



HSI Case Competition 2017

Information Package



HSI

HOSPITALITY
STUDENT
INITIATIVE

Hospitality Student Initiative

Hospitality Student Initiative (“HSI”) is a student organisation founded by a group of students from the School of Hotel and Tourism Management (“SHTM”) at The Chinese University of Hong Kong (“CUHK”). Established in February 2014, the mission of HSI is to **nurture future leaders by offering experiential learning opportunities and creating a platform for student-industry dialogues**. Hospitality students are encouraged to plan, manage as well as run a series of professional events. With joint effort in the team, HSI may help shape a better future for the hospitality industry.

Case Competition 2017

- sponsored by Hang Lung Properties

Highlighted event in this conference – the **“HSI Case Competition”** will bring together elite students to present their innovative ideas to industry leaders, fostering idea exchange between students and professionals. It is delighted that Hang Lung Properties will be the sponsor of the HSI Case Competition 2017. **Outstanding participants may be offered the internship opportunities at Hang Lung Properties.**

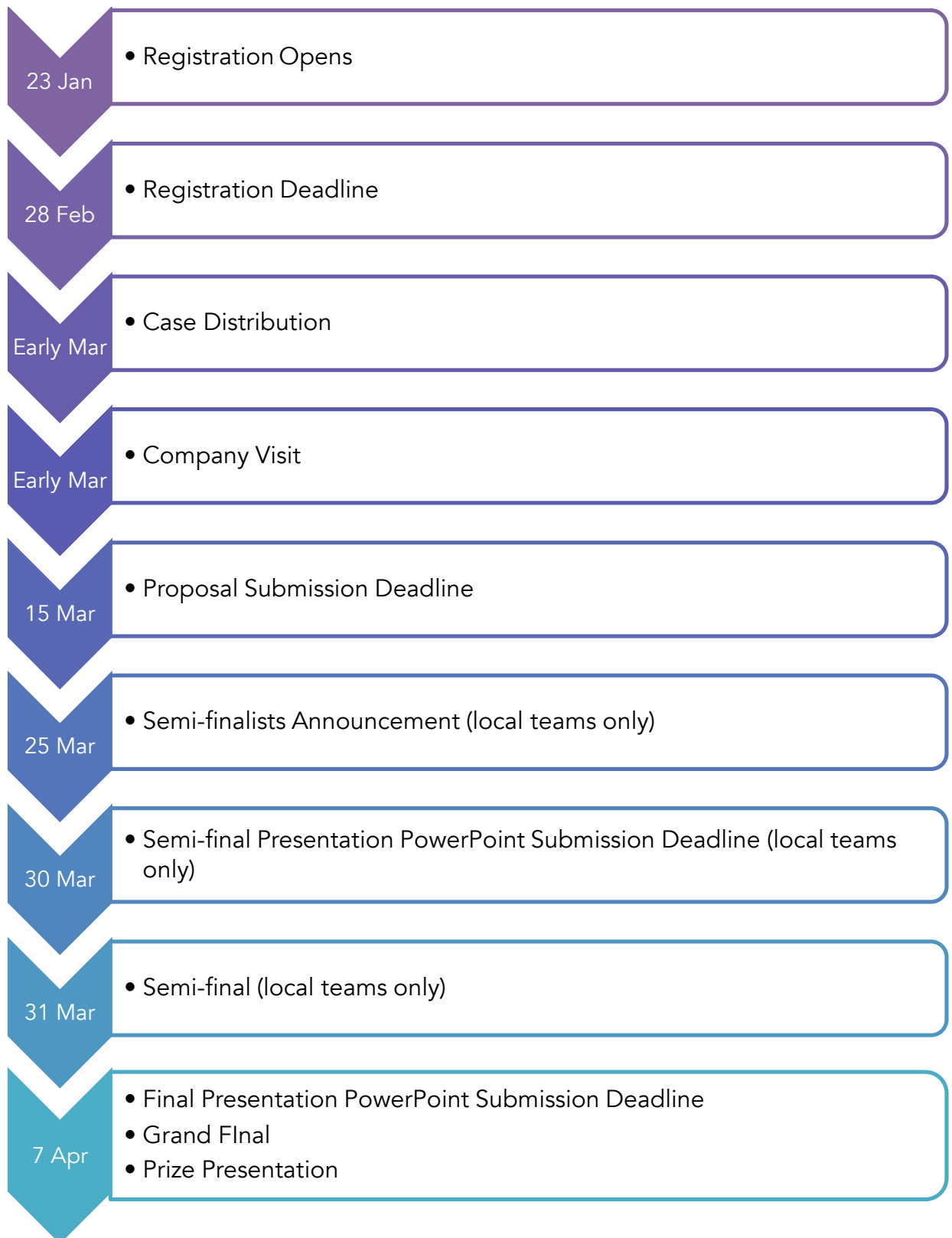
About Hang Lung Properties



Hang Lung Properties Limited (HKSE stock code: 00101), a constituent stock of the Hang Seng Index and Hang Seng Corporate Sustainability Indices in Hong Kong, is a leading real estate developer operating in Hong Kong and Mainland China. Boasting a diversified portfolio of investment properties in Hong Kong, the Company has progressively branched out into the Mainland since the 1990s, with our distinctive footprint now fully established in Shanghai, Shenyang, Jinan, Wuxi, Tianjin, Dalian, Kunming and Wuhan, with all the Mainland projects carrying the “66” brand. As Hang Lung’s business continues to grow, the Company is set to develop into a highly admired national commercial property developer in China.

Rules and Regulations

CASE COMPETITION SCHEDULE



*This schedule and time are subject to change.

PRIZES AND INTERNSHIP OPPORTUNITIES

- ✎ Champion: HKD 25,000 scholarship and certificate
- ✎ 1st runner-up: HKD 10,000 scholarship and certificate
- ✎ 2nd runner-up: HKD 5,000 scholarship and certificate
- ✎ Outstanding participants may be offered internship opportunities at Hang Lung Properties.

ELIGIBILITY

- ✎ All undergraduate students from any discipline.
- ✎ Each team may consist of students from different schools.
- ✎ Each team must be comprised of 4 members.
- ✎ Each student can enroll in ONE team only.
- ✎ Each team would need a school advisor, who can be from the school of any team member.
- ✎ The primary role of the school advisor is to provide direction, advice and guidance to the student team. The school advisor should not contribute to the content of the case competition.
- ✎ Each team should have one team leader, who will be the ONLY contact person and receive the case competition updates.

REGISTRATION

- ✎ Registration fee for all students representing local institutes is HKD 200 deposit per person.
- ✎ The deposit will be refunded if at least 2 team members attend the company visit and grand final.
- ✎ The deposit will be refunded in form of cheque at the cocktail reception on 7 April 2017.
- ✎ Registration fee for all students representing overseas institutes is HKD 200 per person.
- ✎ Teams must complete an online application on the HSI website on or before **28 February 2017**.
- ✎ After successful registration, a confirmation email will be sent to the team leader along with an assigned team number.
- ✎ Only ONE team member can be replaced with valid reasons. You are

required to send a request via email to casecompetition@hsi-asia.org **on or before 6 March 2017**.

- ✦ If a team falls below 4 members or violates the rules and regulations, the team will be disqualified.
- ✦ Any team who withdraws or is disqualified from the competition will not be refunded of the deposit (local team) and registration fee (overseas team), and will not be issued the participation certificates.

PRELIMINARY SESSION

- ✦ Company visit details will be sent via the registration confirmation email after application deadline.
- ✦ The topic and information package will be distributed through **email** to the team leader one day before the company visit.
- ✦ The team must reply the email to casecompetition@hsi-asia.org to confirm upon receipt of the topic.
- ✦ Each team is required to hand in a proposal with maximum of 2 pages (single-spaced, Times New Roman, 12 font, excluding cover page, appendix and reference). Only Word files (doc OR docx) will be accepted.
- ✦ Teams are required to submit the proposal with the file name ("Team number" _Proposal).
- ✦ Teams must upload their proposal to the designated Cloud Folder **no later than 15 March 2017 23:59 Hong Kong Time**.
- ✦ The shortlisted teams of Semi-final will be posted on HSI website and sent to each team by email on **25 March 2017**.

SEMI-FINAL

- ✦ Teams are required to prepare a PowerPoint presentation (ppt OR pptx) in English.
- ✦ Teams are required to submit the PowerPoint with file name ("Team number" _Semi-final).
- ✦ Teams must upload their PowerPoint to the designated Cloud Folder **no later than 30 March 2017 noon Hong Kong Time**.
- ✦ Teams should insert all multi-media files in the PowerPoint, including graphics, videos, animations, flash movies, etc. It is advised to keep a copy of the multi-media files in your personal USB flash drive in case

of technical problems.

FORMAT AND DURATION

- ✦ Semi-final is scheduled in the morning of **31 March 2017**. Teams must register **before 08:00 Hong Kong Time** at Cheng Yu Tung Building, The Chinese University of Hong Kong.
- ✦ A **Technical Trial Session** will be held, which includes lot drawing for presentation order, a tour of the presentation venues, and a session for teams to test their presentation files.
- ✦ Teams are not allowed to make any changes to the presentation file during the Technical Trial Session.
- ✦ Teams are NOT required to submit printed copies of the PowerPoint slides.
- ✦ All team members are required to participate in the presentation and the presentation must be conducted in English.
- ✦ Teams are allowed to have a 15-minute presentation; followed by a 10-minute session for Q&A and feedback.
- ✦ The timekeeper will provide a 2-minute reminder to each team.
- ✦ Teams are not allowed to attend the presentation of other teams.
- ✦ Teams will not be allowed to use their own devices for presentation or to access the Internet during presentation.
- ✦ NO logos or any other school references should be included on presentation slides, presenter's clothing, or any other presentation materials.
- ✦ NO verbal references of school affiliation should be made during presentation.
- ✦ Business attire is required for the presentations.

RESULT ANNOUNCEMENT

- ✦ The team with the highest score in each panel will enter the **Grand Final**.
- ✦ The list of finalists will be announced by 31 March 18:00 Hong Kong Time.
- ✦ The presentation order will be drawn on 7 April 2017.

GRAND FINAL

- ✎ The Grand Final will be held in the afternoon of **7 April 2017**.
- ✎ The presentation materials for the Grand Final should be uploaded to Cloud Folder as instructed **by 7 April 2017 08:00 Hong Kong Time**.
- ✎ The Grand Final will be a plenary session. Each team will have 15 minutes for presentation and 10 minutes for Q&A. The judge panel will have the priority to ask questions in the Q&A session.
- ✎ The Prize Presentation will be held during the Evening Cocktail Session on **7 April 2017**.
- ✎ Business attire is required for the presentations.

JUDGES

- ✎ The judge panel is composed of representatives from Hang Lung Properties, industry leaders and academics from the hospitality and tourism field.

PENALTY

- ✎ All participants are expected to be on time for all events. Mark penalty will be applied for any late submission or attendance.

RESEARCH PROCESS

- ✎ All submitted work must be original.
- ✎ Proper references must be made to all external information in the proposal and presentations.
- ✎ Should there be any doubts regarding the case, teams are encouraged to make reasonable assumptions and state them in the presentation.

COPYRIGHT

- ✎ All materials produced during the competition are the rightful property of Hospitality Student Initiative. This includes cases, recordings, slides etc.
- ✎ These materials may not be digitalized, photocopied or otherwise reproduced, posted or transmitted without the permission of HSI.

- ✦ Collated materials will be distributed at a later stage to Faculty Advisors and/or a wider public.
- ✦ The Case Competition Sponsor, Hang Lung Properties, shall have the right to adopt the ideas and concepts in the competition into their own commercial practices. Teams shall waive all claims against Hang Lung Properties regarding copyright issue.

ENQUIRY

- ✦ Please send your enquiries to HSI at casecompetition@hsi-asia.org.

FINAL RIGHT

- ✦ HSI reserves the right of final decision on interpreting and supplementing these rules and regulations.

Contact Us

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