KPMG BA Paper 2014 showcases next generation of business creativity

The KPMG Business Administration Paper 2014 is organised by the Hong Kong Federation of Business Students (HKFBS) and sponsored by KPMG. The Grand Final was held on January 4, 2015 at the Convention and Exhibition Centre. Competition was fierce, with participation not only from the nine local universities, but also from 12 top universities in the Asia-Pacific region.

After three rounds of competition, the winners were announced at the award presentation ceremony in the evening. The team from Lingnan University won the championship, with the Hong Kong University of Science and Technology (HKUST) and Chinese University of Hong Kong (CUHK) claiming first and second runner-up, respectively.

Project directors, HKFBS’s Kenneth Chan and Candy Lei, thanked title sponsor KPMG and other sponsors for their continuous support of a competition that plays a vital role in the development of future business leaders in the region. “This would never have come about without the generous support and advice from KPMG and our sponsors,” they said.

Members of the winning team were offered internship opportunities at KPMG, together with a cash award of HK$15,000. Members of the first runner-up and second runner-up teams won HK$10,000 in cash and a travel voucher of HK$5,000, respectively.

Carmen Ting, KPMG’s partner in charge, talent, said KPMG was looking to inspire a new generation of students with insights that not only encouraged their participation in the business world, but also instilled the vision and confidence they need to be successful.

Teams from more than 26 universities participated in the global entry. They included Amity University from India, Australian National University, City University London, Tsinghua University and Jinan University from mainland China, National Chengchi University from Taiwan, National University of Singapore, Monash University from Australia, Universitas Gadjah Mada from Indonesia, University of Illinois at Urbana-Champaign from the United States, University of Macau, and Yonsei University from South Korea.

This year’s theme was the “Market In-between”. Participants were tasked with choosing a company they could help with creating a new niche market that lies between two categories of existing products or services.

The business ideas put forward had to complement the company’s existing industry, while having their own unique selling points, target markets and positioning.

In the final round, each team was given 15 minutes to present their business idea in front of the evaluation committee composed of 26 top business executives and professors. The presentations were followed by a Q&A session in which the judging panel asked the participants questions on their proposed strategies, solutions and implementation.

The winning team from Lingnan University said the competition was a once-in-a-lifetime challenge for participants to show off their innovation and ability. “We designed an amphibious rescue vehicle to help save lives easier in an increasingly harmed flood-prone area,” they said.