITAL EXCELLENCE AWARD Cash prize of HK\$1,000 Digital (DQ)
TEAM EXCELLENCE AWARD Cash prize of HK\$1,000 Emotional Intelligence (EQ)	RESEARCH EXCELLENCE AWARD Cash prize of HK\$1,000 Experience (XQ)	BEST PRESENTER Cash prize of HK\$1,000	MY FAVOURITE VIDEO NEW Special Gift 

* Full Sponsorship of ACCA Qualification Initial Registration Fee and ACCA Annual Subscription Fee (for one year) will be awarded to each member of the Champion, 1st and 2nd Runner-up teams.

- ACCA Hong Kong reserves the right of final decision and interpretation in the case of any dispute.
- Any personal data relating to the entrants will be used for the purpose of the Competition and other ACCA-related events and promotions and will not be disclosed to a third party without the individual's prior consent.
- You are required to supply the data in order to process your enrolment. You have rights of access and correction with respect to your personal data. If you wish to exercise these rights with respect to your personal data held by us, please contact the ACCA Hong Kong office.

COMPETITION SCHEDULE

ONLINE APPLICATION 1 Deadline for submission: Wednesday, 28 October 2020 (no later than 4.00pm) <i>Late submission will not be accepted.</i>	BRIEFING SESSION (VIRTUAL) 2 <p>All team members are encouraged to attend the briefing session to get the first-hand information about the competition. The key elements and importance of the Seven Professional Quotients for Success and Professional Skills relating to various awards would be illustrated.</p> <p>Saturday, 31 October 2020, 2.00pm-4.30pm The link will be provided to team leaders via email</p>
SUBMISSION OF BRIEF BUSINESS PROPOSAL (ALL CONTESTING TEAMS) 3 Deadline for submission: Wednesday, 11 November 2020 (no later than 4.00pm) <p>All contesting teams are required to submit a brief business proposal with no more than 8 A4-sized pages (including optional appendixes and references) and saved in PDF in less than 5MB. Together with the cover sheet, please send the PDF files in one email to hkstudents@accaglobal.com with subject named as 'ACCA HK Business Competition Brief Proposal'. The proposal should be written in English, Arial font type and in font size 12.</p> <p><i>Late submissions will not be accepted. Contesting teams will not be allowed to alter their chosen category after brief business proposal submission.</i></p>	PROFESSIONAL SKILLS WORKSHOP CUM COACH MEETINGS (TOP 20 TEAMS) 4 <p>Saturday, 5 December 2020 2.00pm-4.30pm The link will be provided to team leaders via email</p> <p><i>More details on the workshop will be announced to Top 20 Teams at a later stage</i></p>
SUBMISSION OF FINAL BUSINESS PROPOSAL & 3-MIN. VIDEO (TOP 20 TEAMS) 5 Deadline for submission: Monday, 21 December 2020 (no later than 4.00pm) <p>The Top 20 Teams are required to submit a detailed final business proposal with no more than 12 A4-sized pages (including optional appendixes and references) and saved in PDF in less than 5MB. Together with the cover sheet, please send the PDF files in one email to hkstudents@accaglobal.com with subject named as 'ACCA HK Business Competition Final Proposal'. The proposal should be written in English, Arial font type and in font size 12.</p> <p>The Top 20 Teams are required to submit a 3-minute video (saved in mp4 / mpeg in less than 10MB) to showcase their business ideas to our coaches/judges. More details will be provided upon the announcement of the Top 20 Teams.</p> <p><i>Late submissions will not be accepted.</i></p>	
SUBMISSION OF FINAL POWERPOINT PRESENTATION (8 FINALIST TEAMS) 6 Deadline for submission: Wednesday, 20 January 2021 (no later than 4.00pm) <p>The 8 Finalist Teams are required to submit their final business proposal in English and in PowerPoint format with no more than 20 slides (including optional appendixes and references). All teams are required to send 2 hard copies (printed on two-sided A4-sized papers with 2 slides on each side, in full colours or black and white), and a soft copy in a USB drive to ACCA Hong Kong office.</p> <p><i>Marks will be deducted for late submissions. The PowerPoint Presentation will be treated as the final version and cannot be modified at the Final Competition.</i></p>	FINAL COMPETITION 7 <p>At the Final Competition, the 8 Finalist Teams are required to present their proposals to a panel of judges in English. Open audience will be invited.</p> <p>Saturday, 23 January 2021 9.00am-2.30pm More details will be announced in due course</p>

Enquiry: hkstudents@accaglobal.com

CASE QUESTION

Contesting teams will take on the role of an executive management team, advising the company on its business transformation with positive impact on the company's sustainable growth as well as the wider community. Each team is required to reference the situation in Hong Kong / Macau and pick one from the three categories:

Family & Community



To create pleasant stay-home experience, from well-being to empathy to other family members (including sustainable environmental-friendly lifestyle) and extend this pleasant experience to your community by technological or socio-emotional means.

Media & Entertainment



To re-imagine the delivery mode of entertainment, promote cross-cultural media literacy, adoption of technology to enhance entertainment, sensory, and online viewing experiences.

Teaching & Learning



To create exceptional learning experience via digital means, remove geographic barriers by virtual learning model, expand teaching and learning opportunities to wider population.

Each team has to design a campaign/project/product for the selected industry, and to develop a sustainable business model with digital innovation with a well-defined vision and purpose. Each team has to develop a visionary proposal with the suggested framework and budget plans to optimise the return from the ideas.

Your proposal should include the following:

Indication of the category your team has chosen



Researches on the changing social needs



Creative approach with digital innovation and strategies



A visionary business model enhancing the social mission with measurable return



Sensible budgeting plan to optimise the financial return and sustainability



** The case question and the evaluation criteria are designed solely for the purpose of ACCA Hong Kong Business Competition 2020-21.*

ABOUT SOCIAL ENTERPRISE BUSINESS CENTRE (SEBC)



Jointly funded by the Hong Kong Bank Foundation and the Social Welfare Department's Partnership Fund for the Disadvantaged, the Hong Kong Council of Social Service established Social Enterprise Business Centre in 2008, to advance social entrepreneurship and mobilise social innovation.

www.socialenterprise.org.hk

ABOUT ACCA

ACCA is the Association of Chartered Certified Accountants. We're a thriving global community of **227,000** members and **544,000** future members based in **176** countries that upholds the highest professional and ethical values.

ACCA now has **27,000** members and **154,000** future members in China, with **11** offices in Beijing, Shanghai, Guangzhou, Shenzhen, Chengdu, Shenyang, Qingdao, Wuhan, Changsha, Hong Kong SAR and Macau SAR.





We believe that accountancy is a cornerstone profession of society that supports both public and private sectors. That's why we're committed to the development of a strong global accountancy profession and the many benefits that this brings to society and individuals.

Since 1904 being a force for public good has been embedded in our purpose. And because we're a not-for-profit organisation, we build a sustainable global profession by re-investing our surplus to deliver member value and develop the profession for the next generation.

Through our world leading ACCA Qualification, we offer everyone everywhere the opportunity to experience a rewarding career in accountancy, finance and management. And using our respected research, we lead the profession by answering today's questions and preparing us for tomorrow.

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