



CGMA® Global Business Challenge 2023

2023 CGMA® 商业精英国际挑战赛

CGMA Global Business Challenge 2023

Are you a young business leader with a passion for solving real-world problems with your knowledge of business, finance, and management? Then look no further than the CGMA Global Business Challenge (GBC)!

This international competition, brought to you by the American Institute of CPAs (AICPA) and Chartered Institute of Management Accountants (CIMA), is the ultimate platform for showcasing your talent in business management. Since its inception in 2009, the GBC has drawn the best and brightest from countries and regions all over the world, including UK, Ireland, Sri Lanka, India, Mainland China, the Philippines, Malaysia, Pakistan, Poland, Singapore, Middle East, Russia, Vietnam, Bangladesh, South Africa, Ghana, United Arab Emirates, Australia, Hong Kong, Macau, Mongolia, Japan, Taiwan and many more. The GBC is built upon the principles of fairness, justice, and openness, with a focus on developing the future leaders of the business world. This is a fantastic opportunity to gain real-world experience and demonstrate your potential as a business leader.

To participate in this exciting challenge, all you need to do is register as a team of four and submit an analysis report of a specific case within a given time. The competition adopts actual case scenarios from the CIMA professional qualification, emphasizing the combination of theoretical knowledge and practical application.

Take the first step in your journey to becoming a global business leader and join the CGMA Global Business Challenge today!

GBC 2022 Students' Sharing



GBC 2022 Champion Team (HK)
GBC 2022 Champion Team (North Asia)
Team 404 (Lingnan University)

What a dazzling journey it has been. All the way from the first round of report writing, to winning the semifinal round in HK and the North Asia Final as well. We are extremely grateful for the opportunity given by CIMA, for organizing such a fantastic challenge to sharpen our knowledge in all aspects of business. While the NA final used the epically challenging 24 hour competition format, we are able to pull through with the wits and unrelenting pursuit of betterment. Together with the solid academic foundation we gained from the academy, we are able to construct a compelling case narrative that we are confident with. Array of skills such as critical thinking, problem solving, reporting, presenting and most importantly, teamwork skills were strengthened through this unforgettable experience. With this eye opening exodus of stepping out of our comfort zone, we developed a strong comradery and valuable skills that's to be treasured for years to come.



GBC 2022 Champion Team (Macau)
Team Excellence (University of Macau)

These two months have been an amazing journey. We never thought that we could win the champion of Macau at the beginning. When we first got the case, we were very confused. Fortunately, under the guidance of our mentors, Prof. Simon So and Prof. Carry Mak, we started to find the direction to work on. Throughout the preparation of the report, we dabbled in many aspects that we did not know about. For instance, the process of recruitment, segmental analysis, and induction session etc. This memorable experience not only allowed us to learn new knowledge, but also developed our active learning skills. Simultaneously, other teams in the semi-final Macau also provides us of entirely new angle of the business case, which gives us a different understanding of this case. Efforts will eventually be rewarded, that's the most valuable thing we got in this competition.



GBC 2022 Team from Japan
KyotoKaiba (Kyoto University)

GBCに参加する貴重な機会をいただいたこと、そしてこのような名誉ある賞をいただけたことを光栄に思います。国際コンペティションへの参加や、限られた時間で英語のプレゼンテーションを行うなど、全てが未経験で苦勞する面もありましたが、大変実り多い学習をすることができました。特に、我々が知らないフレームワークを駆使した他チームの洗練された議論は今後の学習に向けた良い刺激となりました。また、現実的なビジネスケースを扱う本大会は、抽象的かつ受動的な日々の学習と異なり、チームワークを發揮しつつ知識を応用する極めて実践的な機会であったという意味でも大変貴重で、ビジネスに限らず、様々な能力を高めてくれるものであると確信しております。

大会ご関係者の皆様に改めて感謝申し上げますとともに、GBCのさらなる発展をお祈りいたします。



GBC 2022 The Future Business Leader Award
Cheuk Hiu Fung, Aaron – Team 404
(Lingnan University)

The CIMA GBC was an eye-opening competition that allowed me to hone in on an array of skills such as solving practical business problems with a basis of theoretical knowledge. The competition was fierce, and I was up against some of the brightest minds in the industry. By keeping sight of my goal and worked tirelessly to reach it with my team. I am Honoured to be awarded the Best Future Business Leader award and to secure the NA Champion spot. This award will inspire me to continue pushing myself to be the best I can be and to make a meaningful contribution to the business world. The competition was definitely a place to forge champions, by learning to communicate deliberately and work efficiently under stress. These core abilities will become invaluable assets for years to come.

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

All participants must complete the online registration form ([Link](#)) before 16 April 2023.

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

Rules for Participants (Hong Kong, Japan, Macau, Mongolia, South Korea, 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 2023.
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, South Korea, Taiwan)

1. Registration starts	23 March 2023
2. GBC Introduction (Online session – online form)	4 April 2023
3. Registration deadline	16 April 2023
4. Case Study & Questions distribution	On or before 24 April 2023
5. Deadline of Round 1 report submission (9:00AM Hong Kong Time)	12 May 2023
6. Announcement of Finalists for Hong Kong and Macau Semi-Final	24 May 2023
7. Announcement of Participation Teams of Japan, Mongolia, South Korea and Taiwan to North Asia Final	24 May 2023
8. Hong Kong & Macau Regions Semi-Final (For HK and Macau Teams only)	3 rd /4 th June 2023 (Tentative)
9. North Asia Region Final	10 June 2023 (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: 12 May 2023 (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: 1 June 2023 (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 2023 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 2023 Semi-Final (Hong Kong)

- The Champion team will represent Hong Kong to compete in the GBC 2023 North Asia Final.

GBC 2023 Semi-Final (Macau)

- The Champion team will represent Macau to compete in the GBC 2023 North Asia Final.

GBC 2023 North Asia Final

- The winning teams from Mainland China, Hong Kong, Macau, Japan, South Korea, Taiwan and Mongolia will be competing in the GBC 2023 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 HKD3,000 and certificate
- First Runner-Up (HK Team): 1 Cash Prize HKD2,000 and certificate
- Second Runner-Up (HK Team): 1 Cash Prize HKD1,000 and certificate
- Champion (Macau Team): 1 Cash Prize HKD3,000 and certificate
- First Runner-Up (Macau Team): 1 Cash Prize HKD2,000 and certificate
- Second Runner-Up (Macau Team): 1 Cash Prize HKD1,000 and certificate

Prizes for North Asia Final

The prizes for GBC North Asia Final include:

- Champion: 1 Cash Prize RMB10,000 and certificate
- First Runner-Up: 1 Cash Prize RMB5,000 and certificate
- Second Runner-Up: 2 Cash Prize RMB3,000 and certificate
- Best Future Business Leader: 1 Cash Prize RMB1,000 and certificate
- Merit Awards: 7

Internship opportunities and Awards for HK Semi-Final

There will be internship opportunity and award for top performance students selected by the GBC judge panel in Hong Kong Semi-Final, the winners will be offered an internship from the following employers:

- [CW CPA](#)

More to come...

The Privacy Policy is applying to all participants in Global Business Challenge 2023, please visit the following link for details – <https://www.cimaglobal.com/Privacy-Policy/>

The rules and details of GBC 2023 may be amended at any time by CIMA.
If disputes occur, the decision of CIMA shall be final.

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