



2022 CGMA 商业精英国际挑战赛 CGMA Global Business Challenge 2022



CGMA Global Business Challenge 2022

CGMA Global Business Challenge (GBC), initiated by the Chartered Institute of Management Accountants (CIMA), is an international business competition designed to bring out the best in the young business leaders of tomorrow. This is a great opportunity for students around the world to showcase their talent in business management. Since 2009, the competition has attracted numerous countries and regions, including Britain, Ireland, Sri Lanka, India, Mainland China, Philippines, Malaysia, Pakistan, Poland, Singapore, Middle East, Russia, Vietnam, Bangladesh, South Africa, Ghana, United Arab Emirates, Australia, Hong Kong, Macau, Mongolia, Japan and Taiwan, etc. Based on the principle of fairness, justice and openness and following the concept of developing future business leaders, the competition selects excellent student teams with outstanding business potential and proficiency in finance, marketing and management.

The participants are required to register as a team of four, submit the analysis reports of specific case within a given time. The competition adopts the actual case scenario under the CIMA professional qualification. By focusing on the capabilities of solving practical problems with business knowledge, it reflects the combination of theoretical knowledge and practical application. Due to COVID-19 pandemic, the GBC 2022 will change to online presentation.

GBC Students' Sharing



GBC 2021 Champion Team (HK)
A-Team (The University of Hong Kong)

We are very grateful for GBC 2021 as it has given us a valuable experience. It never crossed our minds that we could become the champion of the Hong Kong region, especially given our inexperience in business competitions. However, with the hard work and passion that we put into our report and presentations, along with the guidance of our mentor Dr. Winnie Leung, we were able to achieve what we thought was impossible. Participating in this competition sharpened our skills in critical thinking, problem-solving, and public speaking. We also learned a lot from watching the other teams present during the Hong Kong semifinals. Throughout the process, from the late-night brainstorming sessions to the North Asia Finals, we developed a stronger bond that will benefit us in the future



GBC 2021 Champion Team
(Macau)
UMF4 (University of Macau)

3 months of challenges, though arduous, becomes a very rewarding and high yielding experience for us. Considering the progressive nature of Global Business Challenge, encompassing the challenge of an array of skills, from analysis to problem-solving, from report to presentation, every tasks tested each of our attributes comprehensively. But more to it, despite complication of issues and challenges escalating with each advancement made, rewards find its way back in multiple folds. Take the preparation period of North Asia Final, the intense devotion and gathering paved way to better insights and preparation, coming to unforeseen resolutions and perfecting every detail of our idea. Undoubtedly, GBC becomes a memorable platform and even a prolific opportunity for all of us to put theoretical learnings into real-life settings.



GBC 2021 Team from Japan
KYOTO-MEN (Kyoto University)

この度、CGMA Global Business Challenge に参加させていただいたことを大変光栄に思います。昨今の新型コロナウイルスの影響で、国家間の移動が制限されるこの時代に、海外の皆様と交流の機会が得られたことを大変うれしく思っています。各国の優秀な学生の皆さんからは多くの学びを得ました。

さて、私たちは日々、京都で勉学に励んでいます。もし、世界が今より良くなって、京都にいらっしゃる機会がございましたら、私たちが案内して差し上げます。いつか皆様とまたお会いできる日を楽しみにしております。お体に気を付けてお過ごしください。



GBC 2021 The Future
Business Leader Award
Gerald Harlan – A Team
(The University of Hong Kong)

While participating in the Semi-final round in Hong Kong and Final round in China, I have learnt a valuable lesson in the importance of the delivery of a presentation. Confidence, clarity, and enthusiasm is paramount in gaining the attention of the judges, which was one of the main reasons for my team's success in the Semi-final round. In the final round, I maximized my confidence and enthusiasm in answering the judges' questions. Sadly, during the QnA, I wasn't able to correctly answer the question given by one of the judges. However, I kept my composure and confidence and finally answered the last question of the previous judge again. Thankfully, it was an acceptable answer, and I still showed confidence and enthusiasm in answering it regardless of the pressure of being wrong. Thus, I believe that to be a future business leader, the ability to speak confidently with clarity is important to attract the necessary attention, while also keeping a cool composure even under pressure.

Registration (Hong Kong, Japan, Macau, Mongolia, Taiwan)

All participants must complete the online registration form ([Link](#)) before 4 April 2022.

***Confirmation email will be sent to the team leader upon successful registration within 2 working days.**

Rules for Participants (Hong Kong, Japan, Macau, Mongolia, Taiwan)

1. All participants must be full-time undergraduates (including diploma program) enrolled at the participating university / college in the competition year. There is no limit to the number of teams that may be fielded by a university / college.
2. Each team should consist of four students and could be from different faculties.
3. All members of each team must be the same university / college, and each participant can only join one team.
4. Students from all faculties are allowed to participate in Global Business Challenge 2022.
5. Each team must have a team leader.
6. Each team must have a team name and a slogan in English.

Schedule (Hong Kong, Japan, Macau, Mongolia, Taiwan)

1. Registration starts	11 March 2022
2. GBC Introduction (Online session – online form)	21 March 2022
3. Registration deadline	4 April 2022
4. Case Study & Questions distribution	On or before 11 April 2022
5. Deadline of Round 1 report submission (9:00AM Hong Kong Time)	28 April 2022
6. Announcement of Finalists for Hong Kong and Macau Semi-Final	13 May 2022
7. Announcement of Participation Teams of Japan, Mongolia and Taiwan to North Asia Final	13 May 2022
8. Hong Kong & Macau Regions Semi-Final (For HK and Macau Teams only)	21/22 May 2022 (Tentative)
9. North Asia Region Final	28 May 2022 (Tentative)

Report and Competition Format

1. Report or PowerPoint Format

Hong Kong & Macau Regions Round 1

Format: Word document

Cover page: Report title, Team name, Slogan

Word limit: 4000 words (Excluding Chart)

Language: English

Line spacing: 1.5

Font: Arial, Size 12

Submission deadline: 28 April 2022 (9AM Hong Kong Time)

***Revised version will not be accepted after the deadline.**

Hong Kong & Macau Regions Semi-final

Format: PowerPoint

Presentation duration: 12 minutes

Q&A Session: 6 minutes

Pre-seen case study material and questions: Same as Round 1

Submission deadline of PowerPoint: 20 May 2022 (9AM Hong Kong Time)

***Revised version will not be accepted after the deadline.**

North Asia Final

Format: PowerPoint

Presentation duration: 15 minutes

Q&A Session: 5 minutes

Pre-seen case study material and questions: Same Pre-seen Case study material as Round 1 with different set of questions.

2. Competition format

GBC 2022 Round 1 (Hong Kong and Macau)

- The top 8 teams from Hong Kong will proceed to the Semi-Final (Hong Kong).
- The top 8 teams from Macau will proceed to the Semi-Final (Macau).

GBC 2022 Semi-Final (Hong Kong)

- The Champion team will represent Hong Kong to compete in the GBC 2022 North Asia Final.

GBC 2022 Semi-Final (Macau)

- The Champion team will represent Macau to compete in the GBC 2022 North Asia Final.

GBC 2022 North Asia Final

- The winning teams from Mainland China, Hong Kong, Macau, Japan, Taiwan and Mongolia will be competing in the GBC 2022 North Asia Final.

Learning Award – CIMA Qualification 11 exemptions

The Learning Award is a CIMA special pathway offer to GBC participants who meet the below requirement:

- Submitted GBC 2022 Round 1 report (4000 words)
- Finalists of GBC 2022 North Asia Final

Prizes for Semi-Final (Hong Kong & Macau)

The prizes of GBC Hong Kong & Macau Semi-Final include:

- Champion (HK Team): 1 Cash Prize HKD\$3,000 and certificate
- First Runner-Up (HK Team): 1 Cash Prize HKD\$2,000 and certificate
- Second Runner-Up (HK Team): 1 Cash Prize HKD\$1,000 and certificate
- Champion (Macau Team): 1 Cash Prize HKD\$3,000 and certificate
- First Runner-Up (Macau Team): 1 Cash Prize HKD\$2,000 and certificate
- Second Runner-Up (Macau Team): 1 Cash Prize HKD\$1,000 and certificate

Prizes for North Asia Final

The prizes for GBC North Asia Final include:

- Champion: 1 Cash Prize RMB¥10,000 and certificate
- First Runner-Up: 1 Cash Prize RMB¥5,000 and certificate
- Second Runner-Up: 2 Cash Prize RMB¥3,000 and certificate
- Best Future Business Leader: 1 Cash Prize RMB¥1,000 and certificate
- Merit Awards: 5

The Privacy Policy is applying to all participants in Global Business Challenge 2022, please visit the following link for details – <https://www.cimaglobal.com/Privacy-Policy/>

The rules and details of GBC may be amended at any time by CIMA.
If disputes occur, the decision of CIMA shall be final.