



# Competition Schedule

<b>11 Oct 2017 (Wed) 4:00pm</b>	Online Application Deadline
<b>14 Oct 2017 (Sat)</b>	Briefing Session
<b>6 Nov 2017 (Mon) 4:00pm</b>	Submission of Brief Proposal
<b>2 Dec 2017 (Sat) &amp; 6 Jan 2018 (Sat)</b>	Workshops & Meetings with Coaches (Top 20 Teams)
<b>15 Jan 2018 (Mon) 4:00pm</b>	Submission of Final Proposal (Top 20 Teams)
<b>31 Jan 2018 (Wed) 4:00pm</b>	Submission of Final PowerPoint Presentation (8 Finalist Teams)
<b>3 Feb 2018 (Sat)</b>	Final Competition (8 Finalist Teams)

Come and join the ACCA Hong Kong Business Competition 2017 to showcase your all-rounded talents, sharpen your social awareness, and enhance your skills as expected of a successful professional fit for the future.



# Highlights

The global economy and business landscape is going through unprecedented and rapid changes. Globalisation, digitisation and increased regulatory governance are some key changes. To cope with these changes, the accounting profession will evolve significantly over the next decade. Finance professionals are expected to look beyond the numbers, think and behave more strategically.

ACCA has always stayed at the forefront of global business changes. This can be reflected in this year's Competition. Themed **"Social Intelligence - from local excellence to global vision"**, this year's competition is around two social enterprises which have global or regional footprint and are expanding their presence into Hong Kong. Contesting students are required to pick one out of the two social enterprises case studies, and develop a business proposal to optimise their business operations in Hong Kong.

To encourage students to equip themselves with a blend of skills and qualities required for the future world, this year we are introducing some new awards – Creative Excellence Award, Research Excellence Award, Digital Excellence Award and Team Excellence Award.

Creative Excellence Award is to recognise the team that delivers the most creativity in both business proposal and presentation in the Final Competition. Research Excellence Award is to recognise the team that is strongest in research/adoption of market intelligence in its business proposal.

Digital Excellence Award and Team Excellence Award are to reward the teams that are the most competent in applying digital technologies and best in team collaboration and team spirit respectively.

Furthermore, seven Professional Quotients (for details, refer to <http://future.accaglobal.com/the-future-of-accountancy/the-seven-skills-for-success>) will be used to evaluate the business proposals and students' performance at the Final Competition. These quotients cover intellect, creativity, emotional intelligence, vision, experience, mastery of the digital world, and technical & ethical skills.



## Technical and ethical (TEQ)

The skills and abilities to perform activities to a defined standard, while maintaining the highest standards of integrity, independence and scepticism.



## Emotional intelligence (EQ)

The ability to identify your own emotions and those of others, harness and apply them to tasks, and regulate and manage them.



## Intelligence (IQ)

The skills and abilities to perform activities to a defined standard, while maintaining the highest standards of integrity, independence and scepticism.



## Vision (VQ)

The ability to anticipate future trends accurately by extrapolating existing trends and facts, and filling the gaps by thinking innovatively.



## Creative (CQ)

The ability to use existing knowledge in a new situation, to make connections, explore potential outcomes and generate new ideas.



## Experience (XQ)

The ability and skills to understand customer expectations, to meet desired outcomes and to create value.



## Digital (DQ)

The awareness and application of existing and emerging digital technologies, capabilities, practices, strategies and culture.

# Eligibility for Entry

The competition is open to **full-time students in the accountancy and business-related disciplines (Degree and Sub-Degree) from local institutions**. Each team shall consist of 3 to 4 students from the same institution.

## Benefits

### Opportunity to learn from elites and experienced industry professionals

The Top 20 Teams will be invited to attend workshops enhancing their full spectrum of Professional Quotients. Each team will be randomly assigned an ACCA-qualified member as coach who will offer professional advices and share their depth of experiences. The coaching opportunity will create an exceptional learning experience and benefit the students during the Competition and in the long-run.

### Realising your business idea in real case analysis

Participants will get real world experience by analysing one of the two existing social enterprises case studies and developing workable plans to optimise their business operations in Hong Kong

### Gain recognition to enrich your CV

Participants who have submitted business proposals will each be awarded a Certificate from ACCA Hong Kong. Among all contesting teams, 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

Awards	Prizes	Reflection on seven quotients
<b>Champion *</b>	Trophy, cash prize of HK\$10,000	Vision (VQ), Intelligence (IQ), Technical & Ethical Competencies (TEQ)
<b>1st Runner-up *</b>	Trophy, cash prize of HK\$6,000	
<b>2nd Runner-up *</b>	Trophy, cash prize of HK\$4,000	
<b>Merits Award</b>	Cash prize of HK\$1,000 each for other 5 finalist teams	
<b>Best Proposal</b>	Cash prize of HK\$1,000	Vision (VQ)
<b>Best Budgeting</b>	Cash prize of HK\$1,000	Technical (TQ)
<b>Creative Excellence Award</b>	Cash prize of HK\$1,000	Creative (CQ)
<b>Digital Excellence Award</b>	Cash prize of HK\$1,000	Digital (DQ)
<b>Team Excellence Award</b>	Cash prize of HK\$1,000	Emotional Intelligence (EQ)
<b>Research Excellence Award</b>	Cash prize of HK\$1,000	Experience (XQ)
<b>Best Presenter</b>	Cash prize of HK\$1,000	
<b>My Favourite Team</b>	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.

# Competition Schedule



## Online Application

**Deadline for submission:** Wednesday, 11 October 2017 (no later than 4:00pm)

*Late submission will not be accepted.*



## Briefing Session

Maximum 3 students from each team are encouraged to attend the briefing session. The session will cover i) an overview of the business model, challenges and business needs of 2 nominated social enterprises, ii) key elements and the importance of the 7 skills for success.

Date: Saturday, 14 October 2017

Time: 3:00pm – 5:00pm

Venue: The Life Auditorium, St Andrew's Life Centre, St Andrew's Church, 138 Nathan Road, Tsim Sha Tsui, Kowloon



## Submission of Brief Business Proposal (All contesting teams)

**Deadline for submission:** Monday, 6 November 2017 (no later than 4:00pm)

All contesting teams are required to submit a brief business proposal on the case study of their chosen social enterprise with no more than **8 A4-sized pages** (including optional appendixes and references) in hard copy to ACCA Hong Kong office. The proposal should be written in English, Arial font type and in font size 12.

*Late submissions will not be accepted. Contesting teams will not be allowed to alter their choice of social enterprise after brief business proposal submission.*



## Workshops & Meetings with Coaches (Top 20 Teams)

Date: Workshop I - Saturday, 2 December 2017

Time: 11:00am – 1:00pm

Date: Workshop II - Saturday, 6 January 2018

Time: 2:00pm – 4:00pm



## Submission of Final Business Proposal (Top 20 Teams)

**Deadline for submission:** Monday, 15 January 2018 (no later than 4:00pm)

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) in hard copy to ACCA Hong Kong office. The proposal should be written in English, Arial font type and in font size 12.

*Late submissions will not be accepted.*



## Submission of Final PowerPoint Presentation (8 Finalist Teams)

**Deadline for submission:** Wednesday, 31 January 2018 (no later than 4:00pm)

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 12 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.

*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.*



## Final Competition (8 Finalist Teams)

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.

Date: Saturday, 3 February 2018

Time: 9:00am – 2:00pm

Venue: The Ballroom, Level 7, Cordis Hotel (formerly the Langham Place Hotel), 555 Shanghai Street, Mongkok, Kowloon

**APPLICATION DEADLINE: Wednesday, 11 October 2017 (4:00pm)**

**Application:** Please visit our website for more information and complete the online application at [www.accaglobal.com/hk/bizcomp](http://www.accaglobal.com/hk/bizcomp)

**Enquiry:** Please email to [hkstudents@accaglobal.com](mailto:hkstudents@accaglobal.com)

# Case Question\*

Social Intelligence - from local excellence to global vision

## Real Case Analysis

Unlike non-profit making or charitable organisations, social enterprise is the formula for a win-win future, combining entrepreneurship with a goodwill mentality. These are businesses that develop, self-sustain and implement solutions to social issues, with the potential to transform markets for social benefit.

ACCA Hong Kong Business Competition 2017 is partnering with ASKI Global and Hong Kong Red Cross Humanitarian Education Centre, both with a mission to tackle global or community issues such as improving education for the socially disadvantaged, and cultivating humanity. To achieve these high-minded goals, contesting teams are required to assist the social enterprises to develop a sound business model with financial sustainability, enabling both meaningful initiatives to reinvest their profits back to the community.



**ASKI GLOBAL LTD.**  
*Alalay Sa Kaunlaran, Inc.*

### ASKI Global

ASKI Global is a global centre that assists foreign worker and the local underserved communities on financial literacy and entrepreneurship. Established on 5 July 2010 in Singapore, ASKI Global is a non-profit social enterprise that is focused on the betterment of foreign worker communities and domestic helpers. To date, the organisation has trained over 6,000 participants coming from countries such as the Philippines, Indonesia, Malaysia, Sri Lanka, India, Bangladesh, and Myanmar. Contesting teams will be required to assist ASKI Global to replicate its social business model in Hong Kong, with the objective of helping the underserved domestic helpers to build assets through enterprise development and create financially responsible communities.

[!\[\]\(35dc653d59570f8f891c312eeece91a2\_img.jpg\) Fact Sheet](#)

[!\[\]\(ab4e2b3fc7e7887b7a72f548aa6f5e60\_img.jpg\) Website](#)



### Hong Kong Red Cross Humanitarian Education Centre

Funded by Hong Kong Red Cross, the Humanitarian Education Centre aims to cultivate humanitarian vision and support humanitarian actions. The centre offers exploration programmes for both schools and corporates, adopting the "4E" education (Explore, Experience, Exchange and Engage) in its experience sharing model. Audio, visual and tactile effects are utilised to encourage reflection on humanitarian issues from different perspectives, allowing the audience to realise the significance of humanitarian aid to human sufferings. Contesting teams will be asked to analyse the costs and benefits of these programmes, and make specific recommendations in improving the sustainability and performance of the centre.

[!\[\]\(5abce1a84a655b073239ab33e1199487\_img.jpg\) Fact Sheet](#)

[!\[\]\(21226b58c700e5231ab98d27101bac58\_img.jpg\) Website](#)

### Your proposal should include the following:

- The name of your chosen social enterprise, the needs in the society and foreseeable obstacles to develop the initiatives in Hong Kong
- Suggested workable business solutions and action plans to optimise its operation and promote the social enterprise's business
- Budgeting including business forecast and the funding plan to run the project such as operation costs, manpower and promotion, etc.
- The operational and financial projections shall also identify the key risks that may impact the business sustainability

\* The case question and the evaluation criteria are designed solely for the purpose of ACCA Hong Kong Business Competition 2017.

# 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](http://www.socialenterprise.org.hk)).



## About ACCA

ACCA (the Association of Chartered Certified Accountants) is the global body for professional accountants. It offers business-relevant, first-choice qualifications to people of application, ability and ambition around the world who seek a rewarding career in accountancy, finance and management.

We support our **198,000** members and **486,000** students in **180** countries, helping them to develop successful careers in accounting and business, with the skills needed by employers. ACCA works through a network of **101** offices and centres and more than **7,291** Approved Employers worldwide, who provide high standards of employee learning and development. Through its public interest remit, ACCA promotes appropriate regulation of accounting and conduct relevant research to ensure accountancy continues to grow in reputation and influence.

As the first global accountancy body entering into China, ACCA now has **24,000** members and **86,000** students, with **11** offices in Beijing, Changsha, Shanghai, Chengdu, Guangzhou, Shenzhen, Shenyang, Qingdao, Wuhan, Hong Kong SAR, and Macau SAR.

Founded in 1904, ACCA has consistently held unique core values: opportunity, diversity, innovation, integrity and accountability. It believes that accountants professionals bring value to economies in all stages of development and seek to develop capacity in the profession and encourage the adoption of global standards. ACCA's core values are aligned to the needs of employers in all sectors and it ensures that through its range of qualifications, it prepares accountants for business. ACCA seeks to open up the profession to people of all backgrounds and remove artificial barriers, innovating its qualifications and delivery to meet the diverse needs of trainee professionals and their employers.

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